

# Set up your Databricks Workspace

The event will begin at 9:05 AM

<https://bit.ly/3LWzzlO>

## Step 0

- Copy the bit.ly link into an **incognito window**; **Note: browser must be in incognito mode to access the workspace for the lab**

## Step 1

- See Workspace Registration: The temporary workspace you'll be using in today's workshop is administered by a third party vendor
- Complete this short registration form for the hands-on portion of the workshop

## Step 2

- Launching the workspace: Click "Launch Lab" in the email you receive from Cloudlabs and allow 5-10 minutes for the environment to load

## Step 3

- Accessing the Workspace: After the environment has been prepared, copy-paste the provided workspace link into an **incognito window**
- **Note: Using an incognito window will prevent you from logging into your company's workspace. If issues persists, try disconnecting from VPN and trying again**

## Step 4

- Signing in on **Azure**: Sign in with the provided username and password from the credentials page

## Step 5

- Arrive in your Databricks Workspace!



# Data Intelligence with Azure Databricks

Lab registration link: <https://bit.ly/3LWzzIO>



# Agenda

## Data Intelligence with Azure Databricks Workshop

9:05-9:20 AM	Databricks Keynote
9:20-9:30 AM	Presentation by Microsoft
9:30-10:30 AM	Data Engineering Hands-on Lab
10:30-11:10 AM	Data Science and Machine Learning Hands-on Lab
11:10-11:50 AM	Databricks SQL Hands-on Lab
11:50-NOON	Q&A

# Hands-On Lab Speakers



Harish Rajagopalan  
Solutions Architect  
**Databricks**  
[harish.rajagopalan@databricks.com](mailto:harish.rajagopalan@databricks.com)



Lucas de Paula  
Solutions Architect  
**Databricks**  
[lucas.depaula@databricks.com](mailto:lucas.depaula@databricks.com)



Akash Jaiswal  
Specialist Solutions Architect  
**Databricks**  
[akash.jaiswal@databricks.com](mailto:akash.jaiswal@databricks.com)

# Keynote Speakers



**Andy Stahl**

**Databricks**

Enterprise Account Executive

[andy.stahl@databricks.com](mailto:andy.stahl@databricks.com)



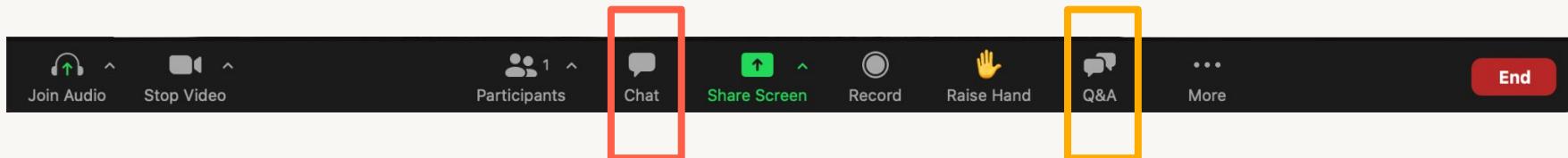
**Owais Hashmi**

**Microsoft**

Principal Specialist, Global Black Belt Team

[owhashmi@microsoft.com](mailto:owhashmi@microsoft.com)

# Housekeeping Details



- The **chat** has been disabled, so that all questions can be posted in the **Q&A**. We have a team monitoring this, so we can quickly address your questions as they come through.
- We will also save time at the end to address any new or outstanding questions live.
- The recording and slides from today will be sent to you via email later this week.



# Democratizing Data + AI



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Andy Stahl, Enterprise Account Executive

**12,000+**  
global customers

Inventor of the **lakehouse**  
&  
Pioneer of **generative AI**

**\$1.6B+**  
in revenue



**databricks**  
The data and AI company

**\$4B**  
in investment

**Gartner-recognized Leader**  
Database Management Systems  
Data Science and Machine Learning Platforms

Creator of



**mlflow™**



The winners in every industry will be  
data + AI companies





Uses AI to model real-time digital twins of every flight

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Delivers unified decision making across operations, maintenance, and customer service



Simplifies the loan application experience with AI

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\$1.4B in loans facilitated to 40,000 small businesses through personalized applications

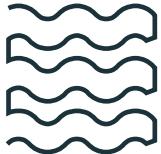


Protects 182M wireless subscribers and 15M broadband households with AI

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Predictive applications stop 80% of fraud in real-time before it can happen

Data Lake



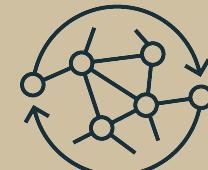
Machine Learning



Streaming



Generative AI



Data Science



Most organizations struggle  
to realize this vision

Governance



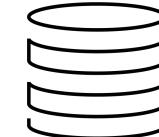
Orchestration & ETL



BI



Data Warehouse



Data Lake



Machine Learning



Streaming



Generative AI



Data S



Data, AI, and governance are siloed

Data privacy & control are challenged by AI

Dependent on highly technical staff

Governance



Orchestration & ETL



BI



Warehouse



# The Data Lakehouse

An open, unified foundation for all your data

Data Science  
& AI

ETL & Real-time  
Analytics

Orchestration

Data  
Warehousing

Unified security, governance, and cataloging

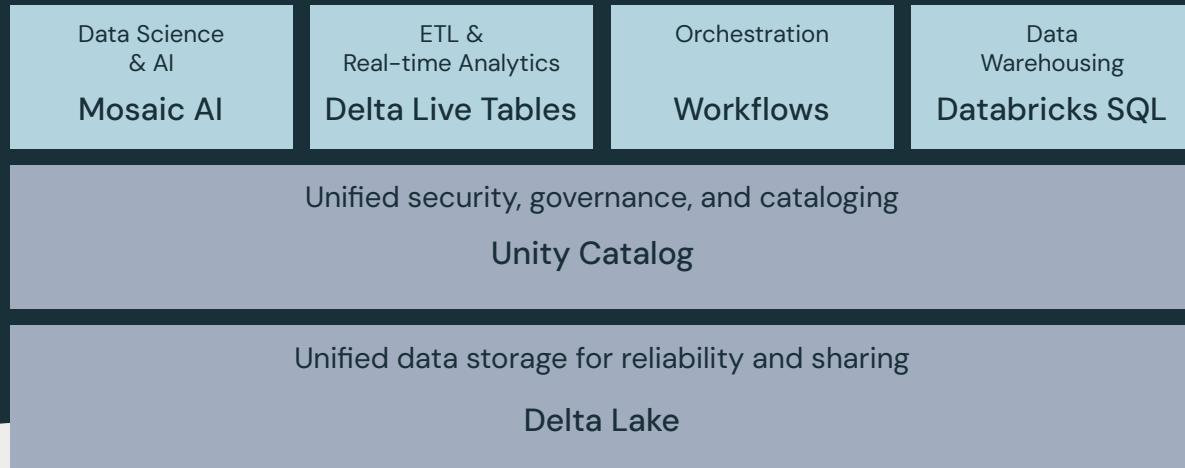
Unified data storage for reliability and sharing

**Open Data Lake**

All Raw Data  
(Logs, Texts, Audio, Video, Images)

# The Data Lakehouse

An open, unified foundation for all your data



**2020**

Databricks pioneered the lakehouse architecture



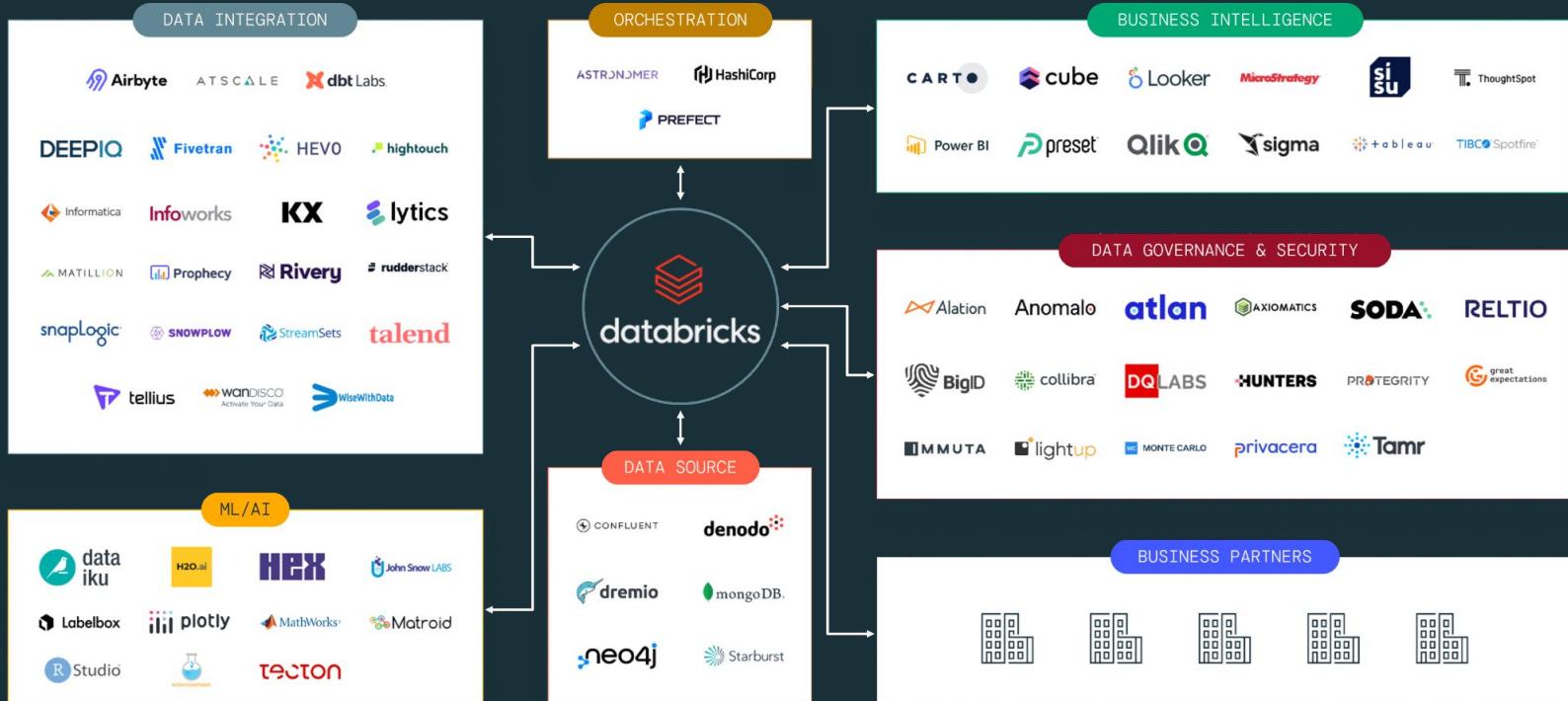
**Today**

74% of global enterprises have adopted lakehouse

MIT Technology Review Insights, 2023

# Built on an open foundation

Easily integrate with the entire data and AI ecosystem



# Data Lakehouse

An open, unified foundation  
for all your data



# Generative AI

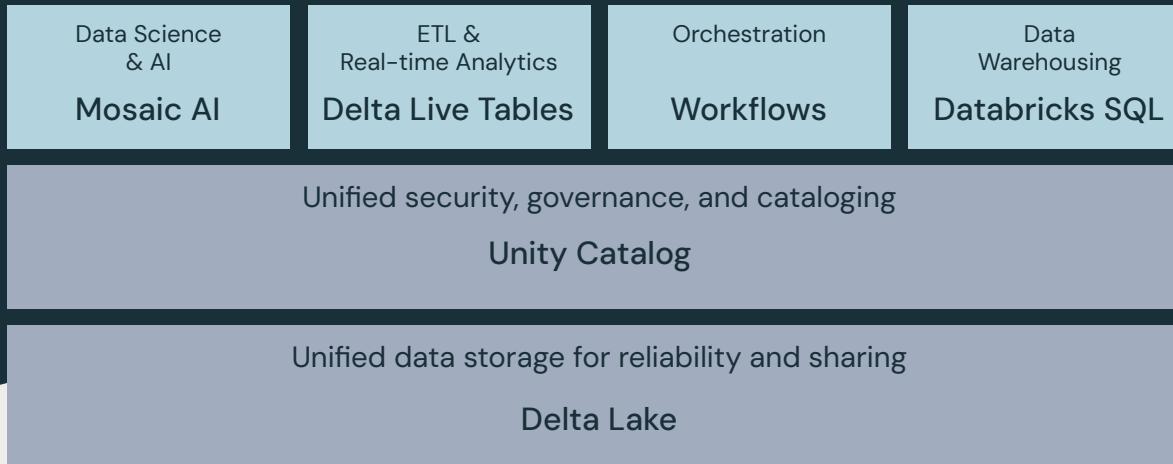
Easily scale and use data and AI



# Data Intelligence Platform

Democratize data + AI across  
your entire organization

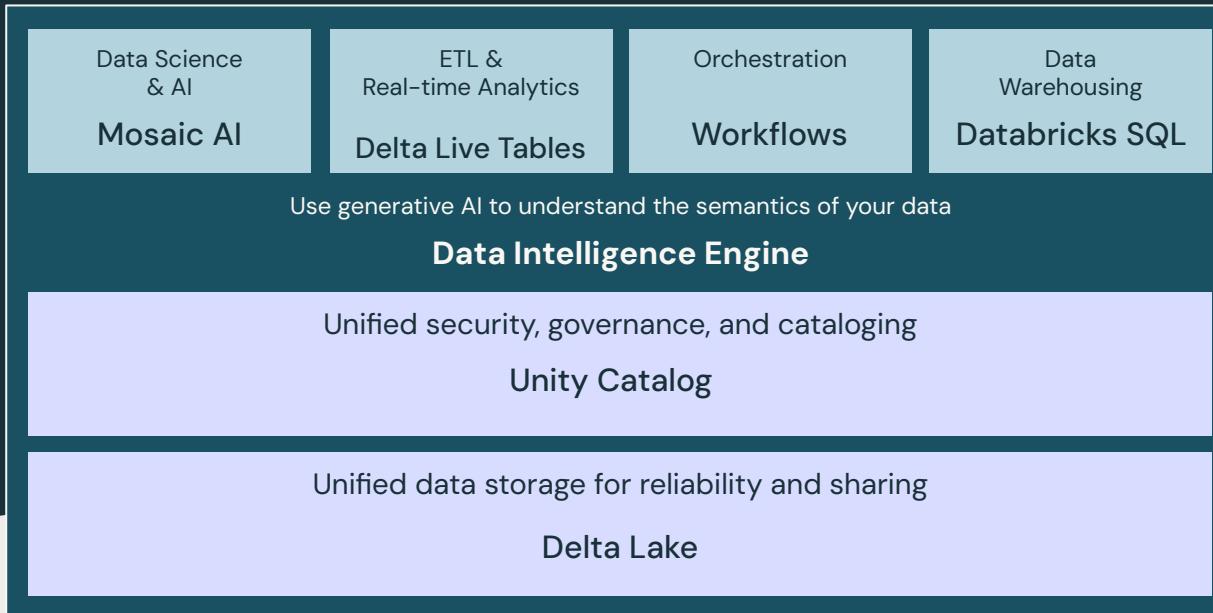
# Databricks Data Intelligence Platform



## Open Data Lake

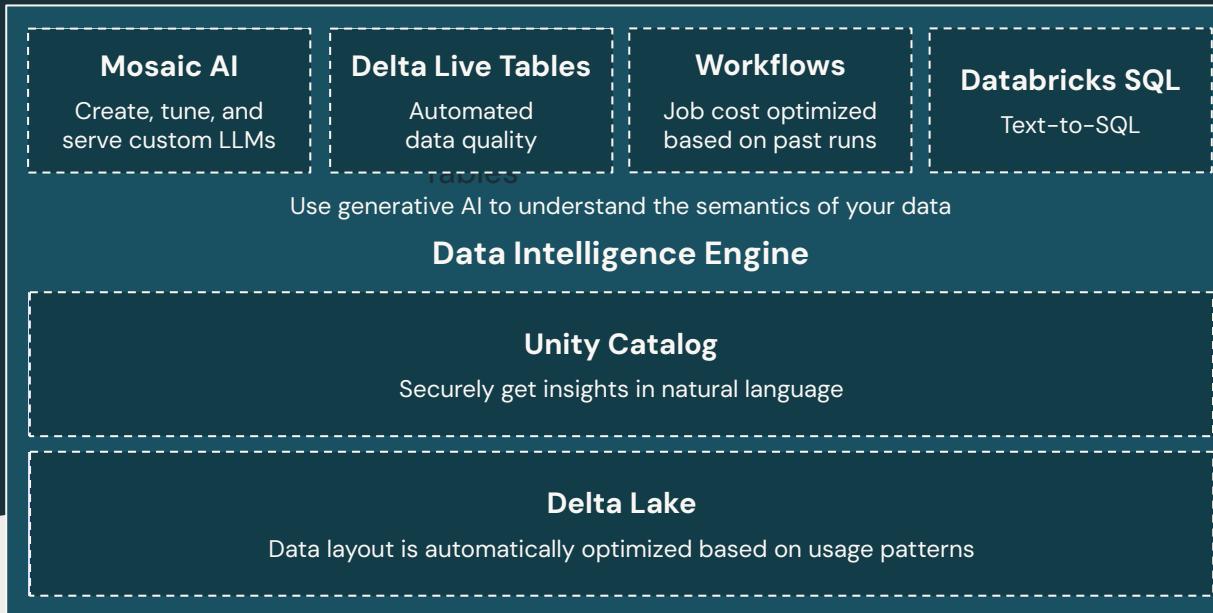
All Raw Data  
(Logs, Texts, Audio, Video, Images)

# Databricks Data Intelligence Platform



**Open Data Lake**  
All Raw Data  
(Logs, Texts, Audio, Video, Images)

# Databricks Data Intelligence Platform



**Open Data Lake**  
All Raw Data  
(Logs, Texts, Audio, Video, Images)

# Databricks Data Intelligence Platform

## Data-centric AI

### Gen AI

- Custom models
- Model serving
- RAG

### End-to-end AI

- MLOps (MLflow)
- AutoML
- Monitoring
- Governance

### Mosaic AI

Create, tune, and serve custom LLMs

### Delta Live Tables

Automated data quality

### Workflows

Job cost optimized based on past runs

### Databricks SQL

Text-to-SQL

Use generative AI to understand the semantics of your data

## Data Intelligence Engine

### Unity Catalog

Securely get insights in natural language

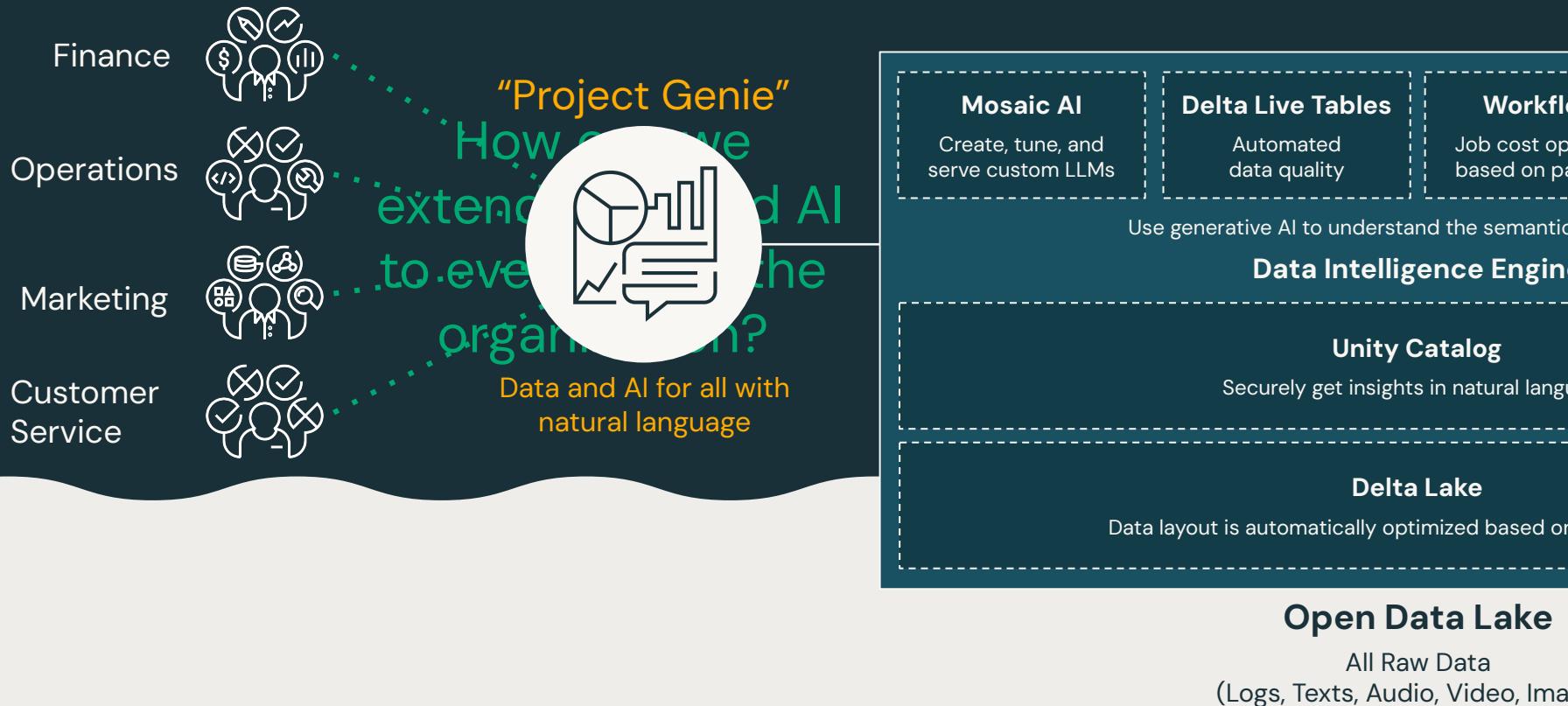
### Delta Lake

Data layout is automatically optimized based on usage patterns

## Open Data Lake

All Raw Data  
(Logs, Texts, Audio, Video, Images)

# Databricks Data Intelligence Platform



# A Data Intelligence Platform enables you to truly democratize data and AI

## ➤ **ACCESSIBLE TO EVERYONE**

Natural language provides ease of use and efficiency for all

## ➤ **SIMPLE TO OPERATE**

AI models used to tune and remove almost all knobs in the platform

## ➤ **BUILD YOUR OWN PRIVATE AI**

Custom AI models are easily built on your private data



Thousands of customers use  
Azure Databricks as their  
lakehouse today

# 5 reasons Databricks runs best on Azure

Databricks is a “first-party” service in Microsoft Azure

1

Native security, identity  
and compliance



2

Mission-critical support  
and ease of commerce



3

Azure ecosystem



4

Service integration and  
rapid onboarding

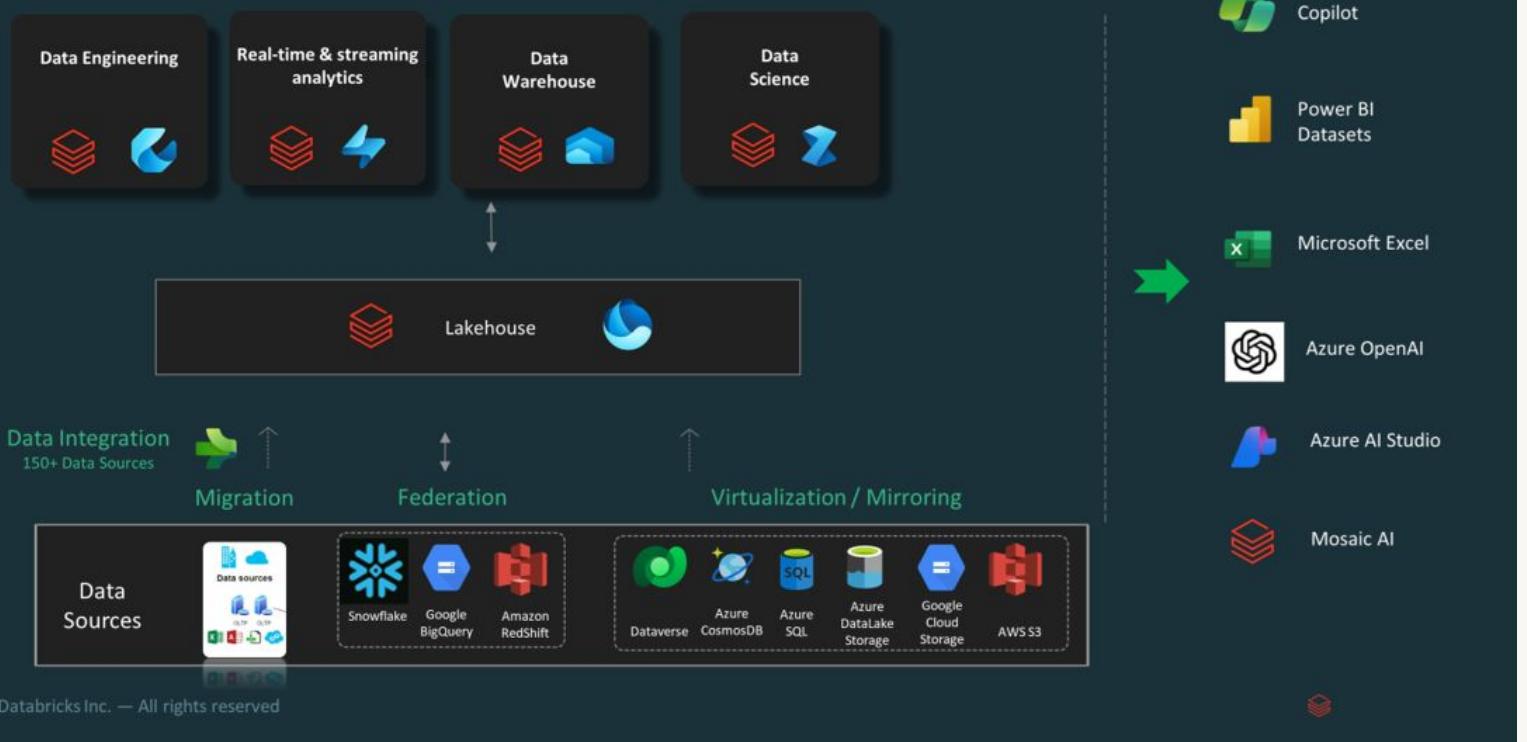


5

Unique partnership across engineering, support,  
and customer engagement



# Winning the best of both worlds



# Let's build your Lakehouse

Communications, Media and Entertainment	Digital Natives	Energy and Industrials	Financial Services	Healthcare and Life Sciences	Manufacturing and Logistics	Public Sector	Retail and CPG
                      							

**EMPOWERING ANY INDUSTRY USE CASE**

**Continuously Innovate and Scale with Partners & Services**

**Brickbuilder Partner Solutions**  **Databricks Professional Services**  **Ecosystem of Activation Partners** 

**Immediately Reduce Time-to-Value with Solution Accelerators**

**Churn Mitigation**  **ESG**  **Personalization** 

**Health Automation**  **Fraud**  **Ad Optimization** 

**Real-World Evidence**  **Supply Chain**  **Fine-grain forecasting** 

**Easily Share Data Across the Entire Industry Ecosystem**

**Clean Rooms**  **Upstream/Downstream Apps**  **Partners** 

**databricks Lakehouse Platform** 



# Hands-on Labs

Lab registration link: <https://bit.ly/3LWzzlO>

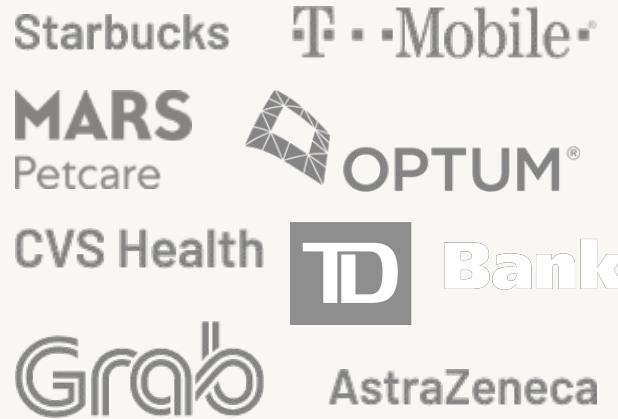
1. Data Engineering Hands-On Lab
2. Data Science & ML Hands-On Lab
3. Databricks SQL Hands-On Lab



# Launch your Azure Databricks 14-day free trial

Discover how easy it is to simplify your data architecture by unifying all of your analytics and AI workloads on a simple open lakehouse platform.

Azure Databricks is optimized for Azure and tightly integrated with Azure Data Lake Storage, Azure Data Factory, Power BI and many more Azure services.



Start your free trial today  
[Azure Databricks Free Trial](#)



DATA INTELLIGENCE DAY

Need to  
update

In-Person, Half Day Event

# Data Intelligence Days

Join us in a city near you! Events in North America,  
Europe, Asia Pacific & Latin America.

[Learn More](#)



# Questions?



Lab registration link: [bit.ly/LINK](https://bit.ly/LINK)  
Hands-on lab guide: [dbricks.co/LabGuide](https://dbricks.co/LabGuide)

