



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

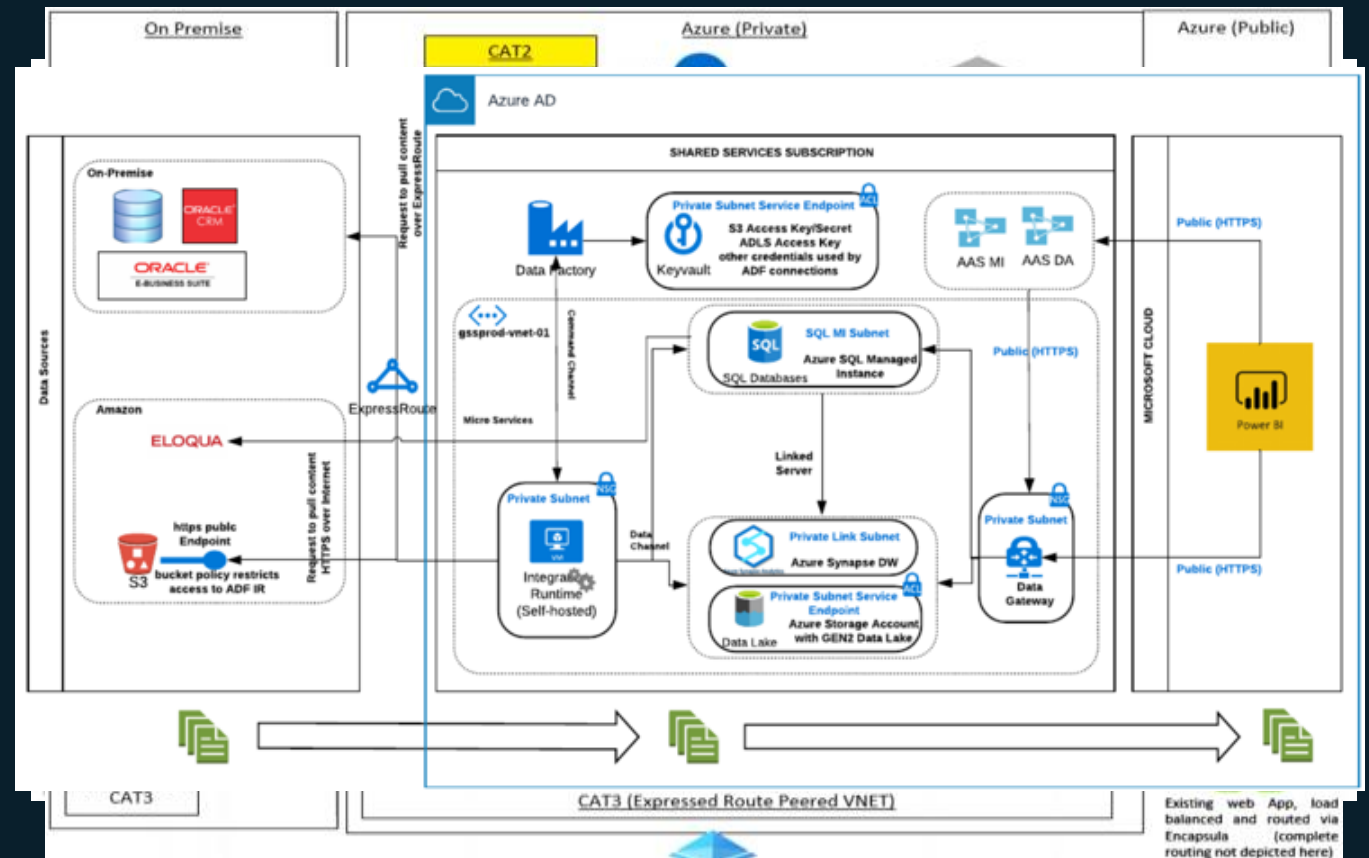
Analytics is complex and fragmented

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

The image is a detailed grid of logos for various companies in the ML, AI, and Data landscape, organized into several main categories:

- INFRASTRUCTURE:** Includes STORAGE (AWS, Microsoft Azure, Google Cloud, IBM), MPP DBs (Teradata, Dremio, Databricks), DATA LAKES / WAREHOUSES (AWS, Google Cloud, Microsoft Azure), DATA WAREHOUSES (Snowflake, Amazon Redshift, Google BigQuery), STREAMING / IN-MEMORY (Apache Kafka, Amazon Kinesis, Confluent), RDBMS (Oracle, Microsoft SQL Server, IBM DB2), NOSQL DATABASES (MongoDB, Apache Cassandra, Redis), NewSQL DATABASES (CockroachDB, Yugabyte), REAL TIME DATABASES (InfluxDB, Timescale), GRAPH DBs (Neo4j, Dgraph), GPU DATABASES (Kinetica), DATABASE ABSTRACTION (CockroachDB, Yugabyte), VECTOR DATABASES (Pinecone, Weaviate), and ETL / EIT / DATA TRANSFORMATION (Talend, Alteryx).
- ANALYTICS:** Includes BI PLATFORMS (Tableau, Microsoft Power BI, Looker), VISUALIZATION (Tableau, Microsoft Power BI, Looker), DATA ANALYST PLATFORMS (Alteryx, Tableau), CUSTOMER DATA (Salesforce, Oracle), PRODUCT ANALYTICS (Amplitude, Mixpanel), LOG ANALYTICS (Splunk, Sumo Logic), CRYPTO / WEB 3 ANALYTICS (Chainalysis, Elliptic), QUERY ENGINE (Dremio, Starburst), and ENTERPRISE SEARCH (Elastic, Algolia).
- MACHINE LEARNING & ARTIFICIAL INTELLIGENCE:** Includes DATA SCIENCE NOTEBOOKS (Jupyter, Databricks), DATA SCIENCE PLATFORMS (Databricks, SAS, TIBCO), ENTERPRISE ML PLATFORMS (Databricks, AWS SageMaker), DATA GENERATION & LABELING (Scale AI, Hive), MLOPS (Weights & Biases, Pachyderm), HORIZONTAL AI / AGI (OpenAI, Anthropic), AI HARDWARE (NVIDIA, Intel AI), GPU CLOUD (Paperspace, Lambda), CLOSED SOURCE MODELS (OpenAI GPT, Google Gemini), and AI FRAMEWORKS & LIBRARIES (TensorFlow, PyTorch).
- APPLICATIONS - ENTERPRISE:** Includes SALES (Salesforce), MARKETING (HubSpot), CUSTOMER EXPERIENCE (Salesforce), HUMAN CAPITAL (Workday), AUTOMATION & OPERATIONS (UiPath), and DECISION & OPTIMIZATION (Palantir).
- APPLICATIONS - HORIZONTAL:** Includes CODE & DOCUMENTATION (GitHub), TEXT (OpenAI GPT), AUDIO & VOICE (OpenAI Whisper), IMAGE (OpenAI DALL-E), VIDEO EDITING (Runway), ANIMATION (OpenAI), and SEARCH (Elasticsearch).
- APPLICATIONS - INDUSTRY:** Includes FINANCE & INSURANCE (Kenshik), HEALTHCARE (Tempus), LIFE SCIENCES (Tempus), TRANSPORTATION (Tesla), AGRICULTURE (John Deere), INDUSTRIAL & LOGISTICS (DHL), and GOV'T & INTELLIGENCE (Palantir).
- OPEN SOURCE INFRASTRUCTURE:** Includes FRAMEWORKS (PyTorch, TensorFlow), FORMAT (JSON, XML), QUERY / DATA FLOW (Apache Airflow), DATA ACCESS (Apache Spark), DATABASES (PostgreSQL, MongoDB), OLAP (Apache Druid), ORCHESTRATION (Apache Airflow), INFRA-STRUCTURE (Kubernetes), DATA OPS (Docker), STREAMING & MESSAGING (Apache Kafka), STAT TOOLS & LANGUAGES (Python, R), MLOPS & AI INFRA (Kubeflow), AI FRAMEWORKS & LIBRARIES (TensorFlow, PyTorch), AI MODELS & ARCHITECTURES (OpenAI GPT), SEARCH (Elasticsearch), LOGGING & MONITORING (Datadog), VISUALIZATION (Tableau), and COLLABORATION (Slack).
- DATA SOURCES & APIS:** Includes DATA MARKETPLACES & DISCOVERY (Bloomberg), FINANCIAL & MARKET DATA (Bloomberg), AIR / SPACE / SEA (SpaceX), PEOPLE / ENTITIES (LinkedIn), LOCATION INTELLIGENCE (Esri), and ESG (ESG Databases).
- DATA & AI CONSULTING:** Includes QuantumBlack, BCG, Deloitte, IBM AI Consulting, Cambridge Consultants, LeewayHertz, Slalom, Brooklyn Data Co., Ternary, Three AI, Itrix, Deeper Insights, Data Root Labs, Indata Labs, ThirdEye, Azati, Adepto, Upright Analytics, Bytecode IO, Leit Data, Meru, Data Captains, 4Mile, Zilliqa, Anyscale, PhData, Pillar, Kubrick, FluorFactors, DeepScale, EY, and CapTech.

// 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

The data platform for the era of AI



Data
Factory



Synapse Data
Engineering



Synapse Data
Science



Synapse Data
Warehousing



Synapse Real
Time Analytics



Power BI



Data
Activator



OneLake

Intelligent data foundation



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



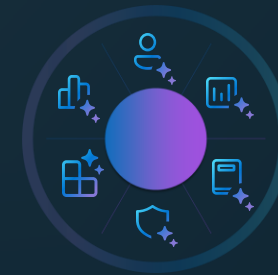
Accelerating Productivity with Copilots

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



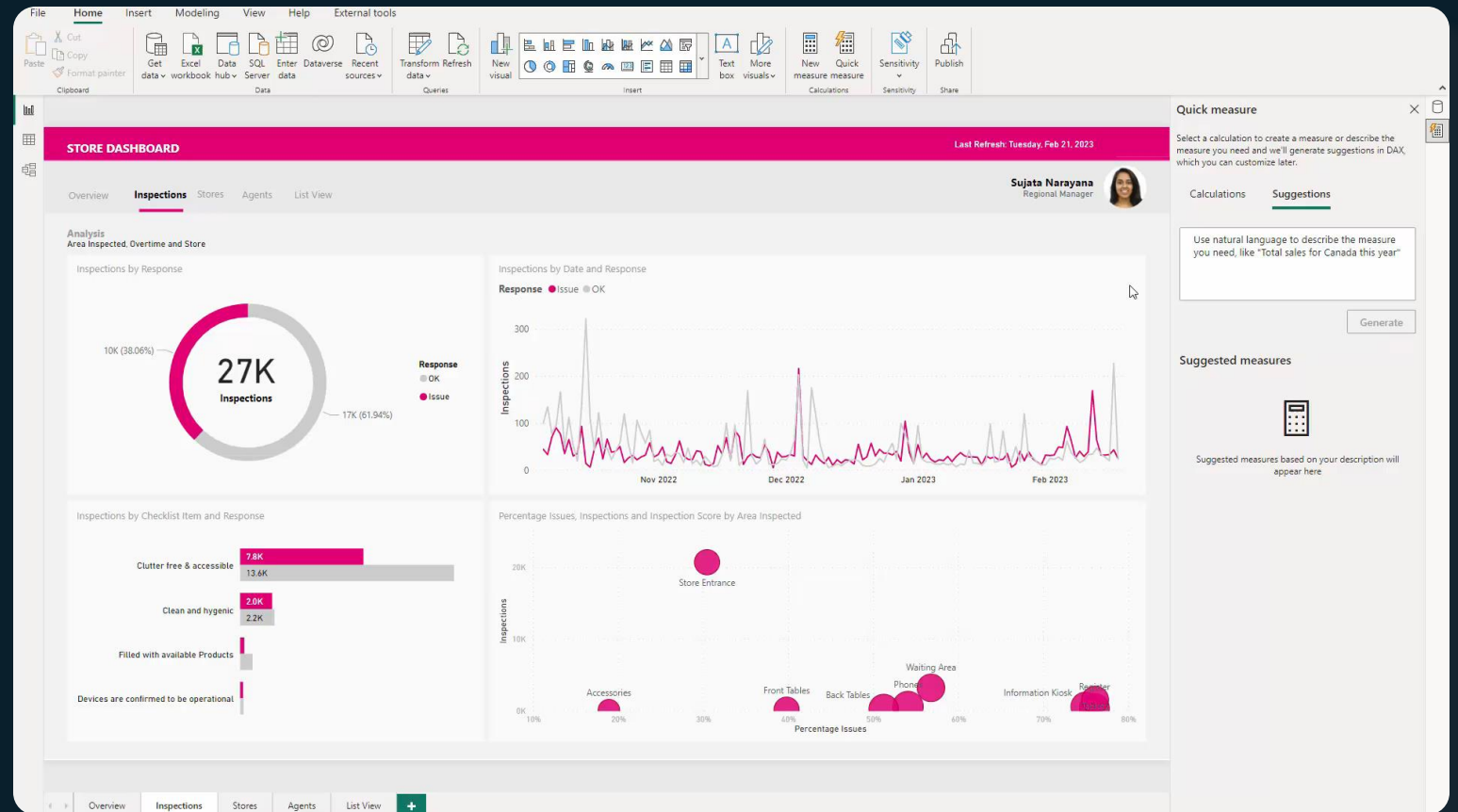
Available today in **Public Preview**



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





Copilot in Power BI

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

The screenshot displays the Power BI interface for a 'Sales Overview' dashboard. The dashboard includes a top navigation bar with 'File', 'View', 'Reading view', and 'Mobile layout' options. The main content area features a 'Sales Overview' section with four key metrics: Revenue Won (\$7,811,851), Close % (37.7%), AVG Days to Close (121), and Opportunities Won (526). Below this is a 'Revenue Won by Month' line chart showing an upward trend from June 2022 to January 2023. Further down are two smaller charts: 'Close % by Month' (a bar chart) and 'Close % by Region' (a map of the United States). A 'Summary of insights with Copilot' section provides AI-generated analysis, such as 'Revenue trended up, resulting in a 490.36% increase in the 8 months ending in December, 2022 [1]' and 'Top 3 states by close % are Washington, Texas, and California [2]'. On the right side, the Copilot chat panel is open, showing a conversation where the user asks 'What are the biggest drivers for close %?' and the AI responds with 'Callback within 3 hours (11.75%) has the biggest influence on close %'. The chat panel also includes options to 'Add a narrative summary describing insights in the data' and 'Summary created'.

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