

AI capabilities in Power BI

to make AI accessible for everyone





Artificial intelligence

Q Alle Video's A

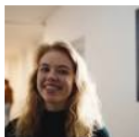
Ongeveer 119.000.000 resultaten



Artificial Intelligence
Emerce - 23
Artificial Intelligence
gezichtsherkenning



Nieuw op YouTube
NPO 3FM - 2
Een serie van
artificial intelligence



4 dingen waar Business Intelligence
Business Intelligence
Strategiespeel
rapport 10 C



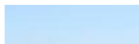
NEDERLAND Persberichten
Amsterdam, 1
te worden qu



Dominante Customer Tailoring
Customer Tailoring
En hoewel er
trends en inv



AI Is About TIME
TIME - 23 jaar
But the latest
prospect of n



Artificial Intelligence
ZDNet - 23 ja



Artificial Intelligence



ALL

IMAGES

VIDEOS

MAPS

NEWS

MY SAVES



Topverhalen



Zaken



Entertainment



Nederland



Wetenschap/techniek



Sport



Wereld

Past 24 hours ▾

Best match ▾

All sources

Emerce

customertalk.nl

FashionUnited

De Morgen

Computable



Artificial Intelligence in 2020, waar moeten business leaders op letten?

Artificial Intelligence is veelomvattend: van het spelen van games tot gezichtsherkenning en zelfrijdende auto's. De meeste mensen realiseren zich niet eens hoe vaak AI achter de schermen werkt om ...

Emerce | 1d

Dominante rol voor artificial intelligence in IT-trends 2020

En hoewel er voor 2020 een hoop voorspellingen worden gedaan over de nieuwste trends en invloeden, is artificial intelligence ...

customertalk.nl | 9d



Aandeel artificial intelligence (AI) in de modeindustrie naar verwachting meer dan 36 procent gegroeid in 2027

New York - De waarde van artificial intelligence (AI) in de modeindustrie bedroeg wereldwijd 270 miljoen dollar (242 miljoen ...

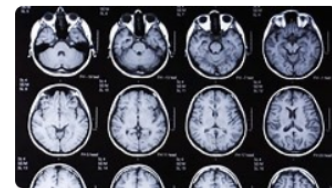
FashionUnited | 8d



Trifork helpt detacheerder The Employment Group met AI

Trifork ontwikkelde hiervoor samen met The Employment Group (TEG) en PwC het digitale matchingplatform Boest. Dit platform ...

Emerce | 2d



Vrouw? Computer says no

Marc Lelijveld

MVP | MCT | FastTrack Recognized Solution Architect | Data & Analytics Consultant

Data & analytics specialized in Power BI. Focus on integration within the organization, user adoption and enhanced capabilities such as Artificial Intelligence and Power Platform integrations



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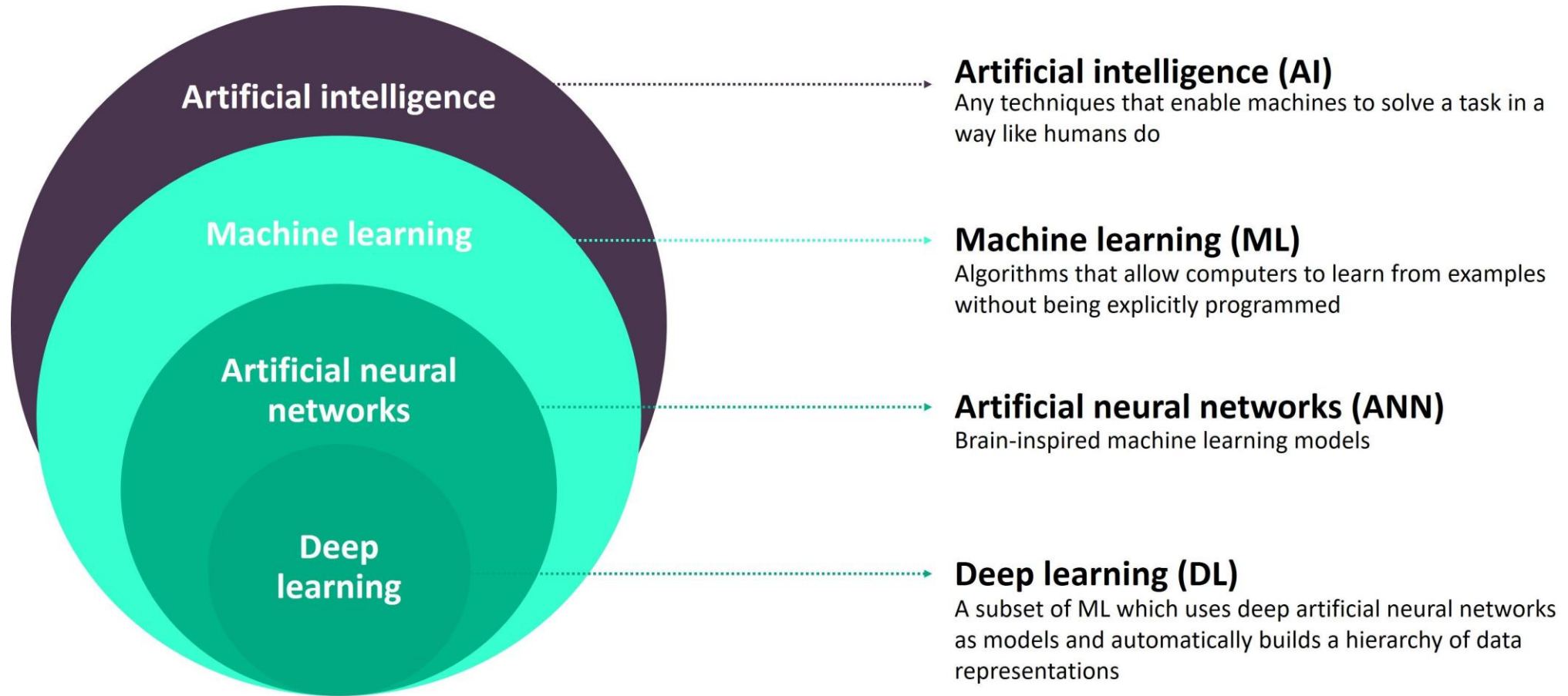
What we cover today

- Introduction to AI
- Reporting & dashboarding now a days
- AI in Power BI
- Demo time!

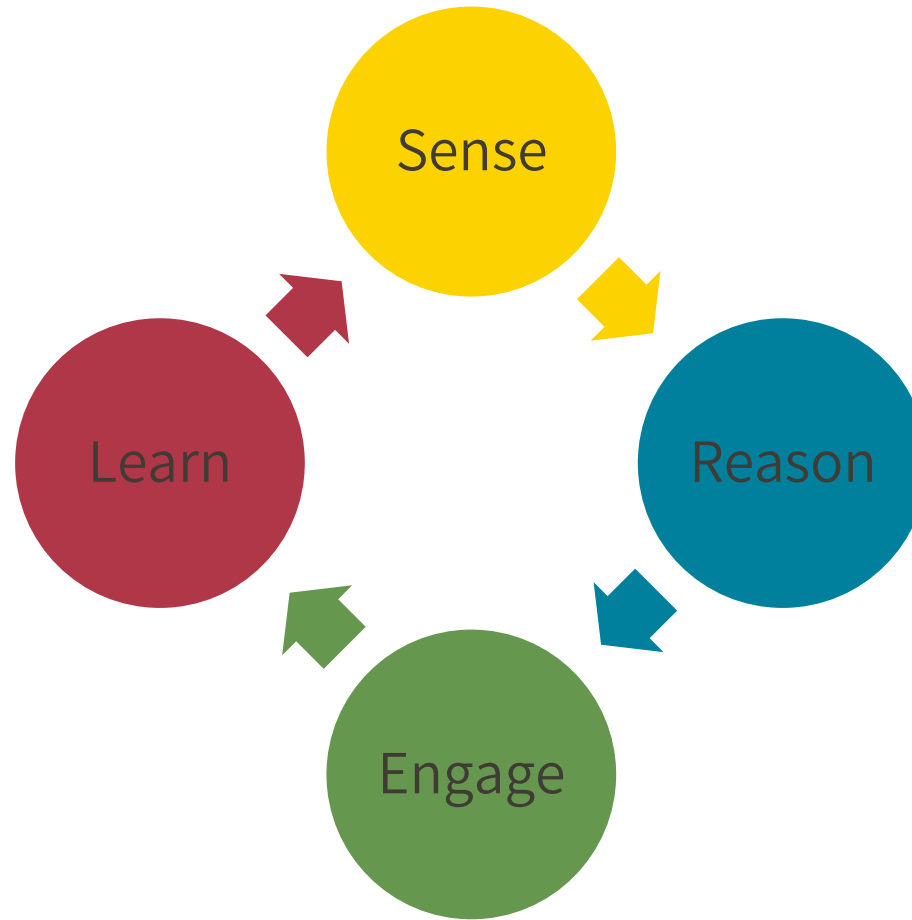


Artificial Intelligence

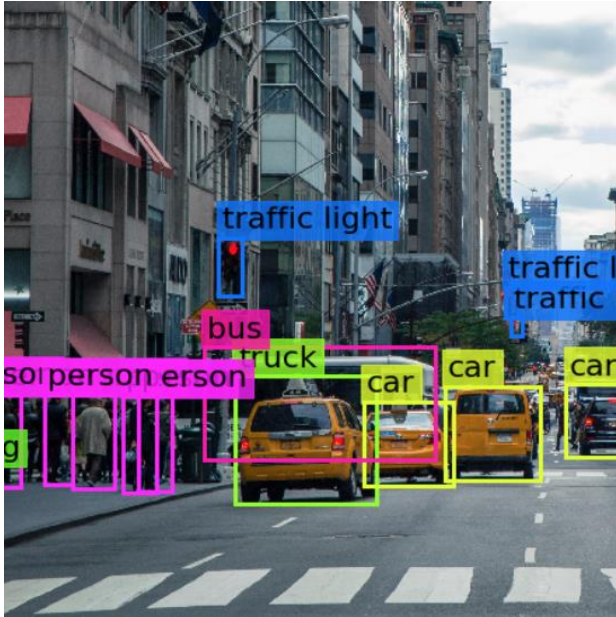
For me as a newbie in this area



Artificial Intelligence



Ability to sense, reason, engage and learn!



Computer vision



Voice recognition



Robotics



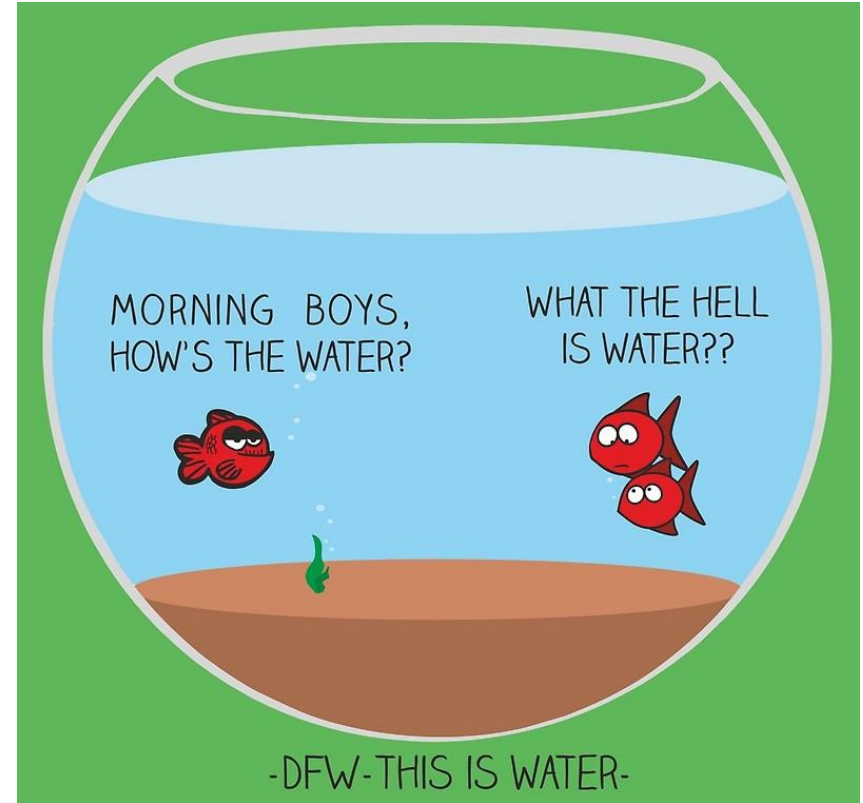
And more....

AI != Innovation

Does not understand the real world!

But Artificial Intelligence can:

- Learn
- Optimize
- Detect patterns
- Inform
- Inspire



AI lives in water, yet it doesn't know what water is.
David Foster Wallace

The world's first AI whisky



Aqua vitae. Uisce beatha. Whisky - May 2019

“We want the AI to create a recipe that tastes good enough to win awards... we want to discover recipes that will never have occurred to a person”

Sales data

70

**Azure
cloud platform**

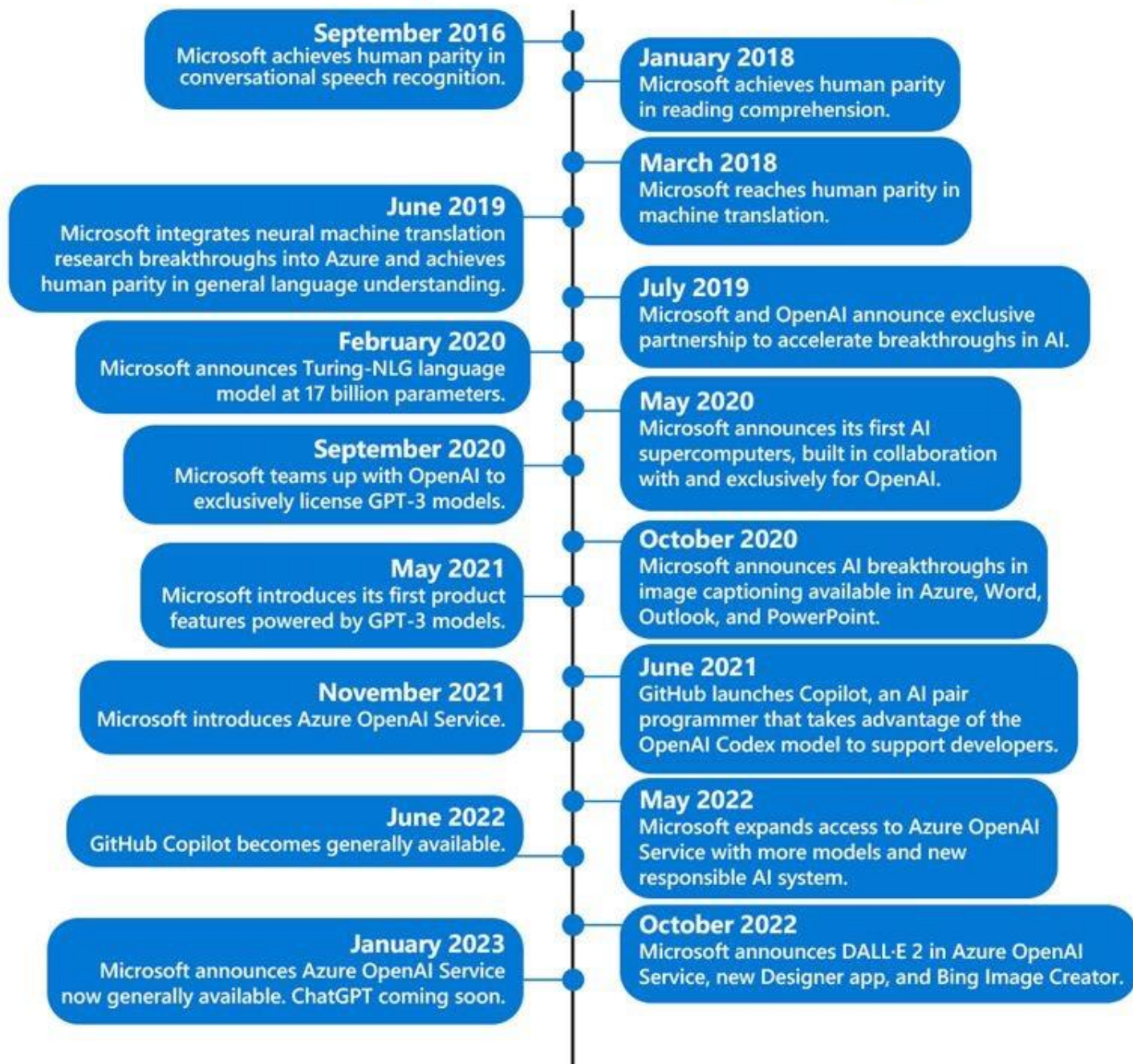
**Azure
Cognitive
Services**

**million
recipes**

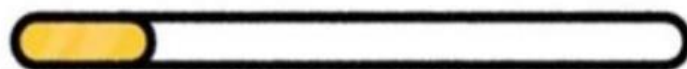
Ingredients of
award-winning
blends

Customer preferences

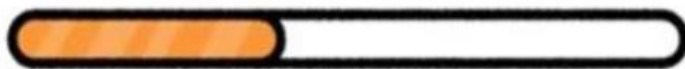
Timeline of key Microsoft AI breakthroughs



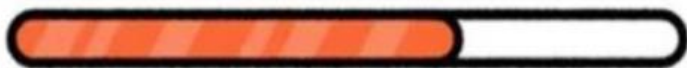
THE FASTEST THINGS ON EARTH



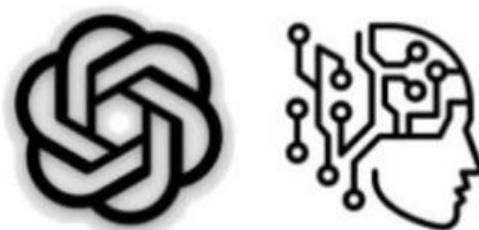
CHEETAH



AIRPLANE



SPEED OF LIGHT



PEOPLE BECOMING
EXPERTS IN AI

Reporting and dashboarding

Everyone engages with ~~software~~ Power BI



Types of reporting



Describe



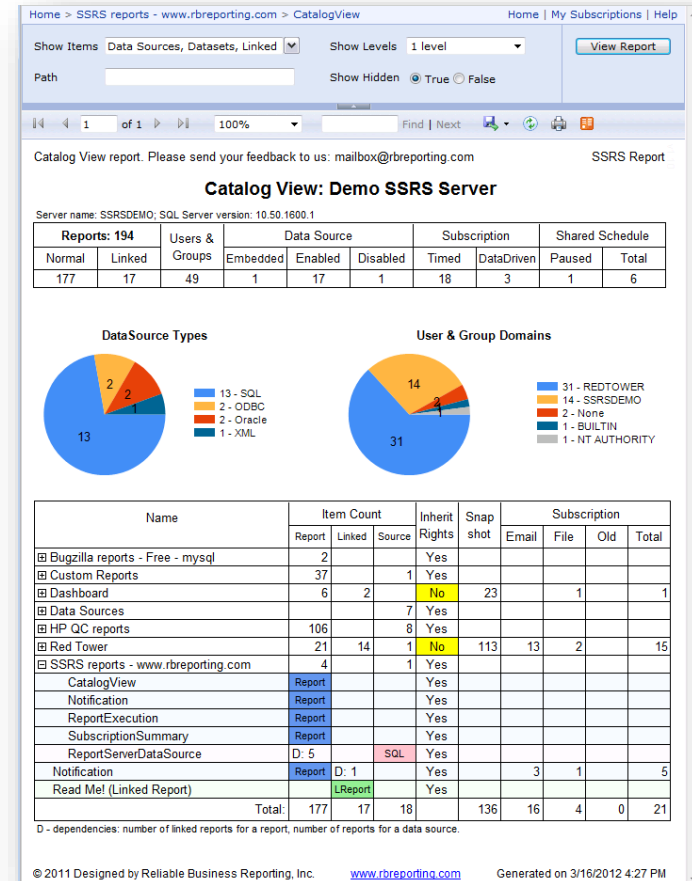
Declare



Explore

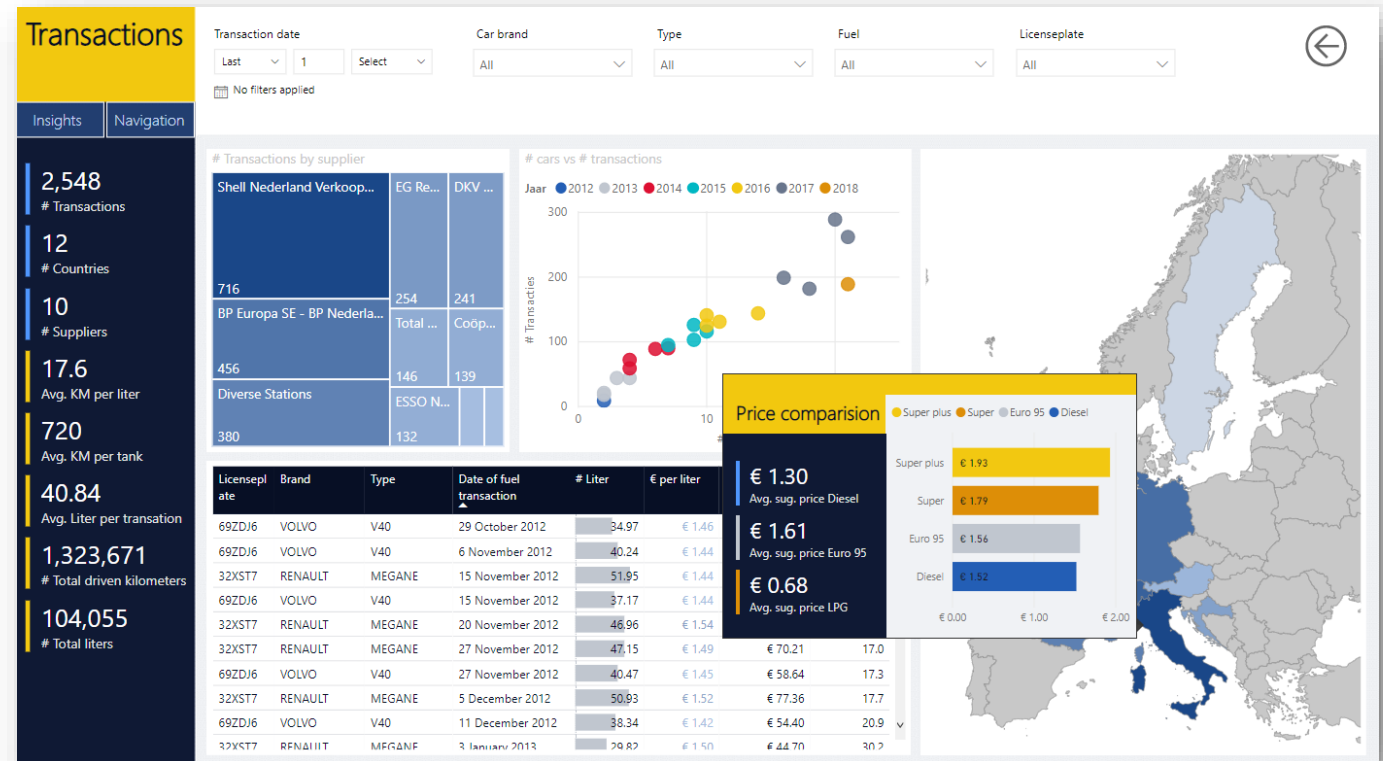
Reporting in the past

- Static
- Paginated
- Textual



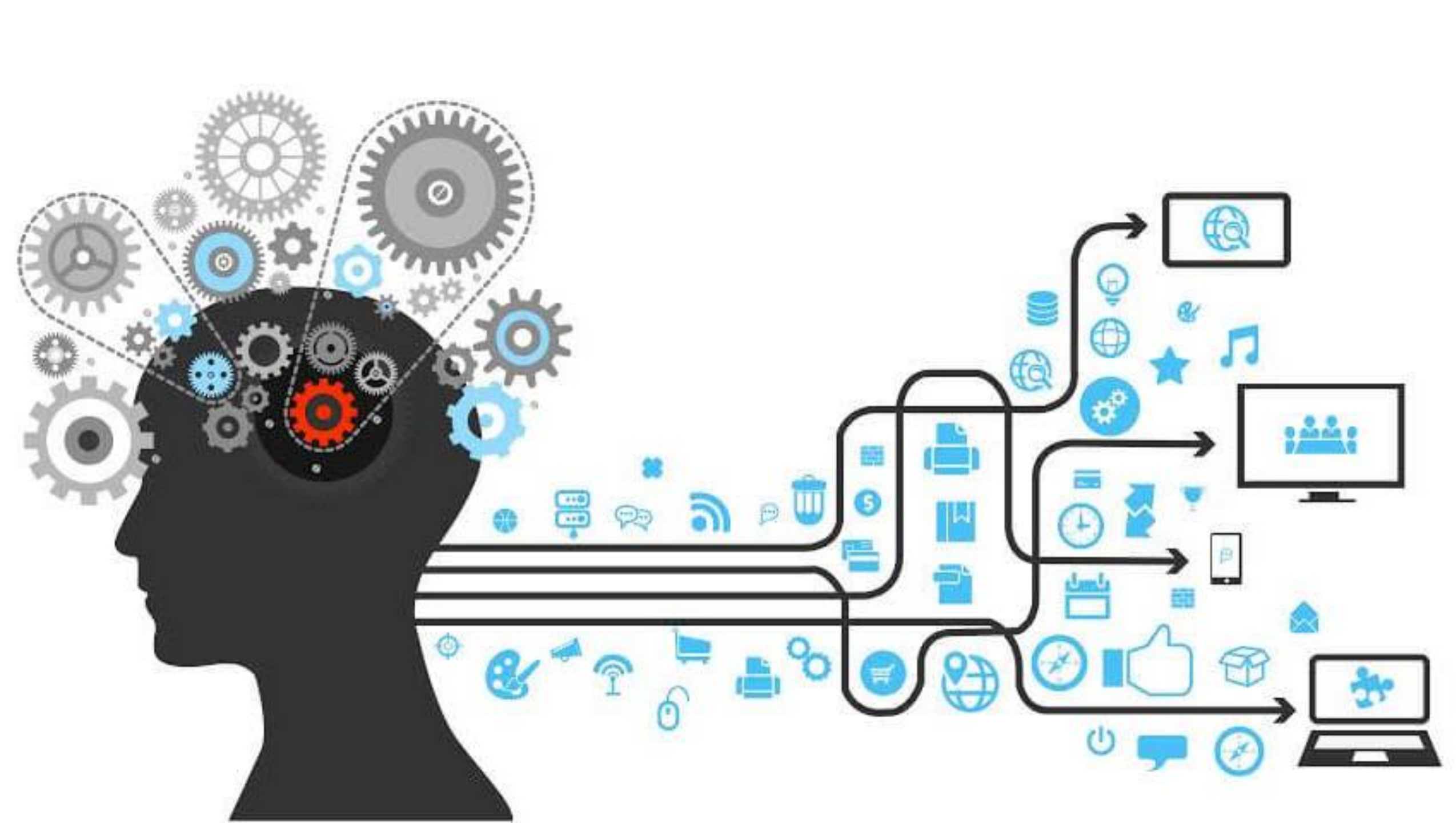
Intuitive reporting

- Clear navigation
- Consistent across pages
- Interactive experience
- High-level > detailed level



BUSINESS INTELLIGENCE

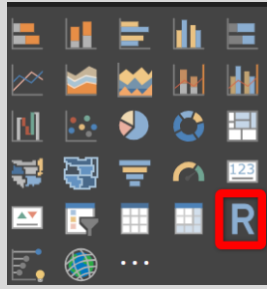




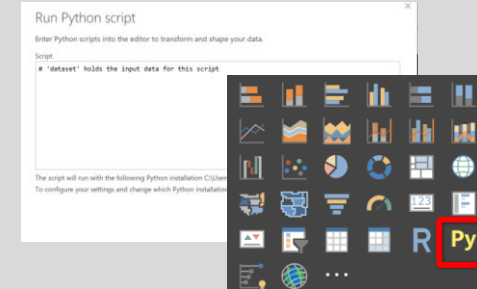
AI in Power BI

Power BI advanced capabilities

Desktop
Run R in
Power BI
visuals



Desktop
Python in
Visuals +
Power
Query



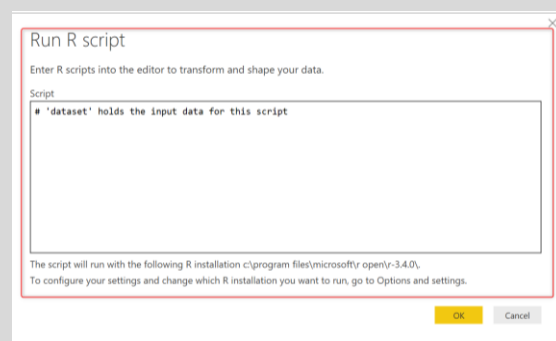
2015

2016

2018

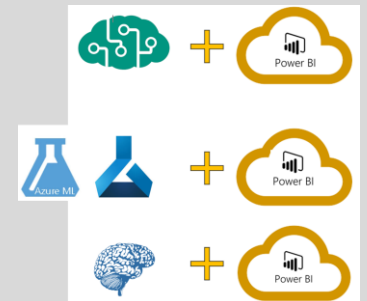
2019

Desktop
R in
Power
Query

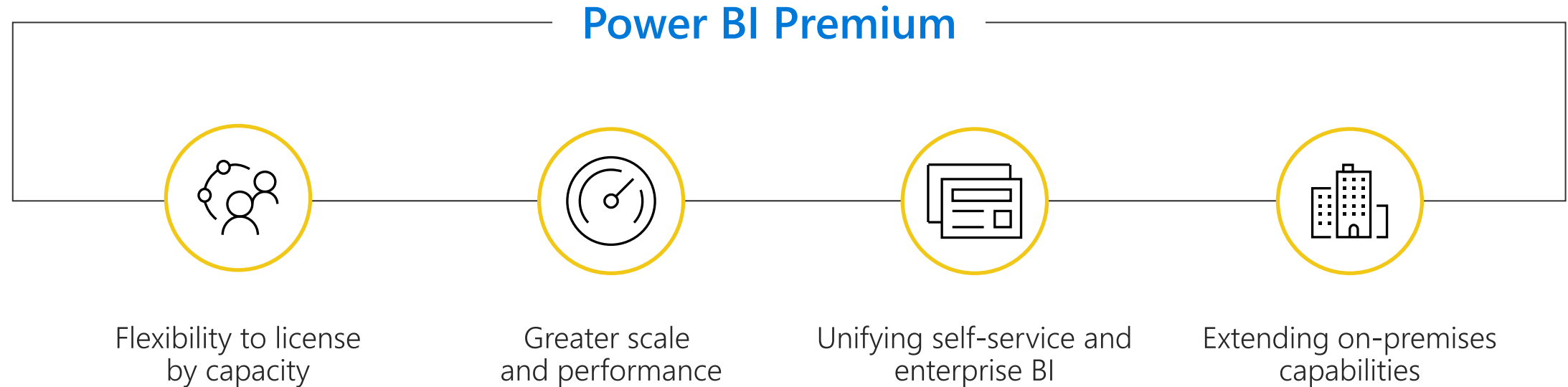


Premium features

- AI Insights
- Key Influencer
- Azure Auto ML
- ML Studio

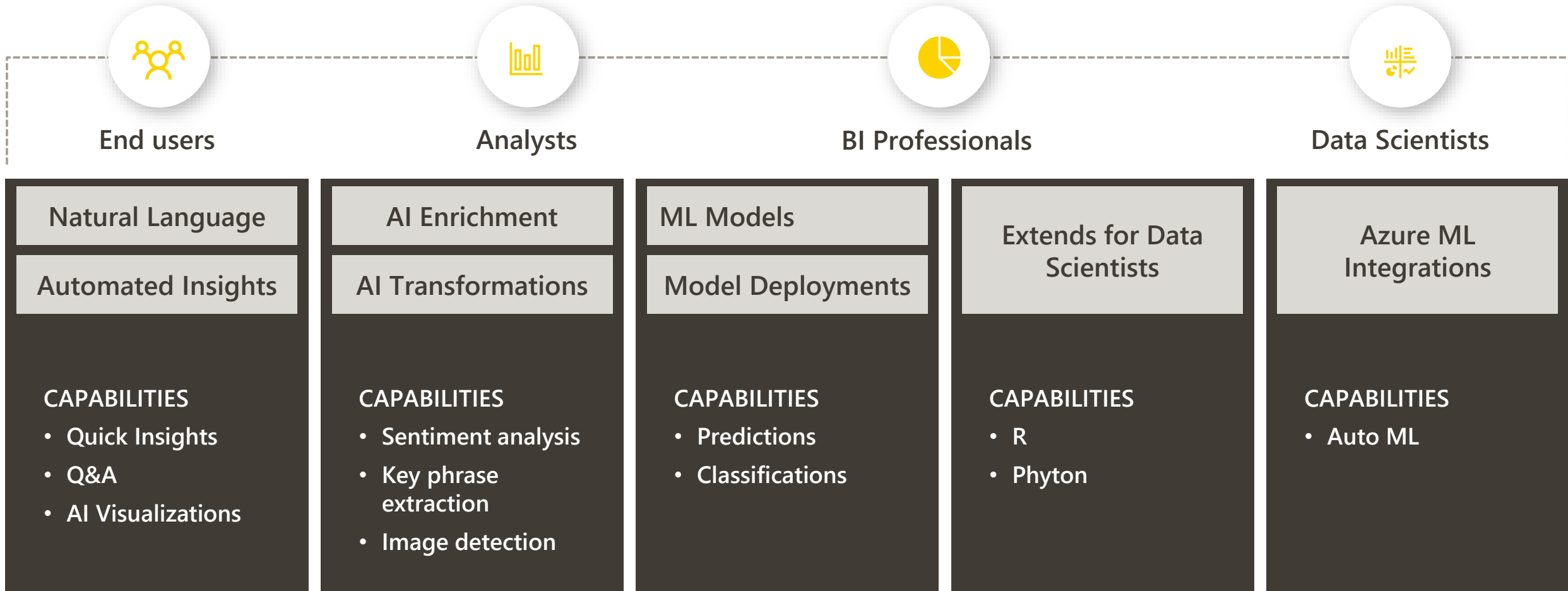


Part of Power BI Premium



Dedicated resources in the cloud

AI in Power BI



Demo time!

Because life is boring without risks



Demos

- Power BI Natural Language Query
- Explain increase / decrease
- Analyze distribution
- Key influencer visual
- Decomposition tree
- AI Insights



Cognitive services



Vision



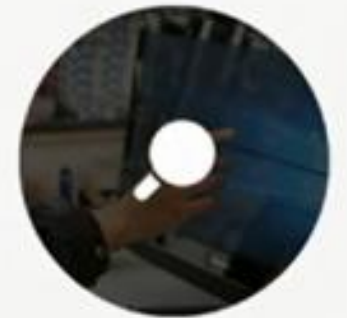
Speech



Language





Knowledge




Search

ENTITY NAME

▶  Language Detection

▶  Key Phrases

▶  Sentiment Score

AI Insights

Airbnb analysis

300+ stays · May 28 - 29 · 1 guest

Stays in Stockholm

- Cancellation flexibility
- Type of place
- Price
- Instant Book
- More filters

Check travel restrictions before booking. The health and safety of our communities come first. Please follow government guidelines and travel only if it's essential. [Learn more](#)



Hotel room
Generator - Bed in 6 Bed Dorm
1 guest · 1 bedroom · 1 bed · 1 bath
Wifi · Washer

★ 4.48 (206)

€19 / night
€19 total ⓘ

Rare find



SUPERHOST Private room
Great Room in City Center
2 guests · 1 bedroom · 0 beds · 1 shared bath
Kitchen · Wifi

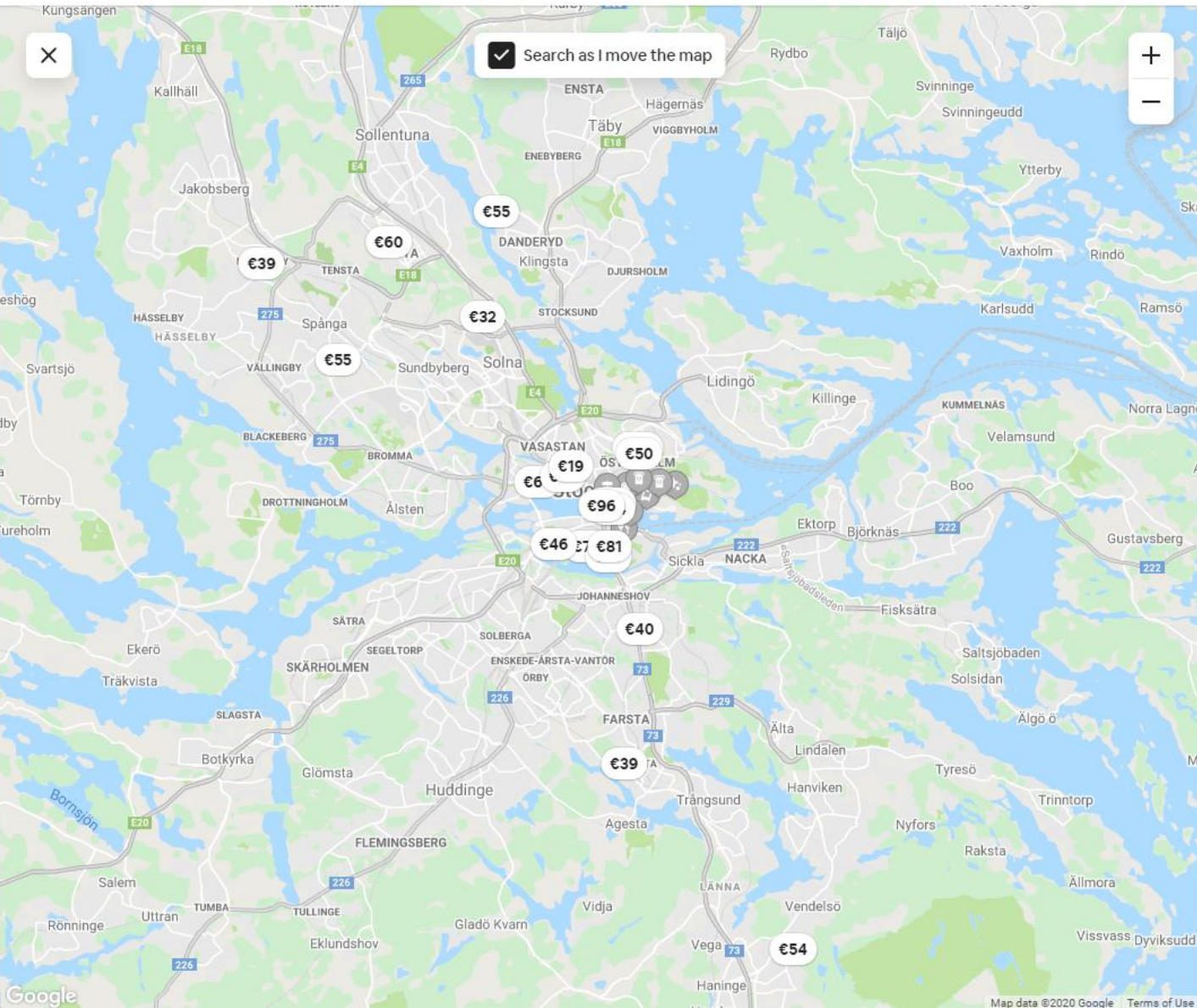
★ 4.91 (558)

€50 / night
€50 total ⓘ



SUPERHOST Private room
Fint stort rum i Solna
2 guests · 1 bedroom · 1 bed · 1.5 shared baths
Kitchen · Wifi · Washer

★ 4.86 (124)

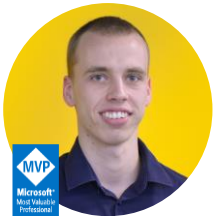


Recap

- AI is more than BI
- AI != Innovation
- Inspire, optimize and detect patterns
- AI on your fingertips in Power BI
- Next level insights with AI insights (PBI Premium)

LET'S
RECAP...

Thank you!



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🌐 Data-Marc.com

Can an AI
write efficient
SQL queries?

Can you?