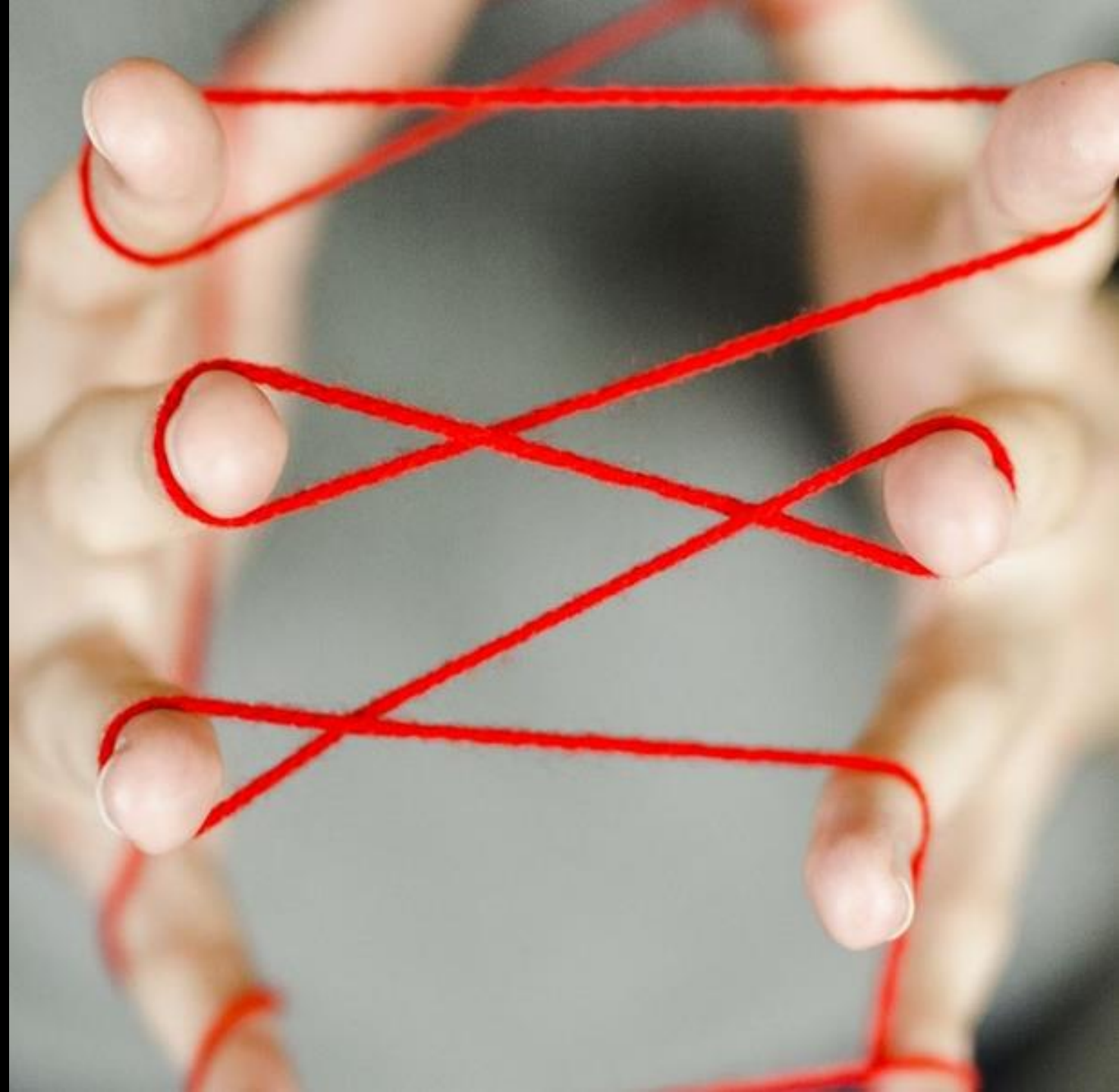
Changing the way how we interact with data

macaw

June 13th - 2024



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FAVORITE STUFF:

We help our customers innovate in the era of AI

Partner Momentum
accenture
avanade
Capgemini
EY
IBM
SONATA
tcs
Cloud Services
SDK
MANDELBULB TECH
bakertilly
3Cloud
READYMIND
iLink Digital
macaw
preludesys
kanerika
Simpson Associates
INSPARK
Microsoft
Solutions Partner
Microsoft Cloud
Fabric Featured Partner

Our understanding of your market.

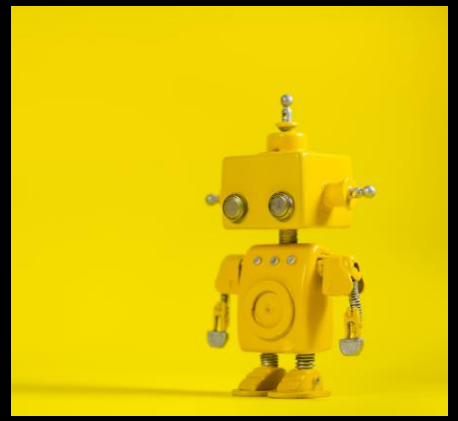
Typical challenges we talk about with our customers.

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

Solution.

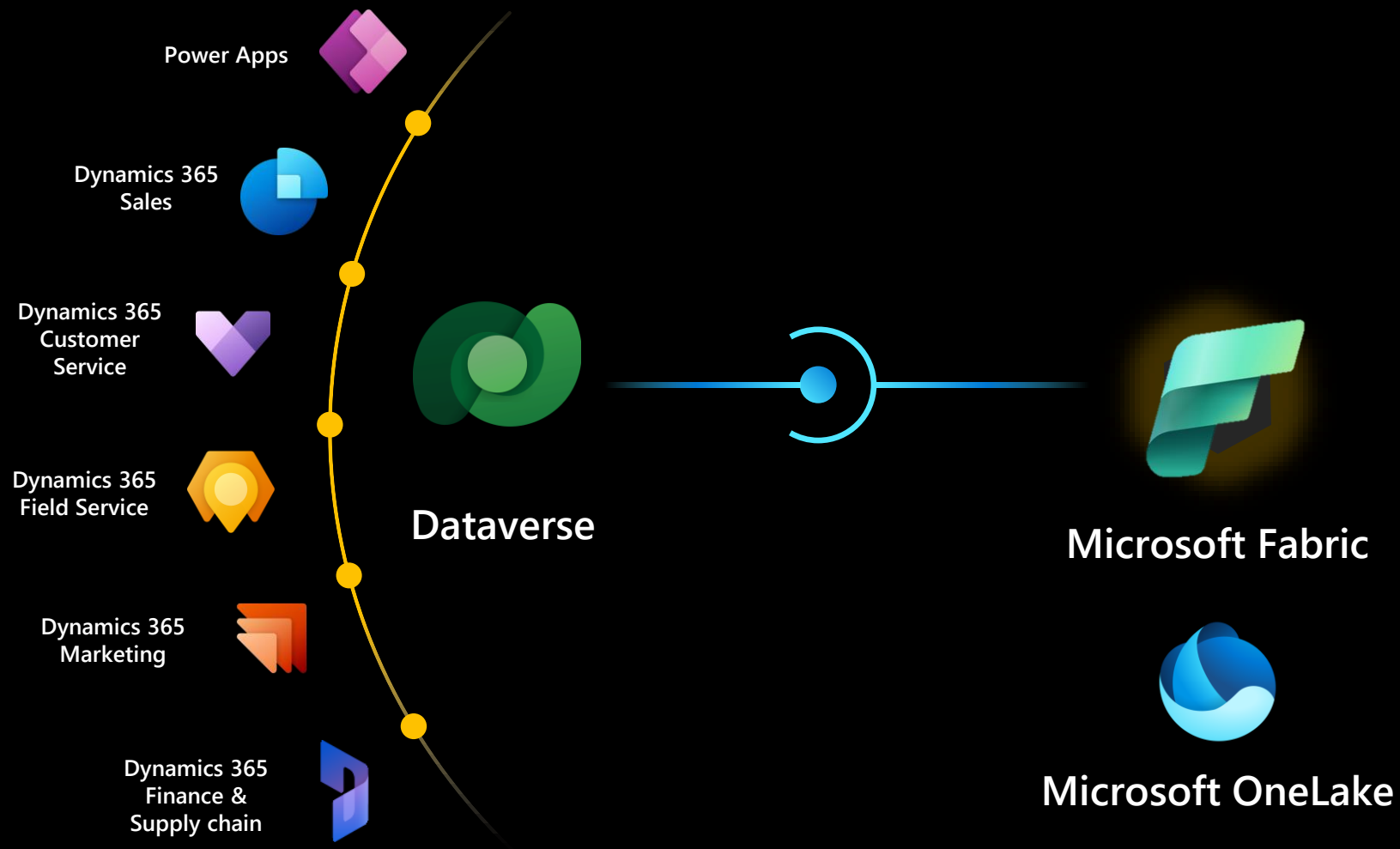
- Use complicated legal policy documents, Knowledgebase, Service desk systems.
- Full leverage of prompt engineering capabilities like “embeddings/idioms”.
- Control over the conversation, without sidetracks or hallucinations.

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 Engineering	Data Warehouse	Data Science	Real Time Analytics	Business Intelligence	Observability
Data Factory	Synapse	Synapse	Synapse	Synapse	Power BI	Data Activator

Unified Serverless Compute
T-SQL | Spark | KQL | Analysis Services

Unified data foundation
OneLake | OneSecurity

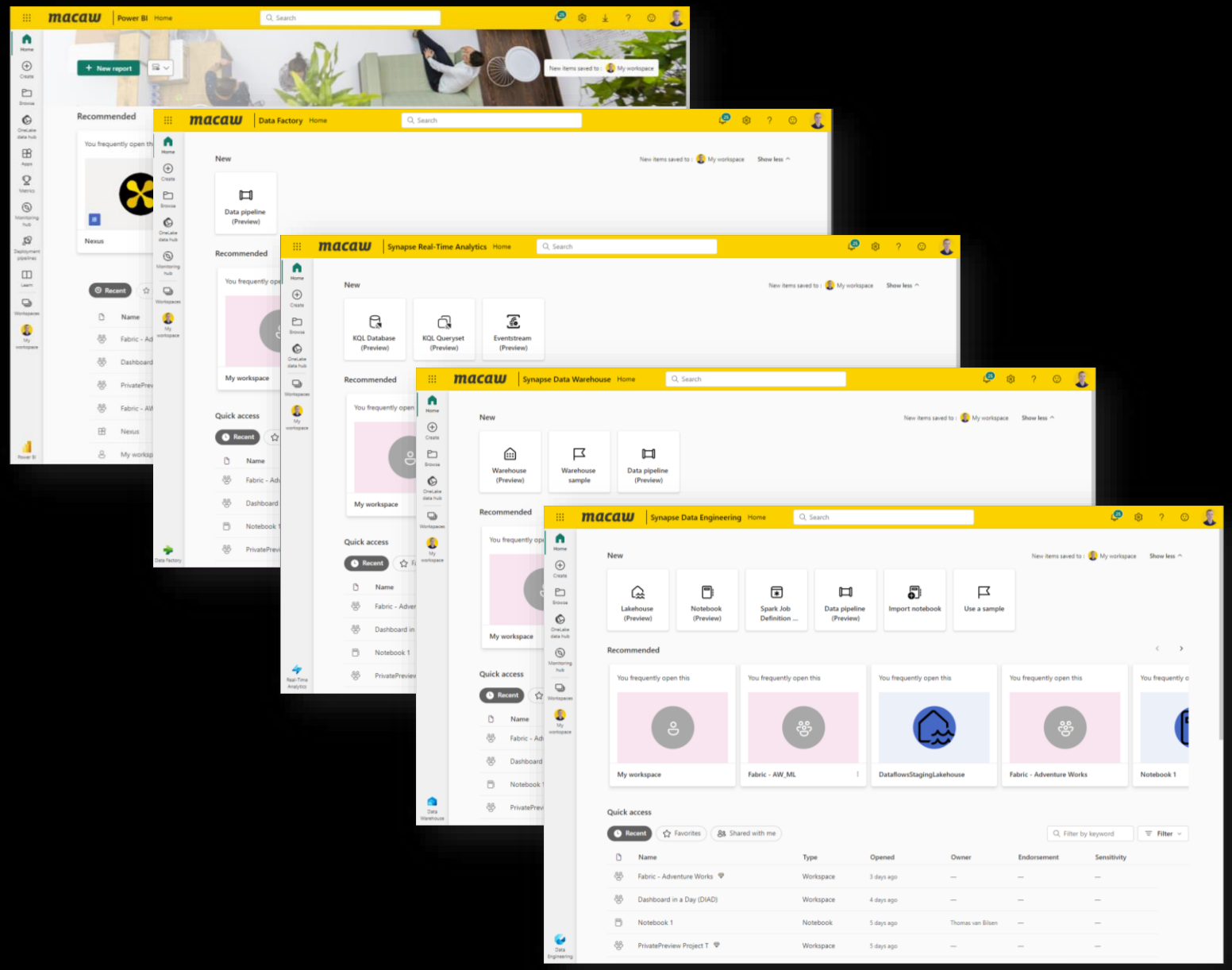
UNIFIED

SaaS product experience | Security and governance | Compute and storage | Business model

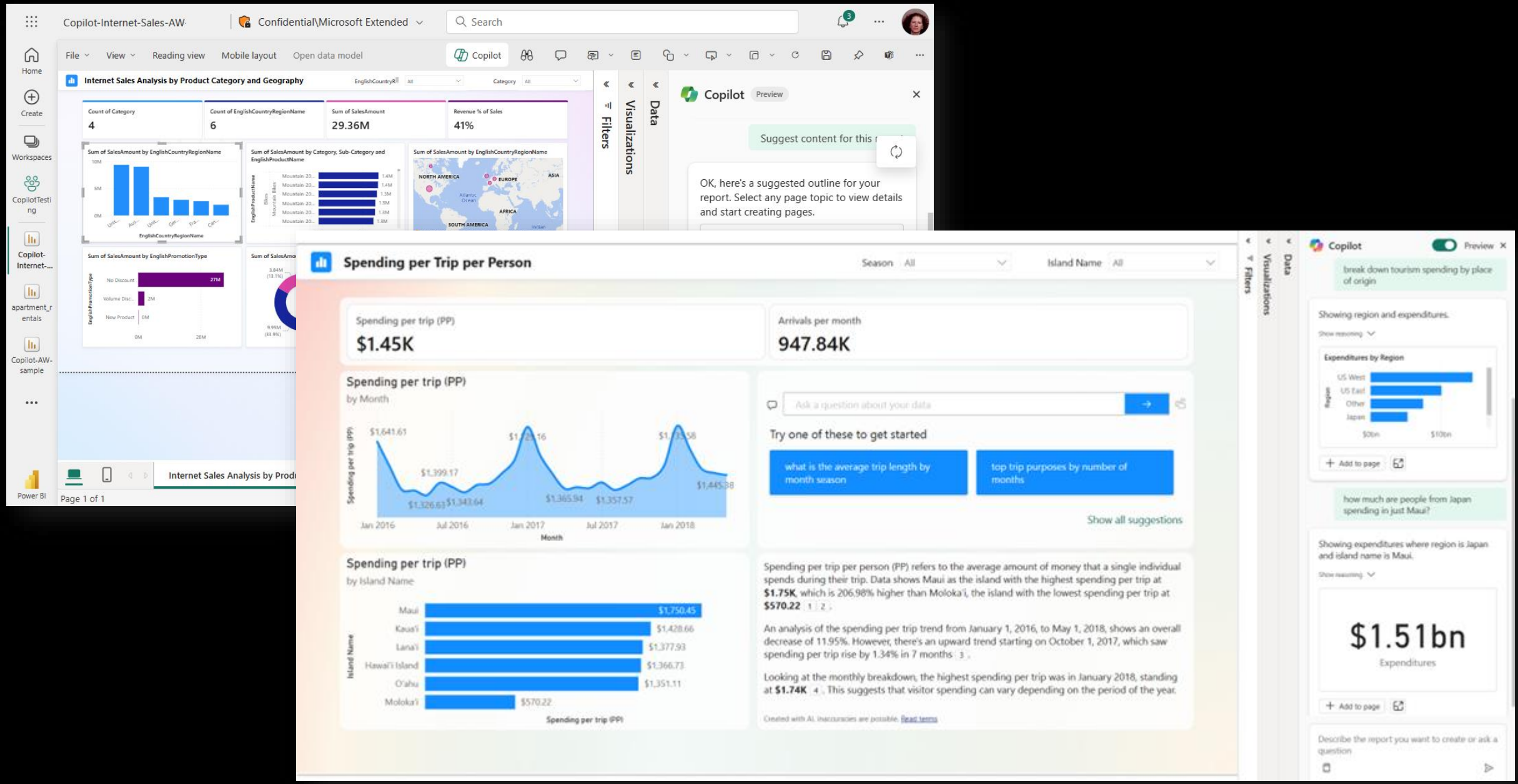
Fabric capabilities.

Data Movement	Data Lakes	Data Engineering	Data Integration
Data Science	Real-Time Analytics	Business Intelligence	Automated Actions

One platform
One interface.



What if you could chat with your data?


Copilot-Internet-Sales-AW
Confidential\Microsoft Extended
Search
File
View
Reading view
Mobile layout
Open data model
Copilot
Internet Sales Analysis by Product Category and Geography
Count of Category
4
Count of EnglishCountryRegionName
6
Sum of SalesAmount
29.36M
Revenue % of Sales
41%
Sum of SalesAmount by EnglishCountryRegionName
Sum of SalesAmount by Category, Sub-Category and EnglishProductName
Sum of SalesAmount by EnglishPromotionType
Filters
Visualizations
Data
Copilot
Preview
Suggest content for this
OK, here's a suggested outline for your report. Select any page topic to view details and start creating pages.
Home
Create
Workspaces
CopilotTesting
Copilot-Internet-...
apartment_rentals
Copilot-AW-sample
Power BI
Internet Sales Analysis by Prod
Page 1 of 1
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
$1,641.61
$1,399.17
$1,326.63
$1,343.64
$1,365.94
$1,357.57
$1,445.38
Jan 2016
Jul 2016
Jan 2017
Jul 2017
Jan 2018
Month
Ask a question about your data
Try one of these to get started
what is the average trip length by month season
top trip purposes by number of months
Show all suggestions
Spending per trip (PP)
by Island Name
Maui $1,750.45
Kaua'i $1,428.66
Lana'i $1,377.93
Hawai'i Island $1,366.73
O'ahu $1,351.11
Moloka'i $570.22
Island Name
Spending per trip (PP)
Spending per trip per person (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 1 2.
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 3.
Looking at the monthly breakdown, the highest spending per trip was in January 2018, standing at $1.74K 4. This suggests that visitor spending can vary depending on the period of the year.
Created with AI. Inaccuracies are possible. Read terms
Copilot
Preview
break down tourism spending by place of origin
Showing region and expenditures.
Expenditures by Region
US West
US East
Other
Japan
$0bn
$10bn
Add to page
how much are people from Japan spending in just Maui?
Showing expenditures where region is Japan and island name is Maui.
$1.51bn
Expenditures
Add to page
Describe the report you want to create or ask a question

Home

Save as | Refresh | Settings | Publish | Revert changes

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

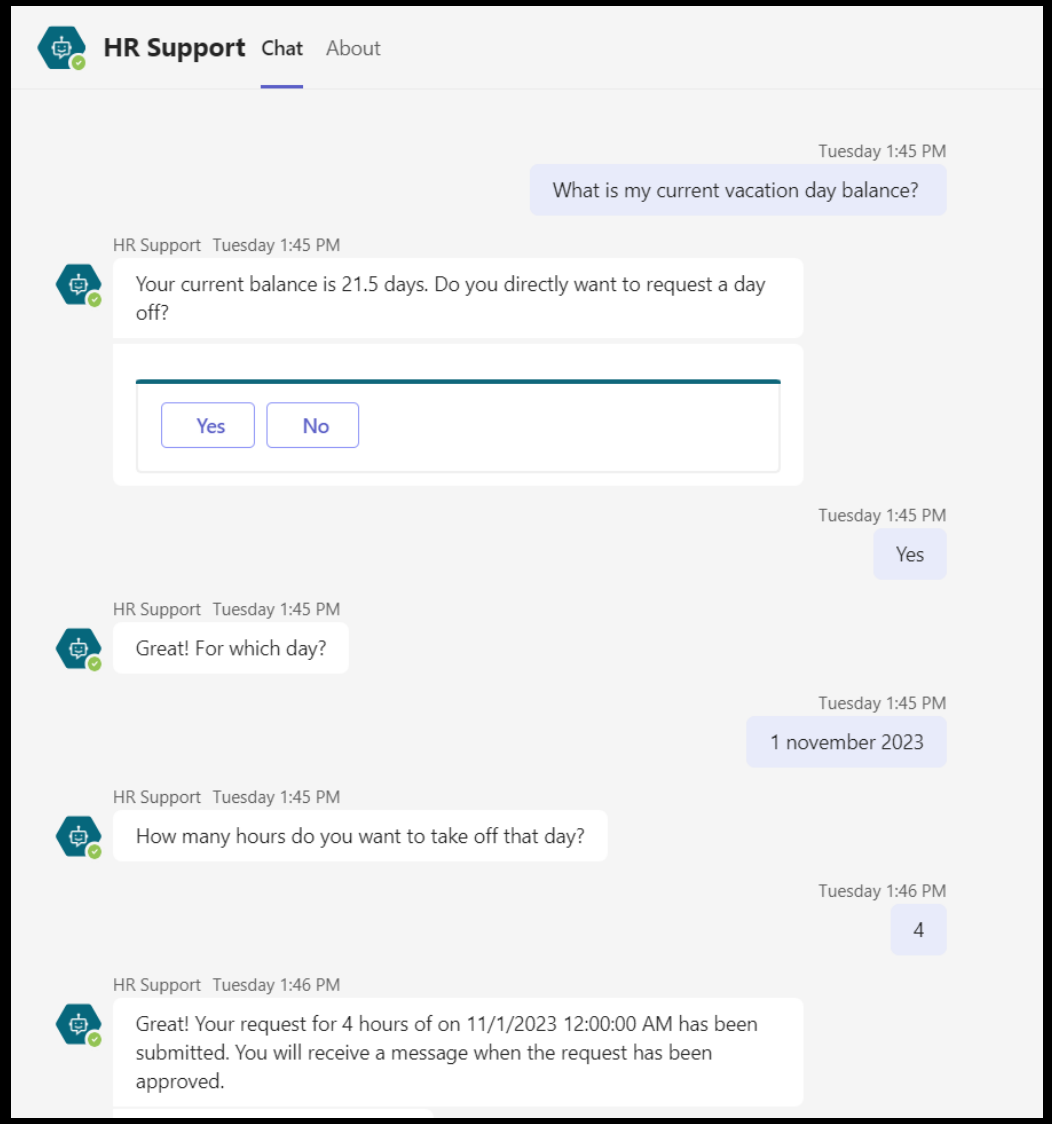
Notes for model

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



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?

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