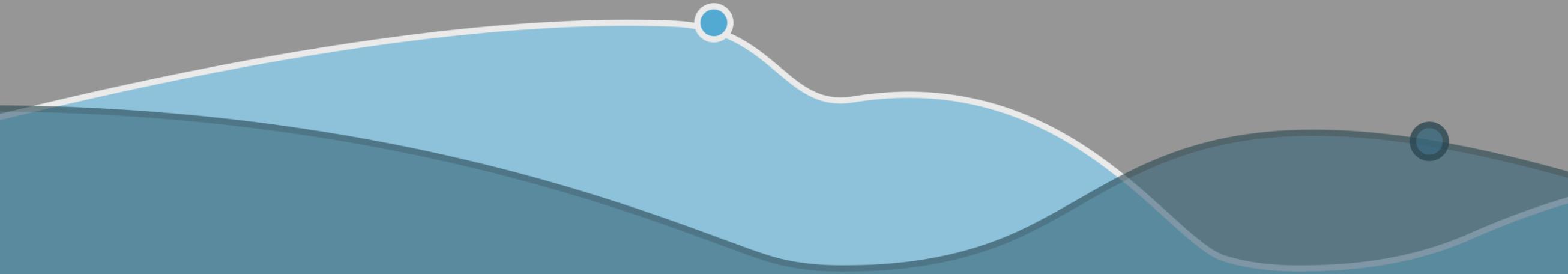




# Cortana Analytics Workshop

Sept 10 – 11, 2015 • MSCC



# Power BI 2.0 in the Microsoft data platform context

James Phillips  
Corporate Vice President, Microsoft



Your  
Business



you



## Engage

customers > web



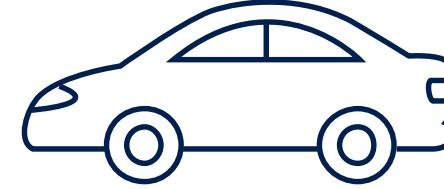
## Engage

customers > web

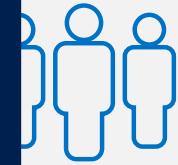


## Transform

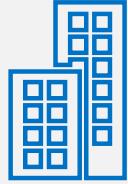
your products



Your  
customers



Your  
Business



Run  
your business



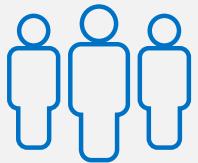
Engage  
your customers



Transform  
your products



Your  
Customers



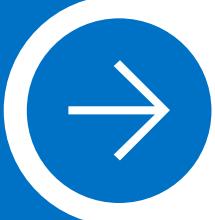
DATA



# The business opportunity is unprecedented

# \$1.6T

data dividend available to businesses that embrace data over the next four years



How?



From data



to decisions



to action



events → data → intelligence → people → insights → action



events → data → intelligence → people → insights → action



events → data → intelligence → people → insights → action

Power BI

## Your Business



## Run your business



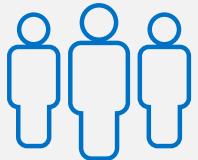
## Engage your customers



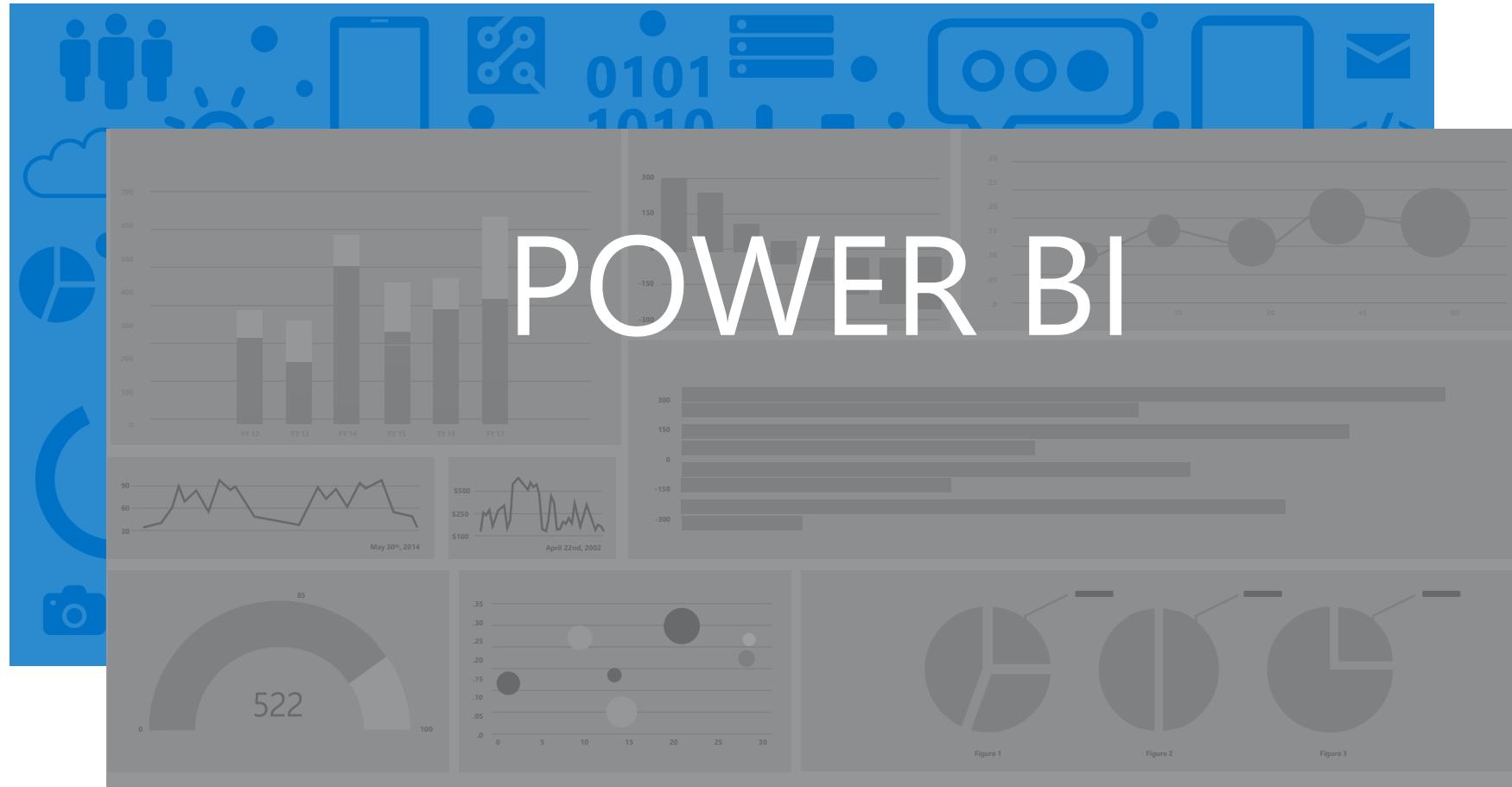
## Transform your products



## Your Customers

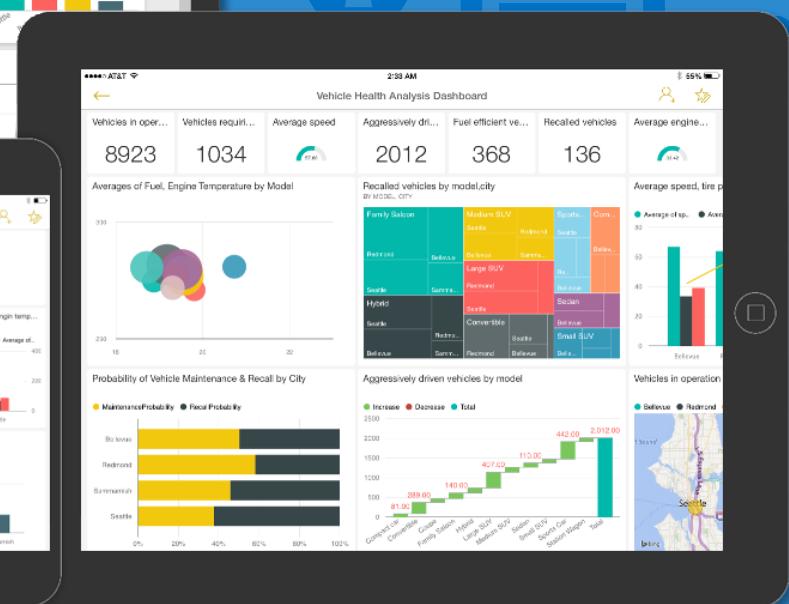
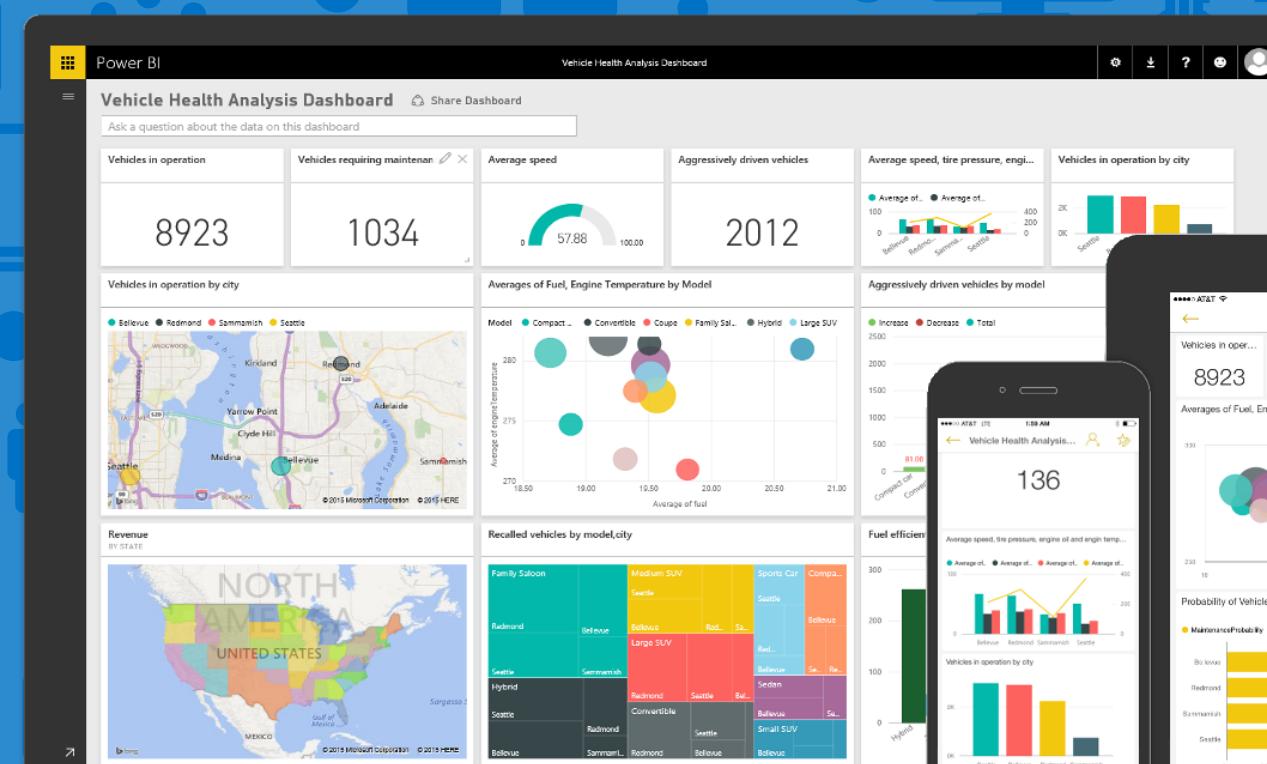


# POWER BI



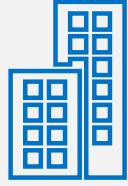


# Power BI



events → data → intelligence → people → insights → action

Your  
Business



Run  
your business



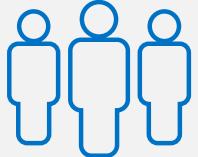
Engage  
your customers



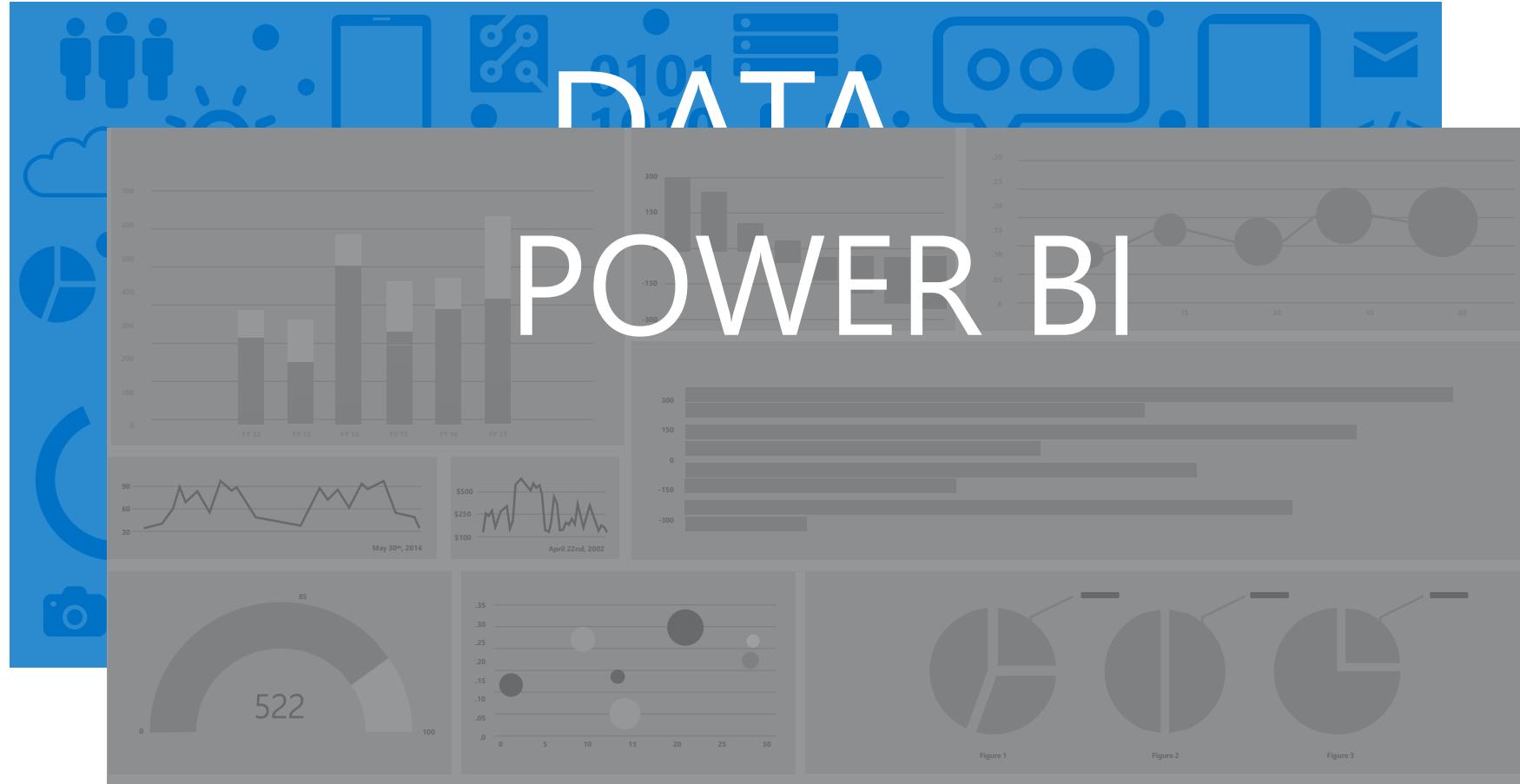
Transform  
your products



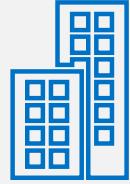
Your  
Customers



DATA.  
POWER BI



**Your  
Business**



**Run  
your business**



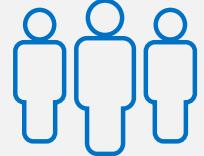
**Engage  
your customers**



**Transform  
your products**



**Your  
Customers**



**DATA  
Microsoft**



big audience

big data

streaming





322 average miles per week



# Sporty driving habits



94024 dealer maintenance



# Car configurator history

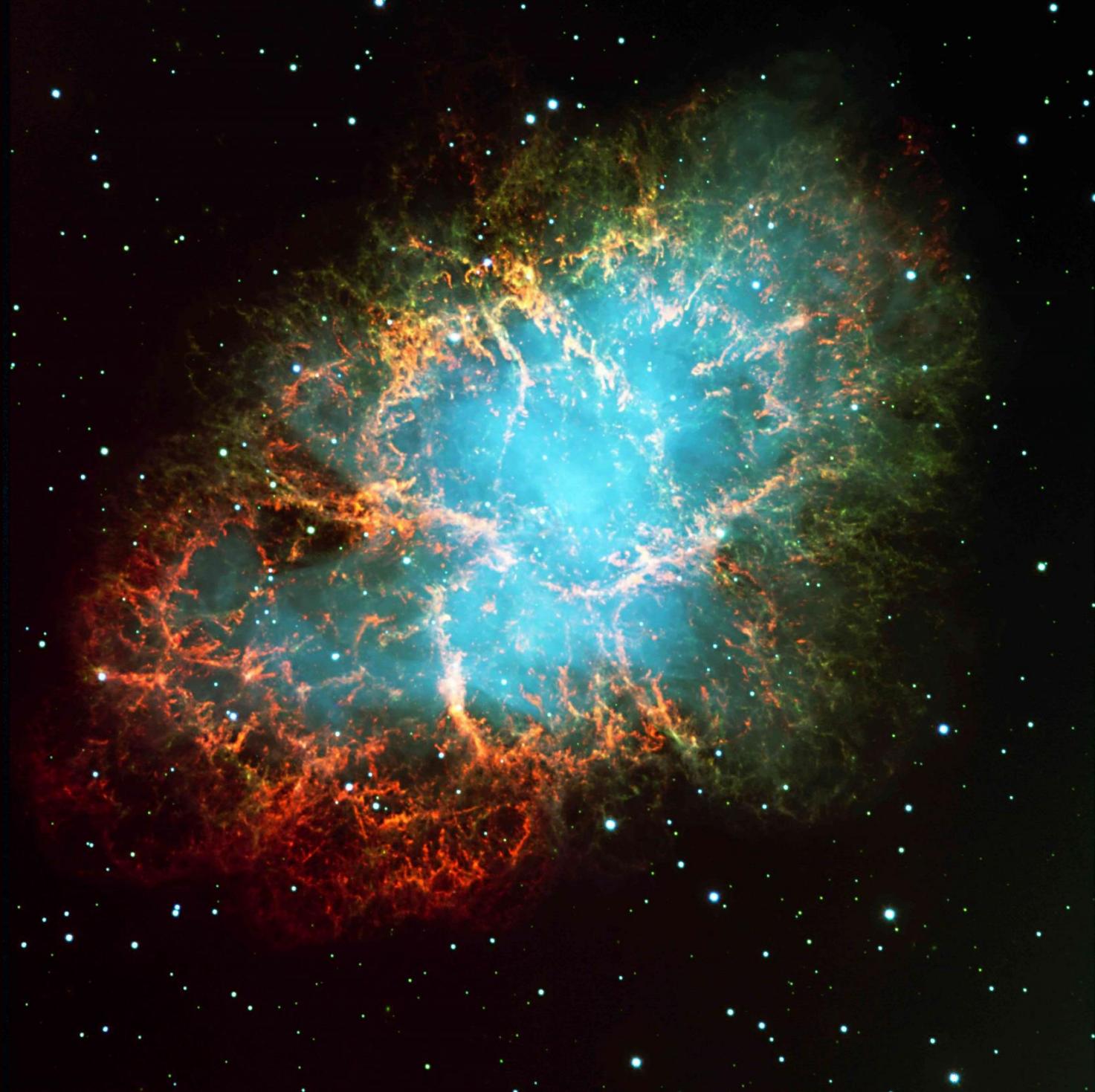
# Sarah:

**68%** chance of new mid-priced sports car purchase in next **90 days** with **\$1,400** in predicted dealer maintenance spending next three years

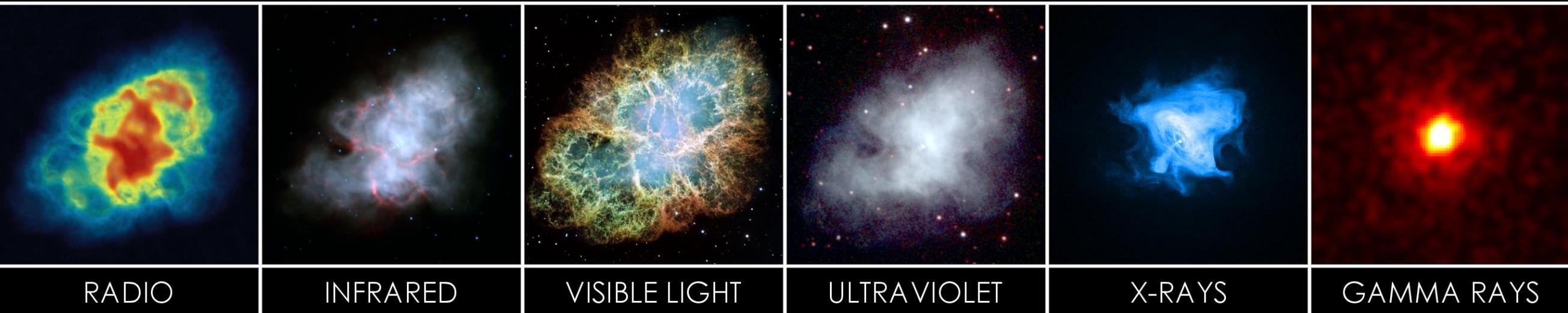




events → data → intelligence → people → insights → action



## CRAB NEBULA



# Power BI: delivering deeper insights

Any data, any way, anywhere

## MICROSOFT CLOUD

Microsoft Azure  Office 365  
 Microsoft Dynamics

## NON-MICROSOFT CLOUD

   GitHub  
  

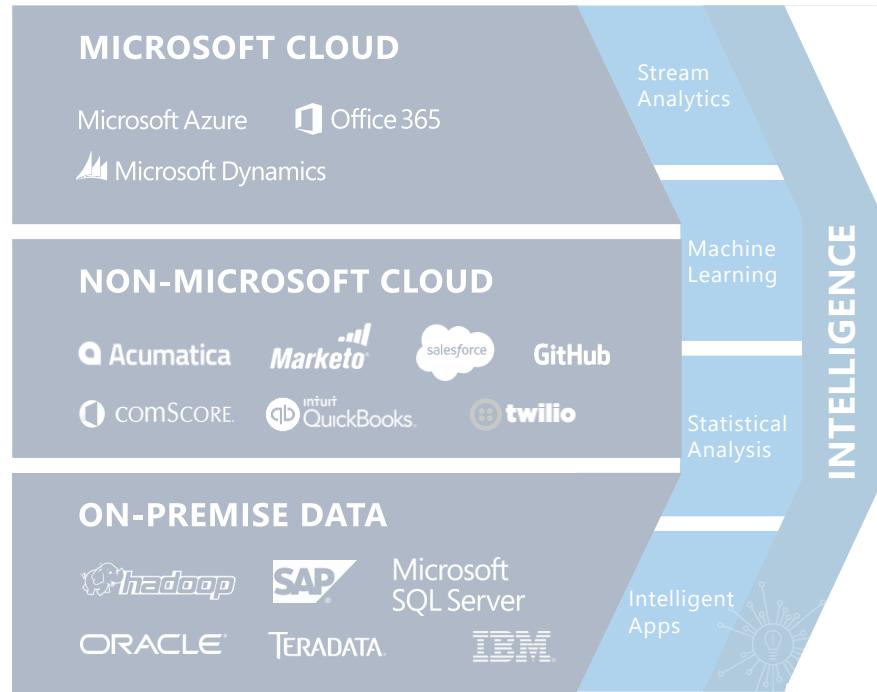
## ON-PREMISE DATA

  Microsoft SQL Server  
ORACLE  IBM

Stream Analytics



**45,000**  
organizations  
**500,000**  
unique users  
**185**  
countries



Data updates in real-time

Microsoft Power BI Preview  
Monterey Water Share Dashboard

Plant Power (kW) - Submeters @ 30 sec  
- Radwell\_3 - Borewell\_2 - Pump Train - RPL\_Pump\_3 - RPL\_Pump\_2 - RPL\_Pump\_4

2:00 AM 3:00 AM 3:30 AM 4:00 AM

Influent Pond %  
Mains Power (kW) - @ 30 sec  
start state... current state... value last...  
10/20/2012 12:49:33 600.00 600.00  
10/20/2012 12:49:33 600.00 600.00  
10/20/2012 12:49:33 600.00 600.00  
10/20/2012 12:49:33 600.00 600.00

Analytic Log  
Solar Power (kW) Production  
Solar Power (kW) Production  
Solar Power (kW) Production  
Solar Power (kW) Production

**Power BI Service**  
Real-time operational dashboards and reports

Power BI Designer

Scoring Summary by Week

Margin of Victory Margin of Defeat Days Rest Rest Differential

Passing Leaders Rushing Leaders Receiving Leaders Defensive Leaders

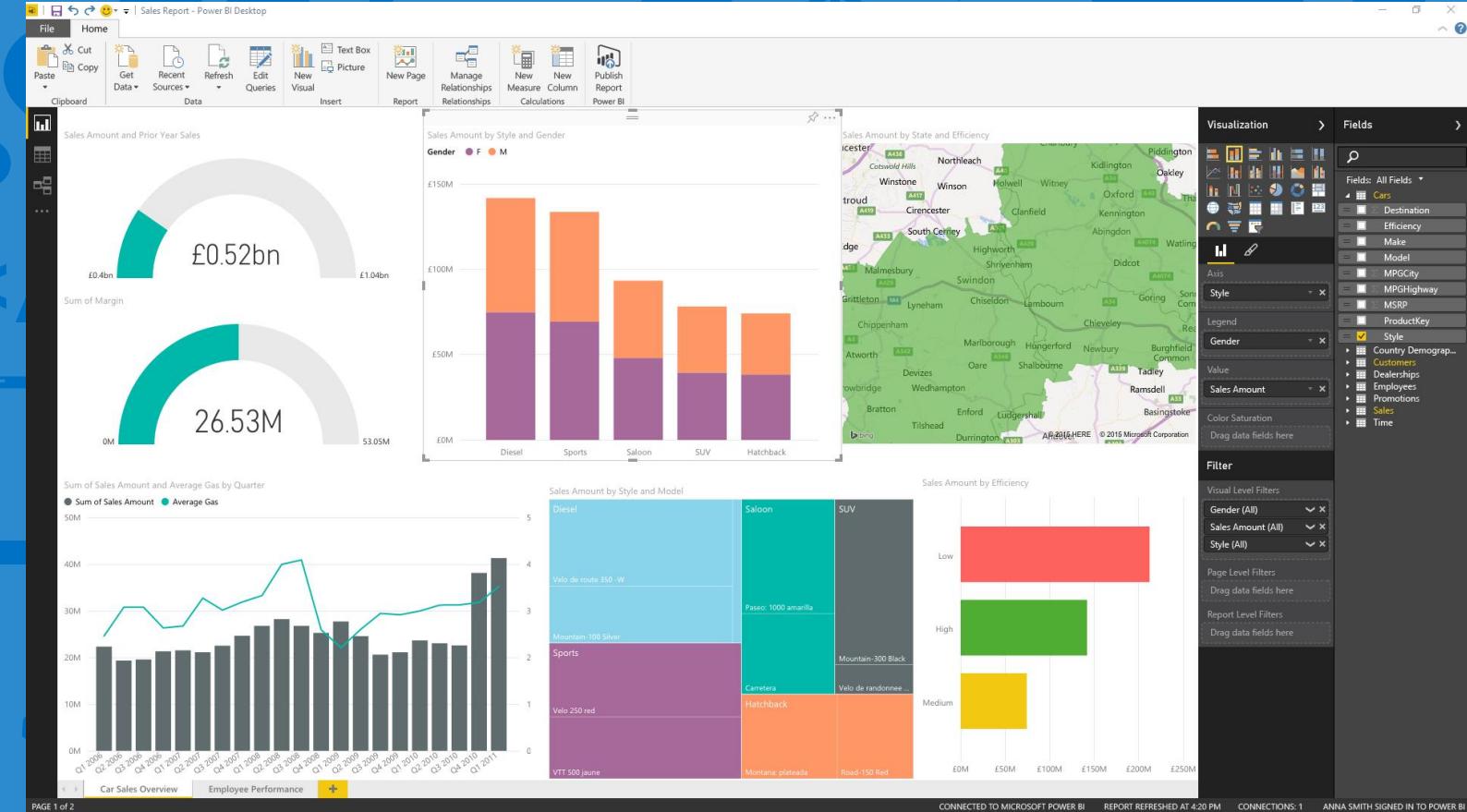
R. Wilson M. Lynch D. Baldwin B. Wagner

Power BI Desktop

Desktop visual data analysis and report builder

Visually analyze data and create beautiful, interactive reports

Publish reports to the Power BI service for end user consumption



# Deeper insights

events → data → intelligence → people → insights → action

# Cortana Analytics Suite

Transform data into intelligent action

events → data → intelligence

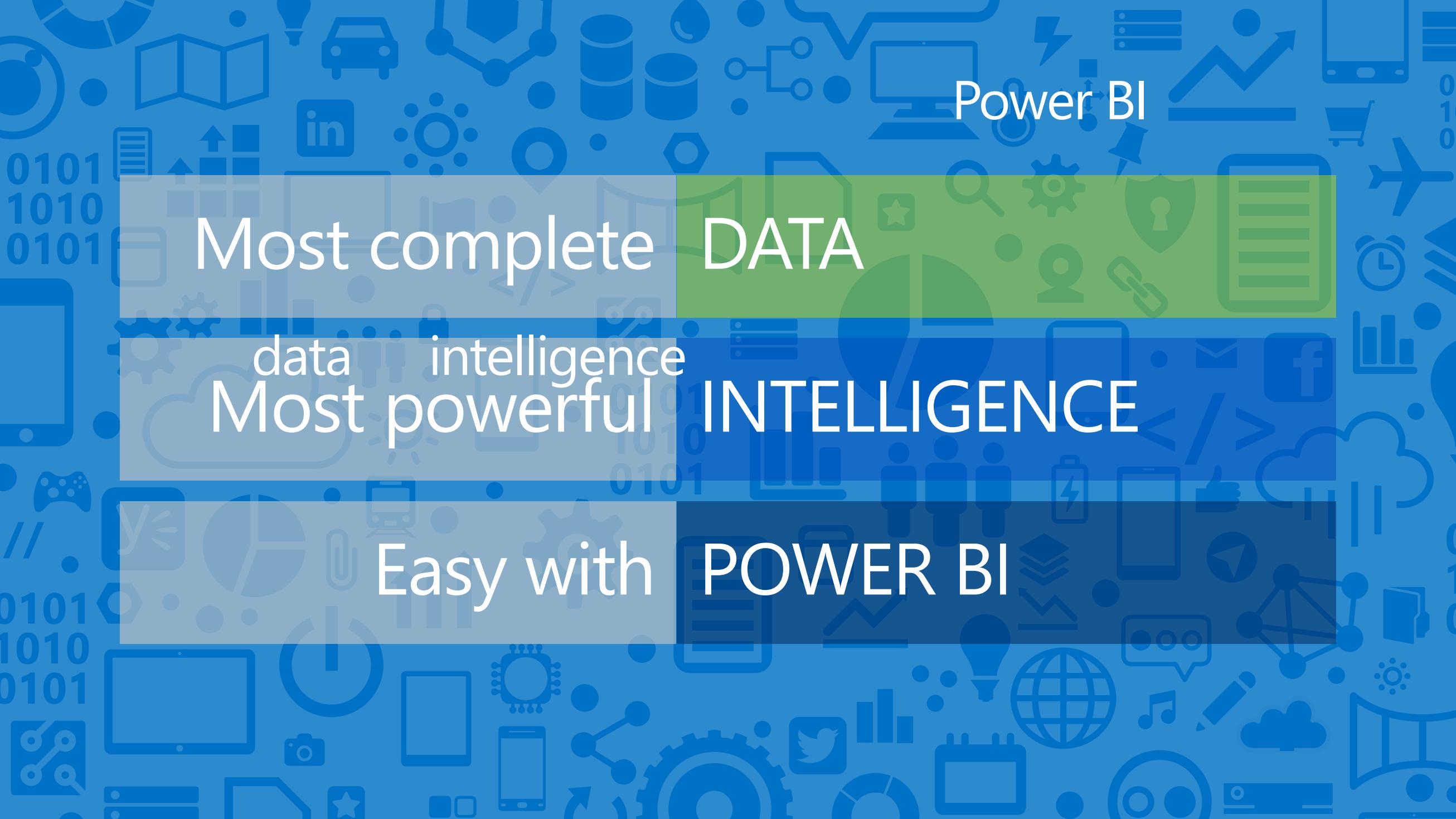
people → insights

action

rules → automation

Microsoft  
Azure

Power BI



Power BI

Most complete

DATA

data intelligence  
Most powerful

INTELLIGENCE

Easy with

POWER BI



It's easy to get started...



PowerBl.com

James.Phillips@microsoft.com



# Evening Party

Join us at Lucky Strike this evening!

- Relax, refresh & connect
- Private Party Lounge, Bowling, Billiards, Music
- Food & Drink

7-9 PM

[BowlLuckyStrike.com](http://BowlLuckyStrike.com)

Lincoln Square 2nd Floor  
700 Bellevue Way, Bellevue, WA

Short walk from Hyatt Regency, Bellevue



