

Using Python/R to build your first Machine Learning Model in Power BI



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- Microsoft MVP - Data Platform (Power BI)



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Objective

This session is a gentle introduction about how to setup Python/R and how to use them in Power BI to build your first Machine Learning Model

Session Agenda

- Introduction to Power BI
- How to install Python/R
- How to use Python/R in Power BI
 - Get Data
 - Data Manipulation
 - Visualization
- Limitations



Power BI



What is it ?

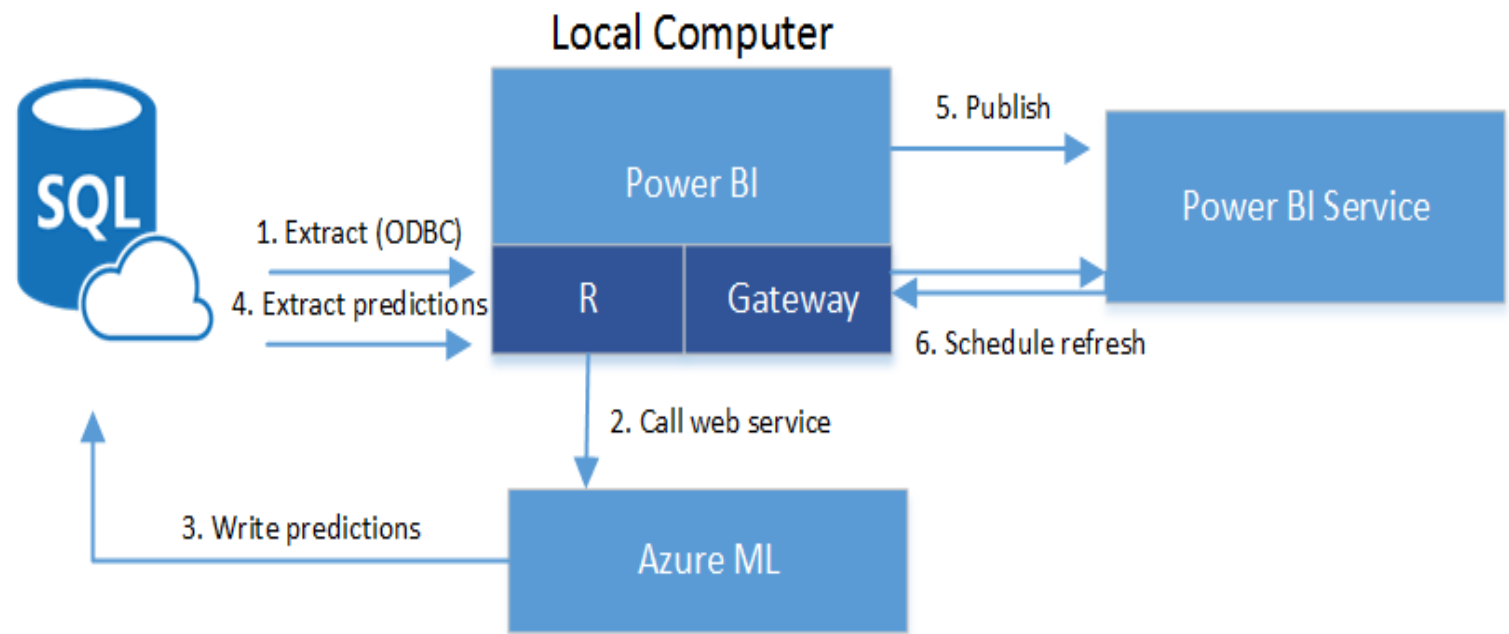
What is Power BI ?

- Power BI is Microsoft self service visualization tool
- Started as Microsoft Excel–based add-ins: Power Query, Power Pivot and Power View
- Later renamed to Power BI it was then unveiled by Microsoft in Sep 2013 as Power BI for Office 365.
- It was released as standalone visualization tool as a service (SaaS) to the general public on July 24, 2015

Machine Learning



 Power BI



What is Next?



BLOG > ANNOUNCEMENTS

Announcing new AI Capabilities for Power BI to make AI Accessible for Everyone



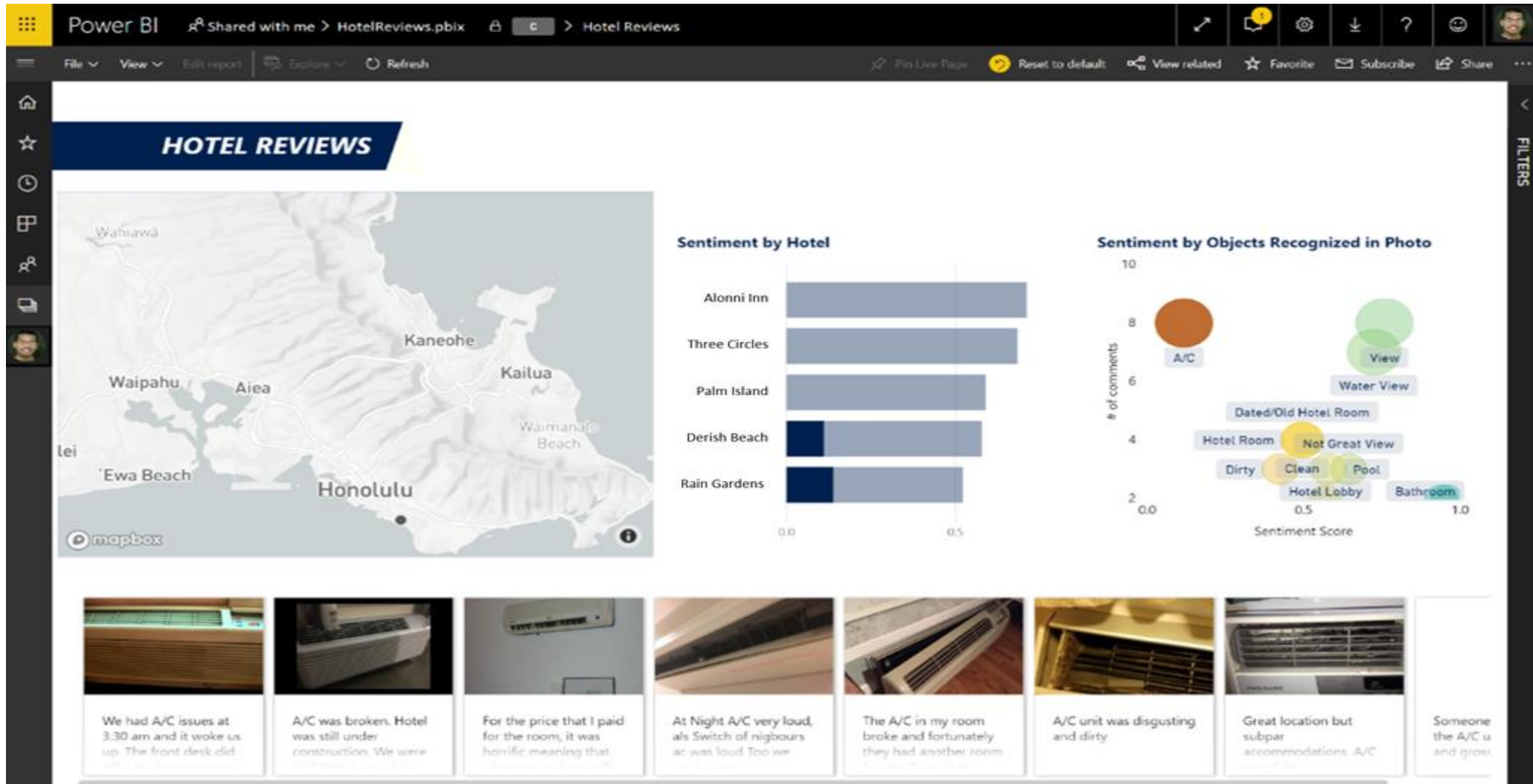
Arun Ulag

General Manager, Engineering

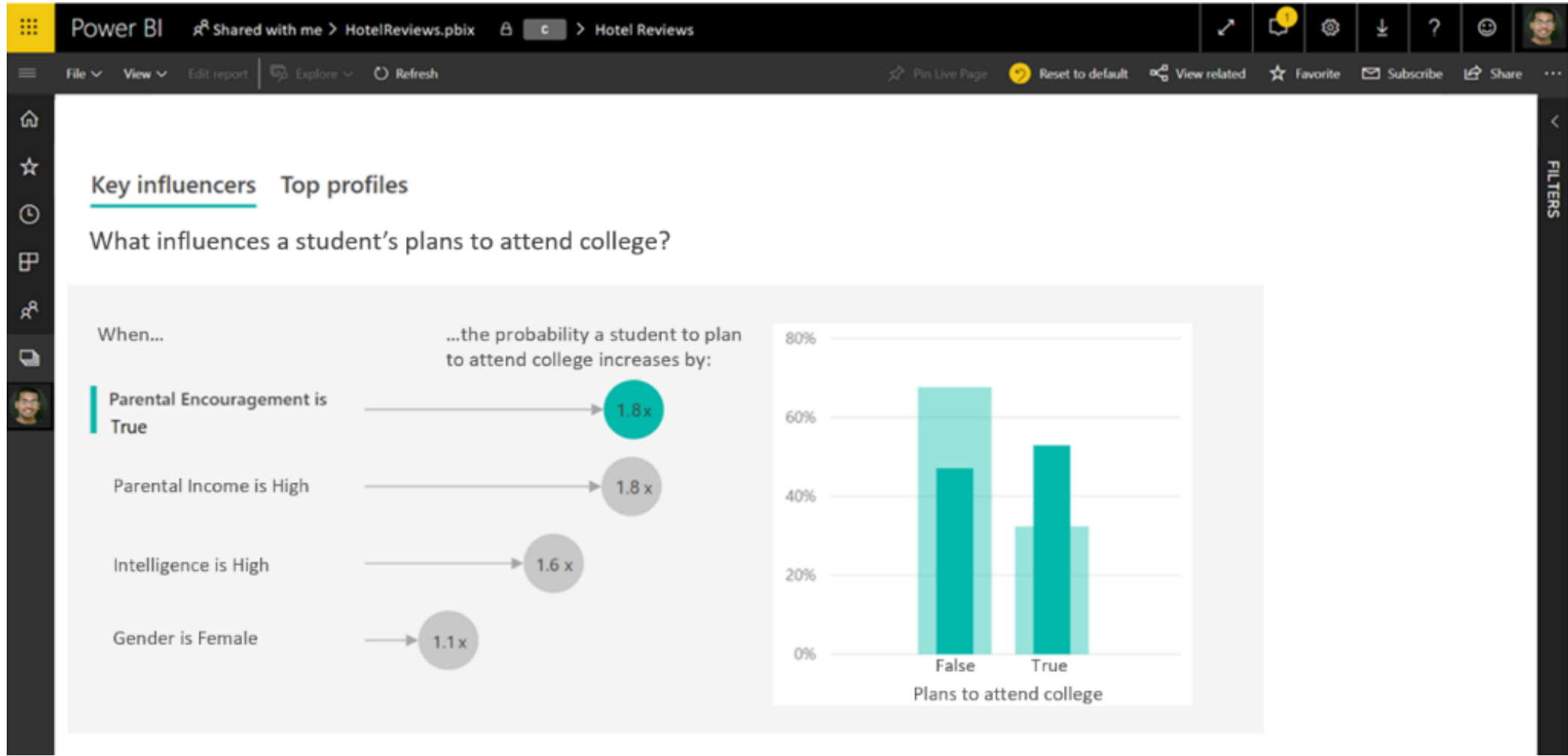
 November 13, 2018

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Azure Cognitive Services capabilities in Power BI



New Key Driver Analysis feature in Power BI



Build Your Own Machine Learning Models in Power BI

The screenshot displays the Power BI interface with a focus on the 'Machine learning models' section. A central dialog box titled 'New to machine learning models? Here's what you'll be doing:' provides a step-by-step guide. The workflow is divided into three main stages: 1. Create and train your model, 2. Improve it, and 3. Apply it. Each stage contains specific tasks and instructions. The background shows the 'Entities' list on the left and 'ACTIONS' on the right.

Power BI Contoso Sales > Sales Data

Entities Machine learning models

ENTITY NAME

- Accounts
- Contacts
- Events
- Leads
- Messages
- Opportunities
- Owners
- Products

Machine learning models workflow:

New to machine learning models? Here's what you'll be doing:

- 1. Create and train your model**
 - Choose a model type**
We'll help you pick the best model to achieve your business goals.
 - Select training data**
Select your base data and related inputs to train your model.
 - Train your model**
The model will train on your data and report on its performance.
- 2. Improve it**
 - Iterate and retrain**
Evaluate, customize and retrain your model until it's optimized.
- 3. Apply it**
 - Apply the model**
Apply your model to future data for predictive insights.

ACTIONS

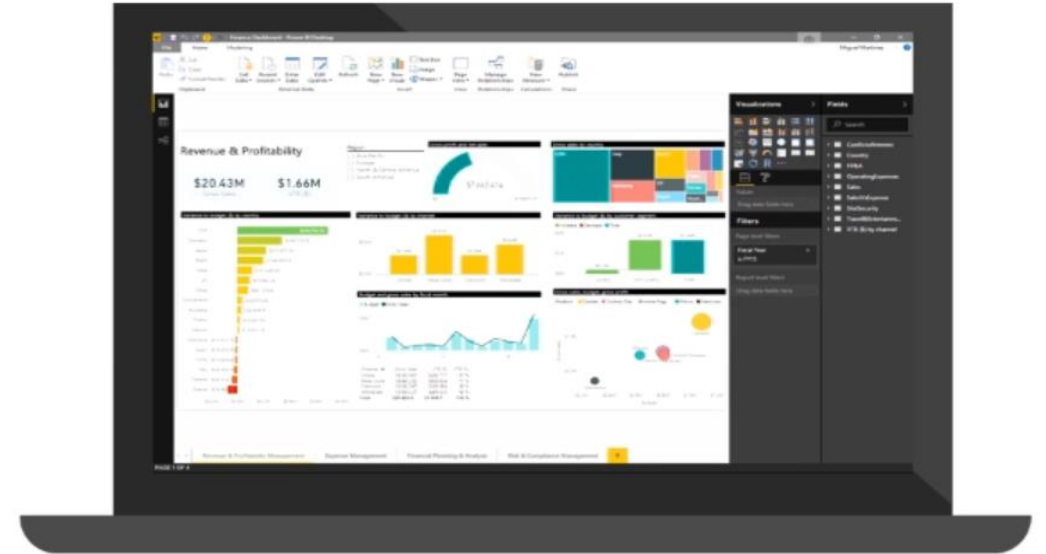
Get started

PBI Development Steps

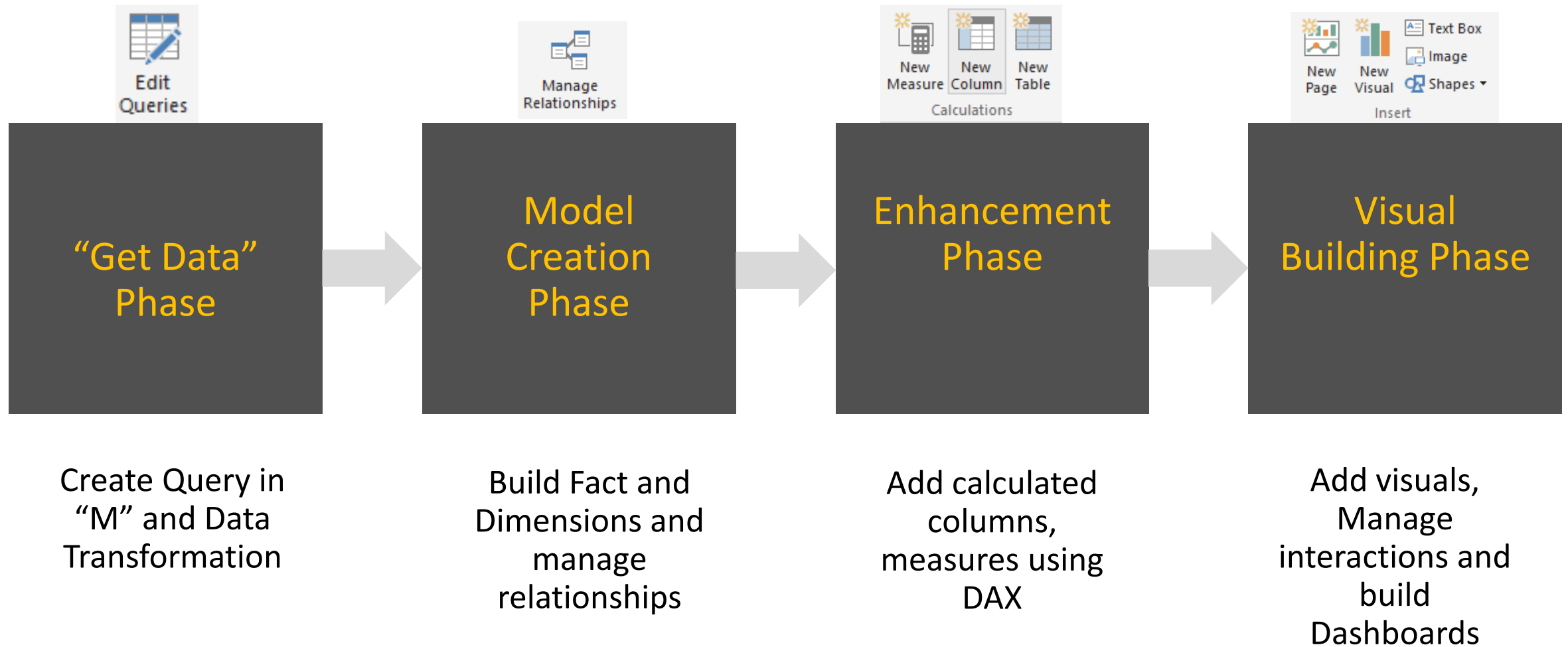


What is Power BI Desktop?

- A free downloadable 32/64 bit desktop application optimized for use with the Power BI service & Power BI Report Server.
- Dedicated BI workflow – data connectivity, preparation, modeling and report authoring.
- Updated every month with new features (lots of them 😊)



Phases of Building a Power BI Report

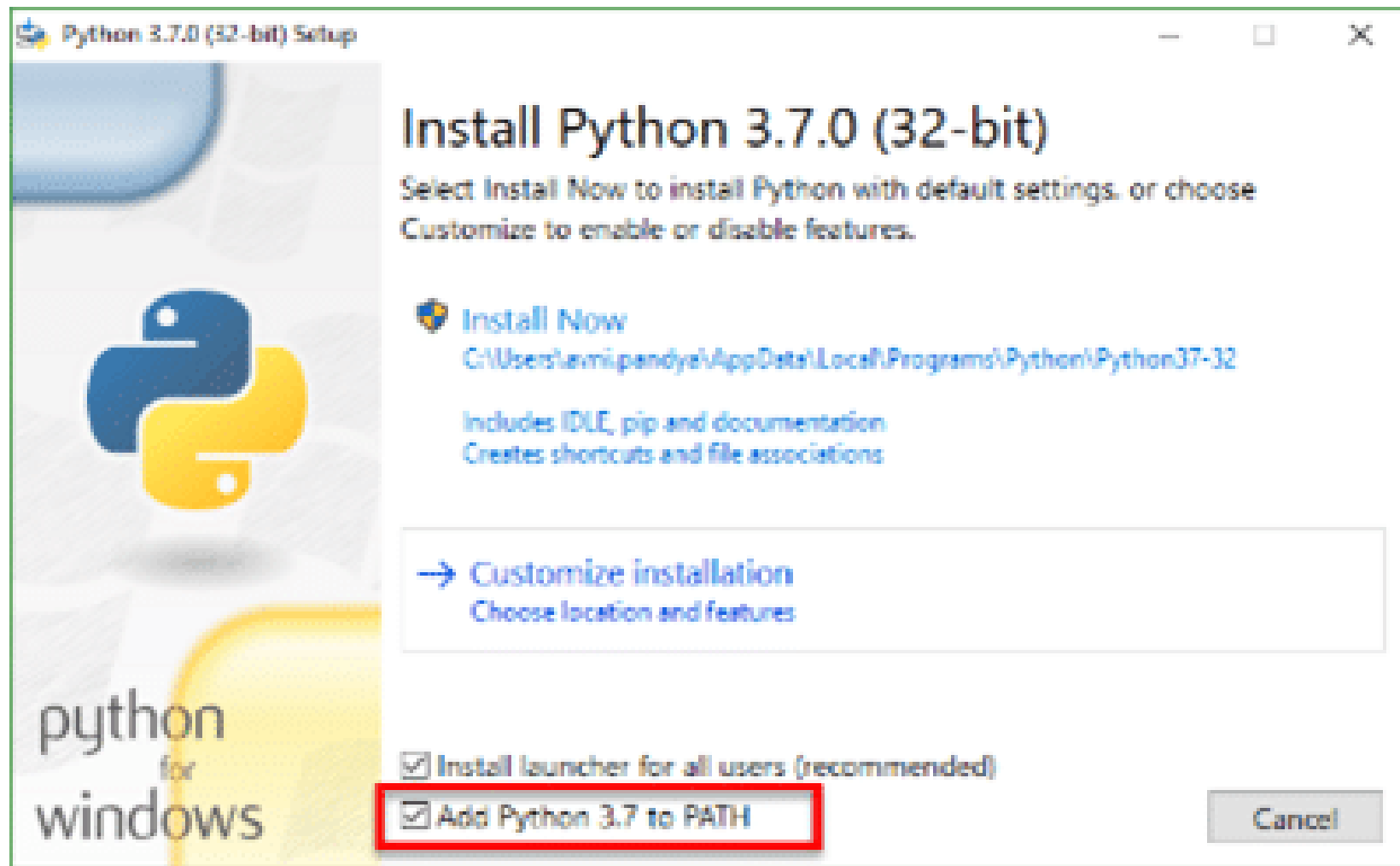


Python & R Setup



Step 1: Install Python



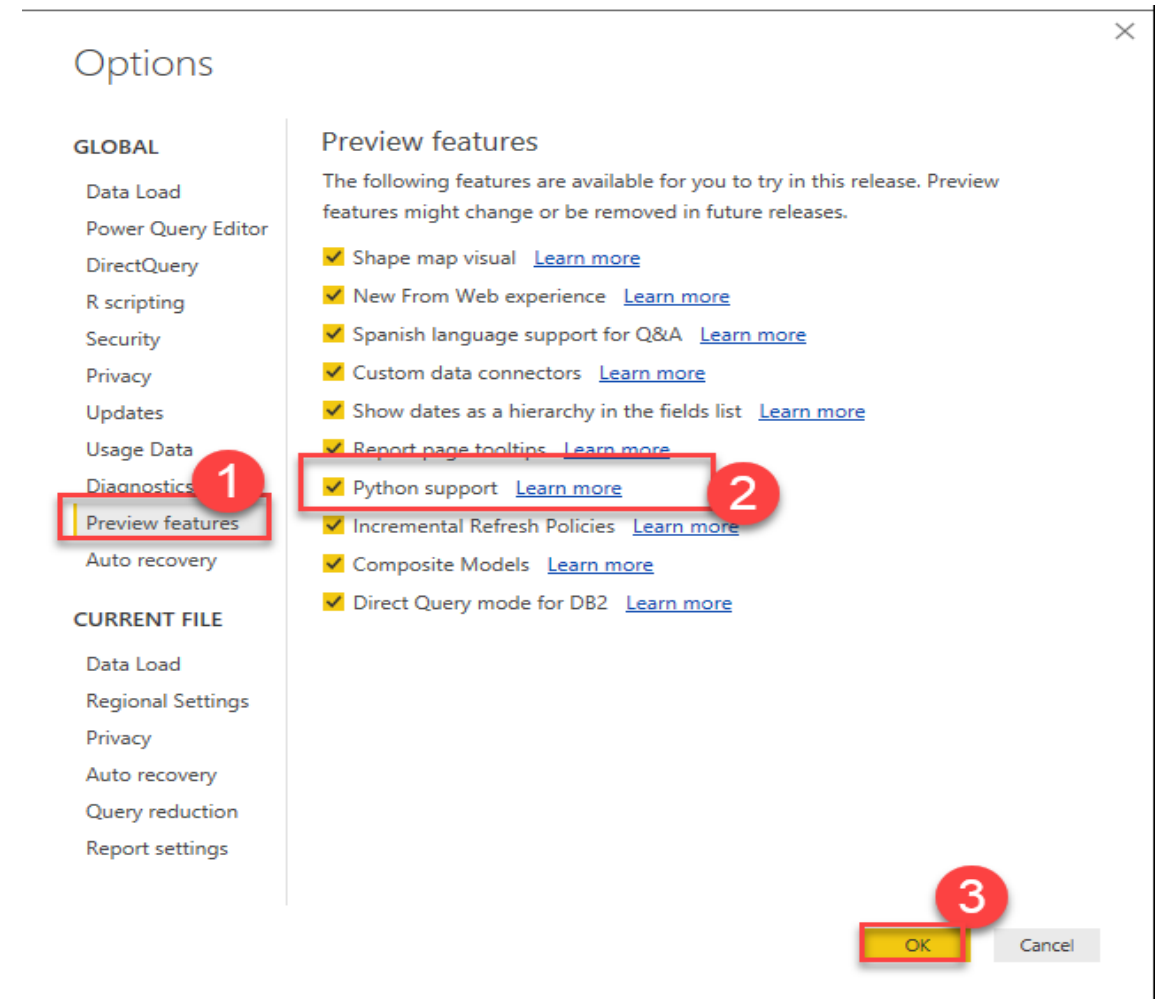
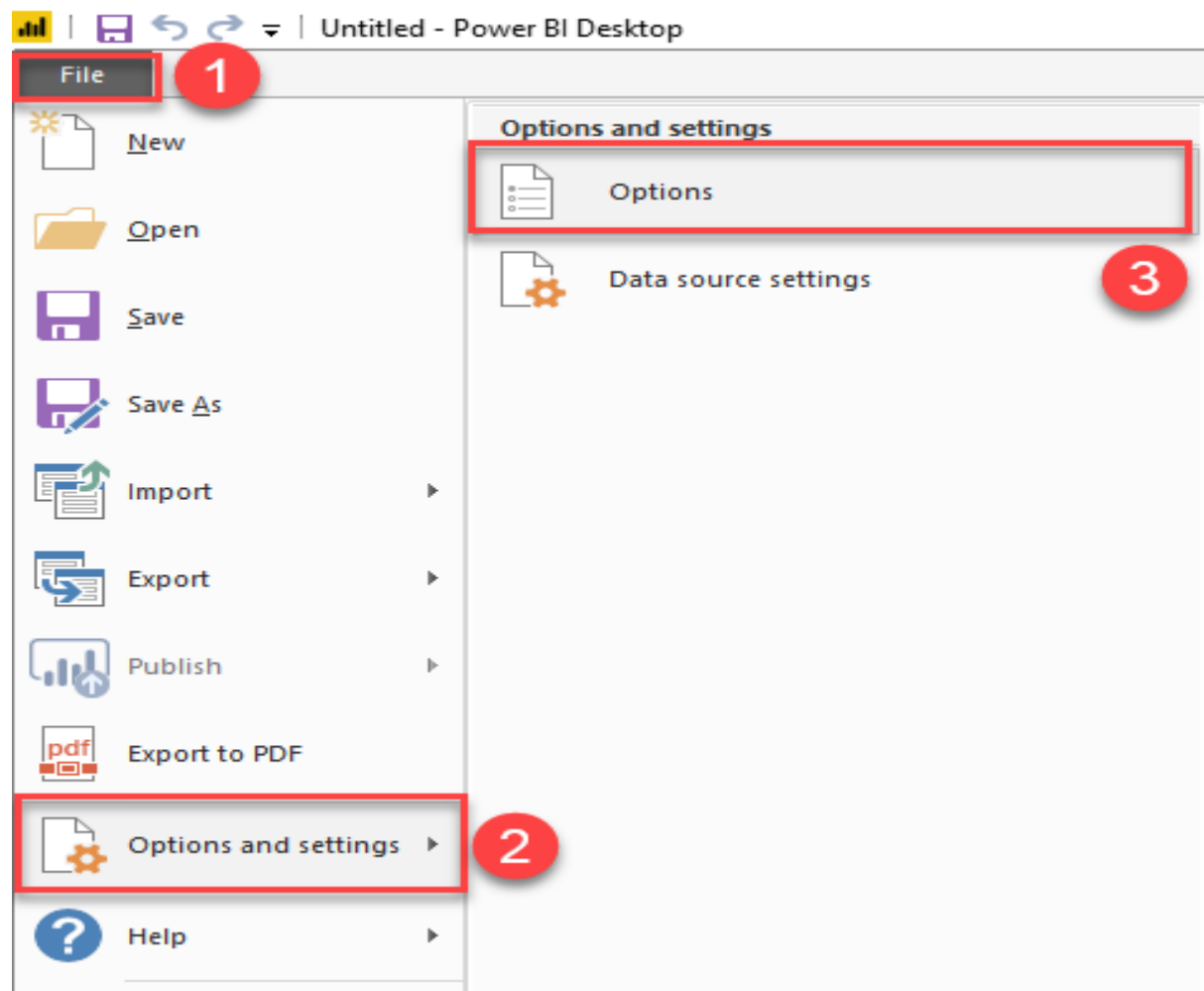


Step 2: Install Libraries

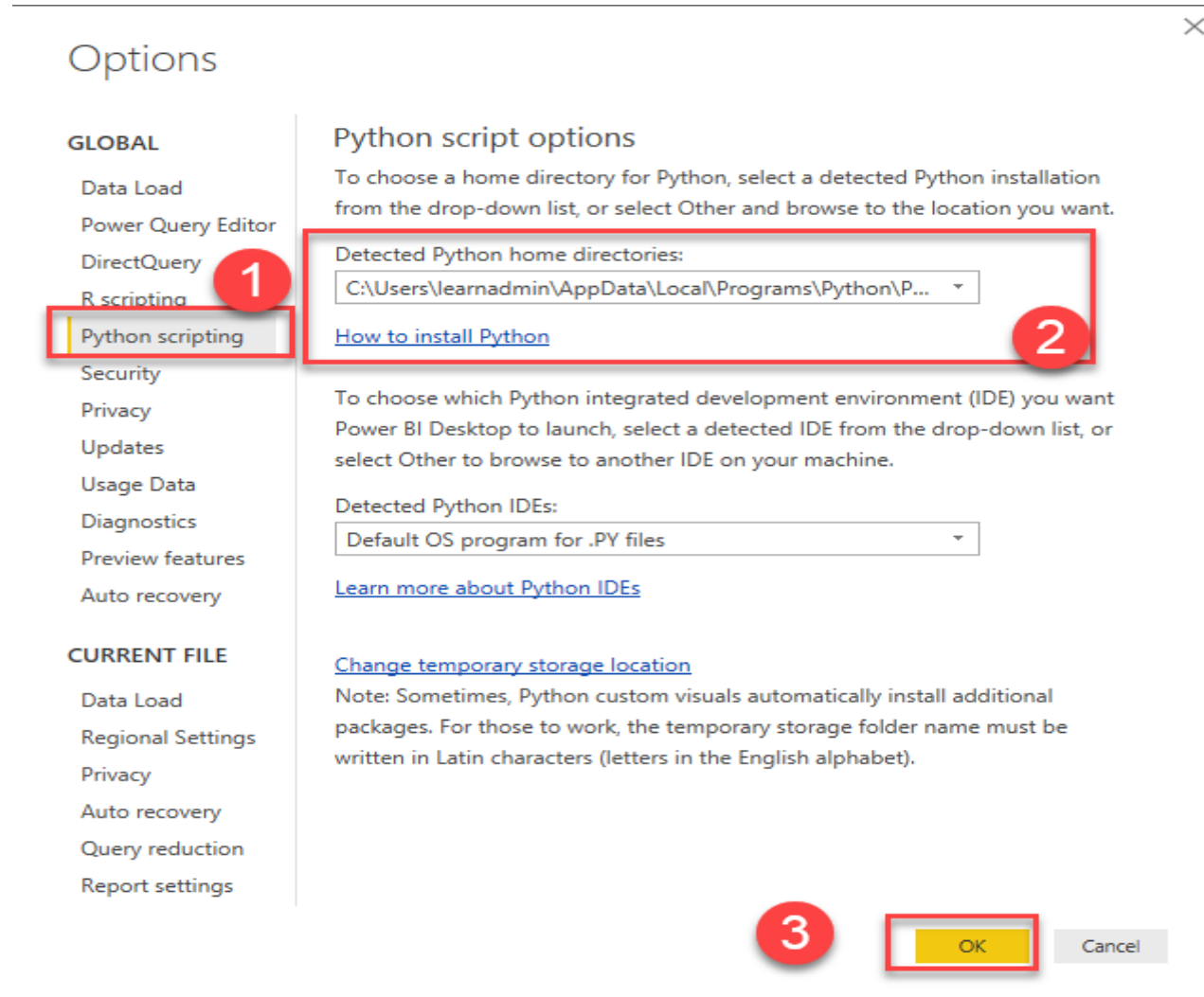
- Data Prep/Analysis: NumPy, Pandas
- Visualization: matplotlib, Seaborn
- Machine Learning: scikit-learn
- Text Analytics: TextBlob, NLTK

- Run cmd as Administrator
- Upgrade pip installation package:
 - > `pip install --upgrade pip --proxy org\username:password@proxy.company.com:8080`
- Install libraries:
 - > `pip install pandas --proxy org\username:password@proxy.company.com:8080`

Step 3: Enable Python in PBI



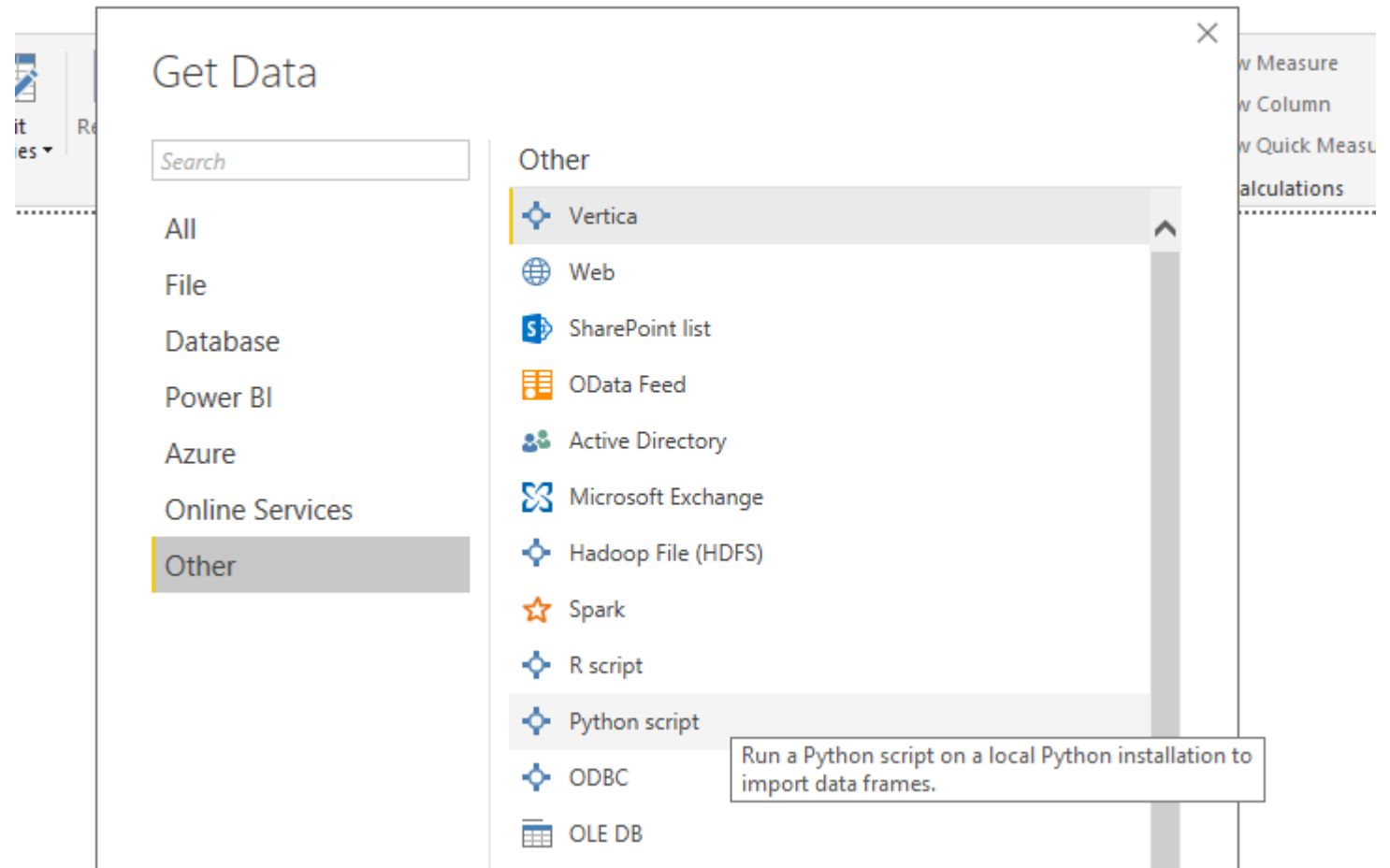
Step 3: Restart and check directory link



Where to use Python/R



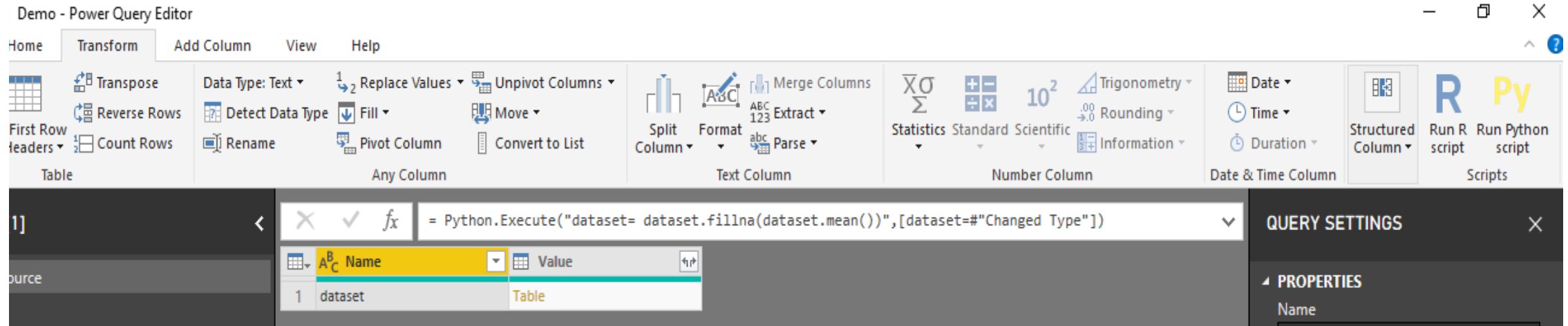
1- Get Data



Example:

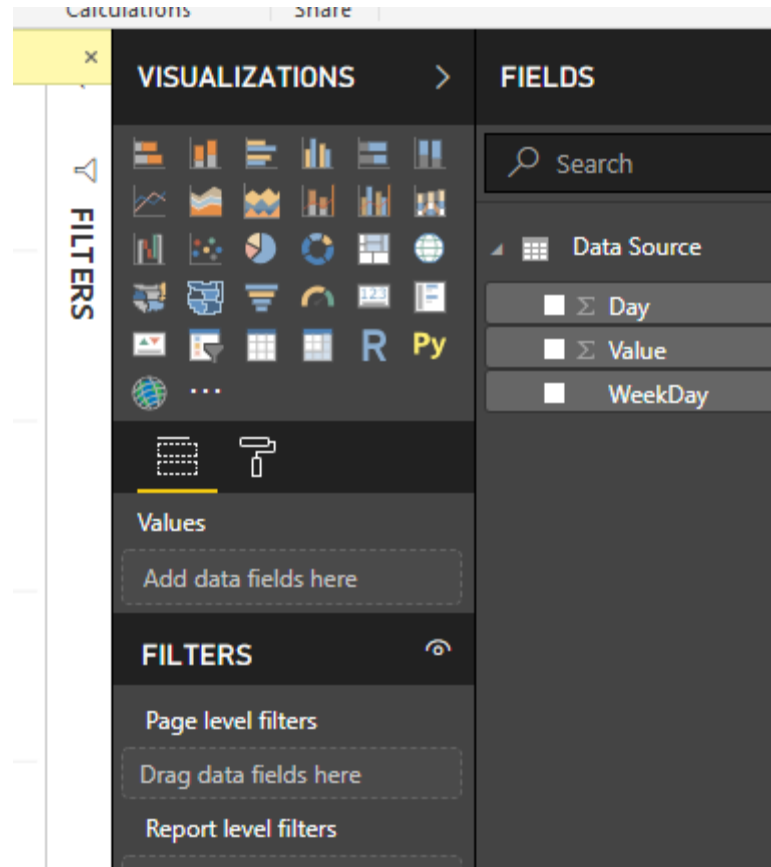
```
datasource = pandas.read_csv('c:/datasource.csv')
```


2- Power Query



Example: `dataset= dataset.fillna(dataset.mean())`

3- Visualization



Example: `sns.swarmplot(x="WeekDay", y="Value", data=dataset)`

Limitations:

- Data size limitations – data used by the Python visual for plotting is limited to 150,000 rows. If more than 150,000 rows are selected, only the top 150,000 rows are used and a message is displayed on the image.
- Calculation time limitation – if a Python visual calculation exceeds five minutes the execution times out, resulting in an error.
- Relationships – as with other Power BI Desktop visuals, if data fields from different tables with no defined relationship between them are selected, an error occurs.
- Python visuals respond to highlighting other visuals, but you cannot click on elements in the Python visual in order to cross filter other elements.
- Can not be published to the web service yet.

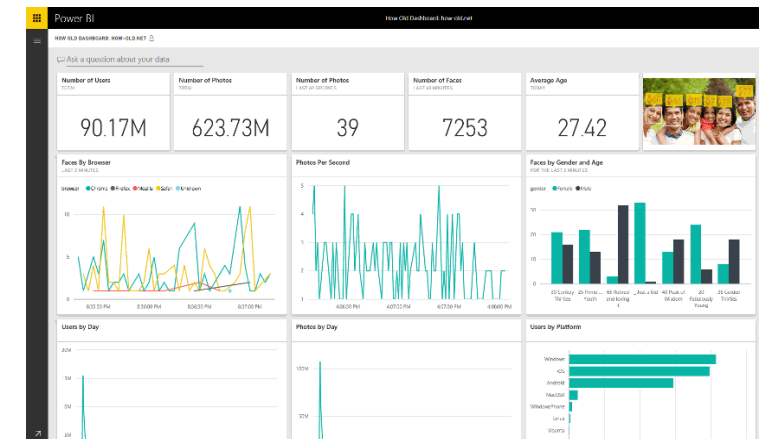
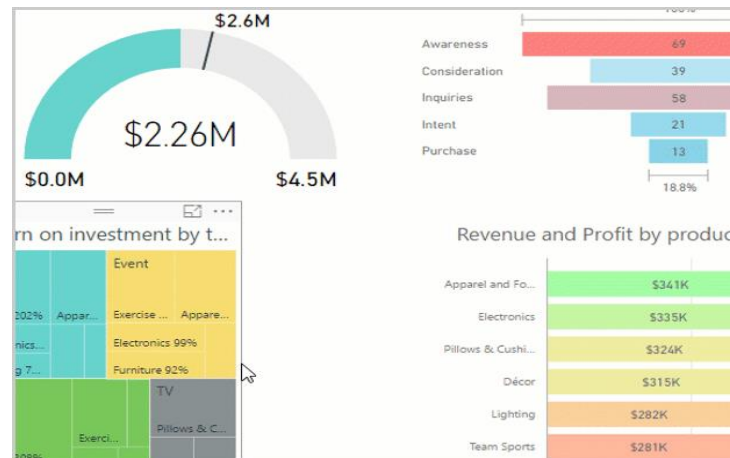
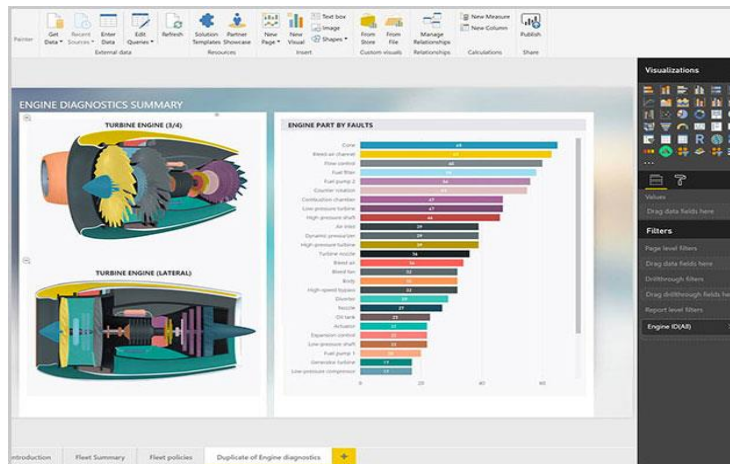
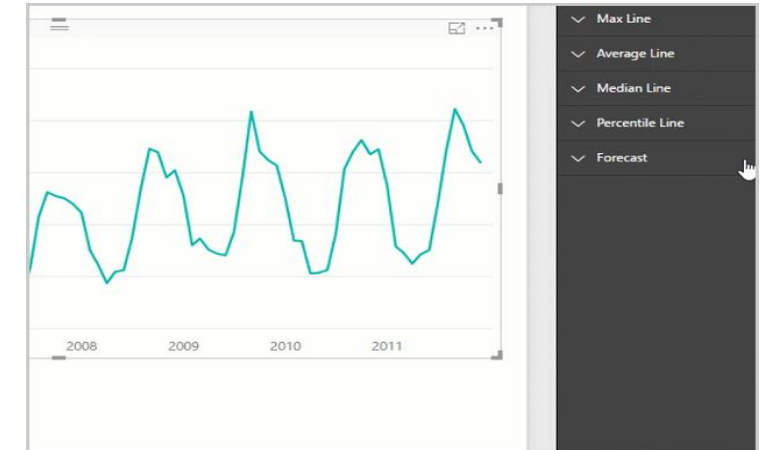
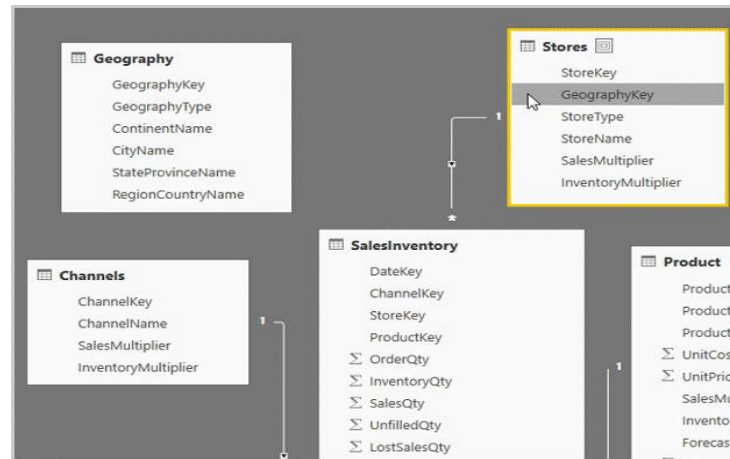
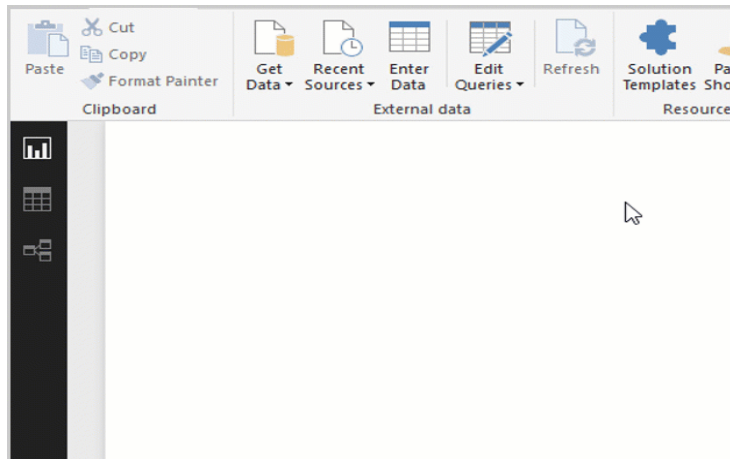
Facebook Sentiment Analysis Demo



Q&A



Power BI
Experience your data
Any data, any way, anywhere



Thanks to the Organizers and Sponsors!

