



# Power BI Roadmap: Strategy, Vision, and Demos

**Heather Grandy**

Data Platform Solutions Engineer

**in** /heathergrandy

# 375K+

Power BI customer organizations

## 10 years of rapid growth!

# 95%

Fortune 500 companies use Power BI

# 30M+

Power BI MAU

# 7M+

Power BI developers



Fabric GA  
11.15.2023



Power BI  
7.24.2015

# 10 years of rapid growth!



# Gartner®

## June 2025

### A Leader in Analytics & BI Platforms\*

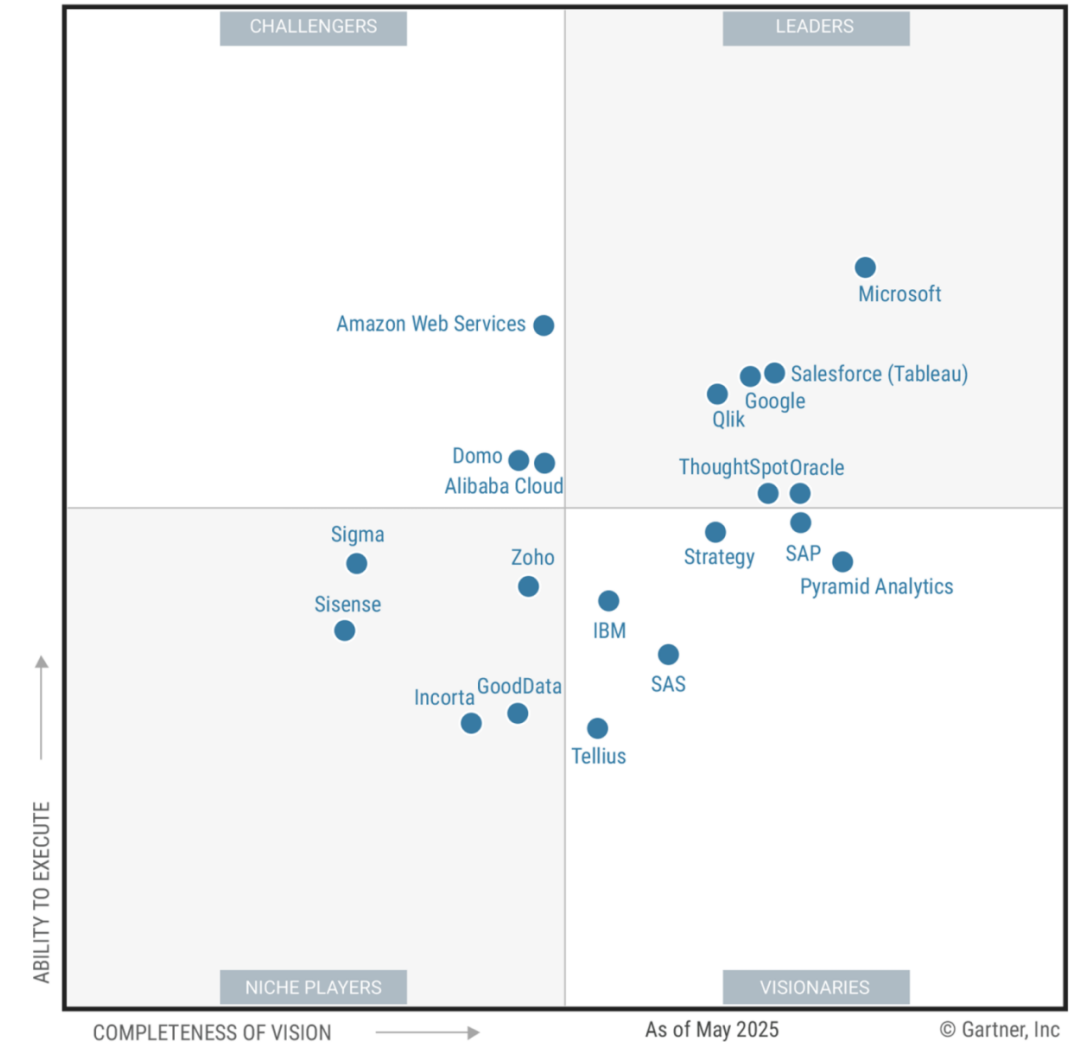
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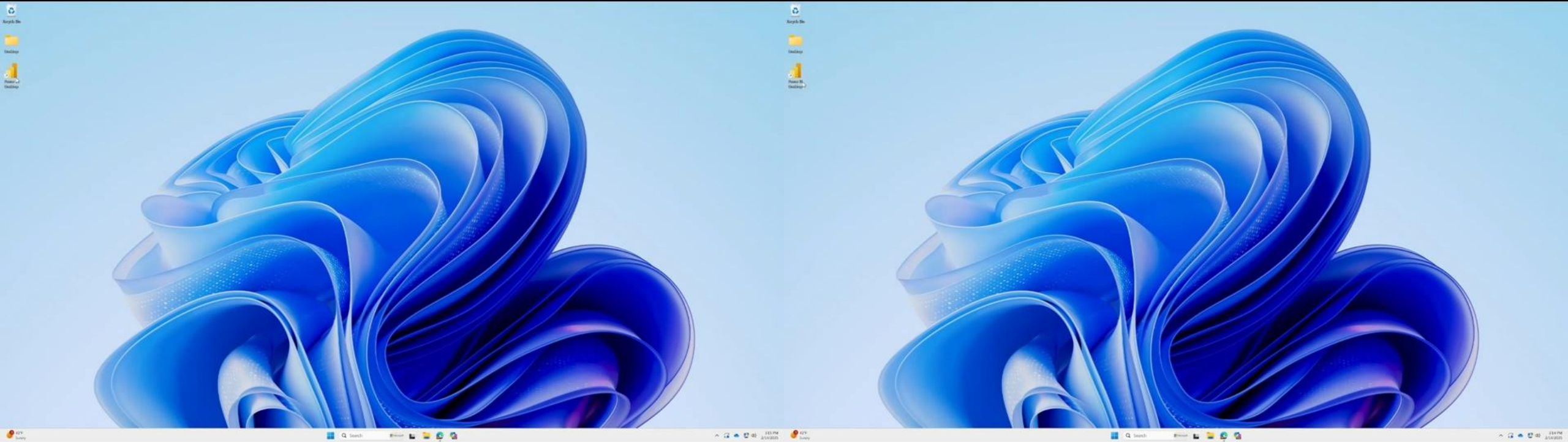
*Gartner, Magic Quadrant for Analytics and Business Intelligence Platforms,  
By Anirudh Ganeshan, Edgar Macari, Jamie O'Brien, Kurt Schlegel, Christopher Long, 16 June 2025*

Figure 1: Magic Quadrant for Analytics and Business Intelligence Platforms



Gartner.

# Faster Start Up Performance



**New**

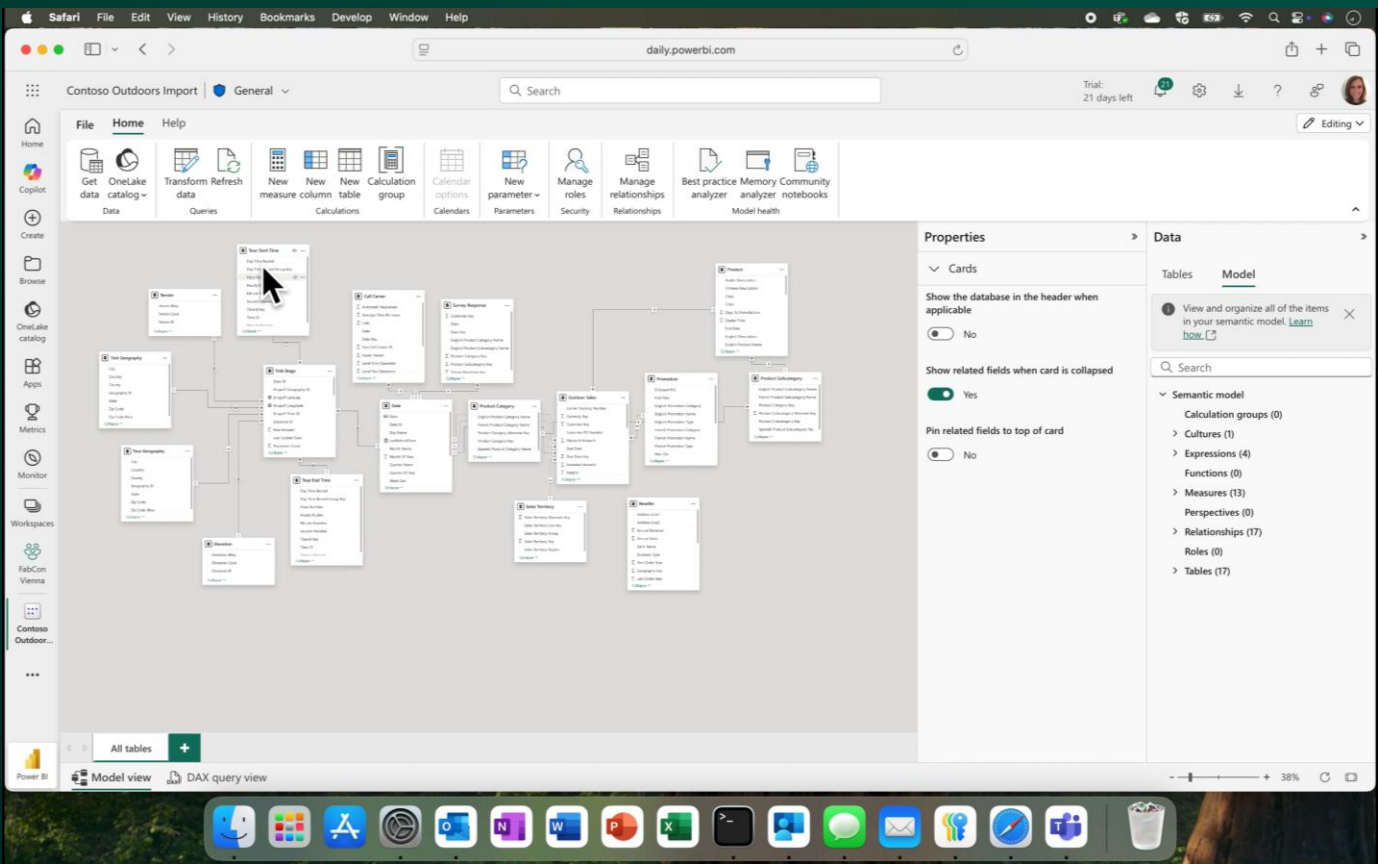
**Old**



# Semantic Models



# Semantic model superpowers



Clearly defined corporate metrics & KPIs

AI enabler for consistent, trustworthy answers

Business-friendly object names, inferred relationships

Mature APIs & open-standard file formats

# Web modeling

Demo

Generally available

- Modeling in the service
- Best Practices Analyzer in Fabric Notebooks



...

Java Sales

Confidential\Microsoft Extended

Search

Trial: 9 days left

...

...

...

...

...

Home

Copilot

Create

Browse

OneLake catalog

Apps

Metrics

Monitor

Learn

Real-Time

Workloads

Workspaces

European Microsoft...

Java Sales

...

FileHomeHelp

Get data

OneLake catalog

Transform data

Refresh data

New measure

New column

New table

Calculation group

Calendar options

New parameter

Manage roles

Manage relationships

Best practice analyzer

Memory analyzer

Community notebooks

Data

Queries

Calculations

Calendars

Parameters

Security

Relationships

Model health

Date

DateKey

Fiscal Quarter

Fiscal Year

Full Date

Month

MonthKey

Collapse

Product

Category

Color

List Price

Model

Product

ProductKey

SKU

Standard Cost

Collapse

Customer

City

Country-Region

Customer ID

CustomerKey

First Name Customer

Last Name Customer

Postal Code

Collapse

Reseller

Business Type

City

Country-Region

Postal Code

Reseller

Reseller ID

ResellerKey

State-Province

Collapse

Sales

CustomerKey

DueDateKey

Extended Amount

Order Quantity

OrderDateKey

Product Standard Cost

ProductKey

ResellerKey

Sales Amount

Collapse

SalesOrder

Channel

Sales Order

Sales Order Line

SalesOrderLineKey

Collapse

SalesTerritory

Country

Group

Region

SalesTerritoryKey

Collapse

Relationship

TableSalesColumnOrderDateKey

CardinalityMany to one (\*:1)

TableDateColumnDateKey

Make this relationship activeYes

Cross-filter directionSingle

Apply security filter in both directionsNo

Apply changes

Open relationship editor

TablesModel

View and organize all of the items in your semantic model. Learn how

Search

Semantic model

Calculation groups (0)

Cultures (0)

Expressions (0)

Functions (0)

Measures (0)

Perspectives (0)

Relationships (6)

Sales[CustomerKey] <-- Customer[...]

Sales[OrderDateKey] <-- Date[Date...]

Sales[ProductKey] <-- Product[Pro...]

Sales[ResellerKey] <-- Reseller[Res...]

Sales[SalesOrderLineKey] -- SalesO...

Sales[SalesTerritoryKey] <-- SalesTe...

Roles (0)

Tables (7)

All tables

Model view

DAX query view

82%

...

...

Java Sales

Confidential\Microsoft Extended

Q Search

Trial: 7 days left

🔔 ⚙️ ⬇️ ? 👤

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Java Sales

...

File Home Help

Get data

OneLake catalog

Transform Refresh data

New measure

New column

New table

Calculation group

Calendar options

New parameter

Manage roles

Manage relationships

Edit tables

Best practice analyzer

Memory analyzer

Community notebooks

Data

Queries

Calculations

Calendars

Parameters

Security

Relationships

Modeling

Model health

Date

Date

DateKey

Fiscal Quarter

Fiscal Year

Full Date

Month

MonthKey

Collapse

Product

Category

Color

List Price

Model

Product

ProductKey

SKU

Standard Cost

Collapse

SalesLT\_ProductCategory

ModifiedDate

Name

ParentProductCategoryID

ProductCategoryID

rowguid

Collapse

Customer

City

Country-Region

Customer ID

CustomerKey

First Name Customer

Last Name Customer

Postal Code

Collapse

SalesTerritory

Country

Group

Region

SalesTerritoryKey

Collapse

SalesOrder

Channel

Sales Order

Sales Order Line

SalesOrderLineKey

Collapse

Reseller

Business Type

City

Country-Region

Postal Code

Reseller

Reseller ID

ResellerKey

State-Province

Collapse

Sales

CustomerKey

DueDateKey

Extended Amount

Order Quantity

OrderDateKey

Product Standard Cost

ProductKey

ResellerKey

Sales Amount

Collapse

Relationship

Table: Product, Column: ProductKey

Cardinality: Many to one (\*:1)

Table: SalesLT\_ProductCategory, Column: ProductCategoryID

Make this relationship active: Yes

Cross-filter direction: Single

Apply security filter in both directions: No

Apply changes

Open relationship navigator

Tables

Model

View and organize all of the items in your semantic model.

Q Search

Semantic model

- Calculation groups (0)
- Cultures (0)
- Expressions (1)
- Functions (0)
- Measures (0)
- Perspectives (0)
- Relationships (7)
  - Product[ProductKey] <— SalesLT\_P...
  - Sales[CustomerKey] <— Customer[...]
  - Sales[OrderDateKey] <— Date[Date...]
  - Sales[ProductKey] <— Product[Pro...
  - Sales[ResellerKey] <— Reseller[Res...
  - Sales[SalesOrderLineKey] — SalesO...
  - Sales[SalesTerritoryKey] <— SalesTe...
- Roles (0)
- Tables (8)

All tables

Model view

DAX query view

82%

# DAX improvements

Demo

Generally available

- Copilot for DAX Query View



1  Select the icon or press Ctrl + I to use Copilot

## Results





Your query results will show up here

[Share feedback](#)

## Data

## Tables

## Model

 View and organize all of the items in your semantic model. [Learn how](#) 

Search

- ✓ Semantic model

Calculation groups (0)

Cultures (0)

Expressions (0)

Measures (0)

Perspectives (0)

- Relationships (14)

- > Roles (1)

> Tables (11)

# Chat with your data





Chat

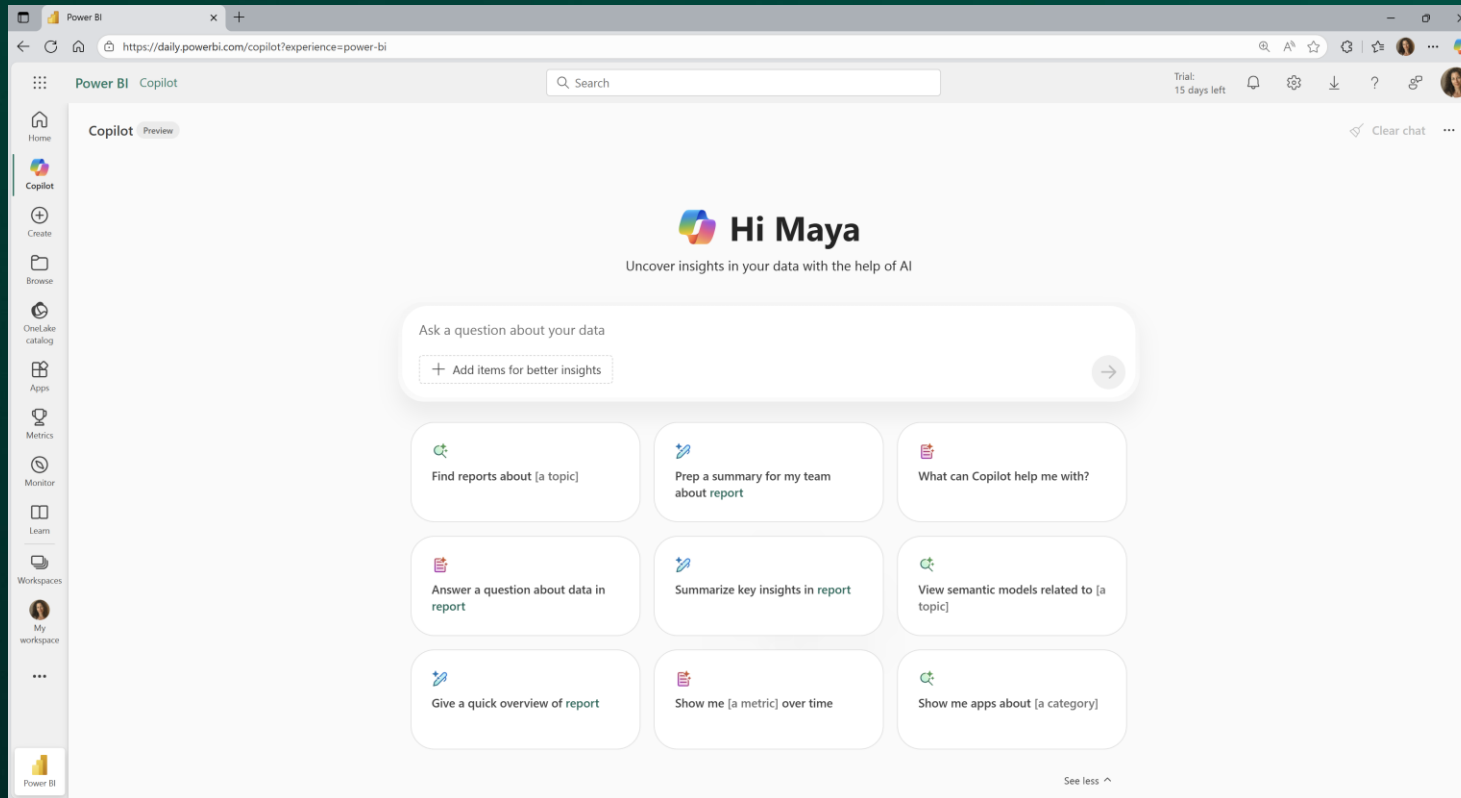
# Power BI Copilot: Chat with your data

Built on existing reports, semantic models, apps & data agents

Interactive visual results without switching context

AI-enabled ad-hoc analysis for "single version of the truth"

Specify custom instructions & curated visual answers to business questions

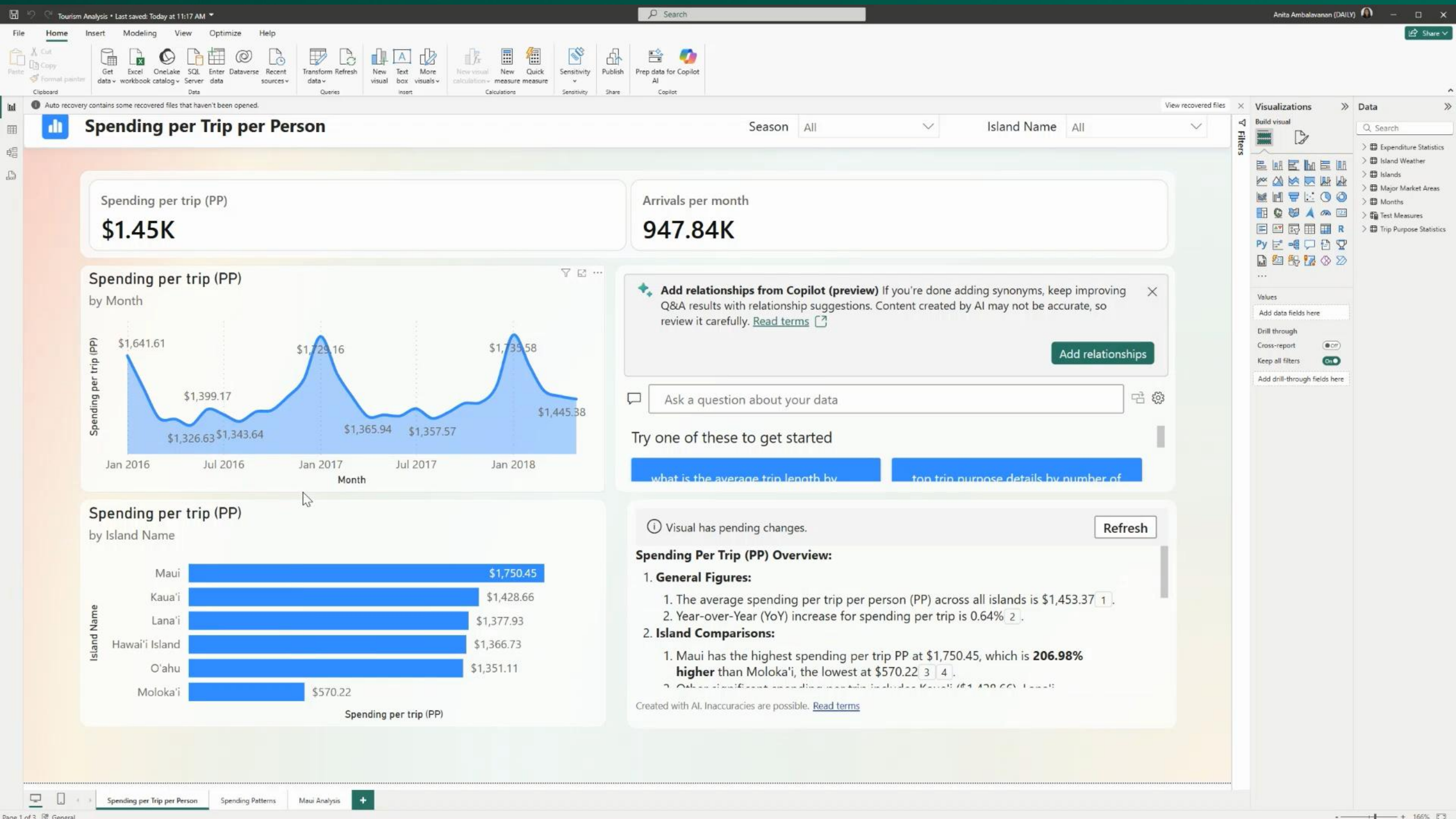


# Preparing for AI

Demo

Public Preview

- Schema selection: configure which columns Copilot can and can't use
- Verified answers: set specific answers to questions to help ground your data
- AI instructions: Tell Copilot instructions on how to reference and talk about your data



# Power BI Agent

Demo

Public preview

- Chat with your data directly from M365 chat
- Same preparation for AI applies here as well
- Including Power BI stunning and interactive data visualizations

Hi there, try asking, 'what can you do?'

Message Copilot

+ Tools



Explain market analysis in Controller domain

Release process and user access managed by Shay Polad

Outline M&A growth strategies in Planning Office Egyptian PM

See more



# MCP Servers

Demo

Preview

- Modeling MCP server
- Chat with your data MCP server

Sales - Power BI Desktop

Search

FileHomeInsertModelingViewOptimizeHelpExternal tools

Clipboard

Get data  
Excel workbook  
OneLake catalog  
SQL Server  
Data  
Enter data  
Dataverse  
Recent sources

Transform data  
Refresh  
Queries

Insert  
New visual  
Text box  
More visuals

Calculations  
New visual calculation  
New measure  
Quick measure

Sensitivity  
Sensitivity

Share  
Publish

Copilot  
Prep data for Copilot AI

Build visuals with your data

Select or drag fields from the Data pane onto the report canvas.

Filters

Data

Search

> About

> Calendar

> Customer

> product

- brand
- category
- category\_code
- color
- count\_products
- manufacturer
- product
- product\_code
- product\_key
- sub\_category
- sub\_category\_code
- unit\_cost
- unit\_price
- weight\_unit\_measure
- weighth

> Sales

> Store

CHAT

Connect to Sales Power BI Desktop

I'll help you connect to a Sales Power BI Desktop instance. Let me first check for available local Power BI Desktop instances and then establish a connection.

> Ran connection\_operations - powerbi-modeling-mcp (MCP Server)

Auto approved for this profile (Edit)

Great! I found a local Power BI Desktop instance running with the title "Sales - Power BI Desktop". Now let me connect to it:

> Ran connection\_operations - powerbi-modeling-mcp (MCP Server)

Auto approved for this profile (Edit)

I see there's an issue with the database name. Let me try connecting without specifying the initial catalog to see what databases are available:

> Ran connection\_operations - powerbi-modeling-mcp (MCP Server)

Auto approved for this profile (Edit)

Perfect! I've successfully connected to the Sales Power BI Desktop instance. The connection is now established and ready to use.

Connection Details:

- Connection Name: Sales
- Data Source: localhost:60106
- Status: Connected successfully
- Process ID: 39800
- Window Title: Sales - Power BI Desktop

You can now perform various operations on this Power BI model, such as:

- Viewing tables, measures, and columns
- Running DAX queries
- Managing model metadata
- Creating or modifying model objects

Would you like me to help you with any specific operations on this Sales model?

🔄 🔍 👍 🗣️

Add Context...

Add context (#), extensions (@), commands (/)

Agent Claude Sonnet 4

Page 2 of 2 Non-Business

82%

- ☐ product
  - ☐ product\_code
  - ☐ product\_key
  - ☐ sub\_category
  - ☐ sub\_category\_code
  - ☐ unit\_cost
  - ☐ unit\_price
  - ☐ weight\_unit\_measure
  - ☐ weighth
- > Sales
- > Store

- **Measure:** count\_products (snake\_case, descriptive)

## Key Observations

### Strengths:

1. **Consistent case usage** - All names are lowercase
2. **Descriptive naming** - Names clearly indicate content
3. **Logical grouping** - Related fields share prefixes (e.g., sub\_category\_code and sub\_category)
4. **Clear hierarchy** - Category structure is well-defined

### Areas for Improvement:

1. **Mixed naming styles** - Combination of snake\_case and simple lowercase
2. **Spelling error** - weighth should be weight
3. **Table name inconsistency** - Table name is singular lowercase while some organizations prefer PascalCase or plural forms

### Recommendations:

1. **Standardize on snake\_case** for all multi-word identifiers
2. **Fix the typo** in weighth → weight
3. **Consider consistent table naming** (e.g., Product or Products)
4. **Maintain the descriptive approach** which aids in model understanding

The overall naming convention is fairly consistent and follows good practices for readability and maintainability.



📎 Add Context...

Add context (#), extensions (@), commands (/)

Agent ▾ Claude Sonnet 4 ▾



# Demo features

## Generally available

- Faster start up performance
- Azure maps enhancements
- Organizational themes
- Performance Analyzer in web
- Web modeling
- Copilot for DAX Query View
- Live edit Direct Lake semantic models in Desktop
- TMDL View
- Multi window in Teams

## Public preview

- New card visual
- Button slicer visual
- Custom calendars
- DAX user defined functions
- Copilot search improvements
- Copilot Item picker
- Power BI Agent in M365

## Coming soon

- Image Improvements in reports
- Preparation for AI in the service
- Power BI Controller in PowerPoint
- MCP servers for modeling & Chat with your data

See <https://aka.ms/pbiblog> for the latest

дзякую  
ขอบคุณครับ  
감사합니다  
متشكراً  
Teşekkürler  
Dank u Wel  
благодаря  
Dakujem  
ευχαριστώ  
Grazie  
Děkuji  
多謝晒  
Dziękuję  
நன்றி  
谢谢  
Salamat Po  
Hvala  
Mulțumesc  
спасибо  
شكراً  
Danke  
Kiitos  
شكريه  
Cám ơn  
Tack  
Köszönöm  
ありがとうございます  
Gracias  
Terima Kasih  
Obrigado

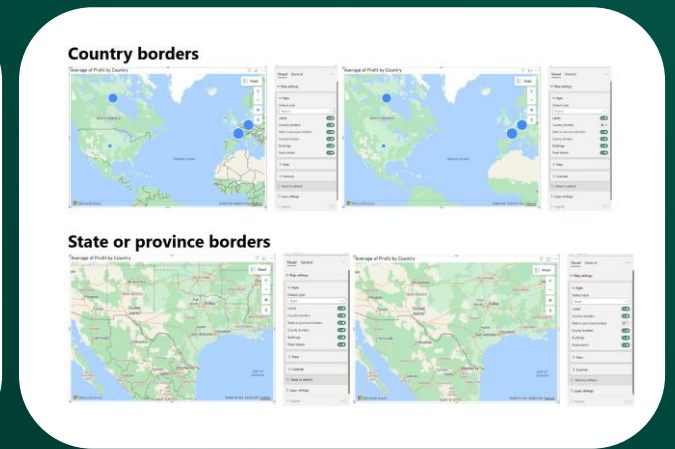
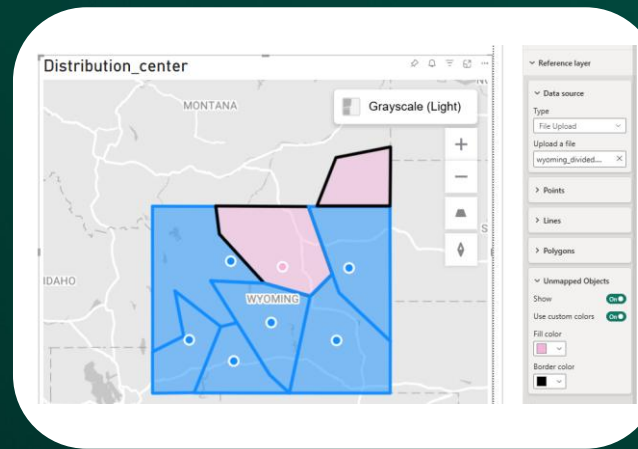
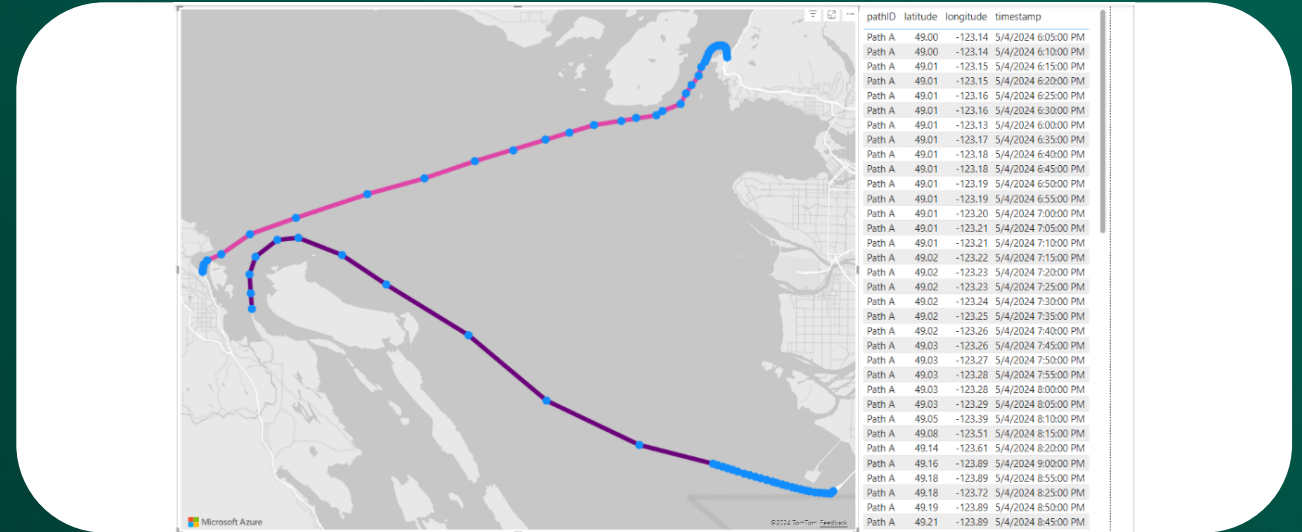
# Thank You!



# Azure maps enhancements

Generally available

- + Path layers
- + Data bound reference layers
- + Base map customizations

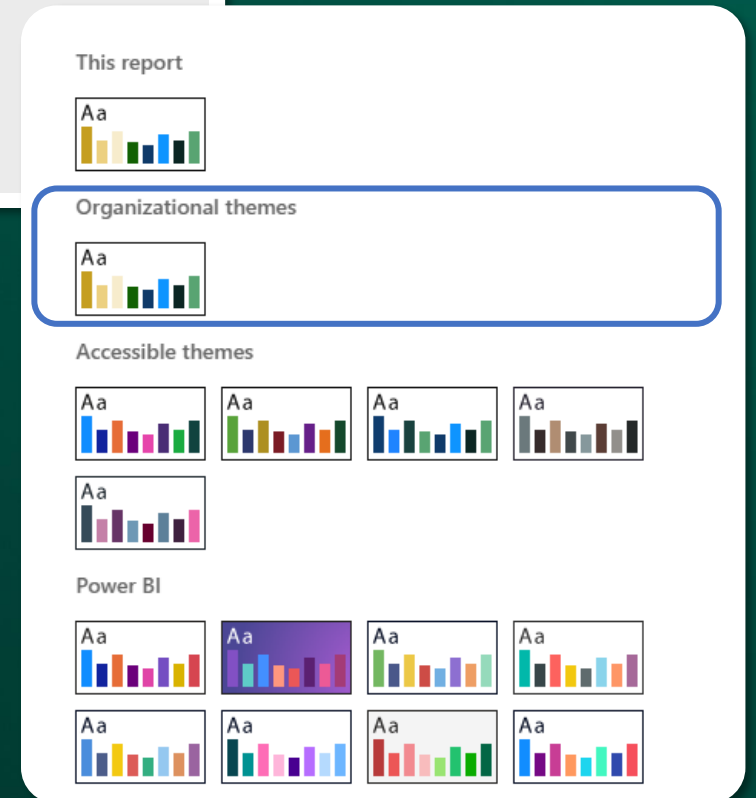
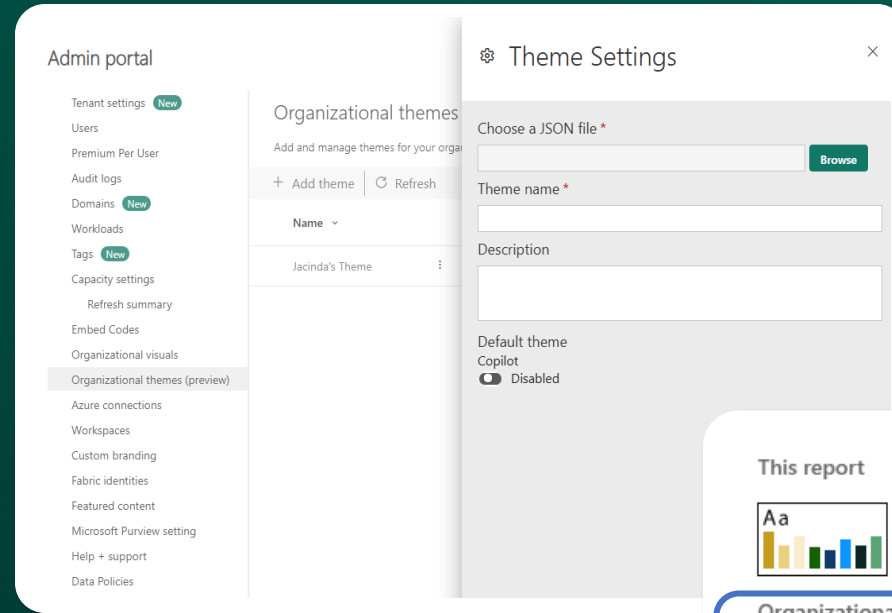


# Organizational themes

Generally available

+ Enforce consistent default styling across reports by tenant admins

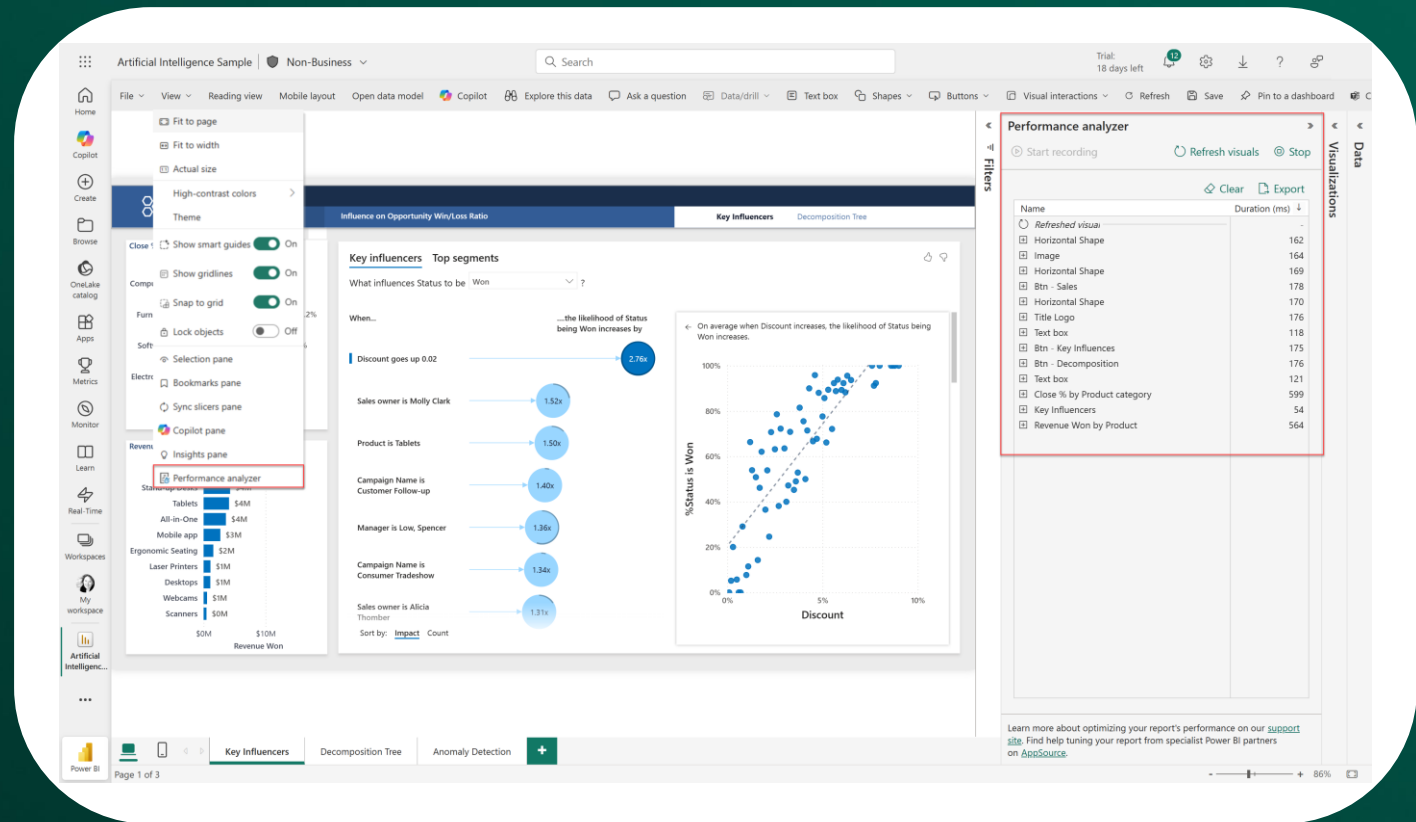
+ Access theme gallery in Power BI web



# Performance Analyzer in the web

Generally available

+ Troubleshoot visual load times directly in Power BI web



Home

Copilot

Create

Browse

OneLake catalog

Apps

Metrics

Monitor

Learn


Real-Time



Workloads

Workspaces


Copilot Demo123


...




 Copilot Demo123   
Workspace for Copilot Pillar team's demos and test reports.

+ New item


 New folder

 Import

 Migrate

Filter by keyword

Filter




### Choose from predesigned task flows or add a task to build one




Select from one of Microsoft's predesigned task flows or add a task to start building one yourself.

Select a predesigned task flow

+ Add a task

 Import a task flow

Copilot Demo123 > Hawaii

	Name	Type	Task	Owner	Refreshed	Next refresh	Endorsement	Sensitivity	Included in app
<input type="checkbox"/>	 <u>Hawaii Tourism with Copilot</u>	  ...	Semantic model	—	Copilot Demo1...	7/3/2024, 12:44:5...	N/A	—	Non-Business



Exploration

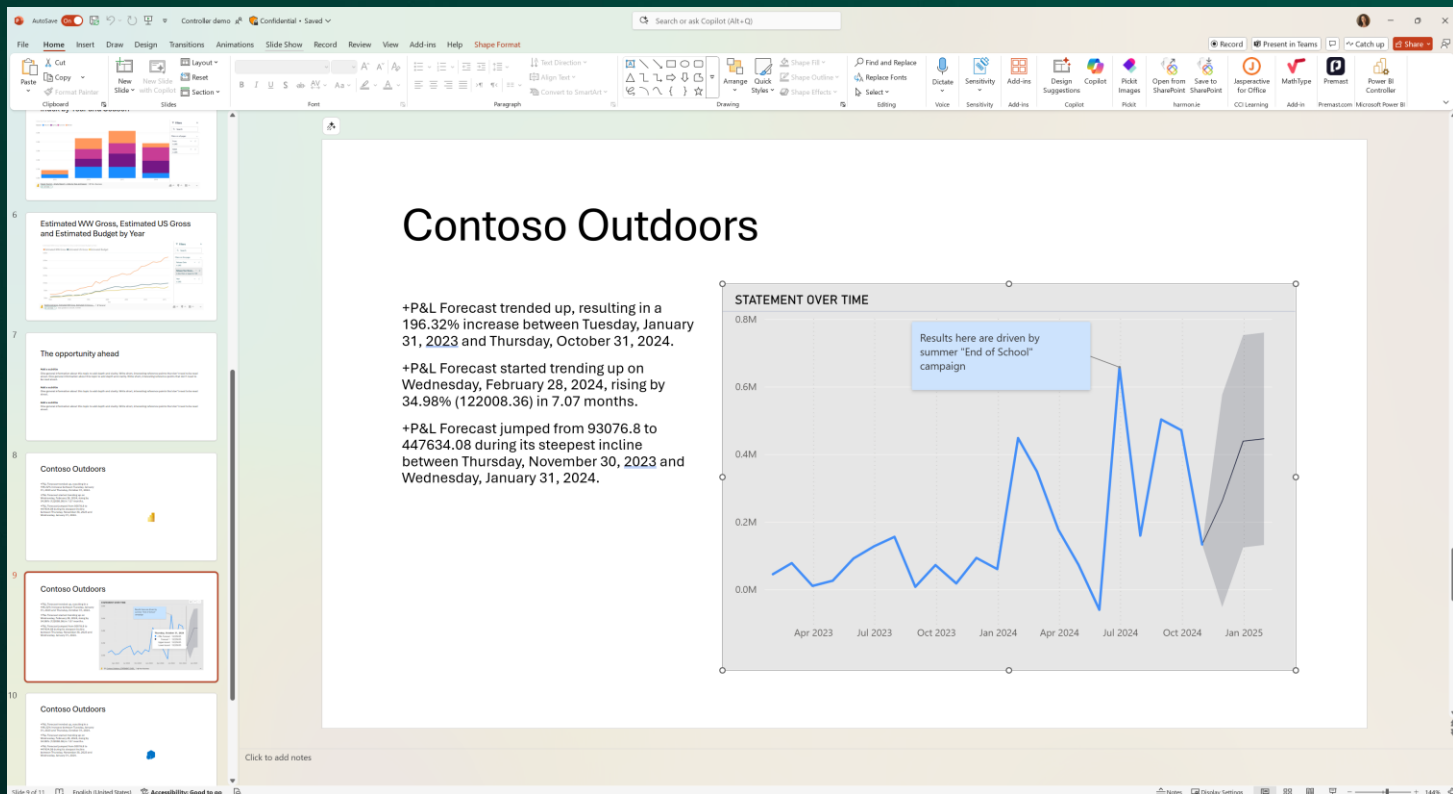
# Exploration & collaboration through Office

Meet the users where they are in Microsoft Office

Retain live connection to enterprise data assets

OneLake Security, Microsoft Information Protection labels enforced

In M365, Teams, Excel, PowerPoint, SharePoint, OneDrive ...





# Power BI in PowerPoint

Demo

Coming in October

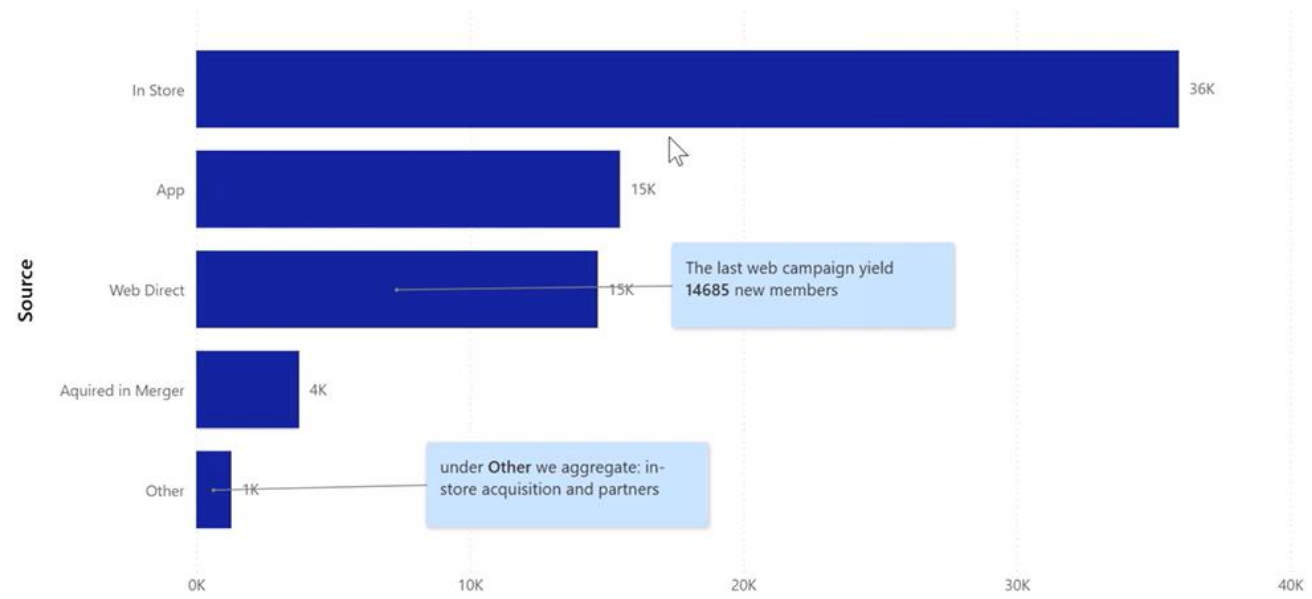
- Power BI Controller: one add-in to rule them all

- 1 Power BI in PowerPoint
- 2 Loyalty program – member source
- 3 VISITS OVER TIME
- 4 STATEMENT OVER TIME
- 5 Executive Summary
- 6 Market analysis
- 7 Index by Year and Season



# Loyalty program – member source

Member Source



Contoso Customer Loyalty Program An..., Member Source | Confidential\Microsoft Extended

Live data Data updated on 3/17/24, 10:12 AM

Click to add notes

# Power BI in Teams

Demo

Coming in October

- Multi window: open report from chat in a new window to enhanced collaboration.

Windows Do not disturb is on and some notifications are being blocked. You can change this in Teams settings.

Change settings

Activity

Chat

Calendar

Calls

OneDrive

Copilot

Meet

...

Apps

Chat

Unread Channels Chats Meeting chats

Copilot

Discover

Mentions

Followed threads

Saved

Favorites

Office integration

Chats

Teams and channels

Communities

FabCon demo

Chat Shared Recap Attendance Breakout Rooms Q&A Meeting Whiteboard

Join 2

Maya Shenhav joined the conversation.

Chat has been turned on for this meeting.

Facilitator has been turned on and is taking notes. [Learn more](#)

How can you help us?

Efrat Mininberg was invited to the meeting.

Maya Shenhav named the meeting FabCon demo.

Maya Shenhav added **Power BI (Daily)** here. Try an action below to see how it works.

Search

This message has been deleted. [Undo](#)

I am starting this chat to discuss the up coming conference.

This message has been deleted. [Undo](#)

9:17 PM

In this chat we can demo how Power BI now supports multi window

Type a message

🔗 😊 🔄 @ + ➡