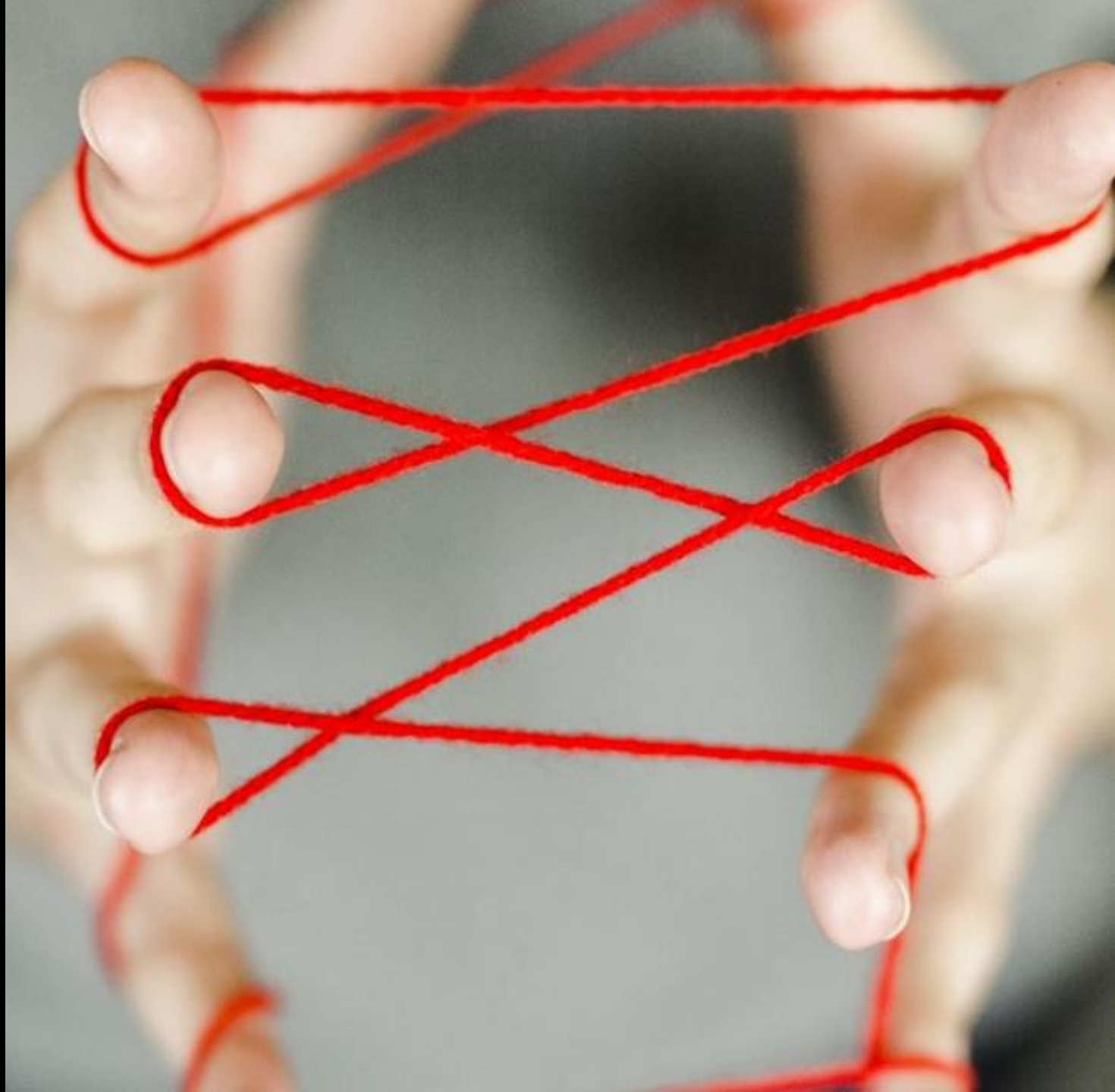


Changing the way how we interact with data

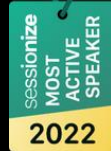


May 22nd - 2024



Marc Lelijveld

Technical Evangelist & Architect
At Macaw



@MarcLelijveld



linkedin.com/in/MarcLelijveld



Data-Marc.com



DutchFabricUsergroup.com

FAVORITE STUFF:



We help our customers **innovate** in the era of AI



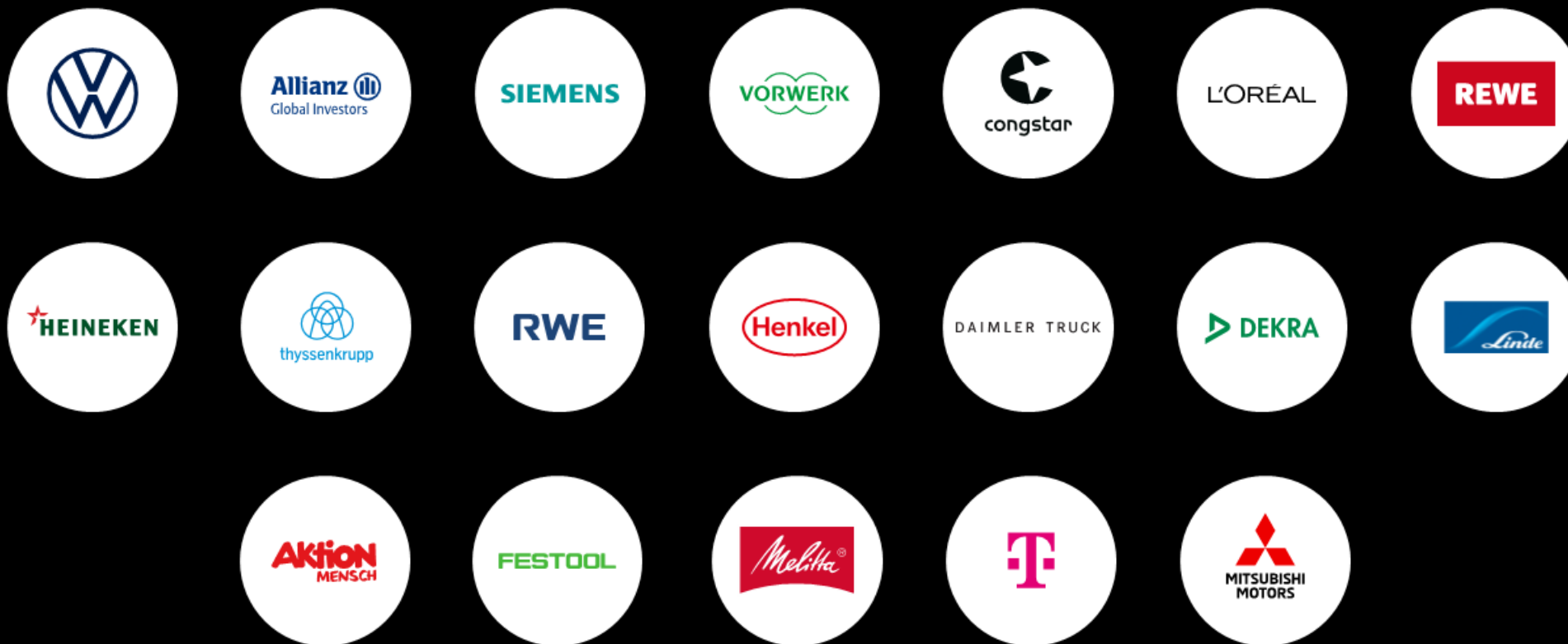
Microsoft Cloud

Partner Momentum



Fabric Featured Partner

Our clients.





**Our understanding
of your market.**

Typical challenges we talk about with our customers.



**Minimal distinctive
products and
propositions**



**Limited distinctive in
pricing**



**Finding the right skilled
people**



**Hiring more people
limits in growth and is
too expensive**



**Customers & employees
expect the latest
technologies**

Solutions we implemented with Microsoft technology.



**Maximize customer
service**



**Smooth experience in
sales and aftersales**



**Level-up your overall
customer experience**



**Increase efficiency by
automation**



**Predict customer
lifecycle**

To succeed, you need to invest in:



Technology

(digital experience, employee empowerment, etc.)



Automate and robotize processes



Data

Challenges.

- Improve customer experience in the healthcare season (long wait times, prepare for spikes in call volume)
- Brand Alignment
- Improve problem / question resolution

Solution.

- Use complicated legal policy documents, Knowledgebase, Service desk systems.
- Full leverage of prompt engineering capabilities like “embeddings/idioms”.
- Control over the conversation, without sidetracks or hallucinations.

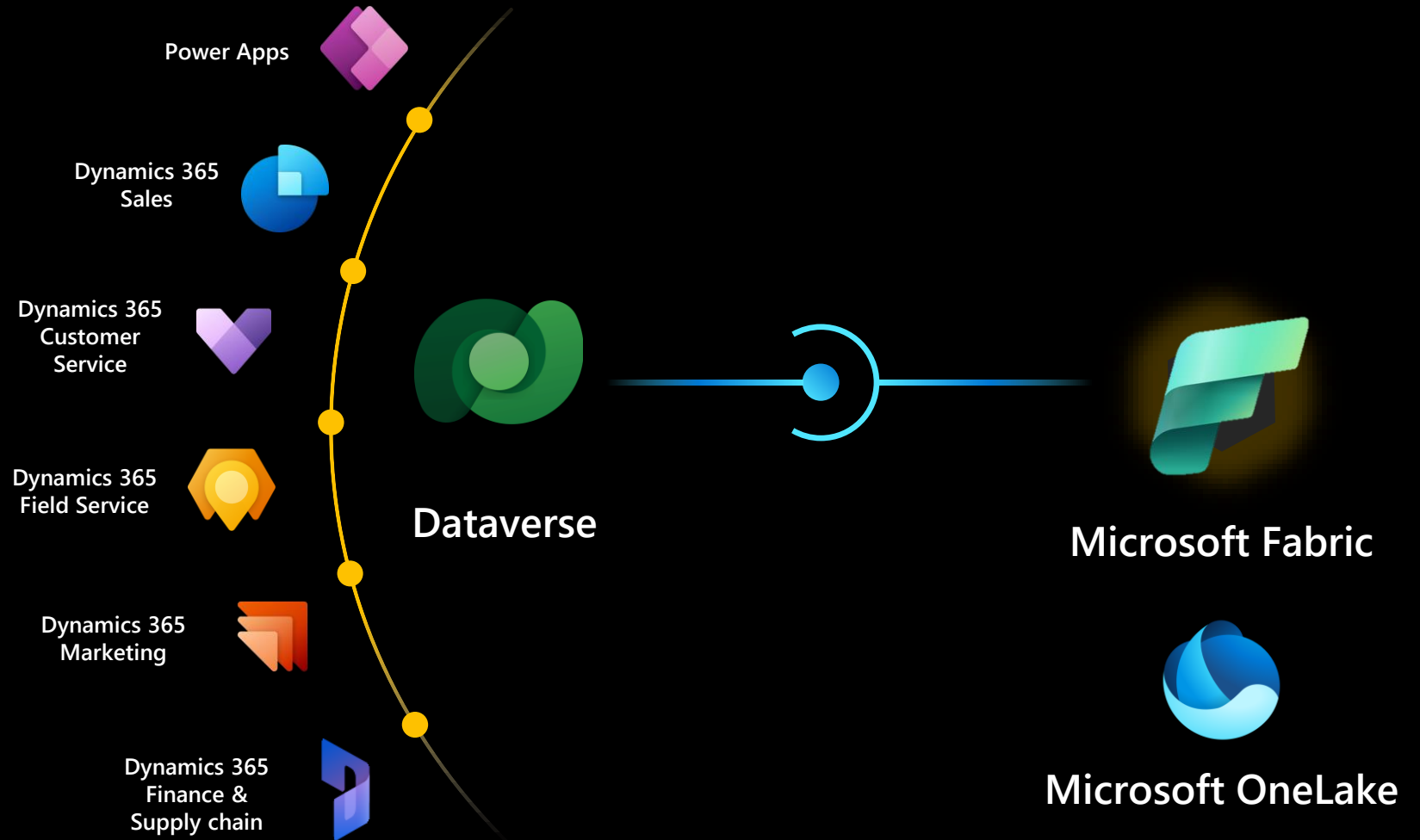
Without **data**, there is no **AI**

Set a proper foundation for your data platform!

Nobody wants to build a
house on quicksand, right?



Bringing your data to Fabric.



Personas

Customer

Financial Advisors

Portfolio Managers

...

Modern Technology

Co-pilot / Chatbot

Predictions

Data Management
Platform



Fabric

Platforms

Digital Experience

CRM

Document
Management

...

Microsoft Fabric.



Data Integration

Data Factory



Data Engineering

Synapse



Data Warehouse

Synapse



Data Science

Synapse



Real Time Analytics

Synapse



Business Intelligence

Power BI



Observability

Data Activator



Unified Serverless Compute

T-SQL | Spark | KQL | Analysis Services



Unified data foundation

OneLake | OneSecurity

UNIFIED

SaaS product experience

Security and governance

Compute and storage

Business model

What if you could **chat** with your data?

Home

Create

Workspaces

CopilotTesting

CopilotInternet...

apartmentrentals

Copilot-AW-sample

Power BI

Copilot-Internet-Sales-AW

Confidential\Microsoft Extended

Search

FileViewReading viewMobile layoutOpen data model

Copilot

Internet Sales Analysis by Product Category and Geography

EnglishCountryRegionAllCategoryAll

Count of Category4

Count of EnglishCountryRegionName6

Sum of SalesAmount29.36M

Revenue % of Sales41%

Sum of SalesAmount by EnglishCountryRegionName

Sum of SalesAmount by Category, Sub-Category and EnglishProductLine

Sum of SalesAmount by EnglishCountryRegionName

Sum of SalesAmount by EnglishPromotionType

Sum of SalesAmount

VisualizationsDataFilters

CopilotPreview

Suggest content for this report

OK, here's a suggested outline for your report. Select any page topic to view details and start creating pages.

CopilotPreview

break down tourism spending by place of origin

Showing region and expenditures.

Expenditures by Region

US WestUS EastOtherJapan

how much are people from Japan spending in just Maui?

Showing expenditures where region is Japan and island name is Maui.

\$1.51bnExpenditures

Describe the report you want to create or ask a question

Spending per Trip per Person

SeasonAllIsland NameAll

Spending per trip (PP)\$1.45K

Arrivals per month947.84K

Spending per trip (PP) by Month

Spending per trip (PP) by Island Name

Maui\$1,750.45

Kauai\$1,428.66

Lana'i\$1,377.93

Hawai'i Island\$1,366.73

O'ahu\$1,351.11

Moloka'i\$570.22

Spending per trip (PP) refers to the average amount of money that a single individual spends during their trip. Data shows Maui as the island with the highest spending per trip at \$1.75K, which is 206.98% higher than Moloka'i, the island with the lowest spending per trip at \$570.22.

An analysis of the spending per trip trend from January 1, 2016, to May 1, 2018, shows an overall decrease of 11.95%. However, there's an upward trend starting on October 1, 2017, which saw spending per trip rise by 1.34% in 7 months.

Looking at the monthly breakdown, the highest spending per trip was in January 2018, standing at \$1.74K. This suggests that visitor spending can vary depending on the period of the year.



Home



Create



Browse

OneLake
data hubMonitoring
hub

Workspaces

Contoso
Outdoors...LoyaltyMem
berSuppo...Data
Science

Home



Save as



Refresh



Settings



Publish



Revert changes

i You have unpublished changes. To update your endpoint with these changes, select "Publish" from the ribbon.

Explorer



CustomerLoyaltyProgramD...

Tables

- > ☒ CustomerLoyalt...
- > ☒ CustomerSupp...
- > ☐ DIM_Customer
- > ☐ Sales_Customer...
- > ☐ Sales_InvoiceLin...
- > ☐ Sales_Invoices
- > ☐ Sales_Orders
- > ☐ Sales_SpecialDe...

How many calls have we had from loyalty members by the source they joined from?

2150,Other
63177,In Store
25679,Web Direct
6183,Aquired in Merger
253,App

```
SELECT COUNT(*) AS CallCount, clp.Source
FROM [dbo].[CustomerSupportCalls_1] csc
JOIN [dbo].[CustomerLoyaltyProgram_Final_1] clp ON csc.CustomerID = clp.CustomerID
GROUP BY clp.Source;
```

Enter a question or request to test the model's response.

Conversation history is off. The model does not retain context from previous queries. Note that AI-generated content can have mistakes. [Review terms](#)

Preview data

Model behavior



SQL query variations

3

Show executed SQL query ☒ Yes

Notes for model

For example, Sales.SummedRevenue should not be used unless explicitly asked for it. By default, "revenue" should map to Sales.ReceivedRevenue.

0/1000 characters used

What if you could chat with your data?

- Combining the world of Power Platform with Microsoft Fabric – your data management platform
- Experience inside Teams
- Security by design
- Real time updates

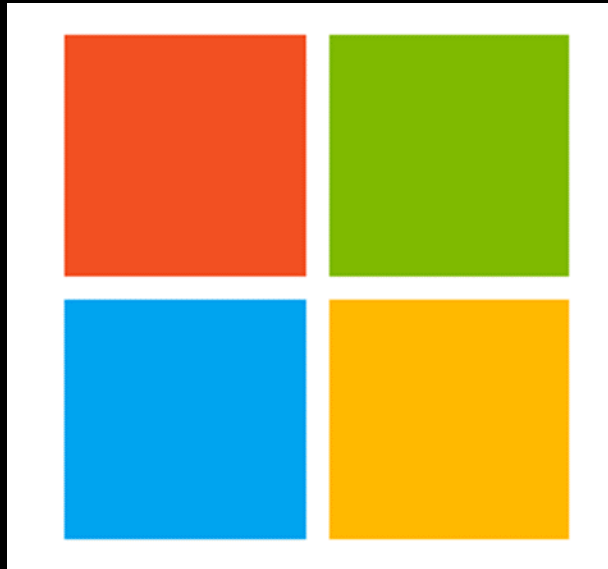
The screenshot displays a chat window titled "HR Support" with tabs for "Chat" and "About". The chat history shows the following sequence of messages:

- User:** "What is my current vacation day balance?" (Timestamp: Tuesday 1:45 PM)
- HR Support:** "Your current balance is 21.5 days. Do you directly want to request a day off?" (Timestamp: Tuesday 1:45 PM). Below the message is a form with two buttons: "Yes" and "No".
- User:** "Yes" (Timestamp: Tuesday 1:45 PM)
- HR Support:** "Great! For which day?" (Timestamp: Tuesday 1:45 PM)
- User:** "1 november 2023" (Timestamp: Tuesday 1:45 PM)
- HR Support:** "How many hours do you want to take off that day?" (Timestamp: Tuesday 1:45 PM)
- User:** "4" (Timestamp: Tuesday 1:46 PM)
- HR Support:** "Great! Your request for 4 hours of on 11/1/2023 12:00:00 AM has been submitted. You will receive a message when the request has been approved." (Timestamp: Tuesday 1:46 PM)

Key takeaways.



Start investing in Data & AI



**Microsoft Technology helps to
accelerate in the Era of AI**



**We got the experience and
knowledge to help you take
the next steps!**

The future is bright!

Ready to start your journey?

Marc Lelijveld
macaw

