



Power BI Roadmap: Strategy, Vision, and Demos

Heather Grandy
Data Platform Solutions Engineer

/heathergrandy

375K+

Power BI customer organizations

95%

Fortune 500 companies use Power BI

30M+

Power BI MAU

7M+

Power BI developers

10 years of rapid growth!



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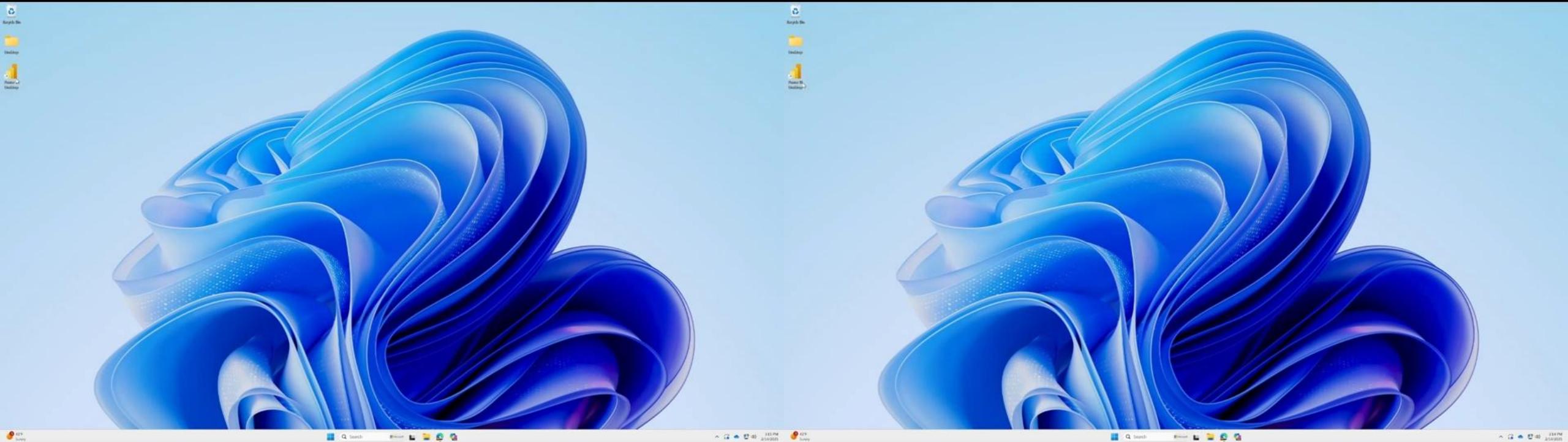
*Gartner, Magic Quadrant for Analytics and Business Intelligence Platforms,
By Anirudh Ganeshan, Edgar Macari, Jamie O'Brien, Kurt Schlegel, Christopher Long, 16 June 2025*

Figure 1: Magic Quadrant for Analytics and Business Intelligence Platforms



Gartner

Faster Start Up Performance



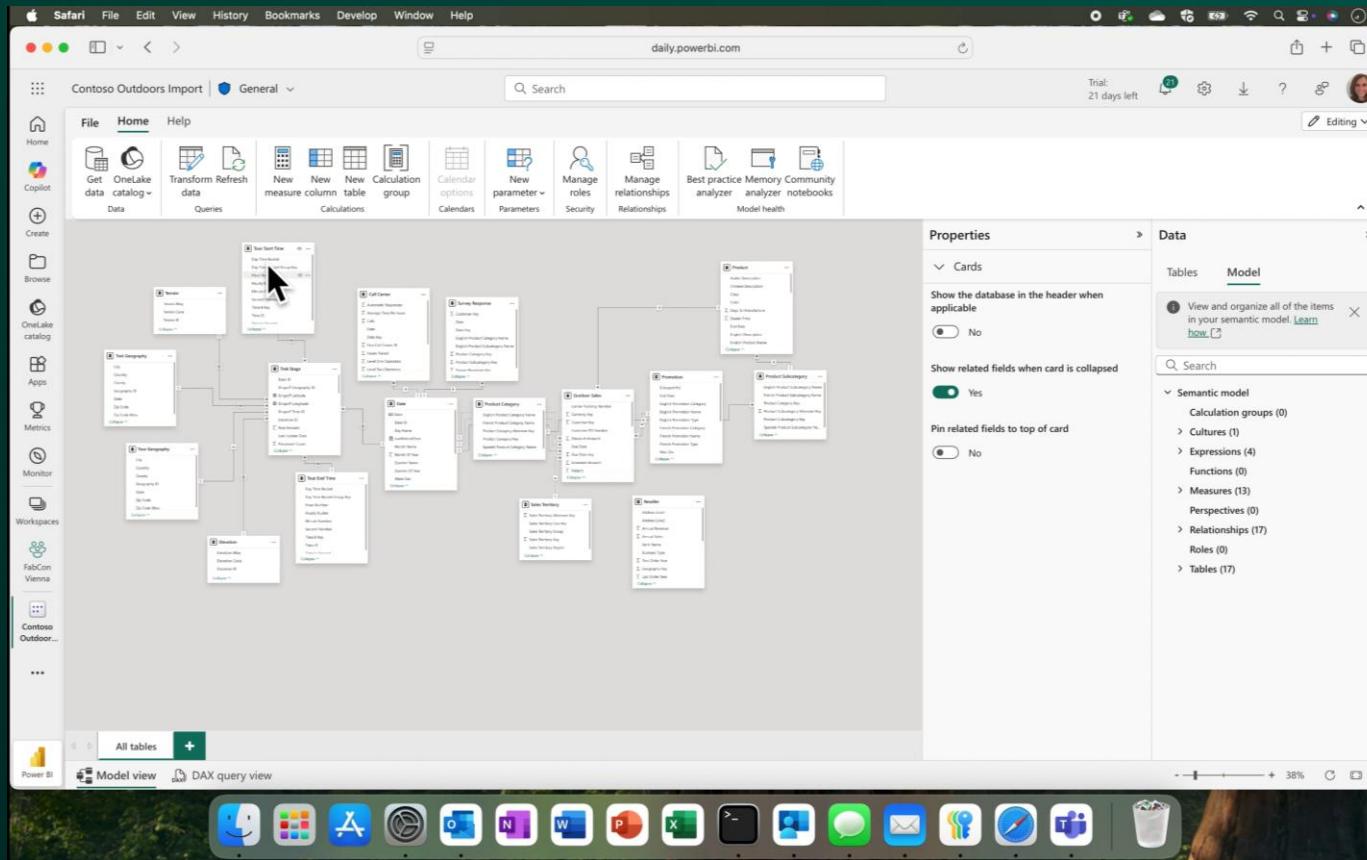
New

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

Zava Sales | Confidential\Microsoft Extended v

Search

Trial:
9 days left

Editing

File Home Help

Home

Copilot

Create

Browse

OneLake catalog

Apps

Metrics

Monitor

Learn

Real-Time

Workloads

Workspaces

European Microsoft...

Zava Sales

All tables +

Model view DAX query view

Power BI

Get data OneLake catalog

Transform data Refresh data

New measure column New table

Calculation group

Calendar options

New parameter

Manage roles Security

Relationships

Best practice analyzer

Memory analyzer

Community notebooks

Model health

Product

Date

Category

Color

List Price

Model

Product

ProductKey

SKU

Standard Cost

Customer

City

Country-Region

Customer ID

CustomerKey

First Name Customer

Last Name Customer

Postal Code

Sales

CustomerKey

DueDateKey

Extended Amount

Order Quantity

OrderDateKey

Product Standard Cost

ProductKey

ResellerKey

Sales Amount

Reseller

Business Type

City

Country-Region

Postal Code

Reseller

Reseller ID

ResellerKey

State-Province

SalesTerritory

Country

Group

Region

SalesTerritoryKey

SalesOrder

Channel

Sales Order

Sales Order Line

SalesOrderLineKey

Properties

Relationship

Table Sales Column OrderDateKey

Cardinality Many to one (*:1)

Table Date Column DateKey

Make this relationship active Yes

Cross-filter direction Single

Apply security filter in both directions No

Open relationship editor

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)

Functions (0)

Measures (0)

Perspectives (0)

Relationships (6)

Sales[CustomerKey] <-- Customer[CustomerKey]

Sales[OrderDateKey] <-- Date[DateKey]

Sales[ProductKey] <-- Product[ProductKey]

Sales[ResellerKey] <-- Reseller[ResellerKey]

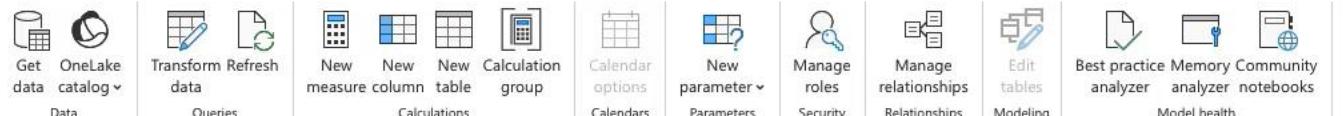
Sales[SalesOrderLineKey] -- SalesOrderLine[SalesOrderLineKey]

Sales[SalesTerritoryKey] <-- SalesTerritory[SalesTerritoryKey]

Tables (7)

```
graph TD; Date --> Product; Date --> Sales; Date --> Reseller; Product --> Sales; Customer --> Sales; Sales --> SalesTerritory; Sales --> SalesOrder; Reseller --> Sales; SalesTerritory --> SalesOrder
```

File Home Help



Home

Copilot

Create

Browse

OneLake catalog

Apps

Metrics

Monitor

Learn

Real-Time

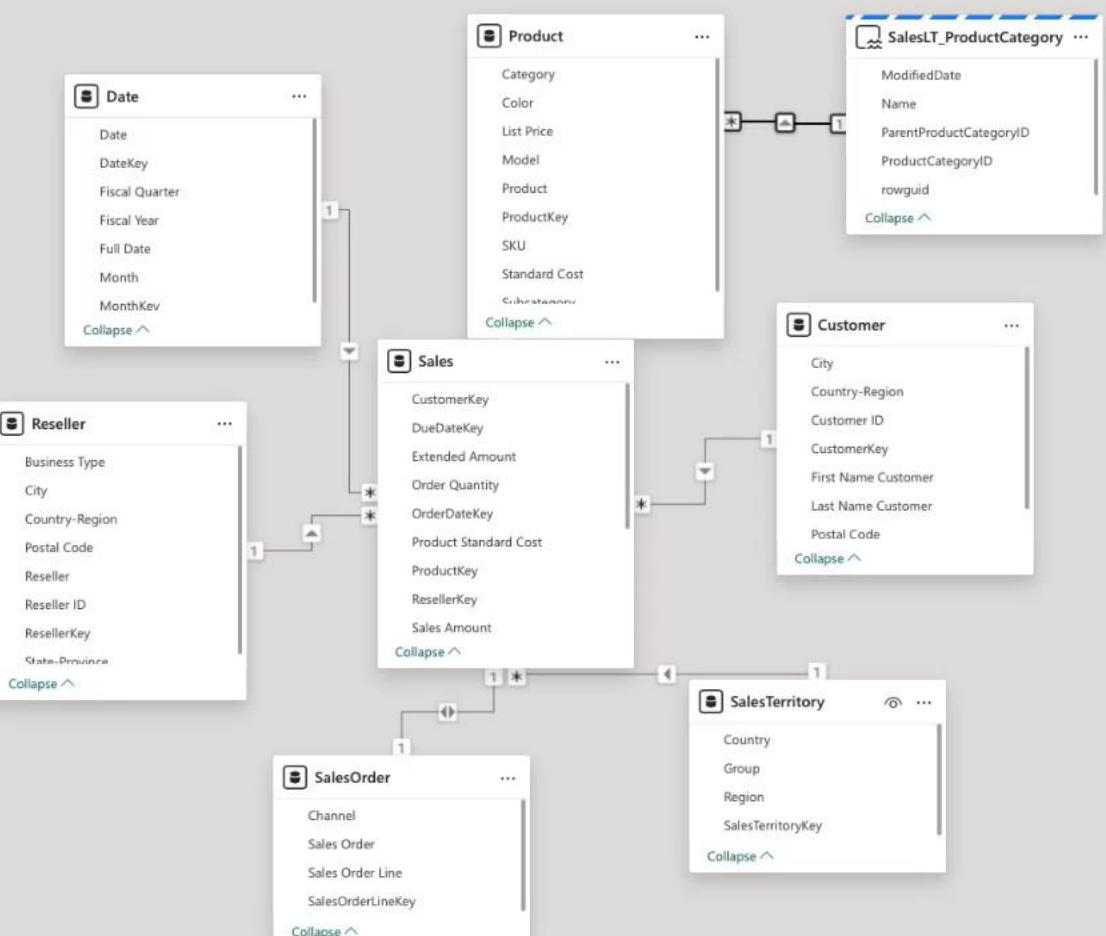
Workloads

Workspaces

European Microsoft...

Zava Sales

...



Properties

Relationship

Table Column

Product ProductKey

Cardinality

Many to one (*:1)

Table Column

SalesLT_ProductCategory ProductCategoryID

Make this relationship active

 Yes

Cross-filter direction

Single

Apply security filter in both directions

 No

Apply changes

Open relationship editor

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 (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)

DAX improvements

Demo

Generally available

- Copilot for DAX Query View

Zava Retail • Last saved: Today at 1:01 PM

File Home Help External tools

Paste Cut Copy Format Comment Uncomment Find Replace Command palette Clipboard Copilot (preview) Copilot Editing

Run Update model with changes (0) Share feedback

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

Tables Model

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

Semantic model

- Calculation groups (0)
- Cultures (0)
- Expressions (0)
- Measures (0)
- Perspectives (0)
- Relationships (14)
- Roles (1)
- Tables (11)

Results

Your query results will show up here

Query 1 Query 2 +

Query 2 of 2

Emily Lisa (DAILY)

Share

The screenshot shows the Zava Retail application interface. At the top, there's a header bar with the title 'Zava Retail • Last saved: Today at 1:01 PM'. Below the header is a ribbon menu with tabs for 'File', 'Home' (which is currently selected), 'Help', and 'External tools'. The 'Home' tab has several toolbars: 'Clipboard' (Paste, Cut, Copy, Format, Comment, Uncomment, Find, Replace, Command palette), 'Editing' (Copilot preview, Copilot), and 'Copilot' (Run, Update model with changes (0), Share feedback). In the center workspace, there's a message '1 Select the icon or press Ctrl + I to use Copilot'. The right side features a 'Data' sidebar with a 'Model' tab selected. This tab shows a hierarchical structure of the semantic model: Semantic model (Calculation groups (0), Cultures (0), Expressions (0), Measures (0), Perspectives (0)), Relationships (14), Roles (1), and Tables (11). A search bar is also present in the sidebar. At the bottom, there's a 'Results' section with a placeholder message 'Your query results will show up here' and a circular icon. Navigation buttons for 'Query 1' and 'Query 2' are at the bottom left, along with a '+' button. The bottom right corner shows a zoom control and a status bar indicating '100%'. The overall layout is clean and modern, typical of a business intelligence or data analysis tool.

Chat with your data



Chat

Power BI Copilot: Chat with your data

The screenshot shows the Power BI Copilot interface. On the left is a sidebar with icons for Home, Copilot (selected), Create, Browse, OneLake catalog, Apps, Metrics, Monitor, Learn, Workspaces, My workspace, and Power BI. The main area has a search bar at the top. Below it is a section titled "Hi Maya" with the sub-instruction "Uncover insights in your data with the help of AI". A large button says "Ask a question about your data" with a "→" arrow. Below this are nine smaller cards representing different AI functions:

- Find reports about [a topic]
- Prep a summary for my team about report
- What can Copilot help me with?
- Answer a question about data in report
- Summarize key insights in report
- View semantic models related to [a topic]
- Give a quick overview of report
- Show me [a metric] over time
- Show me apps about [a category]

A "See less ^" link is at the bottom right of the card grid.

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

Tourism Analysis * Last saved: Today at 11:17 AM

Anita Ambalavanan (DAILY)

File Home Insert Modeling View Optimize Help

Cut Copy Paste Format painter

Get data from workbook catalog OneLake SQL Server Data Transform Refresh data New visual Text box More visual Calculations Sensitivity Share Prep data for Copilot AI Copilot

Clipboard Data Queries Insert New visual calculation New measure measure Quick measure Sensitivity Share Publish Copilot

Auto recovery contains some recovered files that haven't been opened.

Spending per Trip per Person

Season: All Island Name: All

Spending per trip (PP) \$1.45K

Arrivals per month 947.84K

Spending per trip (PP) by Month

Month	Spending per trip (PP)
Jan 2016	\$1,641.61
Jul 2016	\$1,399.17
Jan 2017	\$1,729.16
Jul 2017	\$1,365.94
Jan 2018	\$1,735.58
Jul 2018	\$1,445.38
Jan 2019	\$1,326.63
Jul 2019	\$1,343.64

Spending per trip (PP) by Island Name

Island Name	Spending per trip (PP)
Maui	\$1,750.45
Kaua'i	\$1,428.66
Lanai	\$1,377.93
Hawaii Island	\$1,366.73
Oahu	\$1,351.11
Molokai	\$570.22

Add relationships from Copilot (preview) If you're done adding synonyms, keep improving Q&A results with relationship suggestions. Content created by AI may not be accurate, so review it carefully. [Read terms](#)

Add relationships

Ask a question about your data

Try one of these to get started

what is the average trip length by top trip purpose details by number of

Visual has pending changes. Refresh

Spending Per Trip (PP) Overview:

- General Figures:
 - The average spending per trip per person (PP) across all islands is \$1,453.37.
 - Year-over-Year (YoY) increase for spending per trip is 0.64%.
- Island Comparisons:
 - Maui has the highest spending per trip PP at \$1,750.45, which is 206.98% higher than Moloka'i, the lowest at \$570.22.
 - Oahu's spending per trip is \$1,351.11.

Created with AI. Inaccuracies are possible. [Read terms](#)

Visualizations Data

Expenditure Statistics Island Weather Islands Major Market Areas Months Test Measures Trip Purpose Statistics

Build visual

Values Add data fields here

Drill through Cross-report Keep all filters Add drill-through fields here

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



Agents



Researcher

Analyst

Career Coach

Prompt Coach

Power BI



Learning Coach

Employee Self-Service

Power BI (MSIT)

ICM Assistant (Obi)

All agents

Create agent

Conversations



Pages



Notebooks

Create

Apps

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

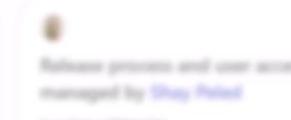
Message Copilot



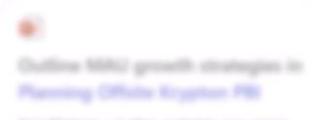
Tools



Explain market analysis in
Comptroller domain
See Details



Release process and user access
managed by Share Point
See Details



Outline M&A growth strategies in
Planning Office Acquisition P&L
See Details

See more ▾

MCP Servers

Demo

Preview

- Modeling MCP server
- Chat with your data MCP server

Sales - Power BI Desktop

File Home Insert Modeling View Optimize Help External tools

Search

Rui Romano (MSIT)

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 1

82%

Page 2 of 2 Non-Business

-  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:

- Consistent case usage** - All names are lowercase
- Descriptive naming** - Names clearly indicate content
- Logical grouping** - Related fields share prefixes (e.g., sub_category_code and sub_category)
- Clear hierarchy** - Category structure is well-defined

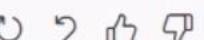
Areas for Improvement:

- Mixed naming styles** - Combination of snake_case and simple lowercase
- Spelling error** - weighth should be weight
- Table name inconsistency** - Table name is singular lowercase while some organizations prefer PascalCase or plural forms

Recommendations:

- Standardize on snake_case** for all multi-word identifiers
- Fix the typo** in weighth → weight
- Consider consistent table naming** (e.g., Product or Products)
- 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

Dank u Wel

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Mulțumesc

Tack

благодаря

謝謝

ຂອບគຸດຄວັບ

Đakujem

Salamat Po

Köszönöm

Gracias

дякую

감사합니다

متشکرم

ευχαριστώ

Grazie

多謝晒

شکرًا

Teşekkürler

Děkuji

Obrigado

Danke

Kiitos

شکریے

Cám ơn

Terima Kasih

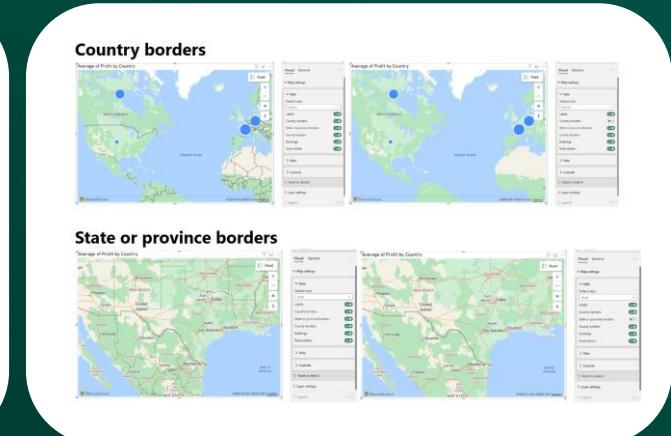
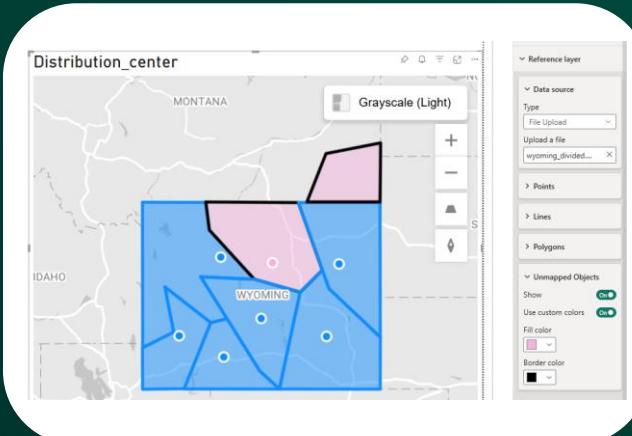
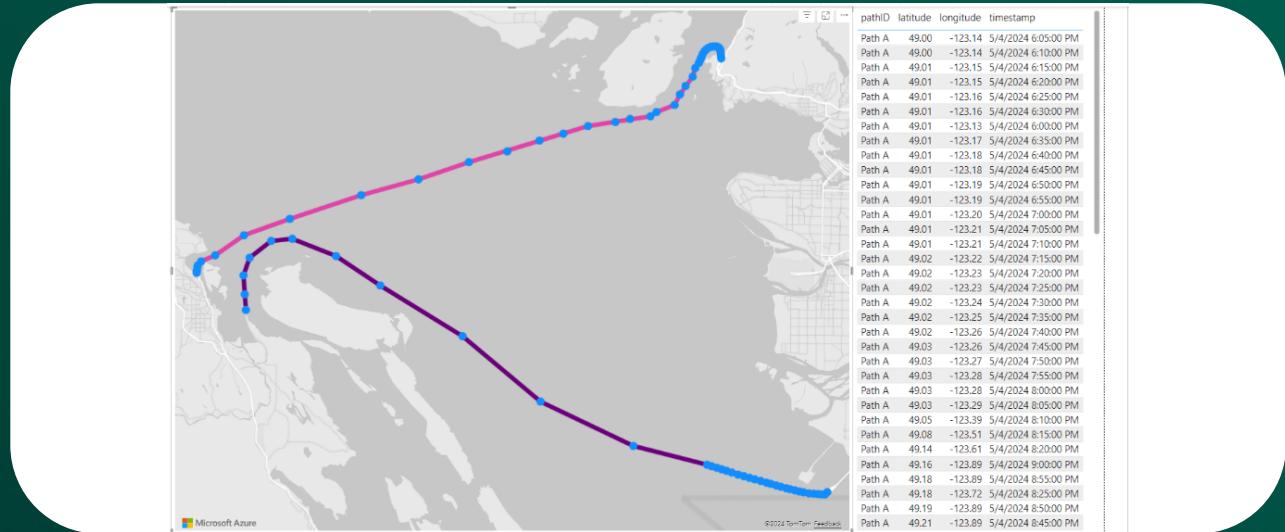
Azure maps enhancements

Generally available

+ Path layers

+ Data bound reference layers

+ Base map customizations



Organizational themes

Generally available

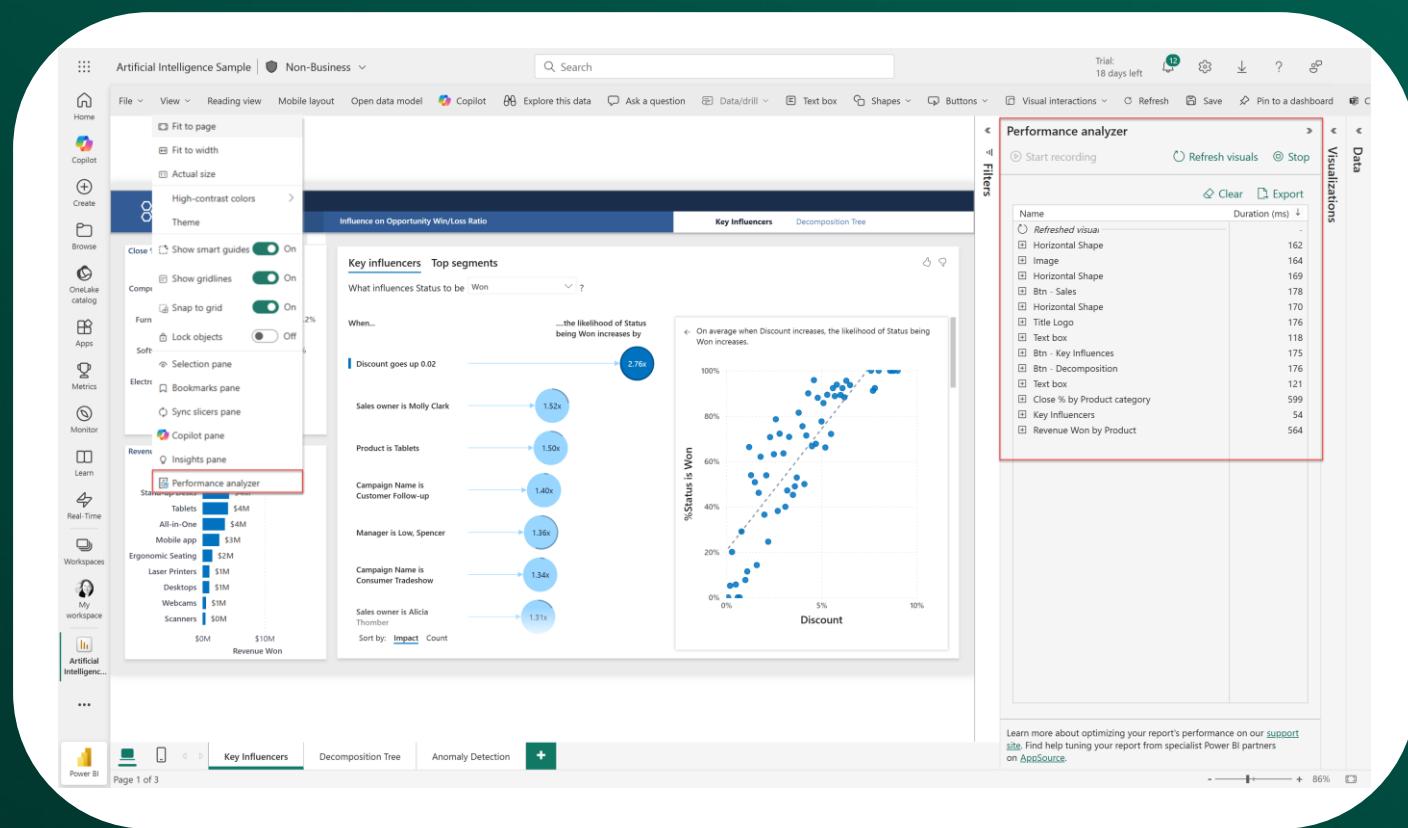
- + Enforce consistent default styling across reports by tenant admins
- + Access theme gallery in Power BI web

The screenshot illustrates the Microsoft Admin portal's organizational themes feature. On the left, the 'Admin portal' sidebar includes options like Tenant settings, Users, Premium Per User, Audit logs, Domains, Workloads, Tags, Capacity settings, Refresh summary, Embed Codes, Organizational visuals, and 'Organizational themes (preview)' which is selected. The main area shows 'Organizational themes' with a 'Jacinda's Theme' card. A 'Theme Settings' dialog box is open, prompting the user to 'Choose a JSON file' and providing fields for 'Theme name' and 'Description'. It also shows the current 'Default theme' as 'Copilot' (disabled). To the right, a 'This report' preview shows a bar chart with the 'Organizational themes' style applied. Below it, a larger preview area displays a grid of 16 bar charts representing different theme variations under categories: 'Organizational themes' (4), 'Accessible themes' (4), and 'Power BI' (8).

Performance Analyzer in the web

Generally available

- + Troubleshoot visual load times directly in Power BI web



Microsoft | Power BI Copilot Demo123

copilot demos

Trial: 15 days left

Create deployment pipeline Update app Manage access Workspace settings ...

+ New item New folder → Import Migrate

Filter by keyword Filter

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

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
Hawaii Tourism with Copilot	Semantic model	—	Copilot Demo1...	7/3/2024, 12:44:5...	N/A	—	Non-Business	①

msit.powerbi.com/groups/ca88c479-ad3c-4f82-9502-5ac99aa24cac/datasets/.../details?experience=...



Exploration

Exploration & collaboration through Office

Estimated WW Gross, Estimated US Gross and Estimated Budget by Year

The opportunity ahead

Contoso Outdoors

+P&L Forecast trended up, resulting in a 196.32% increase between Tuesday, January 31, 2023 and Thursday, October 31, 2024.

+P&L Forecast started trending up on Wednesday, February 28, 2024, rising by 34.98% (122008.36) in 7.07 months.

+P&L Forecast jumped from 93076.8 to 447634.08 during its steepest incline between Thursday, November 30, 2023 and Wednesday, January 31, 2024.

STATEMENT OVER TIME

Results here are driven by summer "End of School" campaign

Apr 2023 Jul 2023 Oct 2023 Jan 2024 Apr 2024 Jul 2024 Oct 2024 Jan 2025

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



AutoSave On



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](#)

Chat Shared Recap Attendance Breakout Rooms Q&A Meeting Whiteboard +

Join 23 2

Activity Chat Channels Chats Meeting chats

Copilot Discover Mentions Followed threads Saved

Favorites

Office integration

Chats Teams and channels Communities

Apps

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.

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

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

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

Search

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

Attachment Insert Emoticon Insert link Insert file Insert image Insert poll Insert +