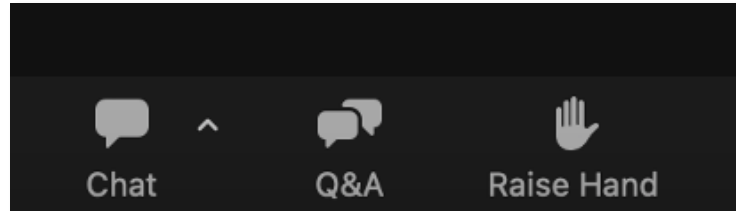




AI in BI: Impacts to Power BI, Cognos & Tableau

Questions?

Click Q&A at the bottom of your screen



Submit questions in this section

Q&A

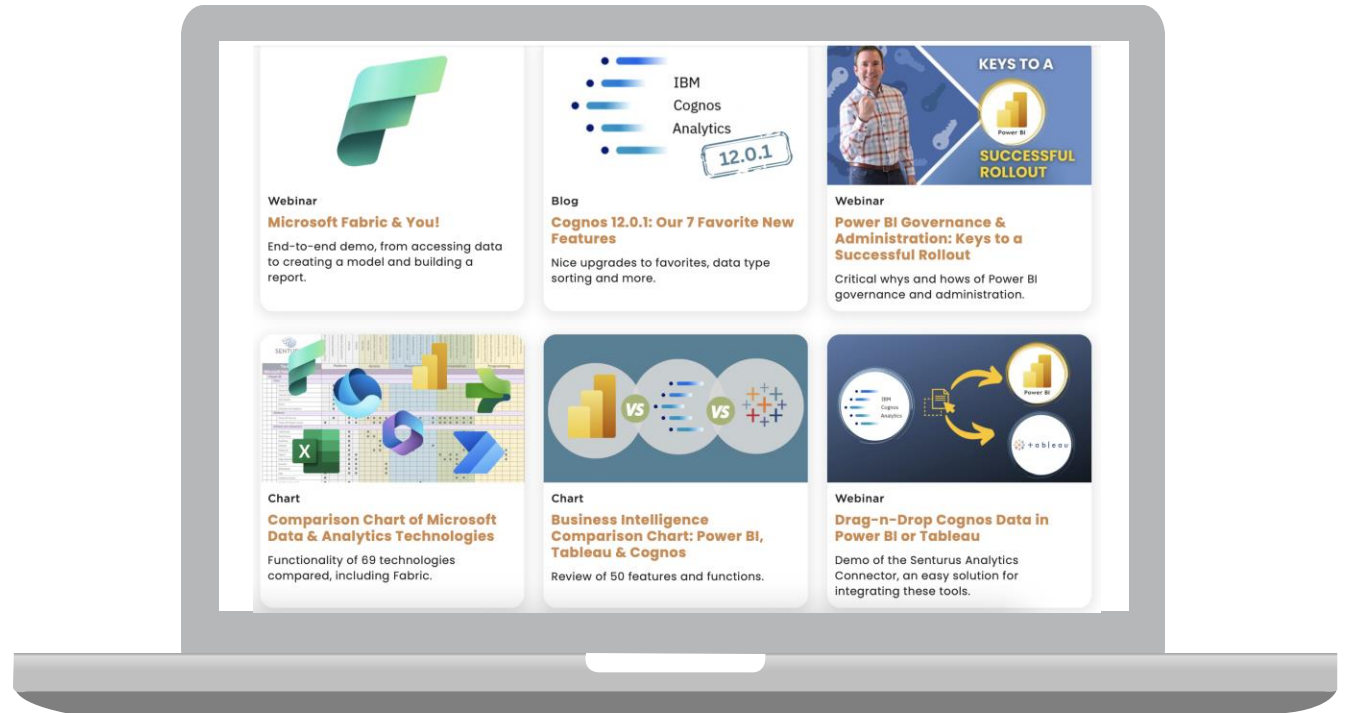
Welcome to Q&A
Questions you ask will show up here. Only host and panelists will be able to see all questions.

Type your question here...

Who can see your questions?

To obtain this presentation

Visit the Knowledge Center on the Senturus website to download this presentation and explore other assets.



senturus.com/resources

Agenda

Introductions

AI: reality vs. fiction

Demo

Senturus overview and additional resources

Q&A

Introductions

Pat Powers

BI Consultant and Trainer
Senturus, Inc.

Poll #1

How do you see AI impacting your work?

- In a positive way helping build reports
- In a negative way creating more work than help
- Not at all
- Not sure of where and how I could use it



<input checked="" type="checkbox"/>	<input type="radio"/>
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AI overview

AI: the fiction

- No, the robot uprising is not happening
- AI is not eliminating your job
- Humans don't have six fingers or extra limbs (usually)
- This was supposed to be a giraffe?!?



AI: the reality

- AI is designed to help
- Using AI will lead to new data discovery and insights by helping highlight outliers, anomalies and 'interesting' data points
- The AI in each tool has different approaches and features for helping you find these insights
- Data will need to be prepped and cleaned



Different approaches

Tools focus
on different
aspects

- Analytics
- Self-service
- Creating reports
- Providing insight

Similar results



**Provide
insights**



**Allow for
questions**



Build reports



**Improve self
service**



**Make
decisions
faster and
smarter!**

Pros and cons

Pros

- Uncovers new insights
- Leads to more self service
- Provides results faster to the organization
- Is already built-in the tool and ready to be used

Cons

- Some tools require additional setup for the environment
- Data prep may need to be done first before using
- Not everyone will see the positives

Preparing to use AI



- Your model and source data cleanliness becomes paramount to success
- Not all data sources will be AI-ready
- Some tools require enhanced environments and licenses

Best practices



- Start with a small dataset
- For some tools limit to a small audience to manage costs
- Always look closely at the output before sharing
- Don't rely (yet) on this to solely drive your business
- Leverage the strength of your particular tool

Tips and tricks

Tip 1



Don't expect good results from bad data

Tip 2



It's not a replacement for what you do, it's an enhancement

Tip 3



Find how your tool best fits your needs and dig in deep

AI in action: demo



Microsoft Copilot





IBM Cognos Analytics

with Watson

Tableau Desktop



In summary



AI in analytics tools are designed to help, not hinder.

Don't rely on AI to do your job, instead leverage it to help do your job faster and more efficiently.



Make sure your data is clean, prepped and ready to be used.

Leverage the power of AI in tools to learn more and become self sufficient.



Resources

Workshop

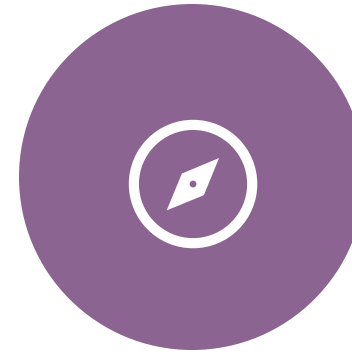


Microsoft Fabric
In-Person Workshop

Sign up at:

Senturus.com/events/in-person-workshop-microsoft-fabric/

Microsoft BI Guide



Comparison of Microsoft
Analytics Tools

Download at:

Senturus.com/MSchart

Additional resources

Unbiased product reviews



Technical tips



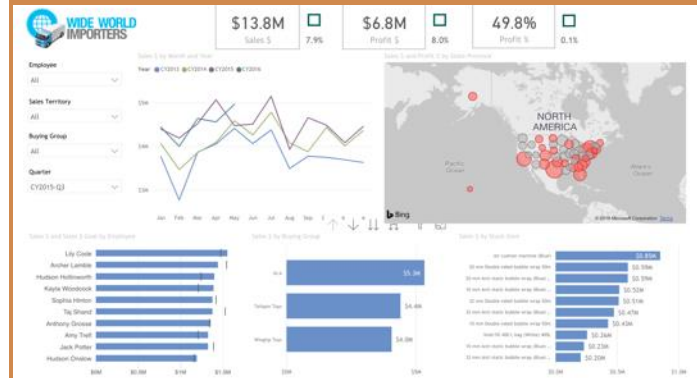
Insider viewpoints



More on this subject



Product demos



Upcoming events



Upcoming events

Webinar: Obtaining Unit Economics Using Power BI

Thursday, February 22, 11am PT (2pm ET), 60 minutes

Chat with Pat Q&A: Copilot, Power BI's AI

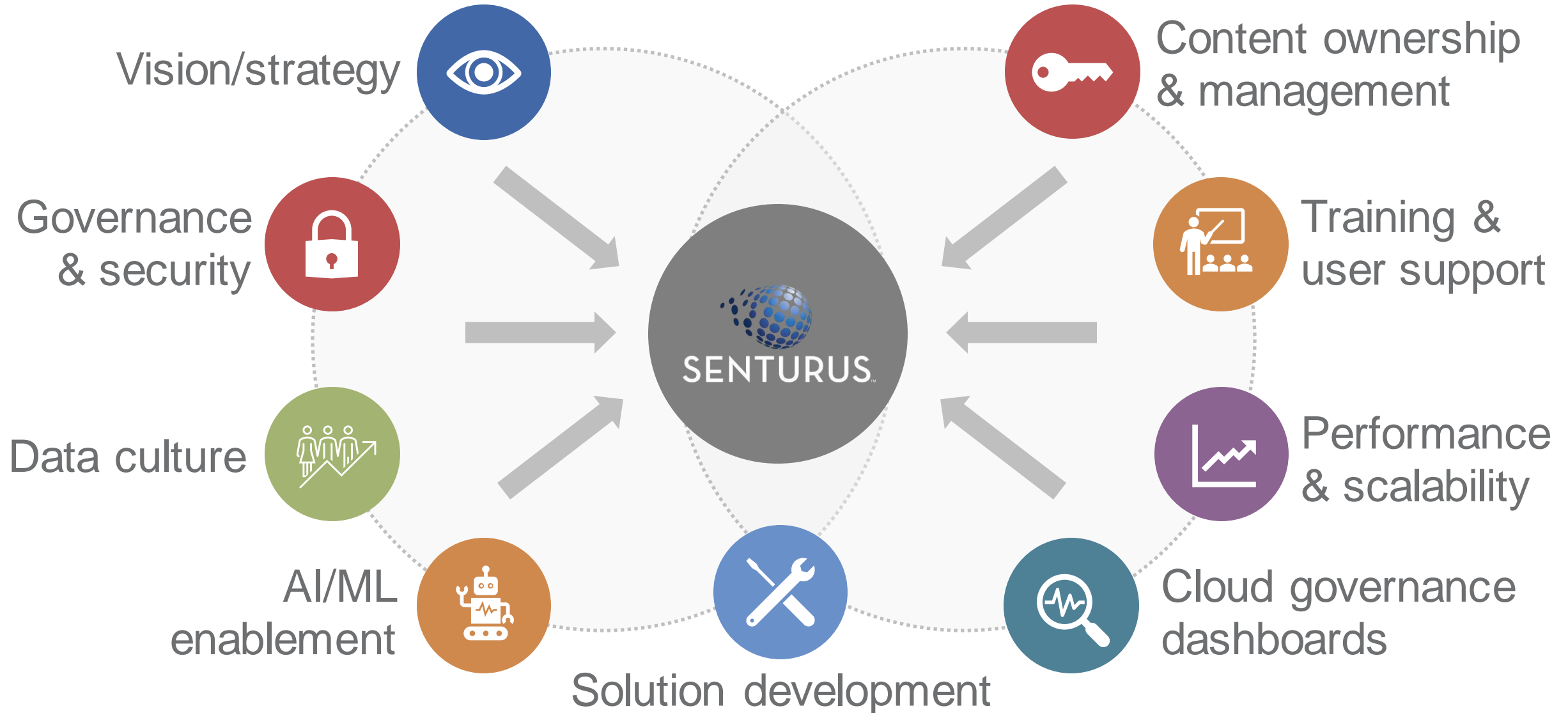
Wednesday, March 20, 11am PT (2pm ET), 60 minutes

In-Person Workshop: Microsoft Fabric

Date and location to be announced

Register at senturus.com/events

Modern BI: accelerated & accessible



A long, strong history of success

23 years

1400+ clients

3000+ projects

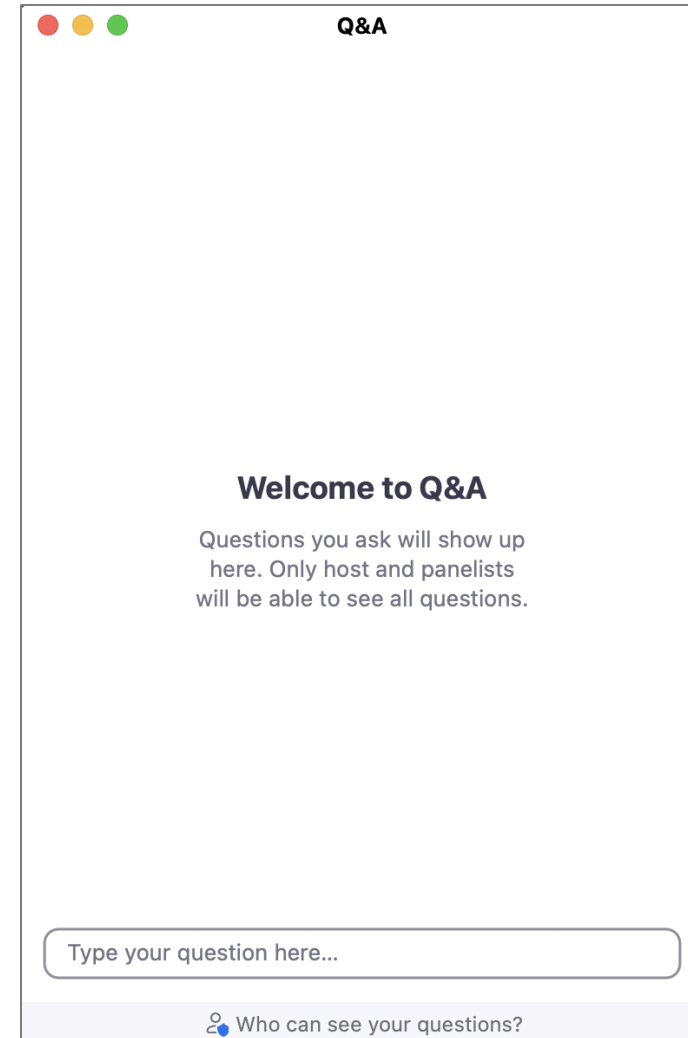


Q & A

If your question or issue is broader than what we can answer today, contact us at:

info@senturus.com

and we will set up a free consultation.



Q&A

Welcome to Q&A

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Thank You



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