



# TECHORAMA

A digital marketing conference  
for brands, agencies & media companies

# Driving a data culture

Marc Lelijveld

# Data driven ambition



# In this session...



Challenges we face today



What exactly is a data culture



Center of Excellence as central driver



Tools and service offerings to help



# Marc Lelijveld

Data & AI consultant  
Macaw Netherlands



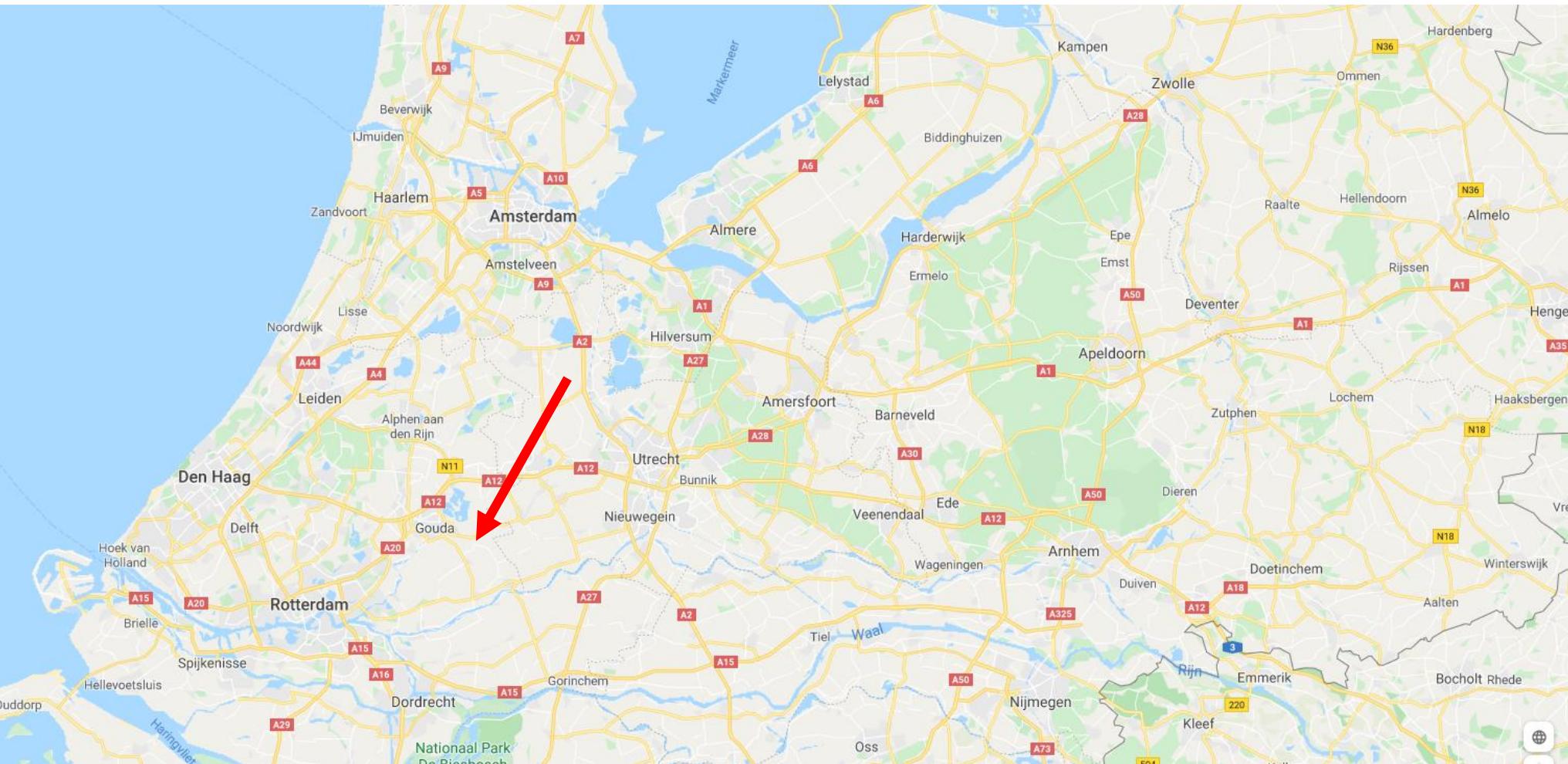
✉ Marc.Lelijveld@outlook.com

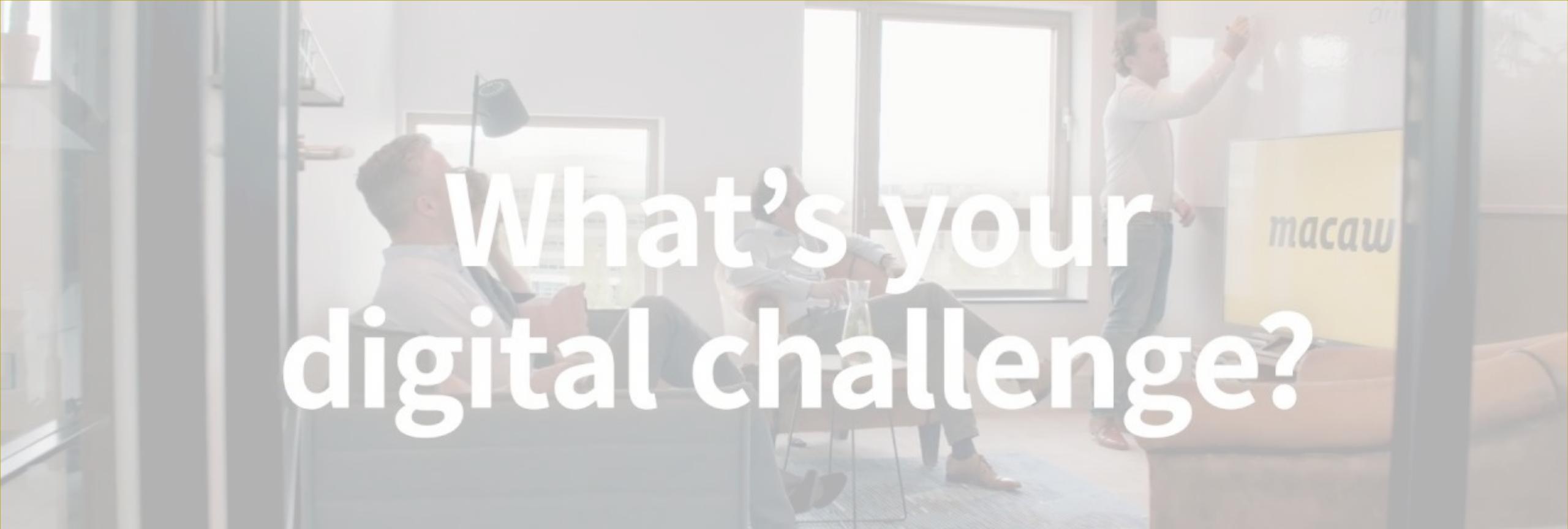
🐦 @MarcLelijveld

linkedin.com/in/MarcLelijveld

🌐 Data-Marc.com





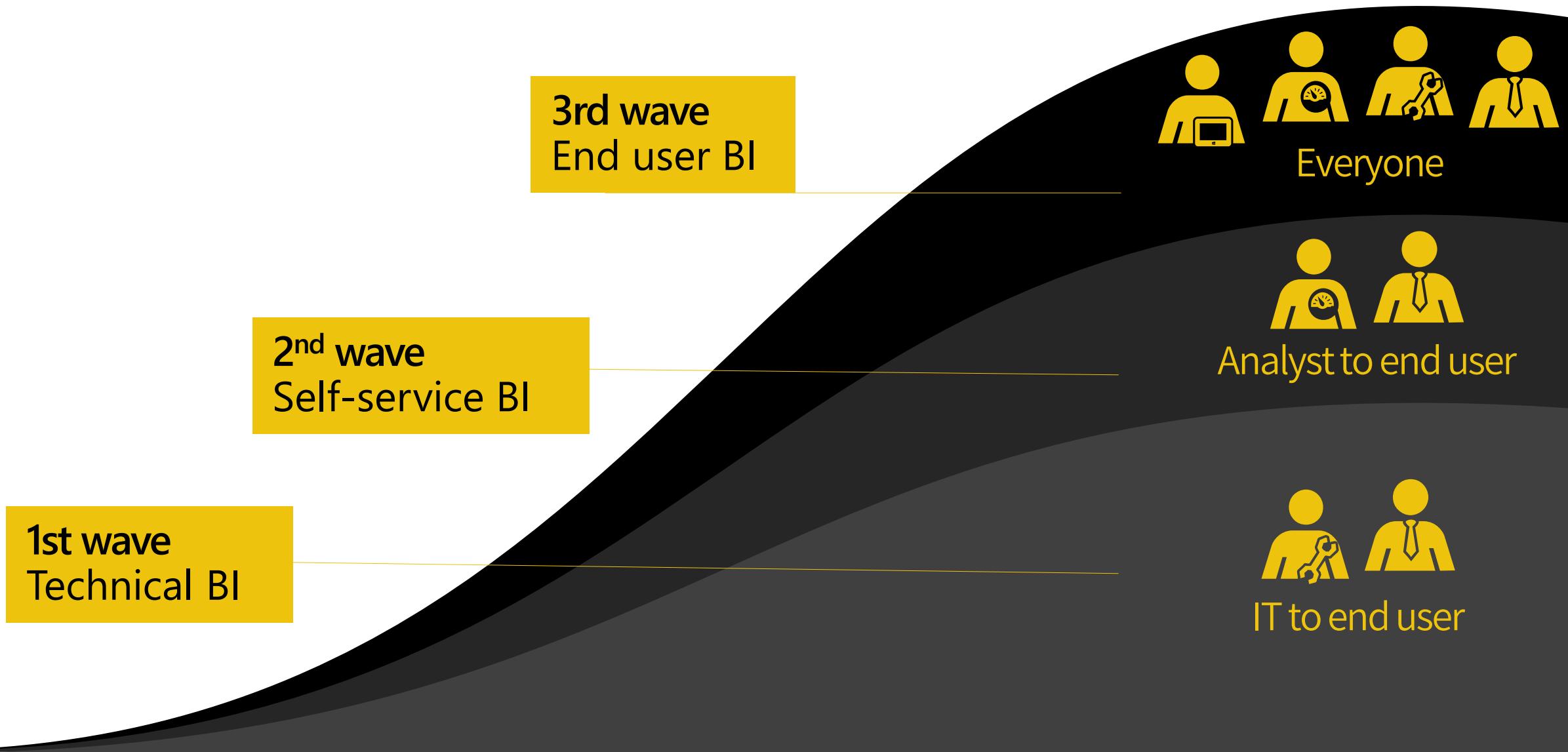


# What's your digital challenge?

## Challenges we face today

What is blocking us today in our data driven ambitions?

# Power BI for everyone



# **Everyone engages with software Power BI**



# Implementing Power BI



imgflip.com

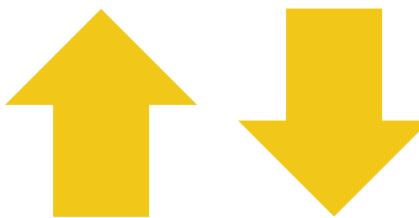
# Delivery approaches

**Business-Led  
Self-Service BI**



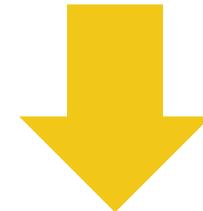
Bottom-Up

**IT- Managed  
Self-Service BI**



Blended

**Corporate BI**



Top-Down

# Exponential growth of content

Business-Led  
Self-Service BI



Bottom-Up



Dave  
Finance



Anne  
Human Resources



Leila  
Marketing



Reza  
Engineer



# So what...?

Everyone can do their own analysis



But we're lacking in terms of...



Control



Data sensitivity



Correctness



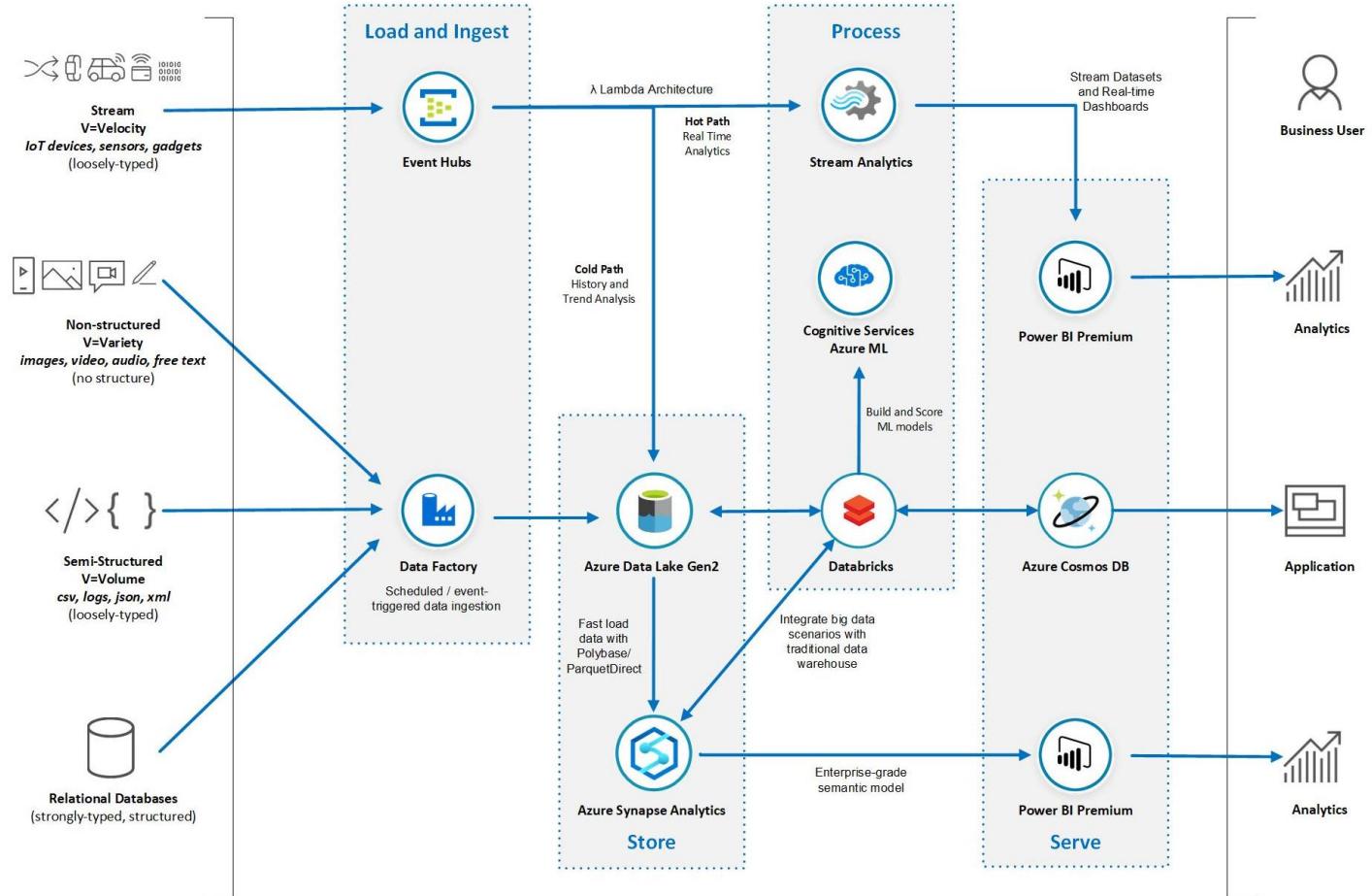
Solution health

... and more

# What value do they add?



# Architecture leading vs goal leading



Perfect architecture...

or



Fit for purpose?

# COE is controlling and not facilitating



Monitoring

instead of



Informing and facilitating

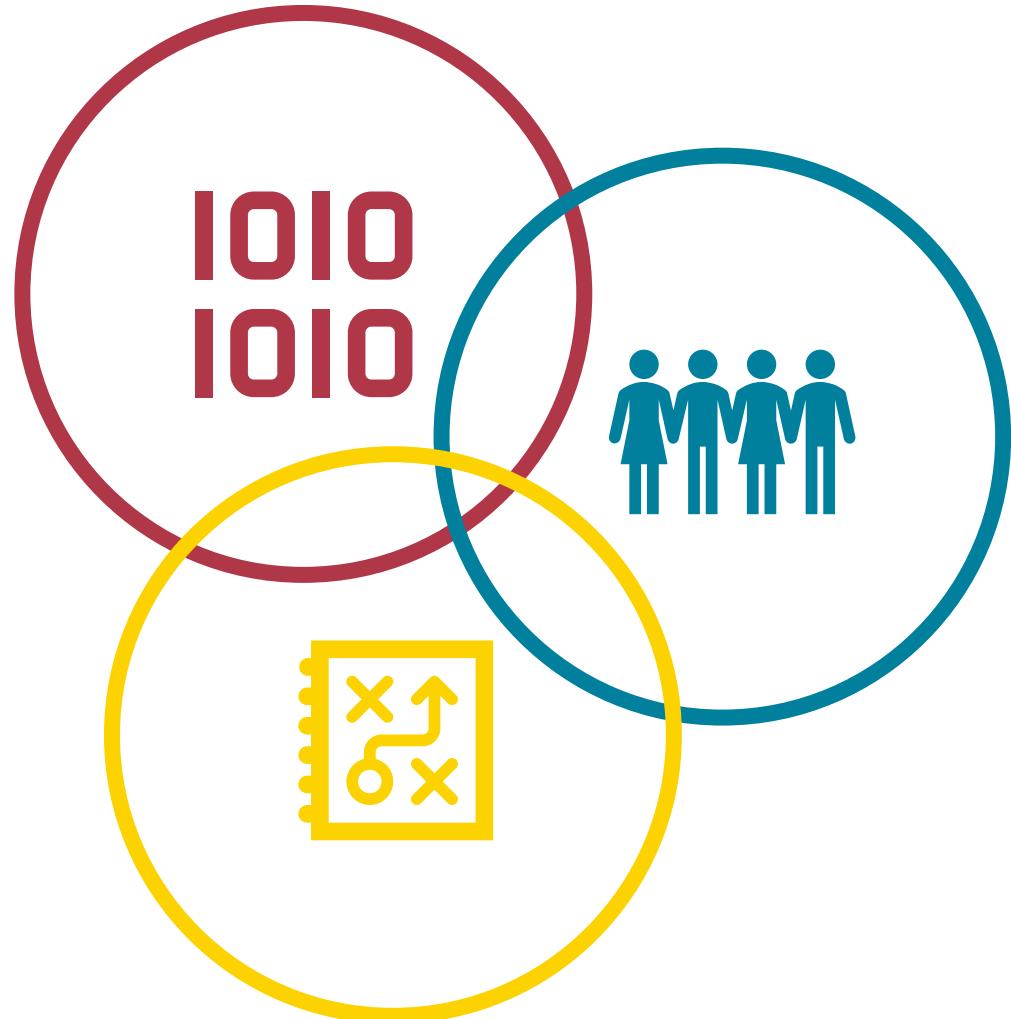




**What exactly is a data culture**

# Combination of three components

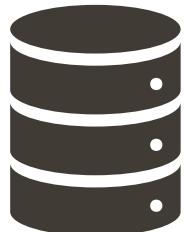
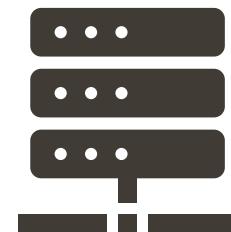
- Data
- Analytics
- People



[ data + analytics + people ]

# [ data + analytics + people ]

- Cloud
- On-prem
- Hybrid



# [ data + analytics + people ]



## Discover

Search for data and combine different sources to one model



## Share

Share insights and analytics across the organization



## Analyze

Analyze tons of data in a few clicks and let it add value



## Find & Explore

Find answers and explore data in visuals + Q&A capabilities



## Visualize

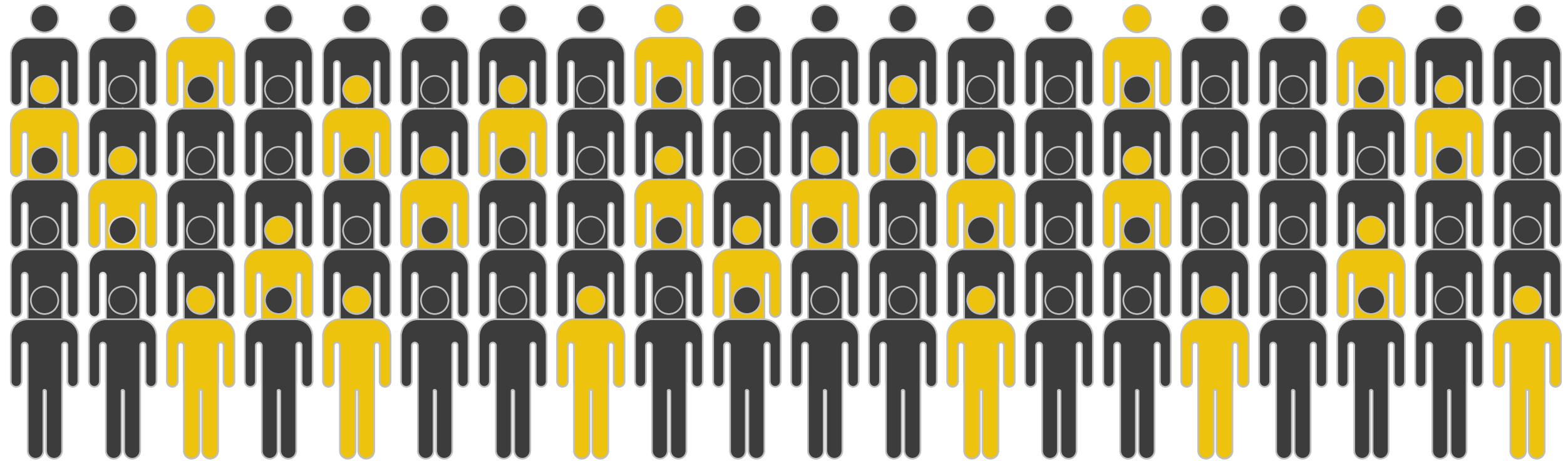
Transform millions of rows of data in stunning visuals



## Anywhere

Your data on your fingertips on any device wherever you are.

[ data + analytics + people ]



[ data + analytics + people ]

[ data + analytics + people ]

= competitive advantage



# Center of Excellence

as central driver behind the data culture

# What's in the name?

- Center of Excellence
- Center of Expertise
- Business Intelligence Competence Center (BICC)
- Competence Center

**WHATEVER**



# Central position



Data in the heart of your organization



Pre-packaged artifacts to kick-start new initiatives



Data Driven Organization–  
Taking decisions based on data



Data at your fingertips, being able to build new solutions



Improve results & grow margin over time



Empower individuals to use data in their day-to-day work



Continuous analysis and improvements of market value



Data as ideation & innovation driver in your organization

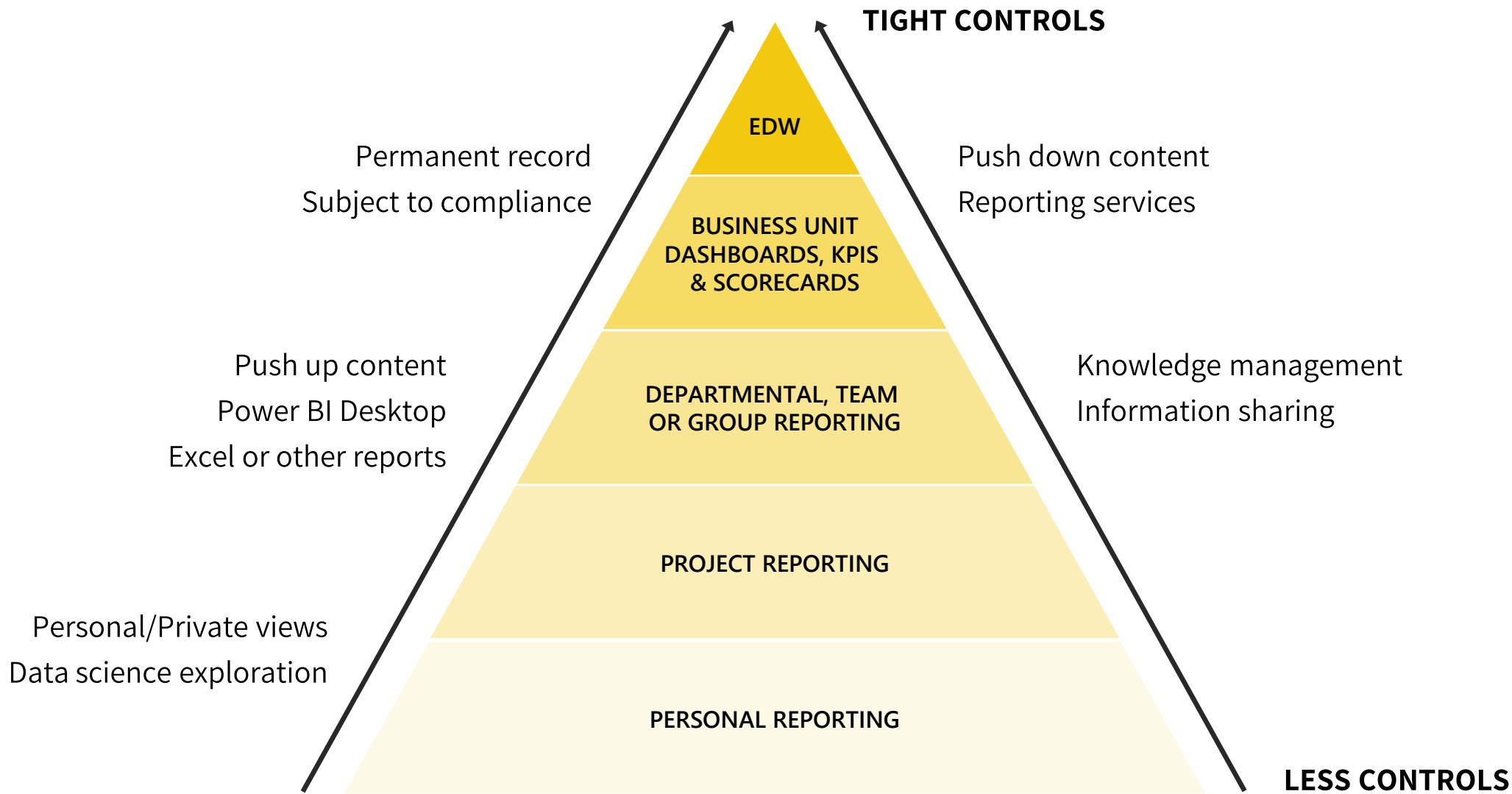
# In the heart of your organization



# Roles

	Skills	Responsibilities
<b>Corporate Sponsor</b>	Influence strategy around BI tools	Tool assessment
<b>Power BI Champion</b>	Subject matter expert	Strategically deploy Power BI across the organization or team
<b>Security Officer</b>	Auditing, Data classification	Data & usage policy
<b>Data Steward</b>	Data modelling	Enhance data quality, create and maintain a data catalog and dictionary
<b>Data Architect</b>	Technical knowledge of data sources and how to connect to them	Matching business requirements to technical capabilities and architecture
<b>BI Developer</b>	Fully understanding of Power BI capabilities	Make sources available for self-service and develop corporate BI solutions
<b>Administrator</b>	Authentication, IT service management	License assignment, monitoring set-up, gateway management
<b>Support</b>	Full understanding of Power BI capabilities and communication skills	Supports users in self-service scenarios and creating templates

# Governance Model



# Exponential growth of content



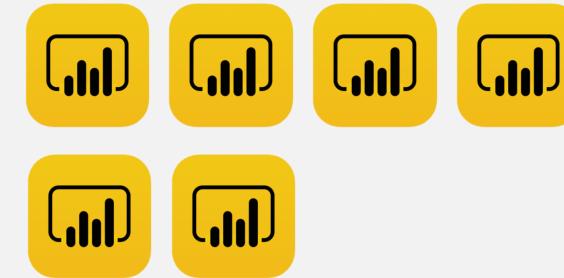
# Get order in the chaos



Dave  
Finance



Anne  
Human Resources



Leila  
Marketing



Reza  
Engineer



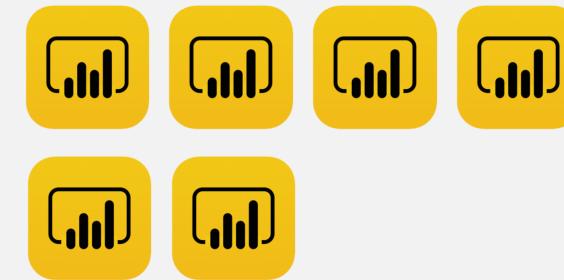
# Separate people and content!



Dave  
Finance



Anne  
Human Resources



Leila  
Marketing



Reza  
Engineer



# Monitor the environment



Content availability



Usage



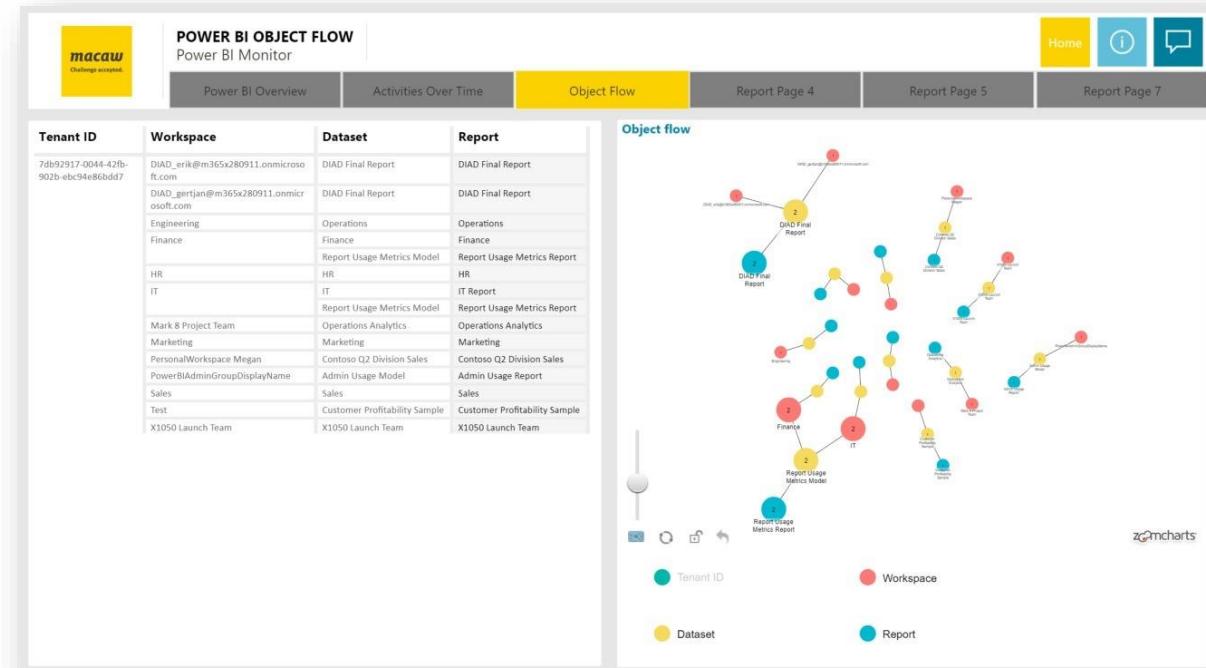
Performance



Lineage



Environmental health



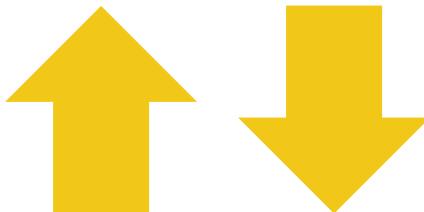
# Delivery Approaches

**Business-Led  
Self-Service BI**



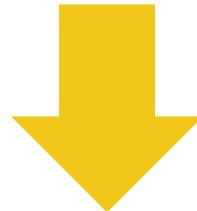
Bottom-Up

**IT- Managed  
Self-Service BI**



Blended

**Corporate BI**



Top-Down

# Delivery Approaches

	Business-Led Self-Service BI	IT-Managed Self-Service BI	Corporate BI
Approach	 Bottom-Up	 Blended	 Top-Down
Data sources	Any type of data source	Only governed sources	Published by IT
Ownership	Business supports all elements of the solution	IT for data model, Business for reports	Fully supported by IT
Governed by	Business	IT for data, business for reports	IT
Usage scope of business	Data prep, modelling, reports and dashboards	Creation of (custom) reports and dashboards	Only use of content

# Delivery Approaches

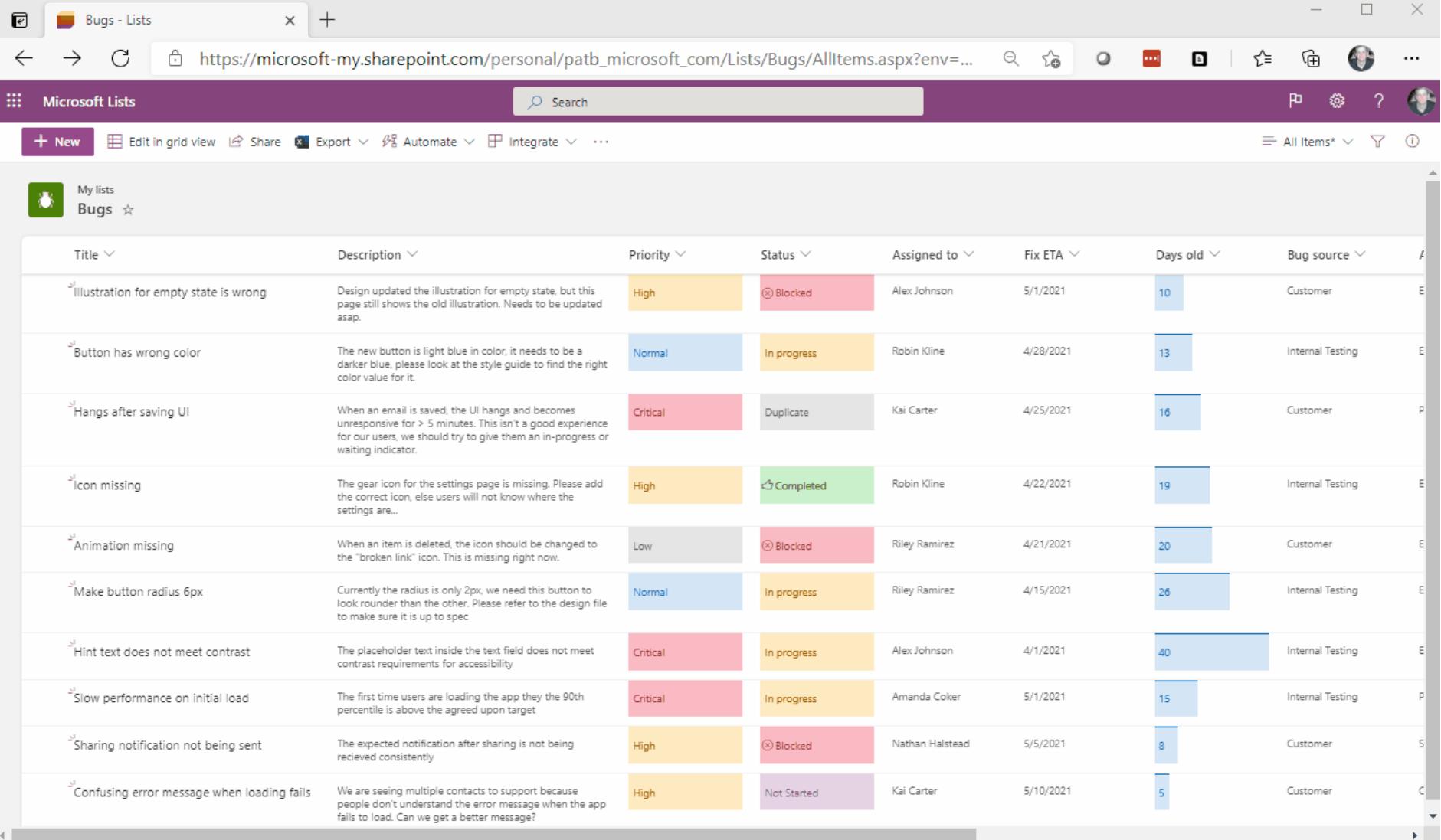
	Business-Led Self-Service BI	IT-Managed Self-Service BI	Corporate BI
Approach	 Bottom-Up	 Blended	 Top-Down
Data sources	Any type of data source	Only governed sources	Published by IT
Ownership	<b>100%</b> Business supports all elements of the solution <b>Business Driven</b>	<b>50/50</b> IT for data model, Business for reports  IT for data, business for reports	<b>100%</b> Fully supported by IT <b>IT-Driven</b>
Governed by	Business		IT
Usage scope of business	Data prep, modelling, reports and dashboards	Creation of (custom) reports and dashboards	Only use of content



# Tools and services to help

What can help you to reach your data driven ambition?

# Quick Create from SharePoint Lists (preview)



The screenshot shows a Microsoft Lists page titled "Bugs - Lists". The page has a purple header with a search bar and various navigation links. Below the header is a toolbar with buttons for "+ New", "Edit in grid view", "Share", "Export", "Automate", "Integrate", and a "More" dropdown. The main content area displays a grid of bug items. Each item has a title, description, priority, status, assigned to, fix ETA, days old, bug source, and a "More" link. The items listed are:

Title	Description	Priority	Status	Assigned to	Fix ETA	Days old	Bug source	More
Illustration for empty state is wrong	Design updated the illustration for empty state, but this page still shows the old illustration. Needs to be updated asap.	High	Blocked	Alex Johnson	5/1/2021	10	Customer	E
Button has wrong color	The new button is light blue in color, it needs to be a darker blue, please look at the style guide to find the right color value for it.	Normal	In progress	Robin Kline	4/28/2021	13	Internal Testing	E
Hangs after saving UI	When an email is saved, the UI hangs and becomes unresponsive for > 5 minutes. This isn't a good experience for our users, we should try to give them an in-progress or waiting indicator.	Critical	Duplicate	Kai Carter	4/25/2021	16	Customer	P
Icon missing	The gear icon for the settings page is missing. Please add the correct icon, else users will not know where the settings are...	High	Completed	Robin Kline	4/22/2021	19	Internal Testing	E
Animation missing	When an item is deleted, the icon should be changed to the "broken link" icon. This is missing right now.	Low	Blocked	Riley Ramirez	4/21/2021	20	Customer	E
Make button radius 6px	Currently the radius is only 2px, we need this button to look rounder than the other. Please refer to the design file to make sure it is up to spec	Normal	In progress	Riley Ramirez	4/15/2021	26	Internal Testing	E
Hint text does not meet contrast	The placeholder text inside the text field does not meet contrast requirements for accessibility	Critical	In progress	Alex Johnson	4/1/2021	40	Internal Testing	E
Slow performance on initial load	The first time users are loading the app they the 90th percentile is above the agreed upon target	Critical	In progress	Amanda Coker	5/1/2021	15	Internal Testing	P
Sharing notification not being sent	The expected notification after sharing is not being received consistently	High	Blocked	Nathan Halstead	5/5/2021	8	Customer	S
Confusing error message when loading fails	We are seeing multiple contacts to support because people don't understand the error message when the app fails to load. Can we get a better message?	High	Not Started	Kai Carter	5/10/2021	5	Customer	C

# Data catalog

Select a Data Source:

Search 

Azure Blob	Azure Table			
Azure Data Lake Store 	MySQL Database	HAN		
DB2 Database	Salesforce	Ftp	PostgreSQL Database	Odbc Database

**New file format: .pbids**

This month we are releasing a new file format: **.PBIDS**, to streamline the “Get Data” experience for report creators in your organization. It’s recommended that admins create these files for commonly used connections to help the getting started experience for new report authors.

When an author opens a **.PBIDS** file, Power BI Desktop will launch and prompt for authentication to connect to the data source specified in the file. Then the navigation dialog will pop-up and the user will need to select the tables to load into the model. They may also need to select the database(s) if one was not specified in the file. From there the user can start building visualizations or revisit “Recent sources” to load a new set of tables into the model.

For the admin to create this file, they will need to specify in the file the required inputs for a single connection and they can specify the mode of the connection. The “mode” can be either “DirectQuery” or “Import”. If “mode” is missing/null, the user that opens the file in Desktop will be prompted to select DirectQuery or Import.

**NEXT**

# Power BI datasets hub

The screenshot shows the Microsoft Power BI Datasets hub. At the top, there's a navigation bar with the Microsoft logo, 'Power BI', and 'Datasets'. A red box highlights the dataset name 'Sales & Returns', its status 'Certified', and its owner 'Yaron Canari'. To the right is a search bar and a user profile icon.

The main area is divided into several sections:

- Dataset details:** Shows the dataset name, workspace ('Finance Group'), endorsement ('Certified by Yaron Canari'), and refresh status ('Refreshed 11/03/20, 01:11 PM'). A red box highlights the 'View lineage' button.
- Create a report:** Describes how to use the dataset for reporting. A red box highlights the 'Create' button, which has dropdown options for 'From a template' and 'From scratch'.
- Analyze in Excel:** Describes how to bring the dataset into Excel for analysis. A red box highlights the 'Analyze' button.
- Explore related reports:** Shows a list of reports already using this dataset. A red box highlights the 'Save a copy of this report' button next to the first report, 'Finance test yaron'. The table includes columns for Name, Endorsement, Workspace, and Unique viewers.

Name	Endorsement	Workspace	Unique viewers ⓘ
Finance test yaron	Save a copy of this report	Finance Group	1
sales & returns	-	My Workspace	?
Sales & Returns (template)	-	Finance Group	1

- Get data:** A link at the bottom left.

# Demo time!

Because life is boring without risks



# Master data management



Pre-build dataflows to be leveraged by end-users



Access to dimensional data in the Common Data Model (CDM)



Easy access to datalakes and data warehouses



Pre-build data models to be leveraged by end-users

# Endorsement

## Reuse of content

- Certified & promoted dataflows
- Certified & promoted datasets

## Classified content

- Certified & promoted reports
- Featured content

Select a dataset to create a report

Name	ENDORSEMENT ↓	Owner	Workspace/App	Refreshed
Retail Analysis	Certified	Steve Myer	Retail	4 days ago
Customer Profitability	Certified	Susan Mailer	Customer	6/23/17
Vantage Global	Promoted	Lane Barnes	Vantage	3/3/18
IT Spend Analytics	Promoted	Ari Gold	IT	3 hours ago
Team Analytics	Promoted	Ana Smith	Analytics	7/12/18
Opportunity Analysis	Promoted	Lane Barnes	My Workspace	6/12/17
Retail		Lane Barnes	My Workspace	2 days ago
Procurement Analysis		Lane Barnes	My Workspace	7/22/18
Sales		Lane Barnes	My Workspace	1/24/17

OK Cancel

## Freedom and end user

- Playgrounds / sandboxes (for AI insights for example)
- ...

# Classification / DLP

## Helps for:

- Labeling data
- Cross tool visibility

## Licenses:

- User must have Pro license
- Requires Azure Information Protection P1 or P2 license!

## Applies for:

- Entire organization
- Only users in specific security group

The screenshot shows the Power BI Sales and Marketing dashboard. On the right, there is a table listing datasets and their properties. A red box highlights the 'Sensitivity' column, which contains values like 'Confidential - Finance' and 'General'. To the right of this column is a 'Include in app' toggle switch, also highlighted by a red box. On the left, a data grid displays 'Customer Profitability' data across various regions and states. A red box highlights the status bar at the bottom of the grid, which shows 'Confidential\Internal only' and 'Accessibility: Good to go'.

Name	Next refresh	Endorsement	Sensitivity	Include in app
Contoso Q2 Division Sales	—	—	Confidential - Finance ⓘ	<input checked="" type="checkbox"/> Yes
Contoso Q2 Division Sales	N/A	—	Highly Confidential\Pr... ⓘ	<input checked="" type="checkbox"/> Yes
Contoso Q2 Division Sales.pbix	—	—	Highly Confidential\Pr... ⓘ	<input checked="" type="checkbox"/> Yes
Sales	—	—	Highly Confidential\Pr... ⓘ	<input checked="" type="checkbox"/> Yes
Sales	N/A	—	Confidential - Finance ⓘ	<input checked="" type="checkbox"/> Yes
Sales.pbix	—	—	General ⓘ	<input checked="" type="checkbox"/> Yes

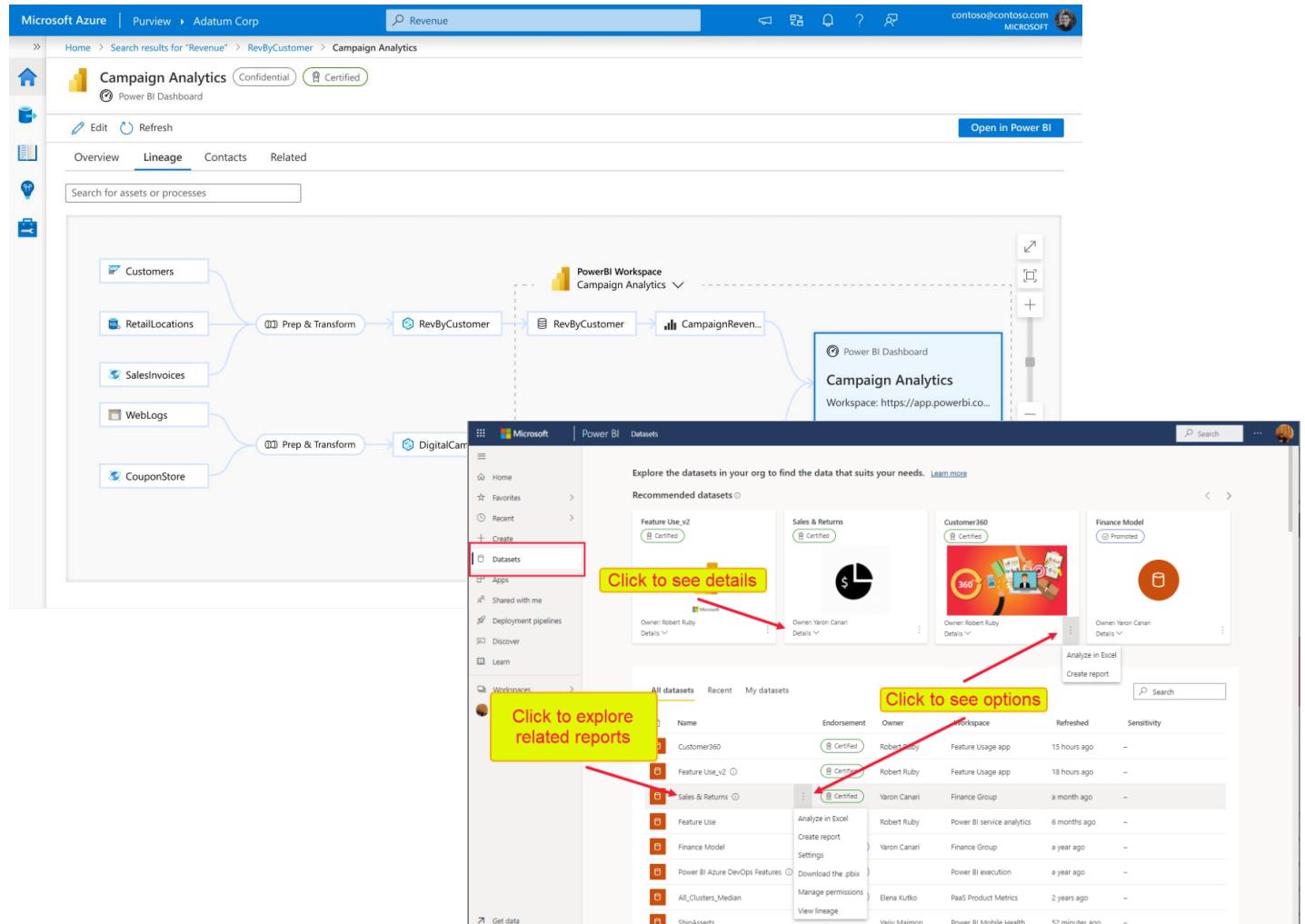
# Discoverability

## Power BI and Microsoft

- Azure Purview
- Power BI Service – Datasets hub
- Integration in Teams

## 3rd party options

- Collibra
- Enquero PowerMe
- ...



# Power BI in Teams

The screenshot shows the Microsoft Teams interface with a Power BI dashboard titled "Monthly Reports" open in a tab. The dashboard displays various executive KPIs and visualizations related to sales and customer pipeline.

**Executive KPIs:**

- Revenue: \$3,978,178 (vs Goal +18%)
- Deals: 35,870 (vs PY +23%)
- Opportunity Value: \$906,069 (vs PY +06%)
- Closed Opportunities: 7,163 (vs PY -1.4%)
- Open Opportunities: 9,623 (vs PY -35%)

**Revenue and Pipeline:** A stacked bar chart showing Actual Revenue (dark blue) and Opportunity Value (light blue) from January 2018 to September 2019. The Y-axis represents revenue in US Dollars, ranging from 0M to 20M.

**Open Opportunities:** A table listing four opportunities with details like Name, Account Name, Owner, Estimated Close Date, and Close Probability.

Opportunity Name	Account Name	Pic	Owner	Estimated Close Date	Close Probability
Prosware Mobile 0023	Contoso		Roberto Garcia	Thursday, June 20, 2019	10
Prosware Mobile 0023	Parceler		Goro Damon	Tuesday, April 23, 2019	24
Prosware Mobile 0239	The North		Mary Blue	Saturday, June 8, 2019	70
Prosware Mobile 2981	Wide World Importers		Athena Asamia	Monday, June 24,	50

**Pipeline Gap by Account:** A bubble chart showing the relationship between Current Relationship Strength (Y-axis, 40% to 100%) and Opportunity Value (X-axis, 0K to 150K). The size of the bubbles represents the pipeline gap, categorized as Very Low (green), Low (orange), Medium (yellow), and High (red).

Legend for Pipeline Gap:  
Very Low (Green)  
Low (Orange)  
Medium (Yellow)  
High (Red)

Sample data points from the chart:

- The Phone Company (Very Low, ~70%, ~50K)
- BrandName (Low, ~60%, ~300K)
- A. Datum (Very Low, ~55%, ~100K)
- Capela (Very Low, ~55%, ~100K)
- Taijinpin Toys (Low, ~55%, ~100K)
- Adventure Works (Medium, ~50%, ~100K)
- Prosware (Medium, ~45%, ~100K)
- Fabrikam (Medium, ~45%, ~100K)
- Parceler (High, ~65%, ~100K)
- Wide World Importers (High, ~65%, ~100K)
- Contoso (High, ~50%, ~100K)
- The North (High, ~45%, ~100K)
- Dynamia (High, ~80%, ~150K)

# Coming soon: Deploy Power BI Apps in Teams

The screenshot shows the Microsoft Teams Power BI app interface. The top navigation bar includes 'Microsoft Teams' and a search bar. The left sidebar features a vertical navigation menu with icons for Activity, Chat, Teams, Calls, Files, Power BI (selected), Approvals, Calendar, and Help.

The main content area displays:

- A greeting: "Good morning, Patrick".
- A subtitle: "Find and share actionable insights to make data-driven decisions".
- A yellow button: "+ New report".
- A section titled "Favorites + frequent":
  - Account Renewal Pipeline (Report)
  - Store Inspections (Report)
  - Team Insights (Report)
  - My workspace (Workspace)
  - Sport by Degree of Difficulty (Report)
  - Workforce Planning (App)
  - Trial Product Performance (Report)
  - Analyze Popular Stocks with Power (App)
- A section titled "Featured":
  - Patrick Baumgartner featured this app 2 months ago: Store Inventory Tracker (Track Store Inventory)
  - Patrick Baumgartner featured this rep... 2 months ago: Sales Pipeline
  - Kim Manis featured this report 2 months ago: Customer Preference Market Research
  - Kim Manis featured this report 2 months ago: New Product Sample Market Perform...
  - Patrick Baumgartner featured this 2 months ago: Trial Product Performance
- Navigation buttons at the bottom: "Parents", "Shared with me", and "My apps".

# Coming soon: Enhanced dataset discoverability

- Easily request access
- Follow organizational processes
- Easily reach out to the dataset owner

▲ Request access  
Select how users will request permissions to access content from this dataset. [Learn more](#)

A request for build permissions is sent in an email to the dataset owner

User requesting access will get the following instructions

ⓘ Your email address will be visible to users requesting access.

Instructions \*

This dataset has Sales Security since it contains revenues.  
In order to see the data you will need [ContosoSales](#) permissions which you can get by following the steps below:  
1. Go to aka.ms/ContosoSales  
2. Click on Accounts.  
3. Click on Join.

210 characters left

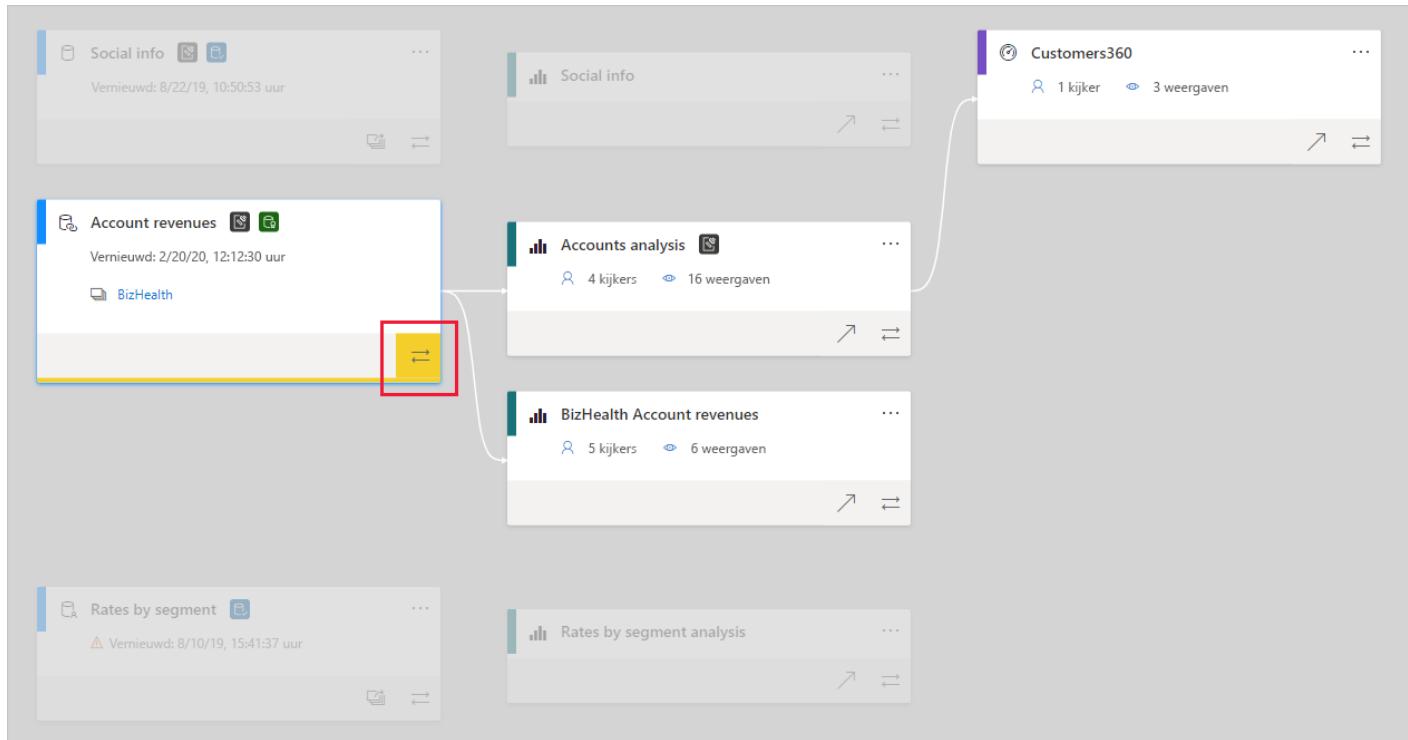
Apply Discard

See announcements MBAS 2021

<https://powerbi.microsoft.com/en-us/blog/microsoft-business-application-summit-recap/>

# Lineage

- Where is this data used already?
- What is the source of this dataset / dataflow?
- How reliable is this data source?
- Impact analysis



# Purview

Microsoft Azure | Purview > Adatum Corp

Revenue

contoso@contoso.com MICROSOFT

Sources

Register + New collection Refresh

Showing 5 collections, 1134 sources

Map view

NorthAmericaDataCenter Collection

- OnPremSQLServer-Fina... SQL Server
- Teradata-FinanceData Teradata (Preview)
- HiveMetastore Hive Metastore (Preview)
- FinanceSQLServer SQL Server
- Teradata Teradata (Preview)
- OnPremSQLServer SQL Server

EuropeDataCenter Collection

- SAP-S4HANA-Procurement SAP S/4Hana (Preview)
- SAP-ECC-SalesData SAP ECC (Preview)
- SAP-S4HANA SAP S/4Hana (Preview)
- SAP-ECC SAP ECC (Preview)

AzureAndBINorthAmerica Collection

- AzureDataLakeStorage-... Azure Data Lake Storage Gen2
- AzureBlobStorage Azure Blob Storage
- AzureSQLDB-SalesInvoi... Azure SQL Database
- RevenuePBIDashboards Power BI
- WebLogs Azure Files
- AzureSqlManagedInsta... Azure SQL Database Managed Instance

AmazonNorthAmerica Collection

- AmazonS3-HRData Amazon S3
- AWSS3 Amazon S3

AzureEurope Collection

- AzureDataLakeStorage-... Azure Data Lake Storage Gen2

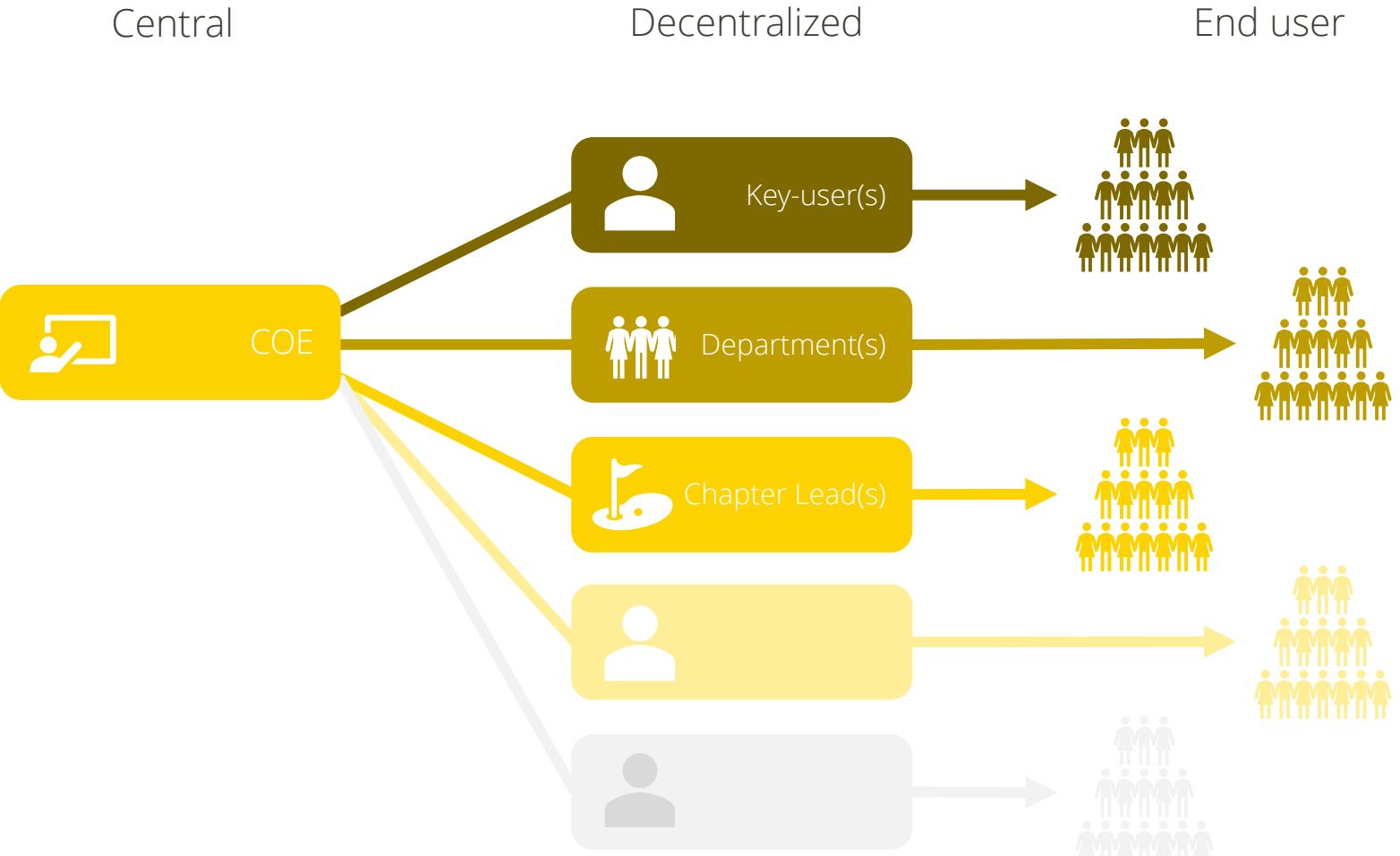
# Training



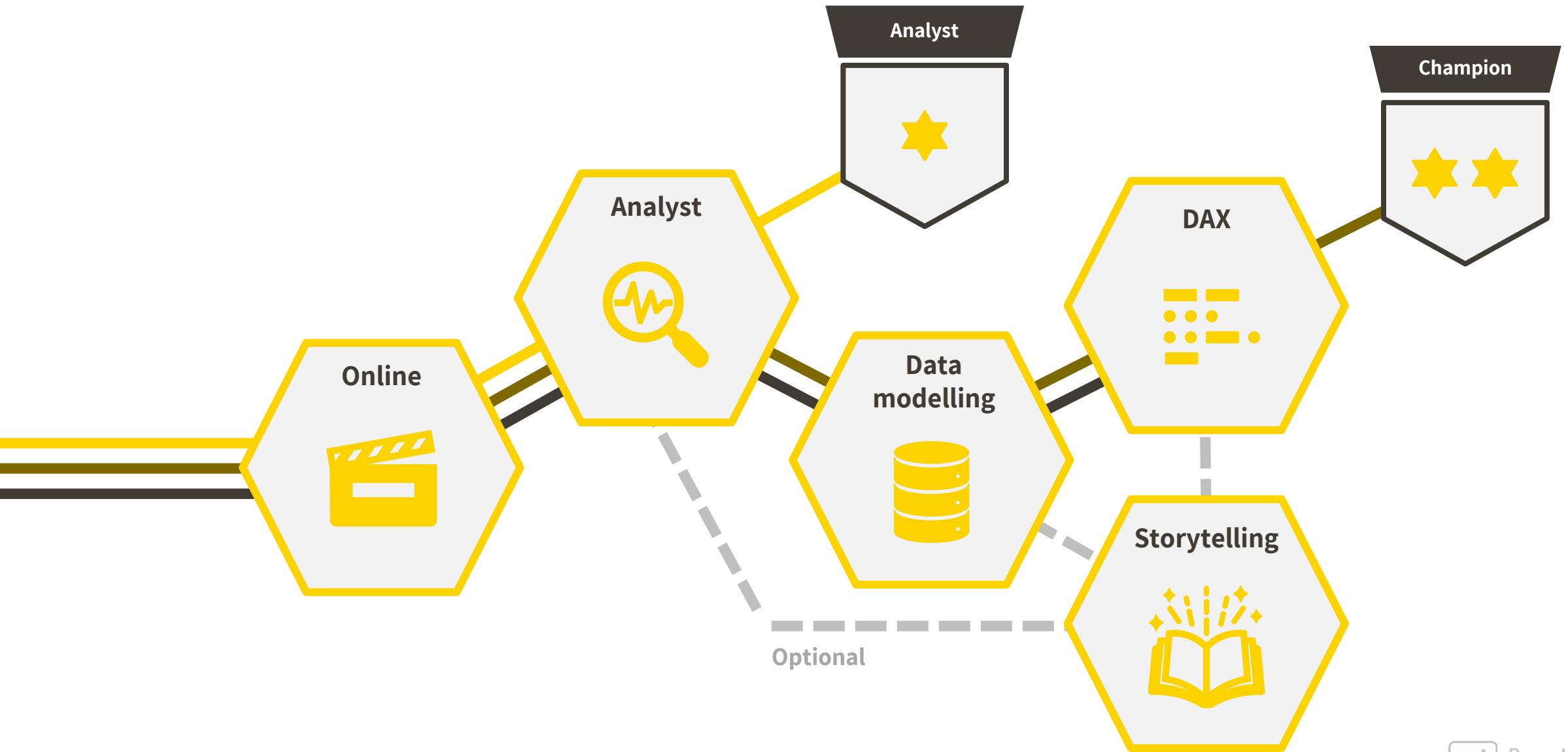
Online



Classroom



# Value their effort



# Best practices

**Power BI Cheat Sheet**

**English version - October 2019**  
<https://bit.ly/cheatsheetpbip> (PDF download)  
<https://bit.ly/PBICheatSheetGitHub> (Contribute to the cheat sheet)

**Power Query**

Tips & Tricks

- Give every step an explanatory name and merge steps of the same type, for better manageability.
- Some people prefer not to use spaces in the name of a step, for a better M coding experience.
- Give queries and columns user-friendly names, as they will become part of your data model.
- Make sure that each column has the correct data type. Making the model smaller and faster.
- Remove columns you are not going to use in your report. Prefer 'Remove Other Columns' above the 'Remove Columns' option, for lower risk that structural changes in your data source break the query.
- Maximize the use of Query Folding for faster and more efficient queries. With Query Folding, multiple transformations are merged as one query and then sent to the source. If 'View Native Query' is not available, Query Folding has stopped before that step.
- In general, prefer 'Import' over 'DirectQuery'. Unless the amount of data is too large to import, or there are other requirements (like real-time insights).
- Use Date.From instead of DateTime.Date to extract a date from another field, and to make sure query folding won't break. More info on this blog post: <http://bit.ly/DateFrom>.
- Turn off 'Enable Load' for queries/tables that you don't need in the Data Model.
- Re-use Power Query code and lower impact on your data source by using Power BI dataflows.
- Turn on the Formula Bar so you get familiar with Power Query (M) code.
- Automatically beautify all column names in a query, e.g. "CustomerName" → "Customer Name", by using the Power Query function Alex Powers shared on his Github repo: <http://bit.ly/PQSplitByCase>. Note: he also has a function to replace underscores in all column names automatically.

**Code examples** (don't forget that Power Query / M is case-sensitive)

```
if T > 0 then A else B
try A# otherwise 0
#table("X","Y",{{1,2},{3,4}})
DateTime.LocalNow()
Date.From(DateTime.LocalNow())
Excel.Workbook(Web.Contents("url"/[filename].xlsx"),null,true)
#dared to list all functions and get PQ documentation
```

**Resources**

- Power Query M Formula Reference: <http://bit.ly/PQMReference>.
- Repo by Imke Feldmann with a lot of custom Power Query functions: <https://github.com/ImkeF/M>.

**I'VE GOT THE POWER BI**

**macaw**

## Power BI - Best practices

Take advantage of all our learnings and experiences. On this page you can find our Power BI best practices. Here we will provide you with examples, templates and much more!

Do you have anything useful to add? Let us know by sharing your idea with us and/or post it on Facebook Workplace.

## Best Practices

+ New	-	All Documents
<input type="checkbox"/>	Name	
<input type="checkbox"/>	template.pbix	
<input type="checkbox"/>	-Color Theme.json	

## General

- Edit your report in Power BI Desktop and not in the Service. Making sure there is one golden version, which is your PBIX file but [Power BI desktop also offers more functionality](#).
- The best way to share your Power BI solution with others is [using Apps](#). Prefer to use Security Groups over named users. Also be aware of who you are sharing content with. Do not share content with the entire organization, but leverage an existing security group or setup a new one according to your report audience.
- It works well to have a shared [OneDrive location per Power BI solution](#), either provisioned via Microsoft Teams or SharePoint Online. Make sure all and only the accounts involved with the Power BI solution have access to this location. If possible, use the local OneDrive For Business client to sync the OneDrive location of the solution with your computer, and save the .pbix file(s) directly in the local synced directory. This way, every save in Power BI Desktop will be added to the file history and automatically saved in the cloud.
- Be aware that users can also access your data model through the Q&A, Quick Insights and Analyze in Excel functions. That's great but think about data protection using [\(dynamic\) row level security](#).

## Power Query

- [Turn off 'Enable Load'](#) for queries/tables that you don't need in the Data Model for faster refreshes.
- In general, prefer 'Import' over 'DirectQuery'. Unless the amount of data is too large to import, or

# Templates



Template.pbit

Microsoft Power BI Community > Galleries > Themes Gallery

Featured Top Kudos Recently Posted All Themes ▾

Submit a report theme Options ▾

Thumbnail	Name	Author	Likes
	Nowalls Analytics	belisqui	83
	Spring Day (Exposé Data)	aexley	67
	University of Melbourne	mike_honey	63
	Tumble Road Multicolor Theme	tregatte	58
	Acterys Planning		
	Flat Colors Theme		
	Gartner Bakeoff Opioid Crisis Theme		
	Dynamics 365 Business Central inspired theme		

# Community building

Screenshot of Microsoft Teams interface showing a team conversation.

The sidebar shows:

- Uw teams: Power BI User group (selected)
- Chat
- Teams
- Vergaderingen...
- Oproepen
- Bestanden
- App downloaden
- Apps
- Help

The main area shows a conversation in the "Power BI User group > Algemeen" channel. The message list includes:

- [Jan] is lid geworden van het team. (19 juli 2019)
- [Beantwoorden]
- [Beantwoorden]
- (Ruud) is lid geworden van het team. (22 juli 2019)
- (Nicole) is lid geworden van het team. (Gisteren)
- (Joost) is lid geworden van het team. (Vandaag)
- (Wim) is lid geworden van het team. (Vandaag)
- (Priscilla) en 3 anderen zijn lid geworden van het team. (Vandaag)

Bottom of the screen: Lid worden van een team of een te...

Screenshot of the "All Company" group in Workplace by Facebook.

Header: All Company  
Description: This is the default group for everyone in the Content and Code network

Actions: NEW CONVERSATIONS, ALL CONVERSATIONS, FILES, NOTES, Search icon

Buttons: Update, Poll, Praise

Text input: If you are mentioning a #client please add a # in front!

Post by Harry Sumpter: Hello! We have another event running on the 18th of May. This time, Tim Wallis assesses and compares Workplace by #facebook and #office365 Enterprise collaboration tools. If you know of anyone who would be keen to attend please feel free to pass on the event registration link:  
<https://www.contentandcode.com/events/workplace-by-facebook-or-office-365-enterprise/> Thanks!  
cc: Tim Wallis

Image: A person giving a presentation to an audience.

Caption: Workplace by Facebook or Office 365 Enterprise? | [www.contentandcode.com](https://www.contentandcode.com/events/workplace-by-facebook-or-office-365-enterprise/)

Members: (111) [List of 5 icons]

INFO: Please only post here if it's relevant to the whole company. We have lots of groups that might be better and then the post can be targetted to those who have said they are interested to receive it.

If there is a group missing then which is causing you to post in all company, please go ahead and create a new group.

COMPANY RESOURCES:

- Our Fresh Intranet
- Professional Services S..
- Dor... Online Now

Data-Marc.com

# Q&A hours



Fill the knowledge gap



COE - Expert panels

# Recap

- Data in the **heart** of the organization
- Architecture is **fit for purpose**
- **Every employee** should be able to work with data
- COE as **central driver** behind the Data Culture
- COE is **facilitating** the business
- Data + Analytics + People = **Competitive advantage**

LET'S  
RECAP...



## MATTHEW ROCHE

Matthew Roche is a Principal Program Manager in Microsoft's Cloud + AI Group, where he focuses on data culture, business intelligence, enterprise information management, metadata, and data warehousing. Matthew is currently a member of the Power BI CAT team, where he was saddened to learn that there were not actually any cats. Previously Matthew has worked on Azure Data Catalog, SQL Server Integration Services, Master Data Services, and Data Quality Services. Before joining Microsoft, he worked as an architect, consultant, and trainer focusing on ETL, data warehousing, and business intelligence. When he's not enabling the world to get more value from its data, Matthew enjoys reading, baking, heavy metal, and competitive longsword combat.

## SPEAKER SESSIONS

### **Building a Data Culture with Power BI**

18 May 2021 | 16:00 - 17:00

MATTHEW ROCHE

# Download for free!

[Https://bit.ly/cheatsheetpbi](https://bit.ly/cheatsheetpbi)



**Marc Lelijveld**  
Data & AI consultant  
Macaw Netherlands

- ✉** [Marc.Lelijveld@outlook.com](mailto:Marc.Lelijveld@outlook.com)
- 🐦** [@MarcLelijveld](https://twitter.com/MarcLelijveld)
- linkedin** [linkedin.com/in/MarcLelijveld](https://linkedin.com/in/MarcLelijveld)
- 🌐** [Data-Marc.com](https://Data-Marc.com)

A screenshot of the Power BI Cheat Sheet, a comprehensive guide to various Power BI features. The page is divided into sections: Power Query (with 11 tips), Data Model (with 17 tips), and Resources (with 16 items). The cheat sheet is dated April 2019 and includes links to English versions from October 2019 and GitHub contributions. It also features a 'macaw' watermark.



# TECHORAMA

A digital marketing conference  
for brands, agencies & media companies