From Data to Art
A Journey Into Generative AI

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A world awash with data...
How do you translate data into competitive advantage?
Innovation in Data & AI is accelerating
but the industry is at the crossroads
AI is causing a massive platform shift
But AI is only as good as your data
Massive **fragmentation** of the modern data stack
Analytics is complex and fragmented

Every project has many subsystems

Every subsystem need a different class of product

Products often comes from multiple vendors

Integration is complex, fragile and expensive
The 2023 ML, AI, and Data Landscape
“Simplify,
I am the Chief Data Officer
and don’t want to be the
Chief Integration Officer.”

Every CDO, Every Enterprise
The era of AI

AI is only as good as your data
Announcing Microsoft Fabric
Data analytics for the era of AI
Microsoft Fabric
Data analytics for the era of AI

Complete Analytics Platform
- Everything, unified
- SaaS-ified
- Secured and governed

Lake Centric and Open
- OneLake
- One copy
- Open at every tier

Empower Every Business User
- Familiar and intuitive
- Built into Microsoft 365
- Insight to action

AI Powered
- Copilot accelerated
- GPT on your data
- AI-driven insights
Announcing

Copilot in Microsoft Fabric
Microsoft Fabric
The data platform for the era of AI

Accelerating Productivity with Copilots
Stay focused on unlocking value from your data with Copilots accelerating every experience

Generative AI on Your Data
Create AI plug-ins to deliver custom AI experiences for your data

AI Driven Insights
Unlock deeper insights and drive action faster with best-in-class AI models
Microsoft Cloud

Runs on trust

Your data is your data

Your data from any fine-tuning is not used to train the foundation AI models

Your data is protected by the most comprehensive enterprise compliance and security controls
Copilot in Power BI
Suggestions for DAX

Uplevel your skills with Copilot so you can spend more time focused on your data and less time on writing code

- Available today in Public Preview
- Define metrics and calculations for your data model just by describing them in natural language
- Let Copilot automatically suggest DAX code and entire functions in real-time
Stay focused on your business outcomes and unlock insights in your data with Copilot

- Create beautiful and insightful reports just by chatting with Copilot
- Define metrics and calculations for your data model just by describing them in natural language
- Use Copilot to find and summarize insights in your data
Next steps

1. Get started with Microsoft Fabric

2. Try the public preview of Suggestions for DAX with Copilot in Power BI

3. Learn more about Copilot in Microsoft Fabric at https://aka.ms/CopilotInFabricPreview
Thank you