



Use AI To Make Your Data Job Easier (and More Fun)

Matt Gordon

DATA:Scotland – September 8, 2023

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Scotland's Data Community Conference

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Session Feedback



Event Feedback

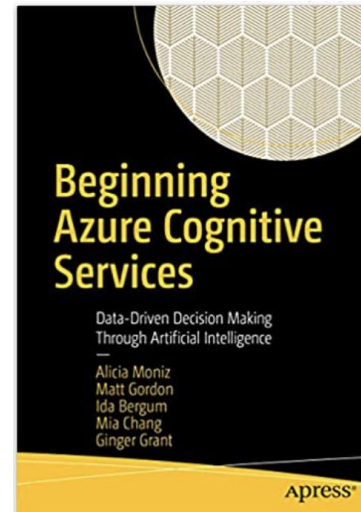
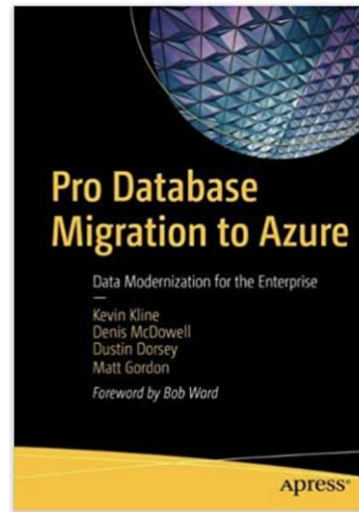
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Matt Gordon
Senior Architect
matt@sqlatspeed.com

 : @sqlatspeed

www.sqlatspeed.com



About Me

- 20+ years of SQL Server/Azure SQL experience
- Microsoft Data Platform MVP
- Redgate Ambassador
- Led cloud migrations large and small
- Worked on Azure AI since 2017
- Leader of Lexington, KY (USA) Data Technology Group



Where Do I Live?





What Is AI (and What Isn't It)?

- The media says it's ChatGPT
- Some people say it's a lot of hype
- My son said "it's just a bunch of if/then statements that run really fast"
- Oxford Languages says it's "the theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages."

What Is AI To Data People?

- It's Copilot experiences in our development environments
- It's a robot tuning our code and our developers' code
- It's ChatGPT helping us program in a language we don't know or breaking coder's block if we're stuck
- It's enabling accessibility for people who have physical challenges to typing and other actions
- It's an annoyance – maybe our manager thinks they don't need us anymore because “the AI” will do it all

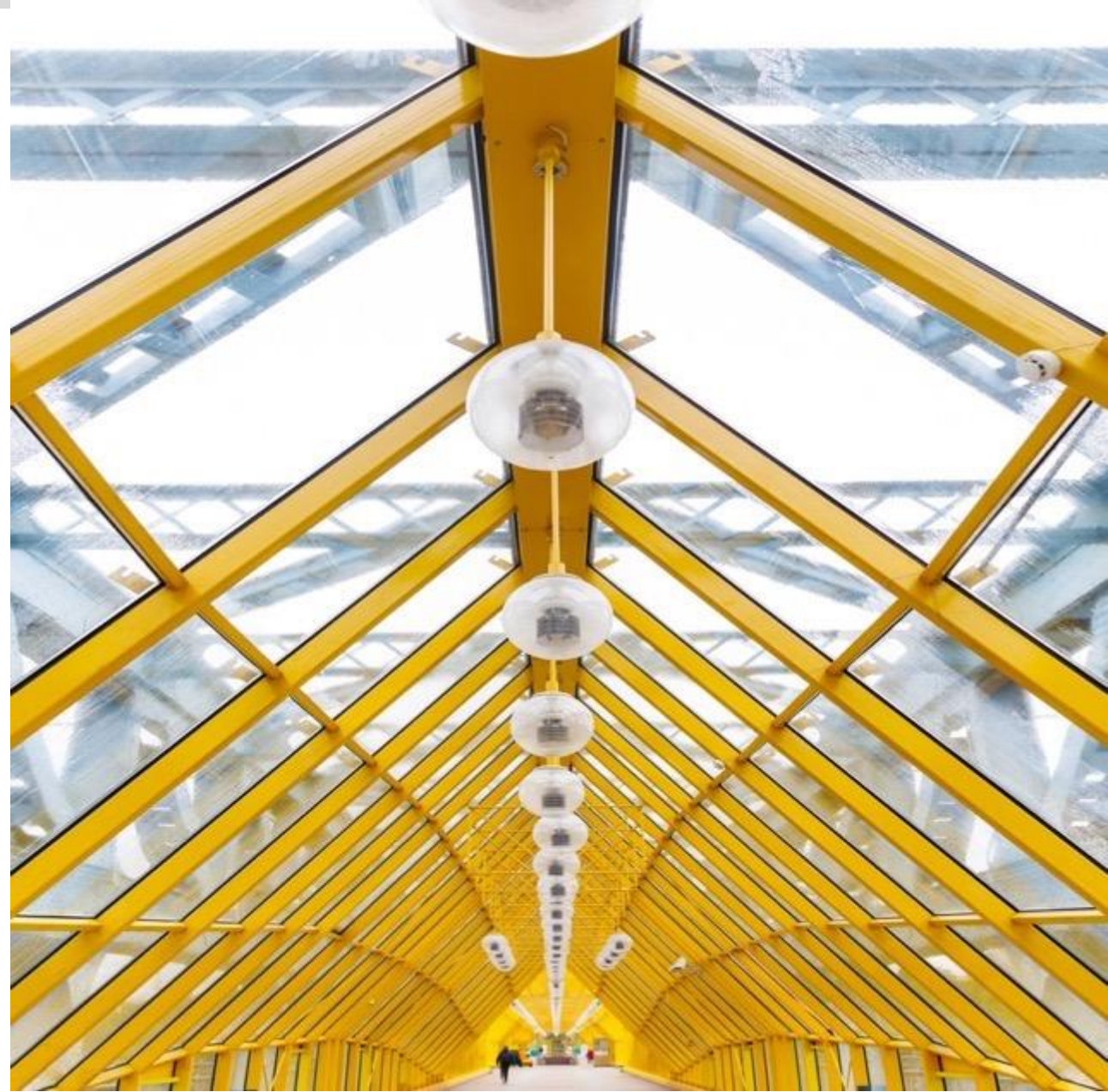


Azure Cognitive Services

- Speech
- Language
- Vision
- Decision
- Azure OpenAI
- Rebranding over time as Azure AI

How Can I Use Azure AI APIs?

- Logic Apps
- Power BI
- Power Apps
- Power Automate
- Studio “experiences”
- REST API calls



AI-Powered New Employee Welcome Bot

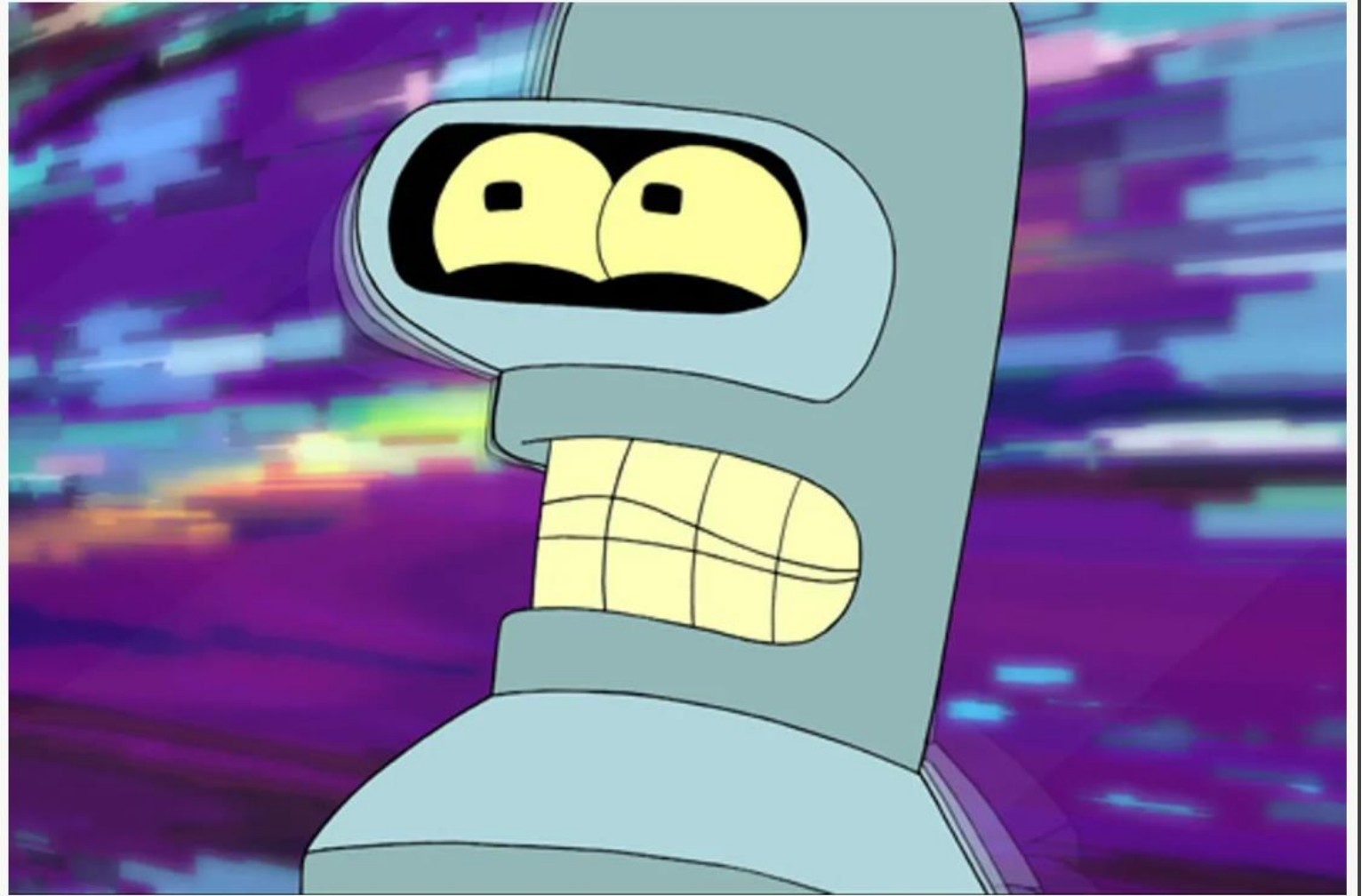


Image credit: FOX/Comedy Central

Copilot in Azure Data Studio



Image credit: Alamy

**AI Responds to
Angry Emails
with
Power Automate**



Image credit: DriveTribe Facebook/BBC

AI Writes “A Song”...and Performs It?



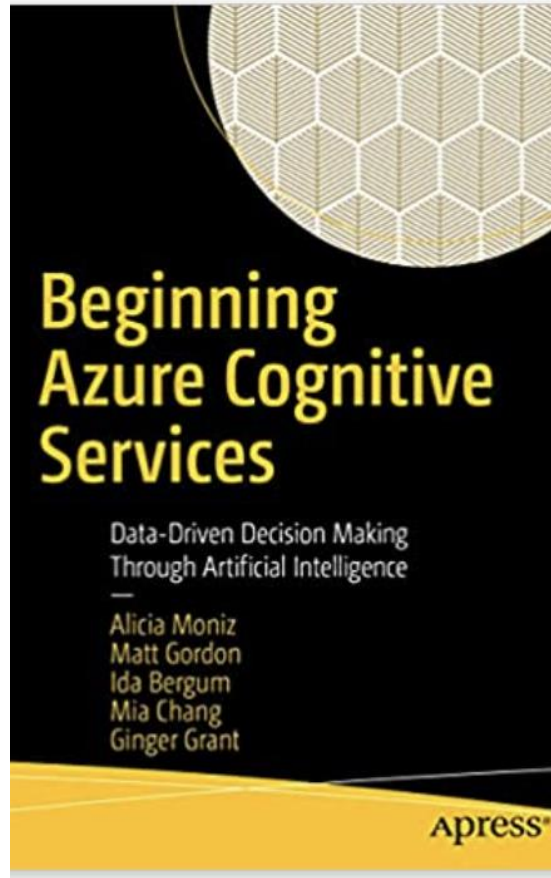
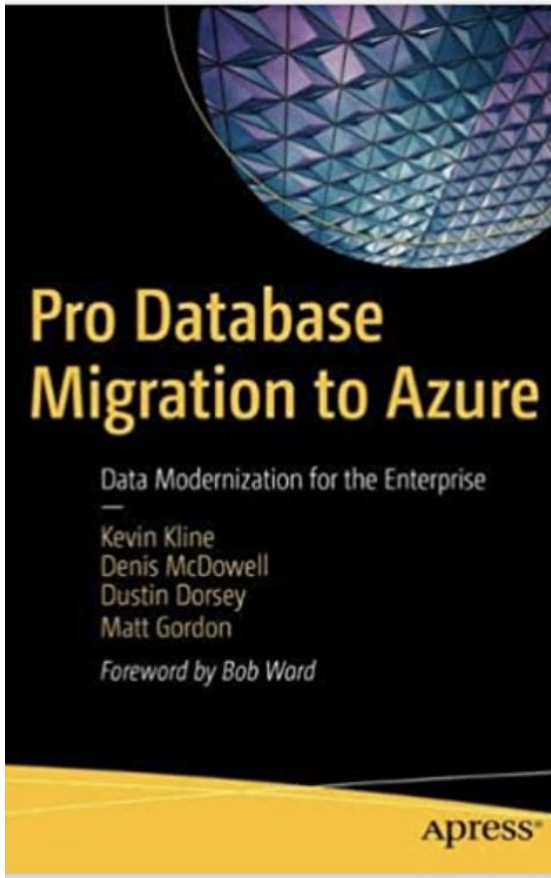
Image credit: Getty Images/iStockPhoto

How Will AI Impact Data People?

- It can help us do our jobs
 - Conversation bots to handle mundane and/or repeated questions
 - Copilot experiences in ADS and other tools
 - Automated responses to tickets, emails, etc.
 - Side careers as poets?
- We're already surrounded by it
- This session will change every time I present it – that's the speed of development in this space
- It's overhyped, but don't dismiss it – engage with it (and maybe have a little fun)

Resources

- [Buck Woody's generative AI session](#)
- [Copilot for Azure Data Studio](#)
- [Language Studio](#)
- [Speech Studio](#)
- [Vision Studio](#)



The Slide Where I Sell My Books

- [Cognitive Services book](#)
- [Database Migration book](#)

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Thanks For Attending!



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matt@sqlatspeed.com

 : @sqlatspeed

www.sqlatspeed.com

https://github.com/sqlatspeed/2023_presentations

