

# Chat Intelligence Report Interpretation Guide

Last updated 8/11/25

The content in this interpretation guide is intended solely to help you better understand the structure and insights provided in the report. The charts here are based on demo data and your insights may look materially different.

# Introduction

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This interpretation guide is designed to help users better understand the results in their Chat Intelligence report.

The guide walks through each slide in the Chat Intelligence report in detail and explains the slide's purpose, how to read it, and suggestions for further analysis. Refer to this section as you review your report to ensure you have a clear understanding of the data on each slide and to get ideas for next steps.

## Questions?

Consult the FAQ (slide 3) and Glossary (slide 4) for additional helpful resources.

# FAQ

Q: Who is included in these numbers?

A: Anyone who is considered an active user (see Glossary for definition). Except where otherwise indicated, most charts in this report measure the unlicensed population only, not licensed users. Note that this can be amended by updating the filter on each page to include all users.

Q: How often should we be refreshing the analysis?

A: In general, we recommend about a cadence of once a month. This is a good balance between capturing the latest data while not being too overwhelming for the analyst. It also allows enough time to transpire between analyses to realistically start to see behavioral changes.

Q: What time frame is each report measured on?

A: Unless otherwise indicated, most charts reflect number of actions per week over the entire time period in the data pull. The time window can usually be changed by adjusting the slider at the top of the chart.

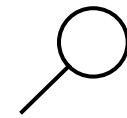
Q: What is the difference between a session and a prompt?

A: Each time you submit a request to Copilot Chat, that gets counted as a prompt. A session may contain a single prompt – if you ask a question and it is answered – or it may contain many prompts – if you have several back-and-forth interactions with Copilot Chat. Use both metrics as well as prompts per session to get the complete picture of how people are using Copilot Chat.

# Glossary

Actions taken	Any Copilot interaction in any surface counts as an action taken
Active days	How many days people are using Copilot in a given time period
Active user	An employee who takes at least 1 Copilot action is an active user.
App breadth	How many surfaces people are using Copilot in a given time period
File interaction	A file interaction in Copilot Chat is any time you're working with a file – like a document, spreadsheet, or PDF - directly in the chat. Examples include uploading a file (to analyze, summarize, etc.) to Copilot.
Session	A session is like a conversation. It could involve one question and answer, or it could involve several back-and-forth prompts and responses.
Surface	Used (almost) interchangeably with apps is the place where interaction occurs.
Weekly active days	The average number days you took any action with Copilot per week. If a person was active on 2 days during week 1, 3 days during week 2, and 4 days during week 3, the weekly active days during this period would be 3.

**Detailed Slide Interpretation**



# Overview

This page is designed to provide a high-level look at the subsequent report sections.

Each section also includes one or two headline statistics; click on the section header to navigate directly to that page to learn more.

1 Across the entire time frame on this chart, how many people are utilizing Copilot Chat, and how many sessions have they conducted?  
*For this data, we see over 2500 employees are using Copilot Chat and have conducted almost 60,000 sessions.*

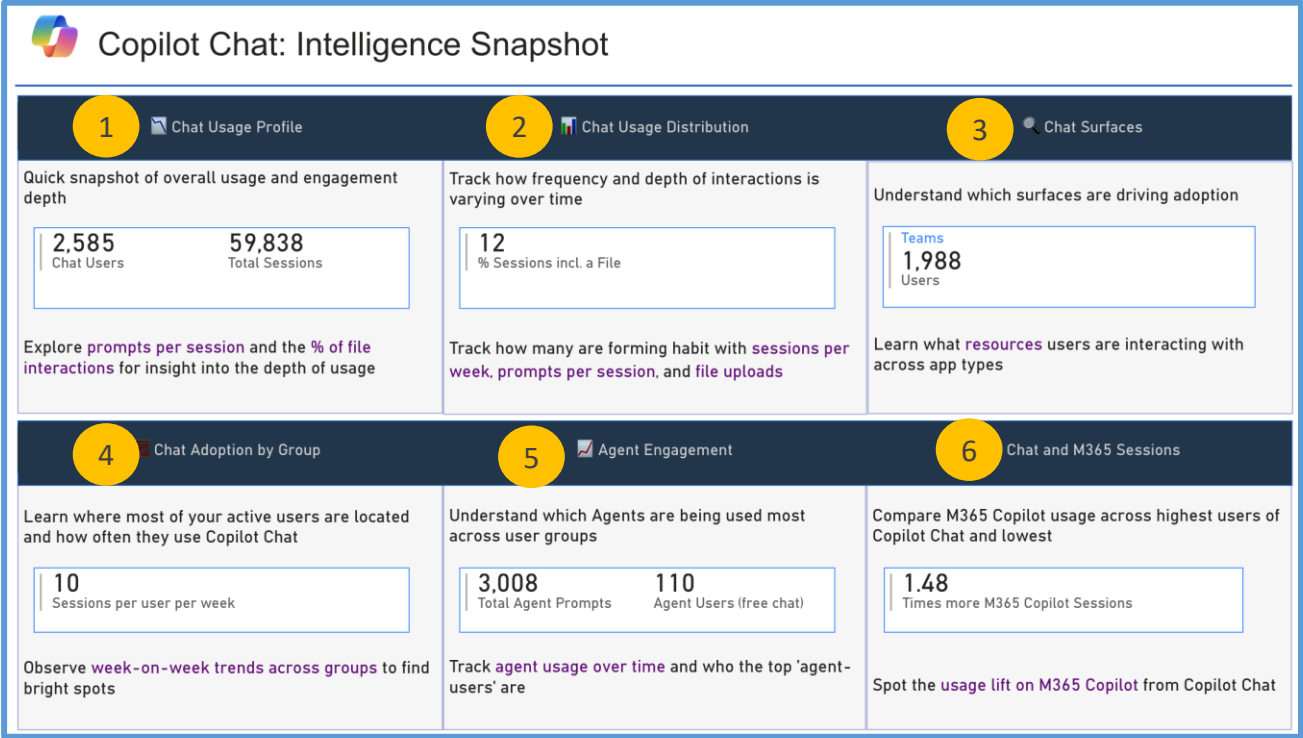
2 What percentage of sessions include a file interaction?  
*For this data, we see about 12% of Copilot Chat sessions include at least one file interaction.*

3 What app are people using most often to access Copilot Chat?  
*For this data, we see almost 2000 people have used Teams to access Copilot Chat.*

4 How many sessions are people conducting in Copilot Chat per week?  
*For this data, we see people using Copilot Chat an average of 10 sessions per week.*

5 How often are people using agents each week? And how many people are using agents?  
*For this data, we see over 3000 prompts are being submitted to agents on a weekly basis, by 110 users.*

6 How does Copilot Chat correspond to M365 Copilot among licensed users?  
*For this data, we see that the top users of Copilot Chat conduct 1.48x more M365 Copilot sessions than the lowest users of Copilot Chat.*





# Chat Usage Profile

1 Who is included in this report?

From this data, we see there are 4207 employees, 1658 of whom have Copilot licenses (paid M365 Copilot subscription) . Of those 1658 licensed employees, 1616 have used Copilot during this time period. An additional 2584 employees do not have paid licenses, but have used the free version of Copilot chat.

IMPORTANT: Note that all of the usage statistics below reflect the last category only – UNLICENSED Copilot users – and exclude licensed users.

2 How has the number of active users changed over time?

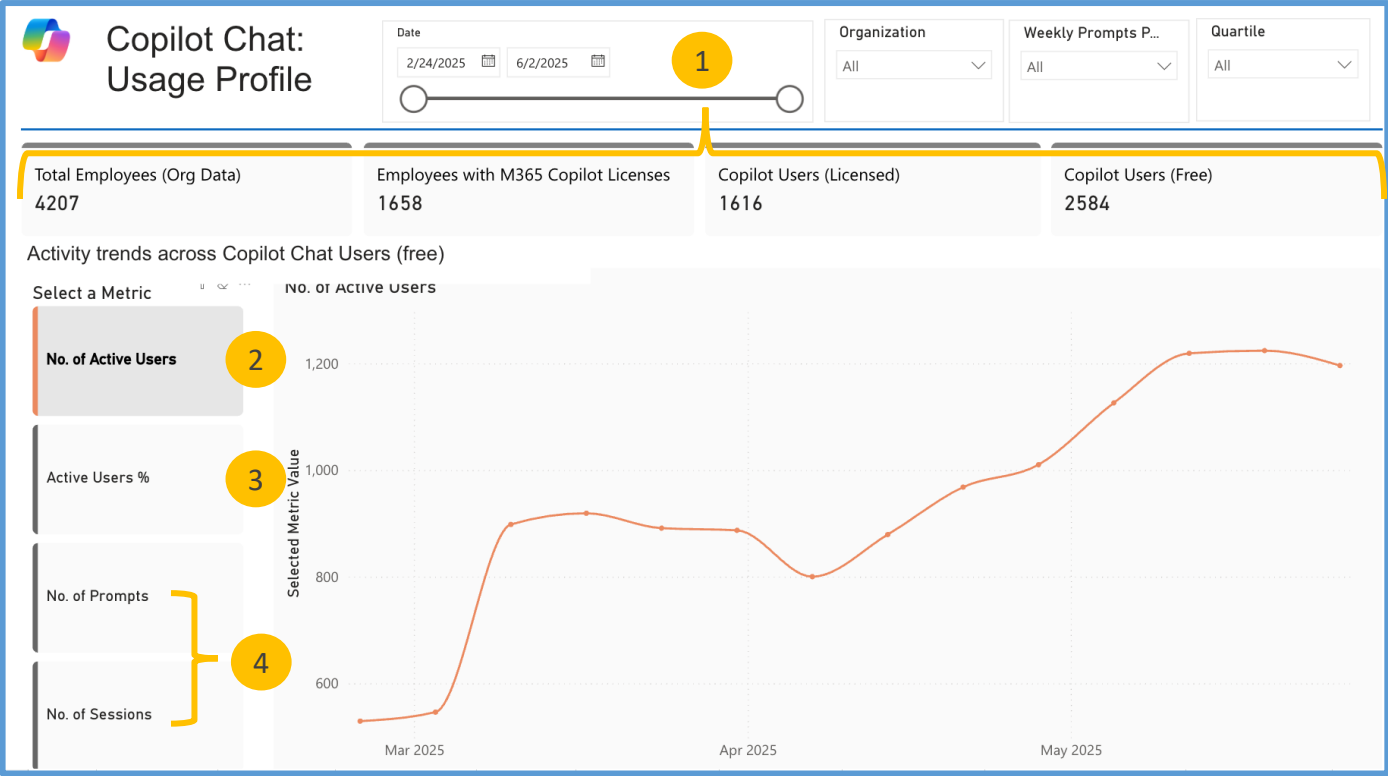
From this data, we see a sharp jump in usage in March, followed by a more gradual increase from April to May.

INTERPRETATION: As this number increases over time, it reflects increased demand for Copilot.

RECOMMENDATION: Use the organization slicer at the top of the chart to identify groups that stand out either as sources of best practices, or that may need additional support or enablement.

3 What percent of employees are using free Copilot chat?

INTERPRETATION: This percentage reflects the portion of employees actively using free Copilot chat out of the total employee base. Note that because it excludes licensed users, the highest this number can be is equal to the total unlicensed population (so if 30% of your organization has Copilot licenses, the maximum this number could be is 70% - which would mean every unlicensed employee is using free Copilot chat).



4 How many prompts are users submitting in total? And how many sessions are they conducting?

INTERPRETATION: As with active users, these numbers will often increase over time as more users utilize Copilot. When the pace of growth for prompts and sessions outpaces that of active users, it tells us that not only are more employees using Copilot, but they are also using it more often – submitting more prompts and conducting more sessions. Such increases in these metrics signal a greater intensity of Copilot usage.

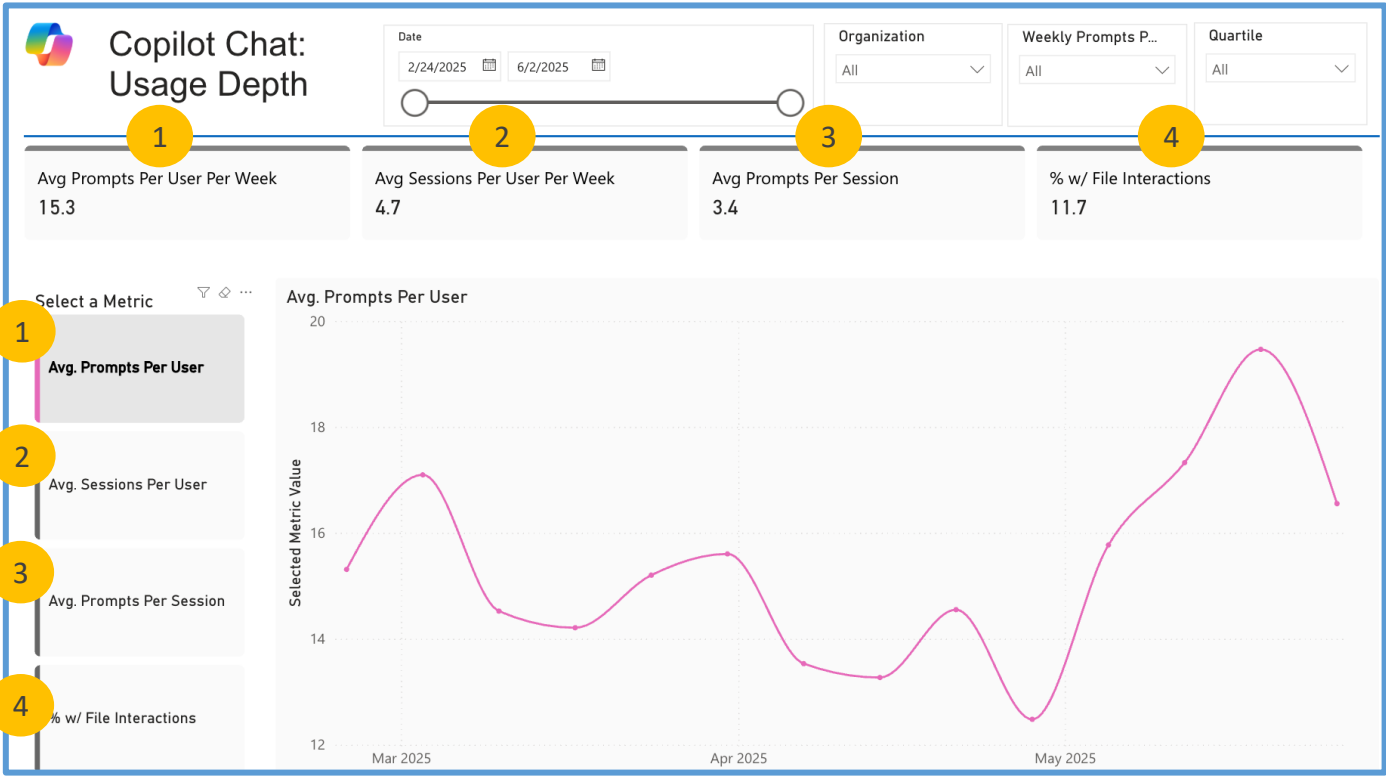
# Chat Usage Depth

**INTERPRETATION:** Ideally, the numbers in these graphs would increase over time, moving up and to the right, as Copilot usage increases over time.

**GUIDANCE:** Pay attention to both general trends over time (is usage increasing or decreasing?), but also sudden shifts. For example, if you see a sudden dip in usage, it may reflect a dip around holidays when many employees are out of office, or even a new allocation of licenses that shifted usage from unlicensed to licensed (which would no longer be tracked on this page).

**RECOMMENDATION:** Use the organization slicer at the top of the chart to identify groups that stand out either as sources of best practices, or that may need additional support or enablement. In addition, teams with especially high usage may be good candidates for paid licenses, particularly those with higher-than-average prompts per session and file interactions, as these indicate more in-depth use of Copilot.

*Clarification on each specific metric is below.*



## 1 How many prompts are users submitting per week, on average?

**INTERPRETATION:** Note that multiple prompts may be part of the same session as users interact with Copilot Chat. Use this number along with average sessions and prompts per session to gain a fuller perspective on average use.

## 2 What is the average number of sessions per user, per week?

**INTERPRETATION:** This number reflects the total sessions per user each week. This provides a good measure of how frequently users are turning to Copilot Chat for assistance each week.

## 3 What is the average number of prompts per session?

**INTERPRETATION:** This metric combines #1 and 2 to provide the average number of prompts in a typical session. In general, a higher number of prompts per session indicates more in-depth usage, versus a smaller number of prompts per session which could indicate simpler interactions with Copilot that resolve more quickly.

## 4 What percentage of prompts access a document?

**INTERPRETATION:** File interaction often indicates a more complex use of Copilot to complete a task, versus a simpler task such as Q&A. Higher numbers here indicate a heavier reliance on Copilot for specific document-related workflows.



# Chat Usage Distribution

**INTERPRETATION:** Ideally, the percentage of more-frequent usage categories would increase over time and less-frequent usage categories would decrease over time; this trend tells us that fewer people are dabbling in Copilot chat, and more are making it a regular part of their work habits..

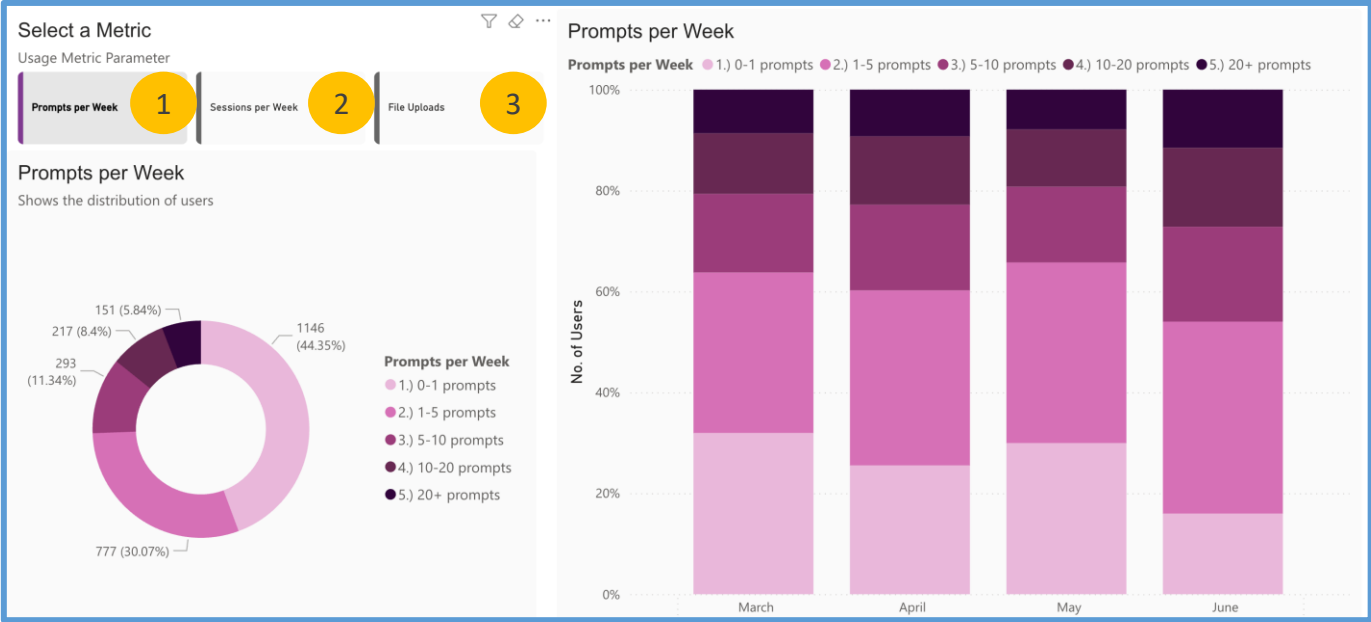
**GUIDANCE:** Pay attention to both general trends over time (is usage increasing or decreasing?), but also sudden shifts. For example, if you see a sudden and short-lived dip in usage among top user categories, it may reflect a dip around holidays when many employees are out of office, or even a new allocation of licenses that shifted usage from unlicensed to licensed (which would no longer be tracked on this page).

**RECOMMENDATION:** Use the organization slicer at the top of the chart to identify groups that stand out either as sources of best practices, or that may need additional support or enablement. In addition, teams with especially high usage may be good candidates for paid licenses, particularly those with higher-than-average prompts per session and file interactions, as these indicate more in-depth use of Copilot.

Clarification on each specific metric is below.

**1** **What percent of users submit the most vs fewest Copilot chat prompts each week?**  
From the data on the left, we see over 44% are submitting on average 0-1 prompts per week, and another 30% are submitting 1-5 prompts per week. When we look at the data over time on the right, we see that the 0-1 prompts per week category has declined over the last 3 months.

**INTERPRETATION:** Note that multiple prompts may be part of the same session as users interact with Copilot Chat. Use this number along with average sessions to gain a fuller perspective on average use.



**2** **What percent of users conduct the most vs fewest Copilot Chat sessions each week?**  
**INTERPRETATION:** Average sessions per week provides a good measure of how frequently users are turning to Copilot Chat for assistance each week. More sessions indicates users who are using Copilot Chat the most to assist with their work, though note that a session length could be anywhere from one prompt to hundreds.

**3** **What percentage of users are uploading files to Copilot Chat?**  
**INTERPRETATION:** File interaction often indicates a more complex use of Copilot to complete a task, versus a simpler task such as Q&A. These users are the ones relying most heavily on Copilot for document-related workflows.

# Chat Surfaces

1

## Where are users accessing Chat from?

From this data, we can see Teams is the #1 app by far, followed by Office and Outlook.

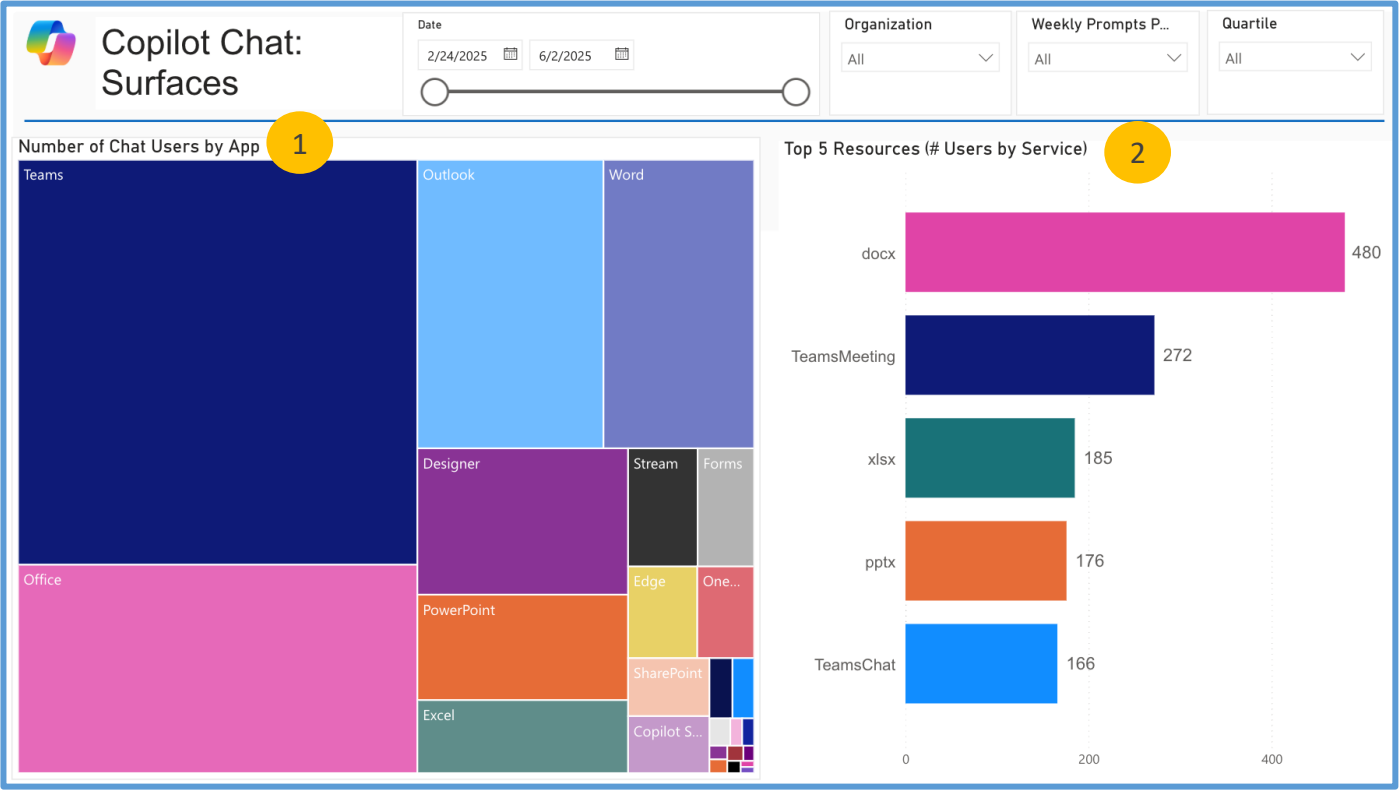
RECOMMENDATION: Use this information to understand what surfaces are driving Copilot Chat usage. Consider how you can use this information in your enablement efforts to drive greater productivity gains; for example, what types of actions might employees be using Copilot Chat in Outlook to do? How can we share those learnings and best practices so others can benefit from that experience?

2

## What are users doing in Copilot Chat?

From this data, we see Word documents were the most common interaction, followed by Teams meetings.

INTERPRETATION: Whereas the chart on the left tells you the “where” of Copilot Chat, this chart tells you the “what” – specifically, what are people actually doing once they have accessed Copilot Chat. What types of files are they interacting with? How are they using Teams? As with the chart on the left, this information can be used to generate use cases to serve as inspiration for others.



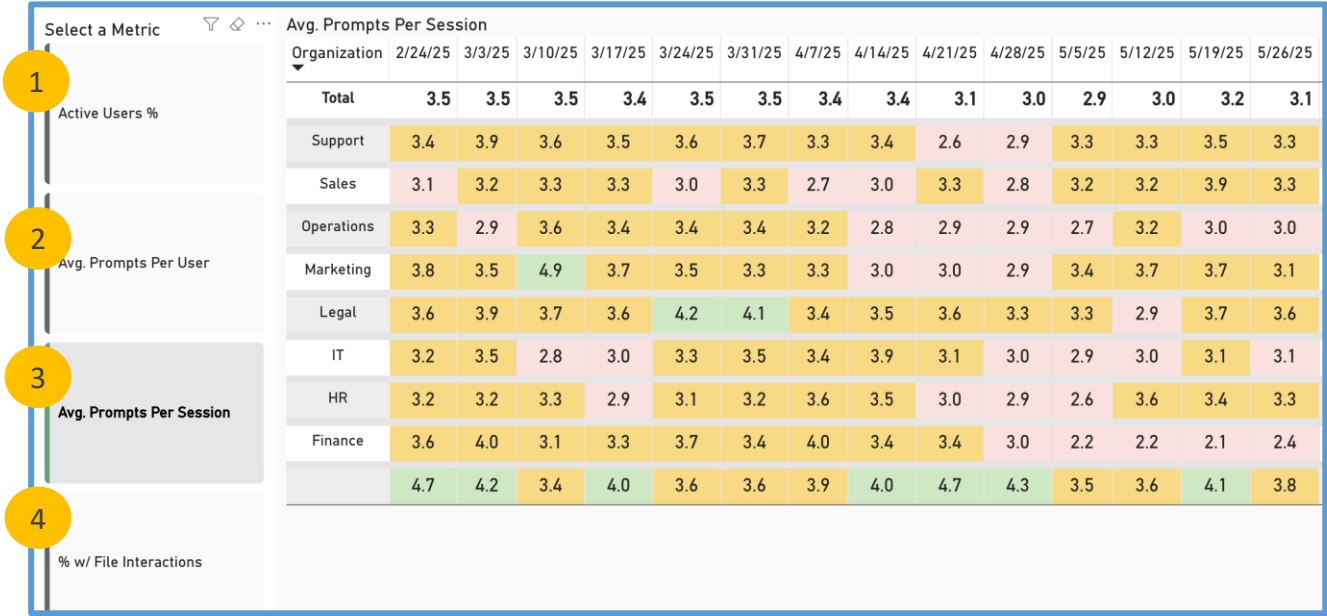
# Chat Adoption by Group

This slide is designed as a heat map that displays a selected metric (on the left) over time, cut by organizational group.

INTERPRETATION: Ideally, the numbers in this table would increase over time, moving from pink to green, as Copilot usage increases over time. Interpret small groups' results with caution, as they are more likely to see greater volatility than larger groups.

GUIDANCE: Use the color-coding on each chart to quickly draw attention to groups that are high (shades of green) or low (shades of pink) to identify teams that may serve as sources of best practices, or that may need additional support or enablement. You may also use this chart to spot inflections – those that go from yellow to green, especially as you take on targeted enablement initiatives.

Clarification on each specific metric is below.



## 1 What percentage of employees in each team are active users?

INTERPRETATION: Because this is a percentage, the maximum number you will see here is 100. This view may be easier to use than the number of active users when comparing across groups since it is a percentage, not a count.

## 2 What is the average number of prompts per user, per week?

INTERPRETATION: This number reflects the total prompts per user each week. Use this in conjunction with the average sessions and prompts per session to get a sense of usage intensity.

## 3 What is the average number of prompts per session?

INTERPRETATION: In general, a higher number of prompts per session indicates more in-depth usage, versus a smaller number of prompts per session which could indicate simpler interactions with Copilot that resolve more quickly. Analyze trends within groups to see where intensity is rising vs. falling.

## 4 What percentage of prompts access a document?

INTERPRETATION: File interaction often indicates a more complex use of Copilot to complete a task, versus a simpler task such as Q&A.

RECOMMENDATION: When considering potential allocation of additional licenses, this can be a good metric to use to identify teams relying most heavily on Copilot for specific document-related workflows who might be good candidates for paid licenses.

# Agent Engagement

**NOTE:** Unlike most other pages in this report, this page includes data from both licensed and unlicensed Copilot users. You can scope this down to unlicensed only using the filter 'License Status'

1

## How much are people using agents?

For this data, we see 180 users have interacted with an agent during the reporting period. They have submitted approximately 4000 prompts in approximately 2000 sessions. On average, the 180 users submitted 22 prompts over the entire period.

INTERPRETATION: This information tells us both how widespread agent usage is (how many people are using agents), but also how deep that usage is (how often and how much are those people using agents).

2

## What agents are people using most?

For this data, we see Design Agent is the top-used agent, followed by IT Help and Communications.

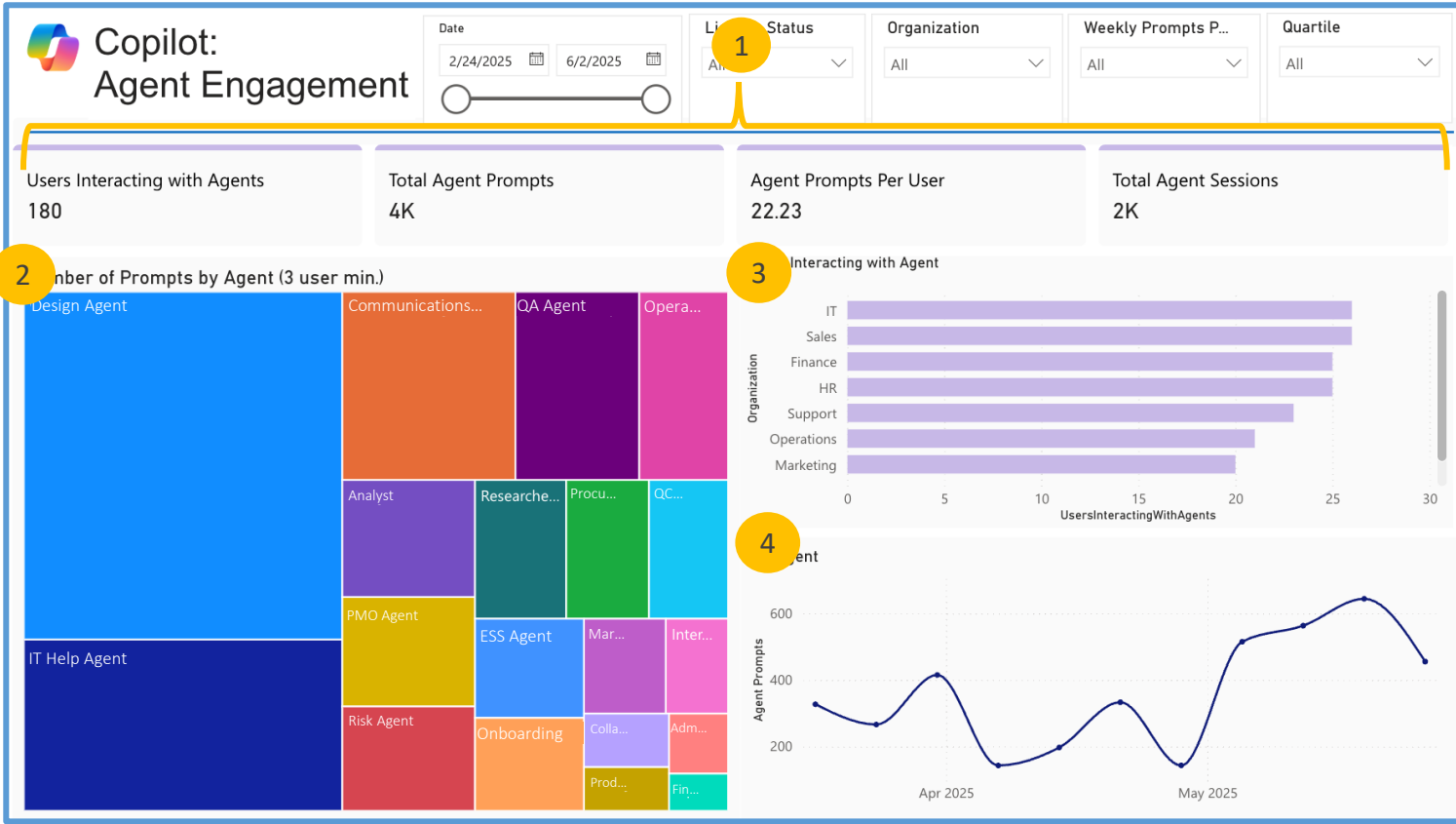
RECOMMENDATION: Use top agents as a benchmark—analyze what makes them successful (e.g., tone, flow, content) and consider how you can apply this to other valuable, but less popular, agents. Also, try clicking on individual agents within the chart to identify both usage over time, as well as usage by certain teams.

3

## What teams are using agents the most?

For this data, we see IT and Sales are the top users of agents.

RECOMMENDATION: Click on individual organizations directly from this chart or using the organization drop-down at the top of the screen to see how usage patterns differ across teams. Certain function-specific agents will naturally be used most by the relevant functions, but look also for cases where there may be an opportunity to promote certain agents among teams that may be under-utilizing them.



4

## How has agent usage trended over time?

For this data, we see an increase in agent usage since May 2025.

GUIDANCE: Note that this chart reflects total prompts (not prompts per user), so as agents are more well-known and grow to be more successful, we would expect this total to increase. Review how targeted enablement and promotion may be affecting agent usage, as well as timing of the introduction of highly-utilized agents.

**IMPORTANT:** Unlike most of the other pages in this report, note that the usage statistics on this page reflect **LICENSED** users.

1

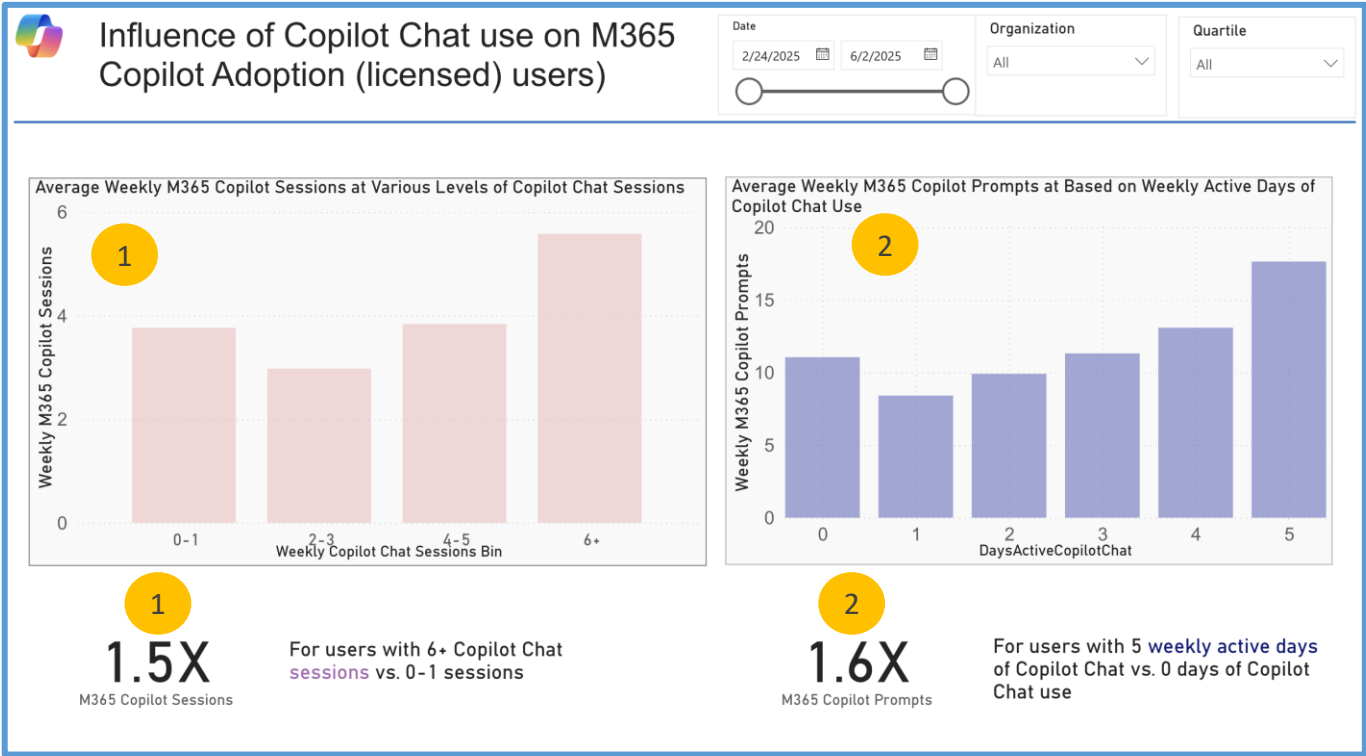
**How does frequency of Copilot Chat sessions relate to frequency of M365 Copilot sessions?**

For this data, we see that the most frequent users of Copilot Chat (6+ times per week) are also using M365 Copilot most frequently – almost 6 sessions per week. The number below the chart (1.5x) indicates how much more frequently top Chat users are utilizing M365 Copilot compared to the lowest Copilot Chat users.

2

**How does the number of days using Copilot Chat relate to the frequency of M365 Copilot usage?**

For this data, we see those who use Copilot the most (5 days) are also submitting the most prompts in M365 Copilot (about 17 per week). The number below the chart (1.6x) indicates how many more prompts the most consistent Chat users are submitting compared to those who use Copilot Chat the least.



**FOR BOTH CHARTS:**

**GUIDANCE:** We generally expect to see a correlation that looks somewhat like the sample data on the right, with the top users of Copilot Chat also the top users of M365 Copilot. This echoes the trend we often see where frequent Copilot Chat is a good leading indicator of broader Copilot usage, as for many users, Copilot Chat is an easy entry point into Copilot; once Copilot Chat becomes more habitual, we often see users expanding into using Copilot in other surfaces.

**RECOMMENDATION:** This data is based on *licensed* users, but it can be used to extrapolate potential Copilot usage among *unlicensed* users if they were given full M365 Copilot licenses. Aligning your unlicensed population to these buckets (high frequency, high activity) can be a good way to build a business case for additional license allocation for top Chat users, whose usage pattern would likely correspond to licensed users utilizing Copilot Chat with the same frequency.

# Agent: Licensed vs Unlicensed

1

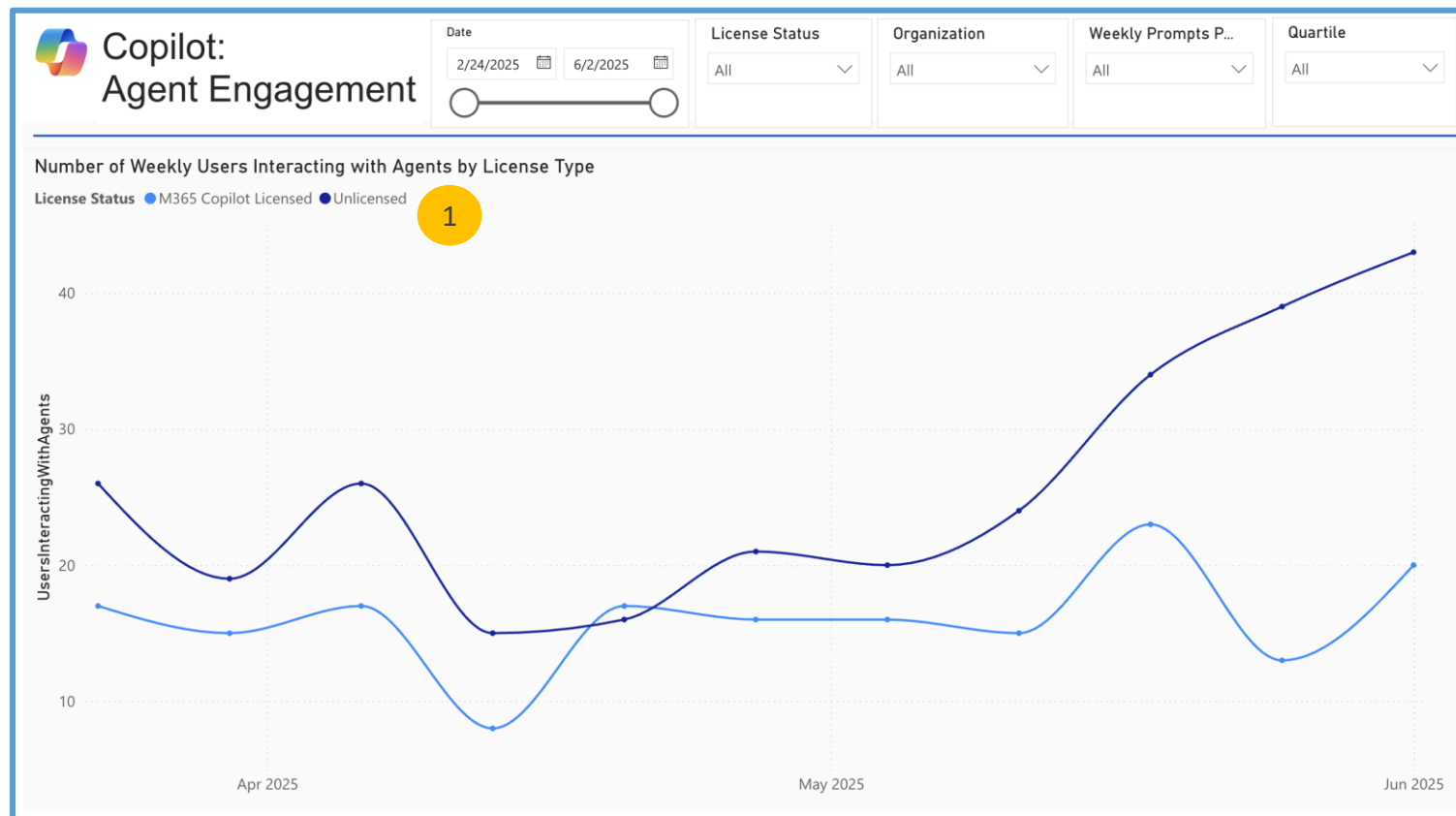
**How many unique users are interacting with agents each week? What is the breakdown by licensed versus unlicensed?**

*For this data, we see a little under 20 licensed users in June used an agent in June, compared to over 40 unlicensed users.*

**INTERPRETATION:** If you see a sudden dip in unlicensed usage that corresponds to a sudden increase in licensed usage, it may reflect a new allocation of licenses that shifted usage from unlicensed to licensed.

**GUIDANCE:** Consider the trajectories of both lines and how that reflects usage of agents.

- If the licensed agents line is flattening, that indicates a slowed increase of agents; is it because of slowing interest or because agent usage is approaching 100% of licensed users?
- If both lines are increasing along similar trajectories, this indicates steady growth in interest both among licensed and unlicensed populations. Review usage to potentially reallocate unused licenses or investigate adding licenses to top usage groups.
- If unlicensed usage outpaces licensed (as in this example), consider what this might indicate; are there certain agents that are particularly helpful for those lacking Copilot licenses? For example, are licensed users able to get answers to commonly-asked HR questions via Copilot, whereas unlicensed users need to use an agent to answer the same questions?





# Chat: Licensed vs Unlicensed

1

**How many unique users are interacting with Copilot chat each week?**  
**What is the breakdown by licensed versus unlicensed?**

*For this data, we see a little over 600 licensed users in June, compared to around 1000 unlicensed users.*

**INTERPRETATION:** If you see a sudden dip in unlicensed usage that corresponds to a sudden increase in licensed usage, it may reflect a new allocation of licenses that shifted usage from unlicensed to licensed.

**GUIDANCE:** Consider the trajectories of both lines and how that reflects usage of Chat.

- If the licensed Chat line is flattening, that indicates a slowed increase of Chat adoption; is it because of slowing interest or because Chat usage is approaching 100% of licensed users?
- If both lines are increasing along similar trajectories (as in this example), this indicates steady growth in interest both among licensed and unlicensed populations. Review usage to potentially reallocate unused licenses or investigate adding licenses to top usage groups.

