

Data Analytics for the era of Al

MakeBI Event



Image created with Microsoft Designer



Claudio Mirti Sr. Advanced Analytics & Al Specialist EMEA Global Black Belt

The Al technology is here

Forbes

What ChatGPT And Generative AI Mean For Your Business?

COMPUTERWORLD

Microsoft's new Teams Premium tier integrates with OpenAI's GPT-3.5

Market Watch

Microsoft's Nadella: Al is taking the computer age from 'the bicycle to the steam engine' The Washington Post

Meet Windows Copilot, the AI coming to help you understand your PC

techradar pro

Microsoft Fabric looks to offer the next generation of Al analytics for your business

TechCrunch

Microsoft's Azure Al Studio lets developers build their own Al 'copilots'

VentureBeat

Microsoft announces generative Al-powered Copilot 365 to 'change work as we know it'

COM BUSINESS"

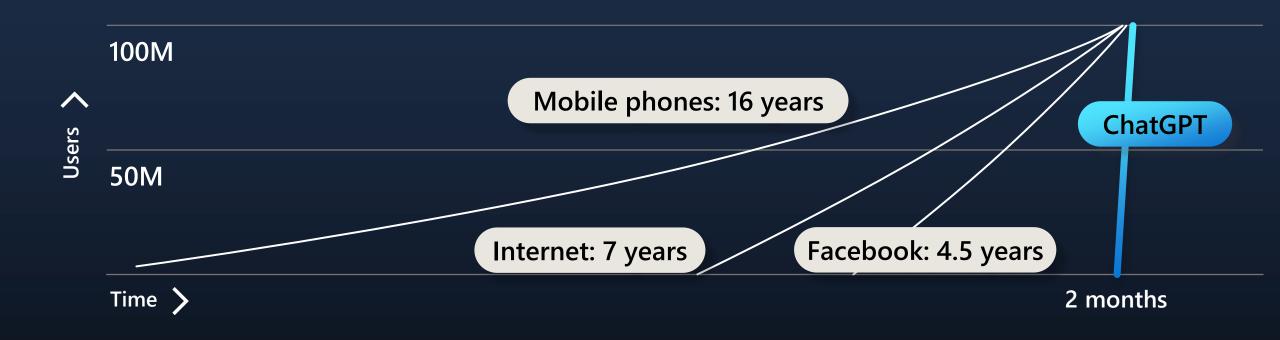
Real estate agents say they can't imagine working without ChatGPT now

1HE VERGE

Microsoft's Al-powered Copilot is getting plug-ins



Time to reach 100 Million users



The power of usability, performance and social sharing

AI, LLMs, Generative AI?

Al is a broad term, it can cover many different models.

LLM's are a type of AI, sometimes called "Generative AI", they are machine learning models and there are different versions produced by various companies.



We partner at scale to drive innovation





OpenAI forms exclusive computing partnership with Microsoft to build new Azure AI supercomputing technologies

July 22, 2019 | Microsoft News Center







Hugging Face Collaborates with Microsoft to Launch Hugging Face Endpoints on Azure

Published May 24, 2022.





Meta selects Azure as strategic cloud provider to advance AI innovation and deepen PyTorch collaboration

Posted on May 25, 2022



Eric Boyd, Corporate Vice President, Al Platform

Azure Scales 530B Parameter GPT-3 Model with NVIDIA NeMo Megatron

Posted on October 24, 2022



Rachel Pruitt, Product Marketing Manager, Azure Marketing, HPC + AI

Why is OpenAI different?

Typical ML for NLP

Sentiment
Intent Recognition
Entity Extraction
Summarization
Classification
...

One model per capability

Lots of data to train

Highly optimized for use case

OpenAl GPT-4

Sentiment
Intent Recognition
Entity Extraction
Summarization
Q&A
Style transfer
Rewriting
Code generation

Single large model for all use cases Describe in «human language» what you want it to do

Some examples...

Helvetia nutzt ChatGPT für neuen Kundenservice

Als weltweit erste börsenkotierte Versicherung lanciert Helvetia einen Service im direkten Kundenkontakt auf Basis der ChatGPT-Technologie von OpenAI. Der Service nutzt die künstliche Intelligenz, um Kundenfragen zu Versicherung und Vorsorge zu beantworten. Noch hat der Service experimentellen Charakter; langfristig soll er den Zugang zu Versicherungs- und Vorsorgeprodukten vereinfachen.

30.03.2023 | Medienmitteilungen







Mercedes-Benz enhances drivers' experience with Azure OpenAl Service

By Eric Boyd Corporate Vice President, Al Platform



Vontobel

Asset Management Wealth Management Digital Investing Platforms Insights About Vontobel

insurtechinsights.com • 1 min read

Home > About Vontobel > Media > Media releases and news > Vontobel to increase use of Al through cooperation with Microsoft

- Back to the overview

Vontobel to increase use of AI through cooperation with Microsoft

MEDIA RELEASE

7/25/2023 Reading time: 2 minute(s)



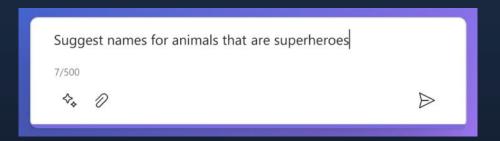




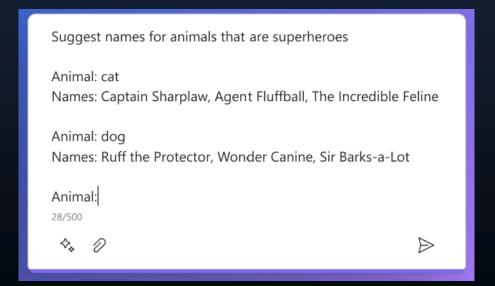


Prompt Design

The basic request to the model, usually in the form of an instruction or question.



Zero shot



One of the best ways to get meaningful outputs is to show the model what that output should look like

Few shot

Prompt Design

Customer conversation

Hi there I just had a car accident and wanted to report it. OK, I hope you're alright and in safe place to have this conversation.

Yes, I'm fine thank you. Can you please describe to me what happened? I was driving on the M23 and I hit another car. Are you OK? Yeah, I'm just a little shaken up. That's understandable. Can you give me your full name? Sure, it's Sarah Standl. Do you know what caused the accident? I think I might have hit a pothole. OK, where did the accident take place? On the M23 near junction 10. Was anyone else injured? I don't think so. But I'm not sure. OK, well we'll need to do an investigation. Can you give me the other drivers information? Sure, his name is John Radley. And your insurance policy number. OK. Give me a minute. OK, it's 546452.

OK, is there any damage to your car? Yes, Headlights are broken and the airbags went off. Are you going to be able to drive it? I don't think so. I'm going to have to have it towed. Well, we'll need to get it inspected. I'll go ahead and order you a tow van. I'll also start the claim and we'll get everything sorted out. Thank you.

Extract the following from the conversation:

- 1. Main reason of the conversation
- 2 Sentiment of the customer
- 4. How did the agent handle the conversation?
- 5. what was the Final outcome of the conversation
- 6. create a short summary of the conversation

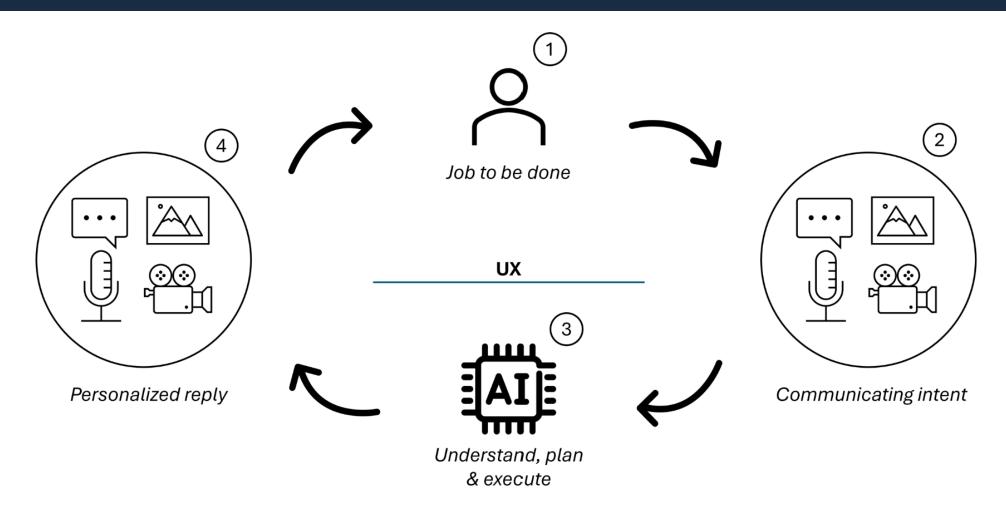
Azure OpenAl
Service Instruction

Output

- 1. The main reason of the conversation was to report a car accident.
- 2. The sentiment of the customer was shaken up but OK.
- 4. The agent handled the conversation well and was empathetic.
- 5. The final outcome of the conversation was that the agent started a claim and ordered a tow truck.
- 6. The customer was in a car accident and the agent started a claim and ordered a tow truck. The customer was shaken up but OK.



UX and the new paradigm of interaction (Copilots)



Conceptual illustration of the new paradigm of interacting with Copilots

From Copilot to enterprise scale Al

Built-in



Search and Q&A



Better customer engagement and support



Create and tailor reports in seconds



Better email management and meeting preparation



Better meeting management



Better reading and writing assistance



Copilot

AI-Builder



Enriching self-service with conversational Al



Automate answering questions, summarizing documents, and more.



intuitive low-code development for everyone



Power
Platform
+ Al Builder

AI-Models



Azure OpenAl Language Models



Model Catalog / Prompt flow



MAKE

LLMs to a variety of use cases

by c.

Complexity

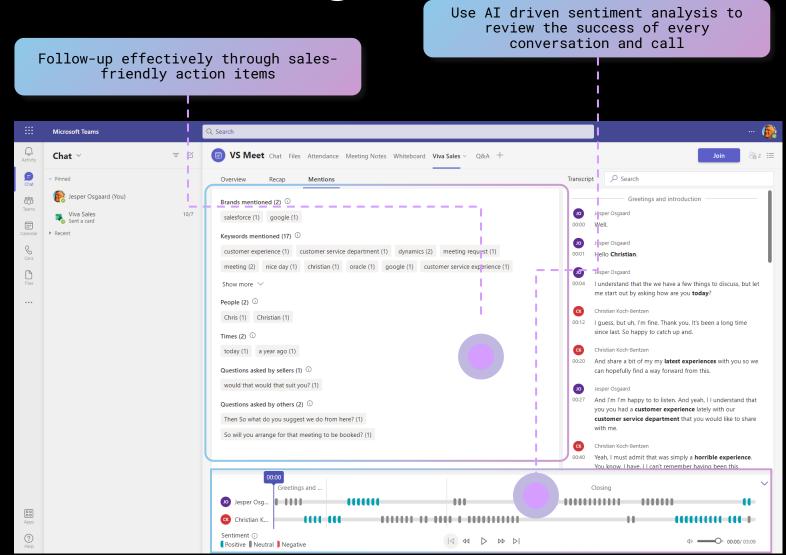
A better meeting

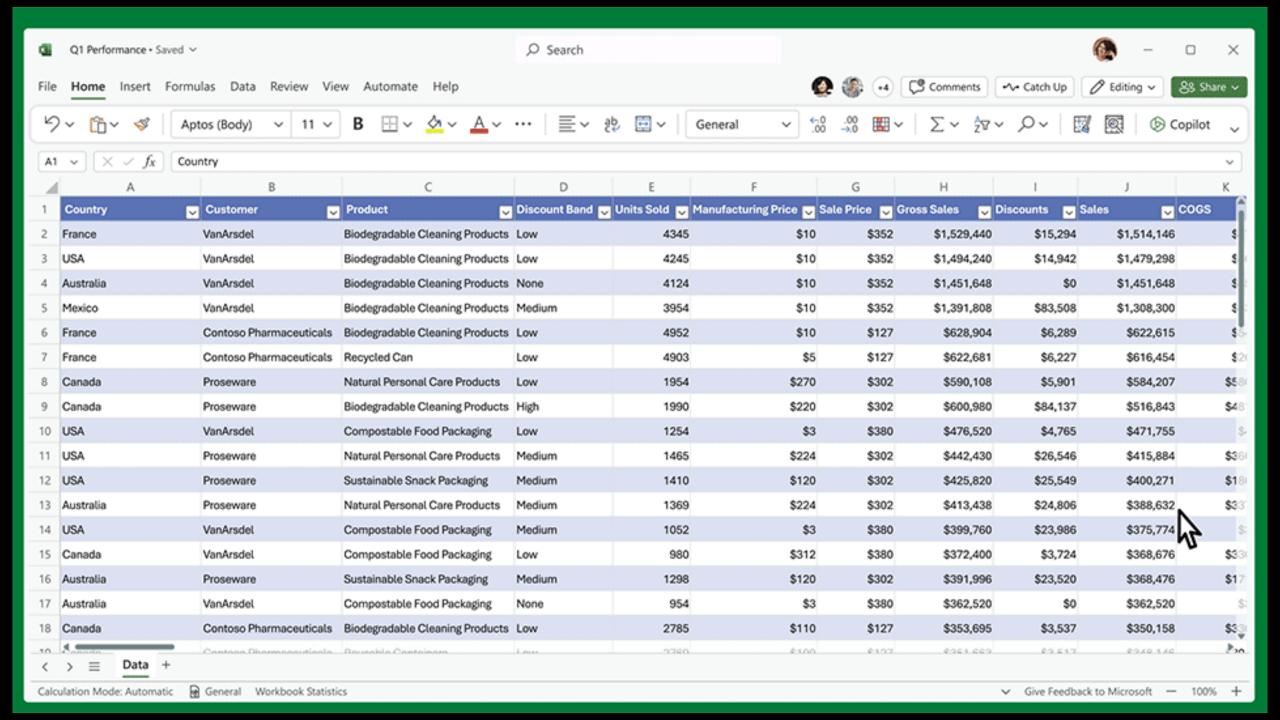
Easily record and transcribe meetings

Surface key topics automatically with Al

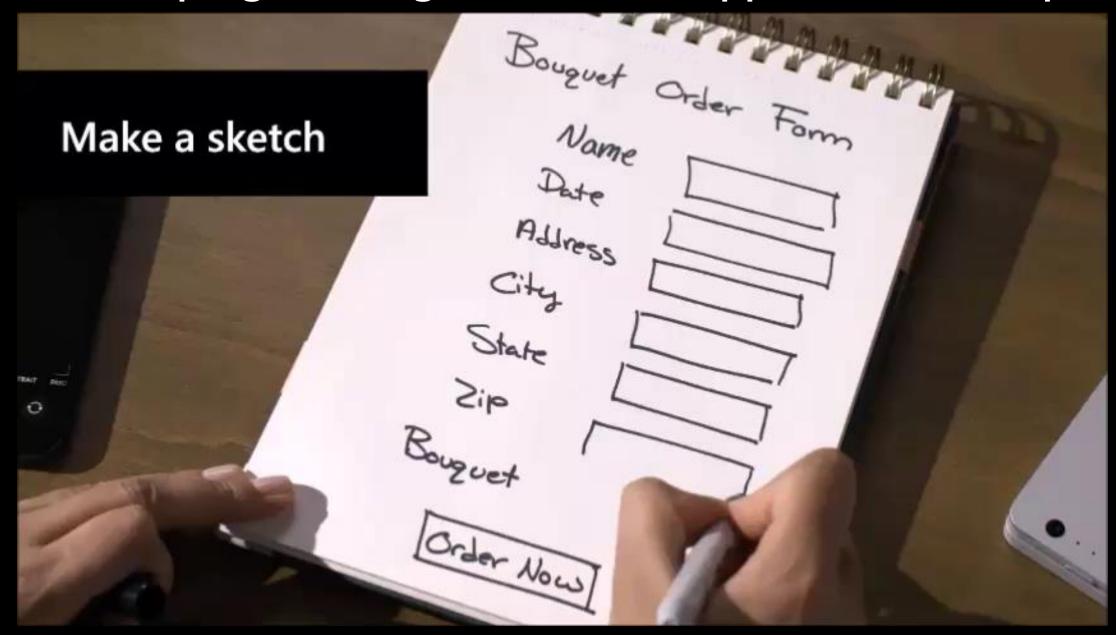
Search and translate transcripts

Let Al help you have more effective sales calls





Low-code programming to accelerate application development





Chat with your data

Ask anything or try an example

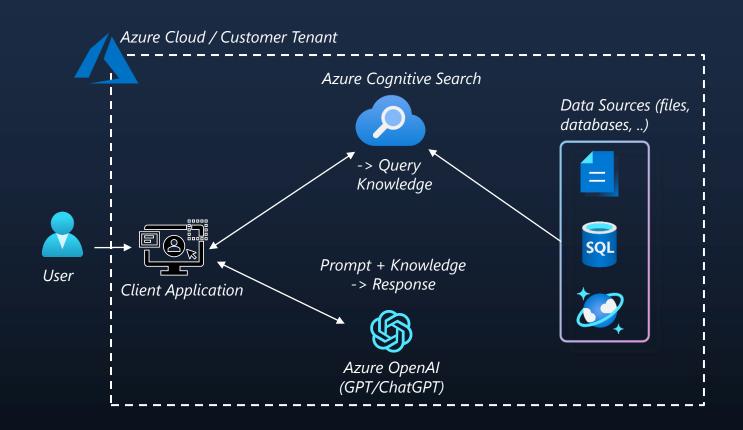
What is included in my Northwind Health Plus plan that is not in standard?

Can you tell me about performance reviews?

What does a Product Manager do?



Safety Systems



Deployed and <u>secured in customer cloud</u> environment and tied to their datasets and applications

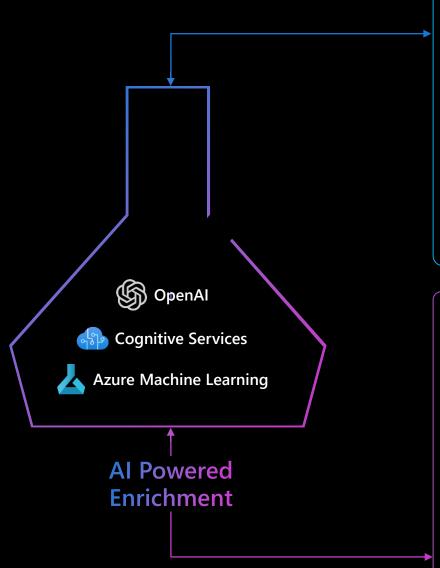
Enterprise-grade security with role-based access control (RBAC) and private networks

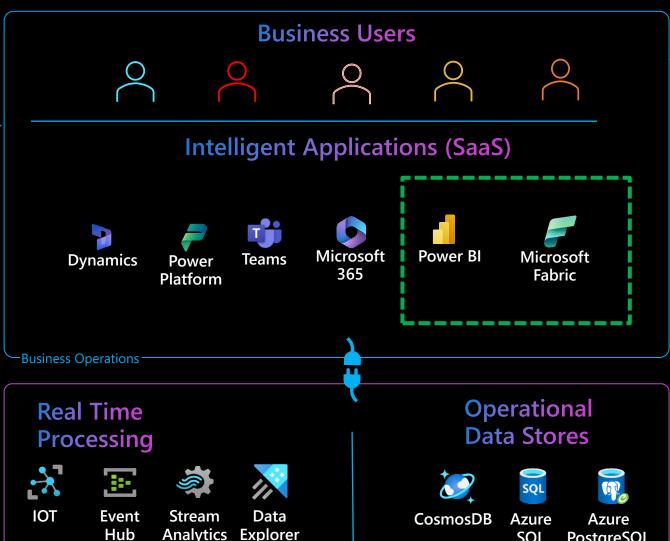
Prompts and completions processed by Azure OpenAl are <u>not used to train,</u> <u>retrain or improve the models</u>.

Microsoft Purview

Enterprise Ready Al

with Microsoft Azure







SQL

PostgreSQL

Open and Governed Data Lakehouse Foundation



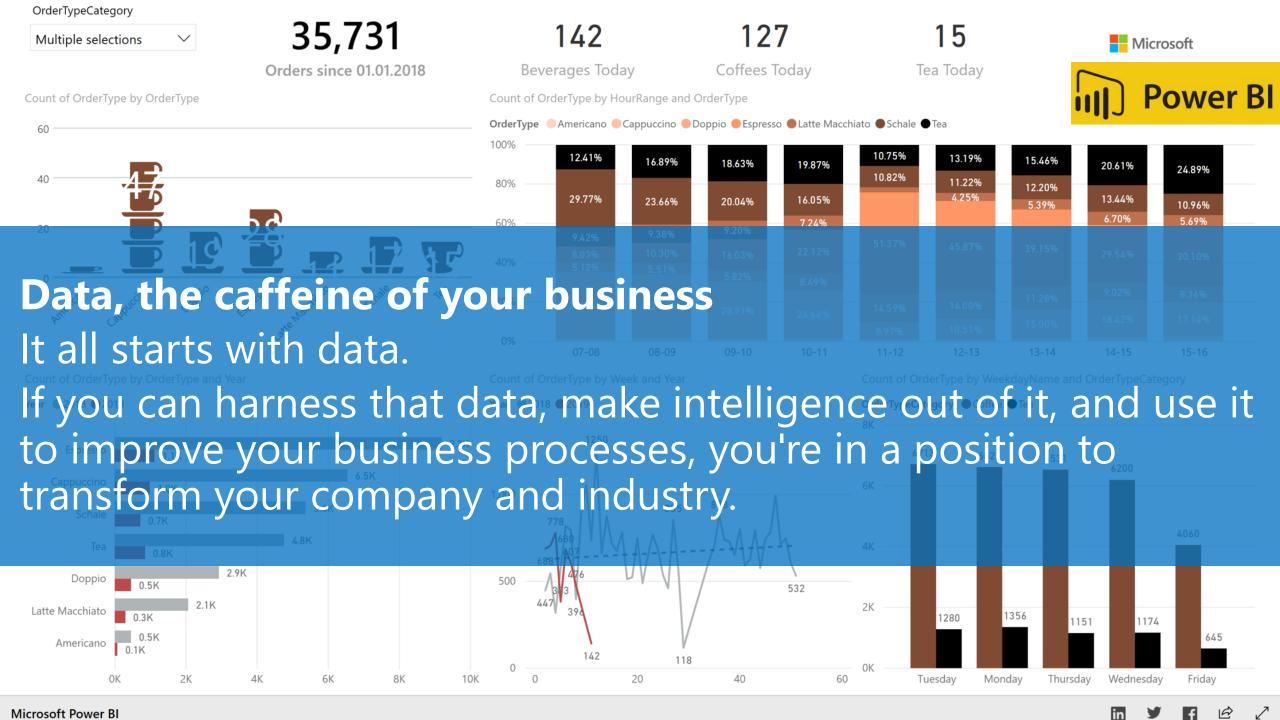




Data Lake

Synapse

Databricks



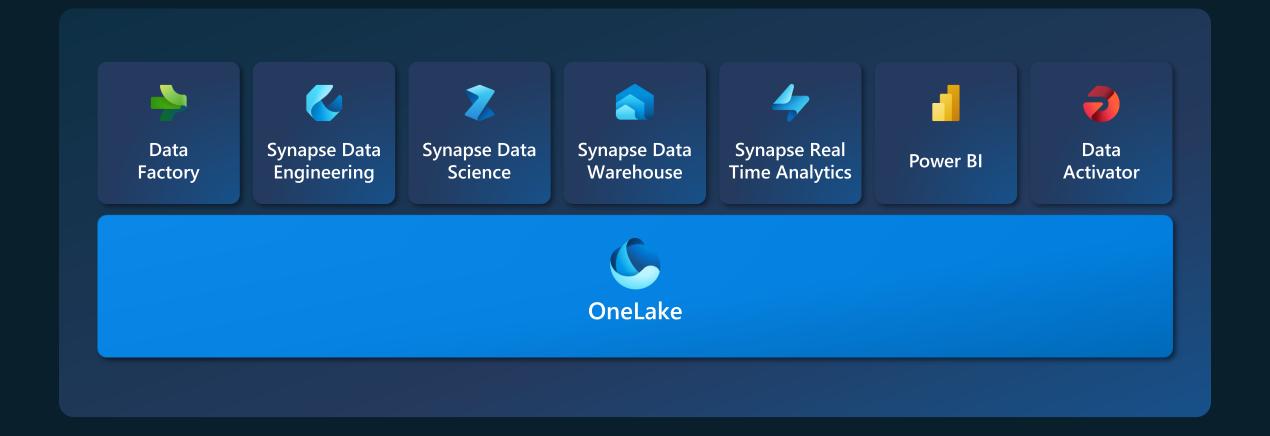
" Simplify,

I am the Chief Data Officer and don't want to be the Chief Integration Officer."

Every CDO, Every Enterprise



Microsoft Fabric Data analytics for the era of Al

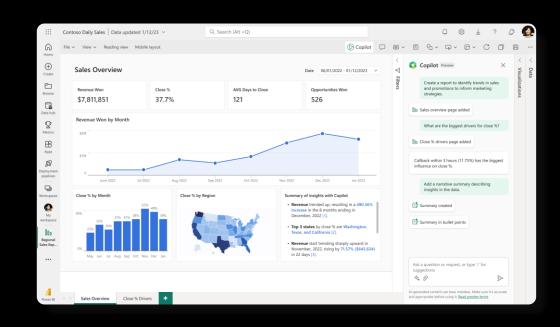






5 seconds to sign up / 5 minutes to WOW

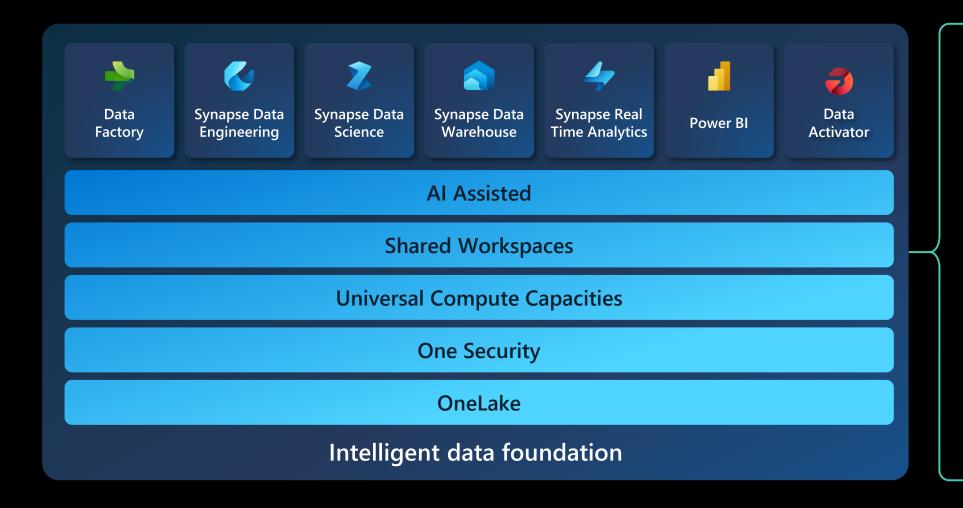
- Unified Analytics Platform
- · A lake centric and open architecture approach
- Emepowering every business users through Power BI
- All of the Al goodness in Microsoft Fabric with Copilot



Cost reduction with an unified capacity model



Microsoft Fabric



Single...

Onboarding
Sign-on
Navigation model
UX model
Workspace organization
Collaboration experience
Data Lake
Storage format
Data copy for all engines
Security model
CI/CD
Monitoring hub
Data Hub

Governance & compliance

Taking One Copy to the Next Level Shortcuts



Sharing data in OneLake is as easy as sharing files in OneDrive, removing the needs for data duplication

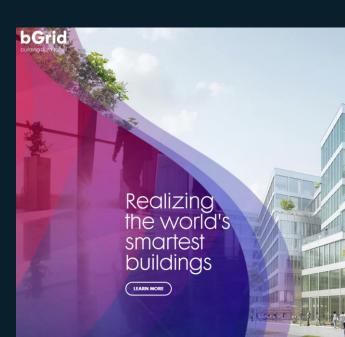
With shortcuts, data throughout OneLake can be composed together without any data movement

Shortcuts also allow instant linking of data already existing in Azure and in other clouds, without any data duplication and movement, making OneLake a multicloud data lake

With support for industry standard APIs, OneLake data can be directly accessed by any application or service





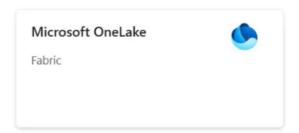


New shortcut

X

Use shortcuts to quickly pull data from internal and external locations into your lakehouses, warehouses, or datasets. Shortcuts can be updated or removed from your item, but these changes will not affect the original data and its source.

Internal sources



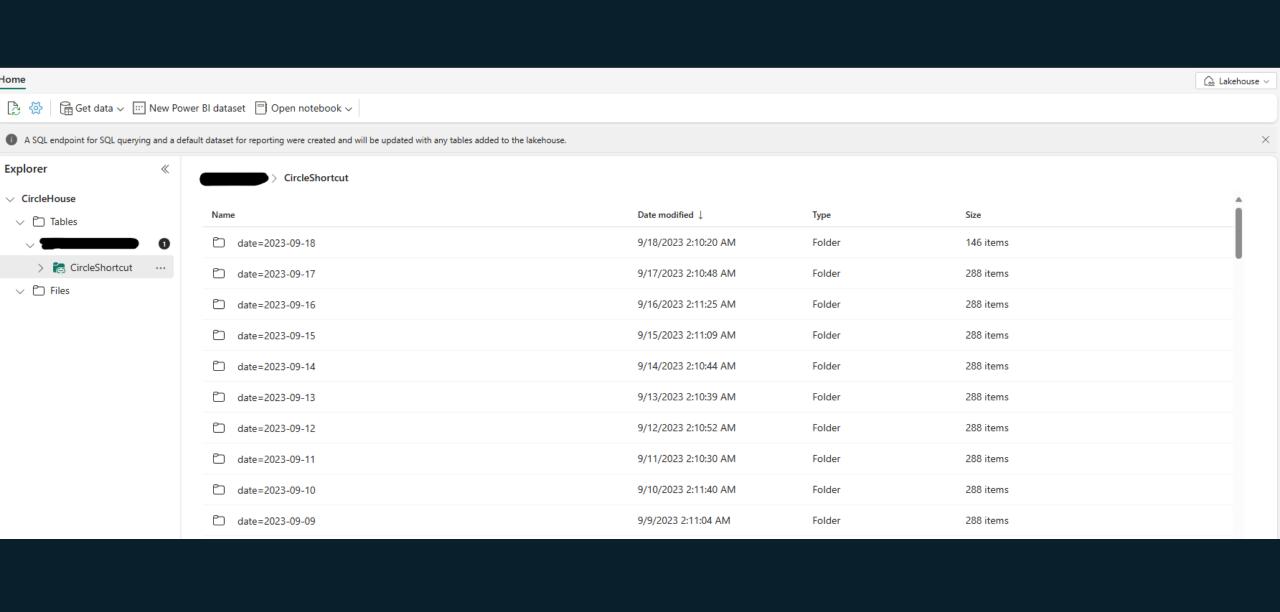
External sources



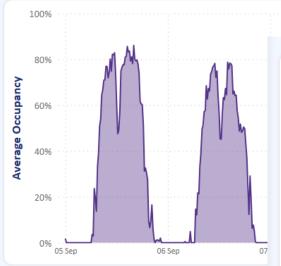


New shortcut	
(i) Marketing is located in the region (Central US. Any data sourced through this shortcut will be processed in the same region.
Amazon S3 File Learn more 🖸	Connection settings ABC Url Example: https://s3.amazonaws.com Connection credentials
	Connection
	Create new connection
	Connection name
	https://s3.amazonaws.com
	Authentication kind
	Basic
	Username
	Password

Cancel

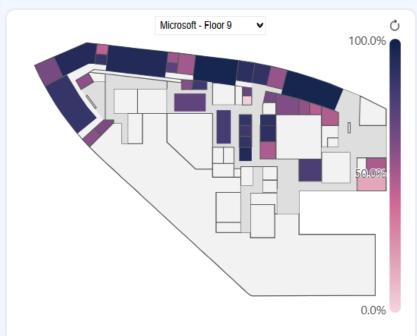


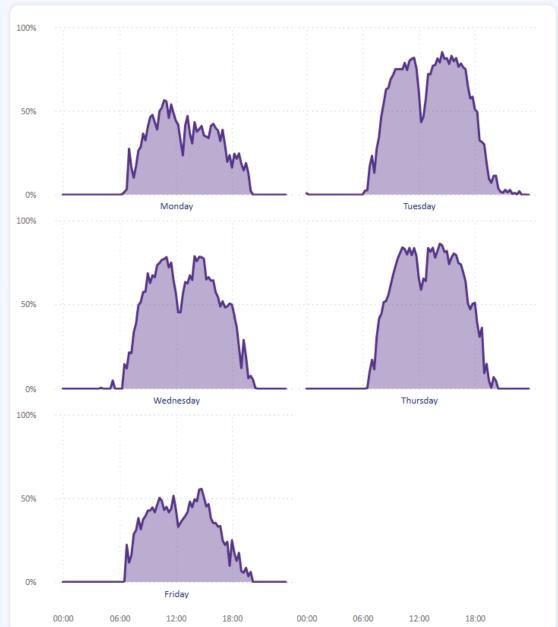
Microsoft - The Circle - Zürich Airport

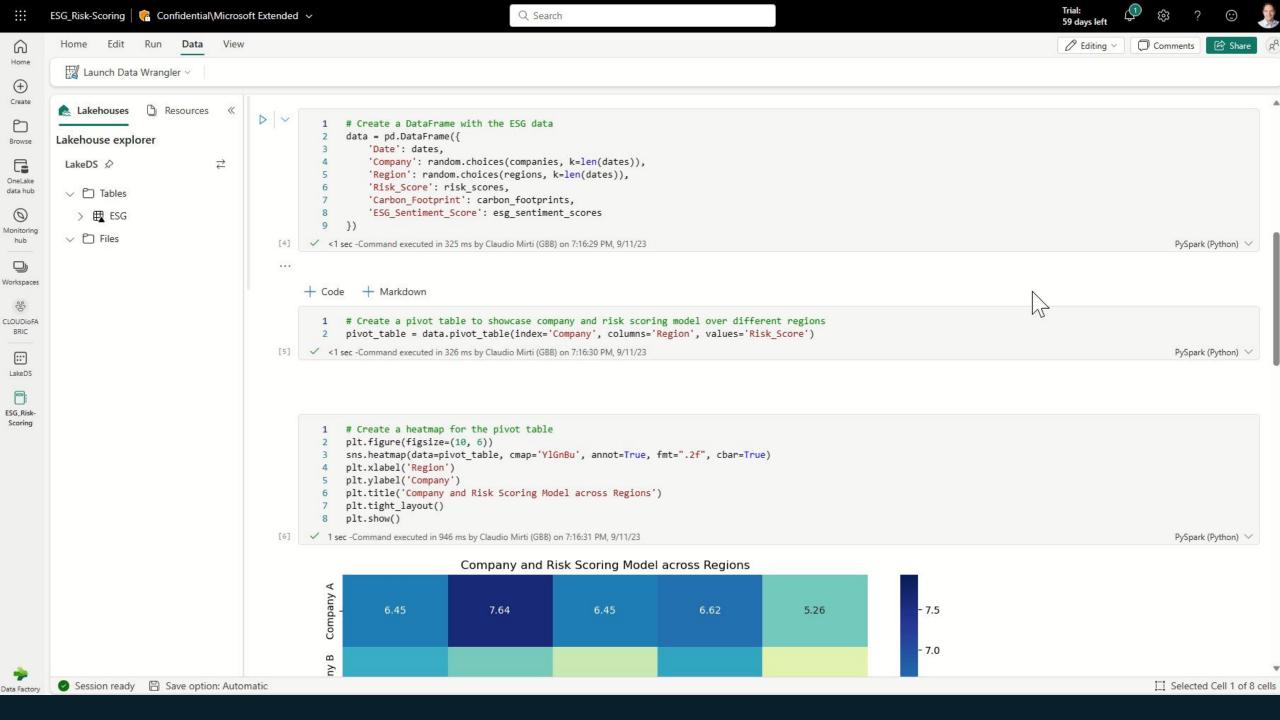




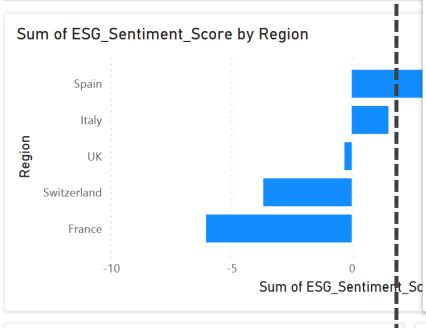


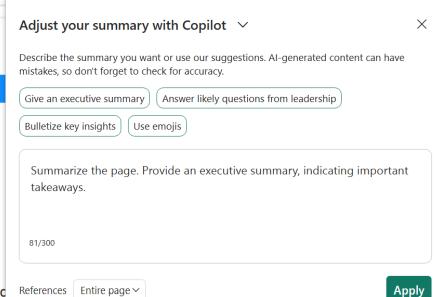




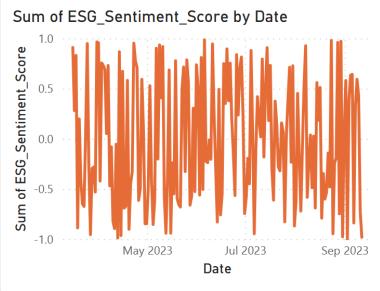


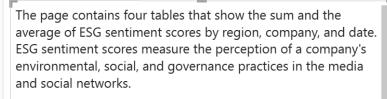
ESG Sentiment Score Overview





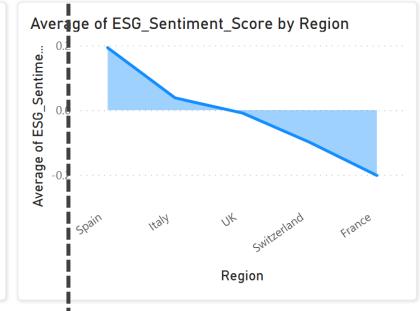






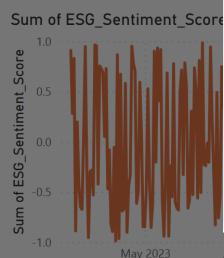
Some of the main takeaways are:

- The region with the highest sum and average of ESG sentiment scores is Spain, with 7.54 and 0.19 respectively. The region with the lowest sum and average is France, with -6.05 and -0.2 respectively.
- The company with the highest sum and average of ESG sentiment scores is Company E, with 8.68 and 0.29 respectively. The company with the lowest sum and average is Company D with 4.80 and 0.16 Created with Al. Read terms



ESG Sentiment Score Overview





Adjust your summary with Copilot \vee

Describe the summary you want or use our suggestions. Al-generated content can have mistakes, so don't forget to check for accuracy.

Give an executive summary) (Ansv

Answer likely questions from leadership

Bulletize key insights

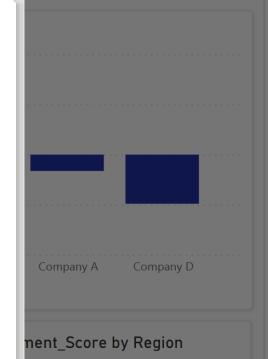
Use emojis

Summarize the page. Provide an executive summary, indicating important takeaways.

81/300

References | Entire page ∨

Apply





Region

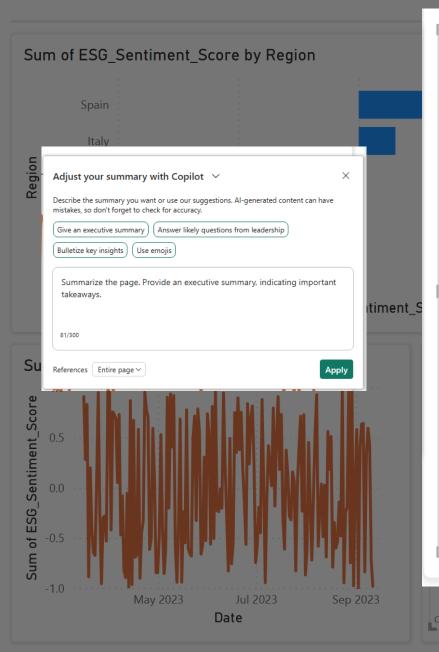
0.29 respectively. The company with the lowest sum

and a company of the company of the lowest s

Date

Created with AI. Read terms

ESG Sentiment Score Overview



The page contains four tables that show the sum and the average of ESG sentiment scores by region, company, and date. ESG sentiment scores measure the perception of a company's environmental, social, and governance practices in the media and social networks.

Some of the main takeaways are:

- The region with the highest sum and average of ESG sentiment scores is Spain, with 7.54 and 0.19 respectively. The region with the lowest sum and average is France, with -6.05 and -0.2 respectively.
- The company with the highest sum and average of ESG sentiment scores is Company E, with 8.68 and 0.29 respectively. The company with the lowest sum and average is Company D, with -4.89 and -0.16

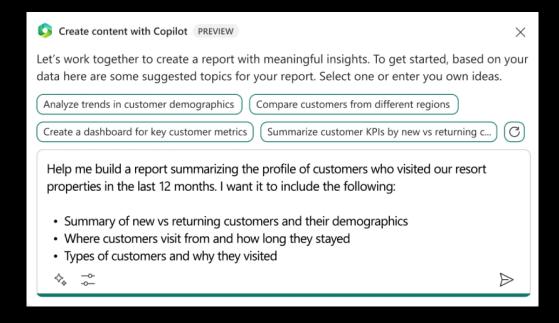
Created with AI. Read terms

0.29 respectively. The company with the lowest sum and average is Company D with 489 and 0.16 reated with Al. Read terms

Region

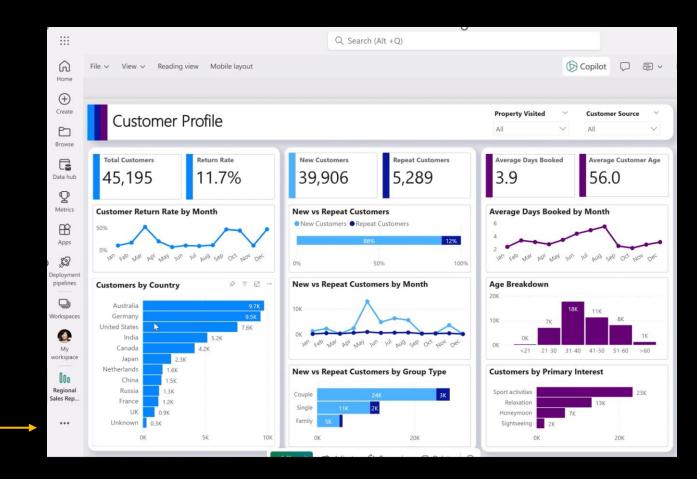
Enhancing the Data Experience

Natural Language to SQL



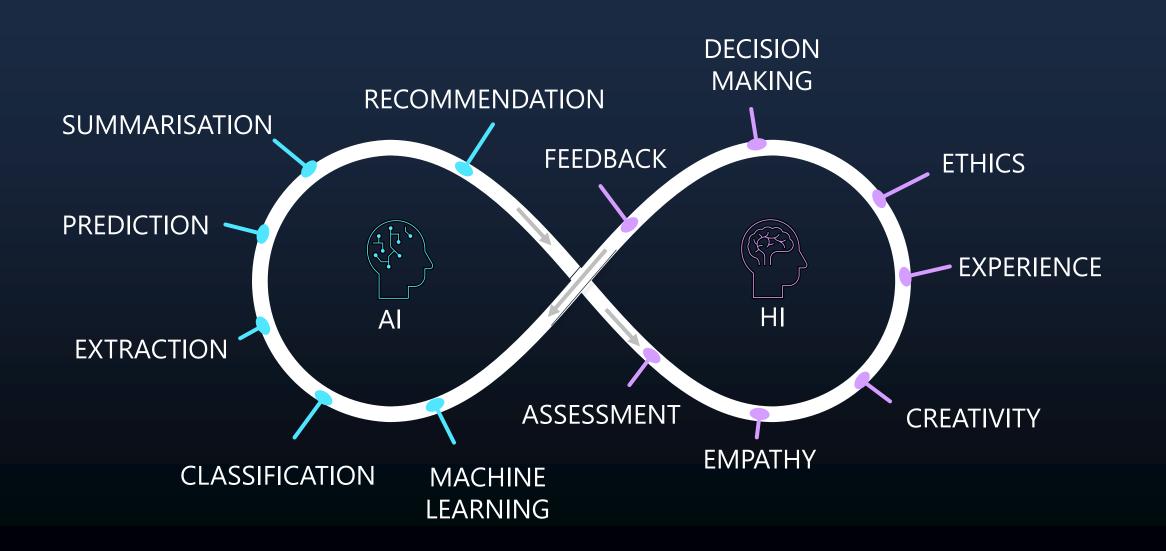
SELECT COUNT(*) AS 'Total Customers', SUM(CASE WHEN is_new_customer = 1 THEN ELSE 0 END) AS 'New Customers', SUM(CASE WHEN is_new_customer = ...







Artificial Intelligence and Human Intelligence: Better together



Microsoft's Al principles



Microsoft Cloud Al you can trust

Your data is your data

Your data is <u>not</u> used to train the OpenAl foundation models without permission

Your data is <u>protected</u> by the most comprehensive enterprise compliance and security controls

The opportunity is yours to lead the AI transformation

THANK YOU.

Claudio Mirti **in**



