



Modern Microsoft BI and Analytics

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Microsoft

Big Data?



Microsoft's modern data warehouse

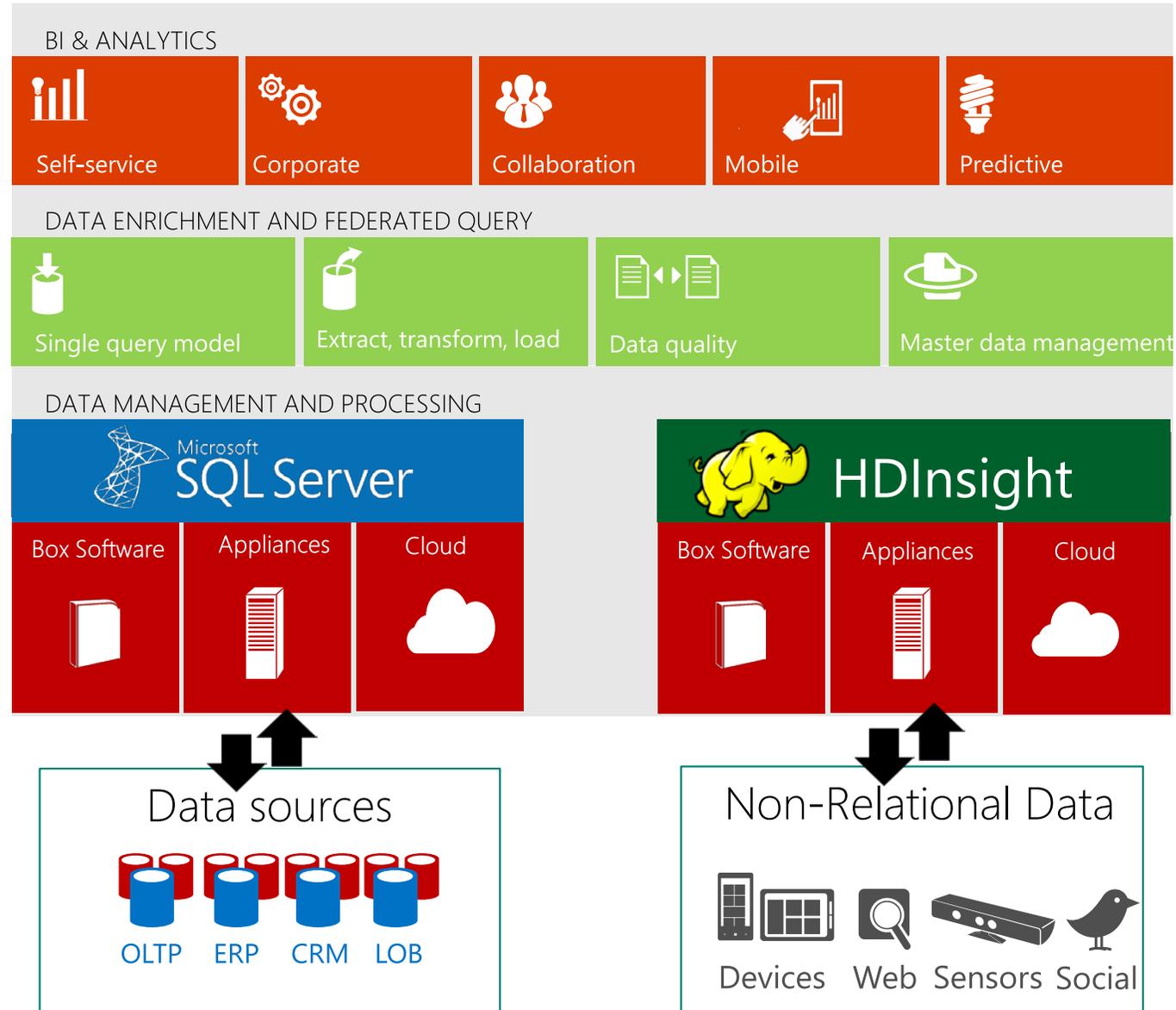
Office

SQL Server 2014

Analytics Platform System

Azure HDInsight Service

Hortonworks Data Platform

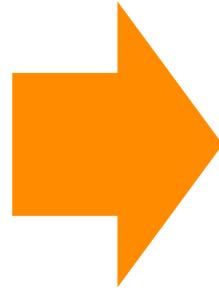
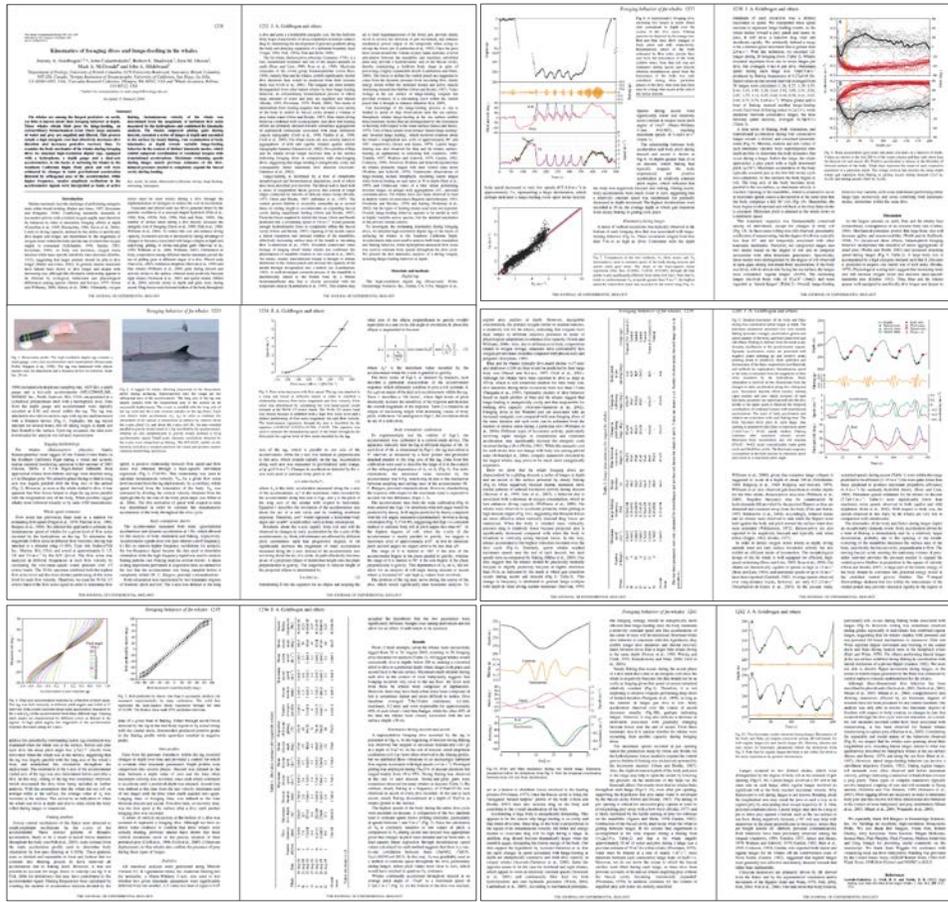


Data Quality Services

Demo 

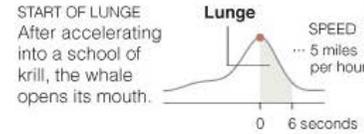
Data vs. Information

Kinematics of foraging dives and lunge-feeding in fin whales THE JOURNAL OF EXPERIMENTAL BIOLOGY (12 pages)



Lunge Feeding

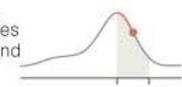
Scientists tracking fin whales have created the first detailed model of how they feed. After gliding to depths of more than 600 feet in search of krill, a fin whale will repeatedly accelerate and open its mouth wide, engulfing about 20 pounds of krill and more than its own weight in water as it grinds to a halt.



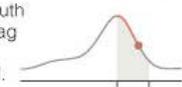
2 SECONDS
Grooves in the blubber between the lower jaws begin to expand.



3 SECONDS
Now fully open, the mouth causes massive drag and deceleration.



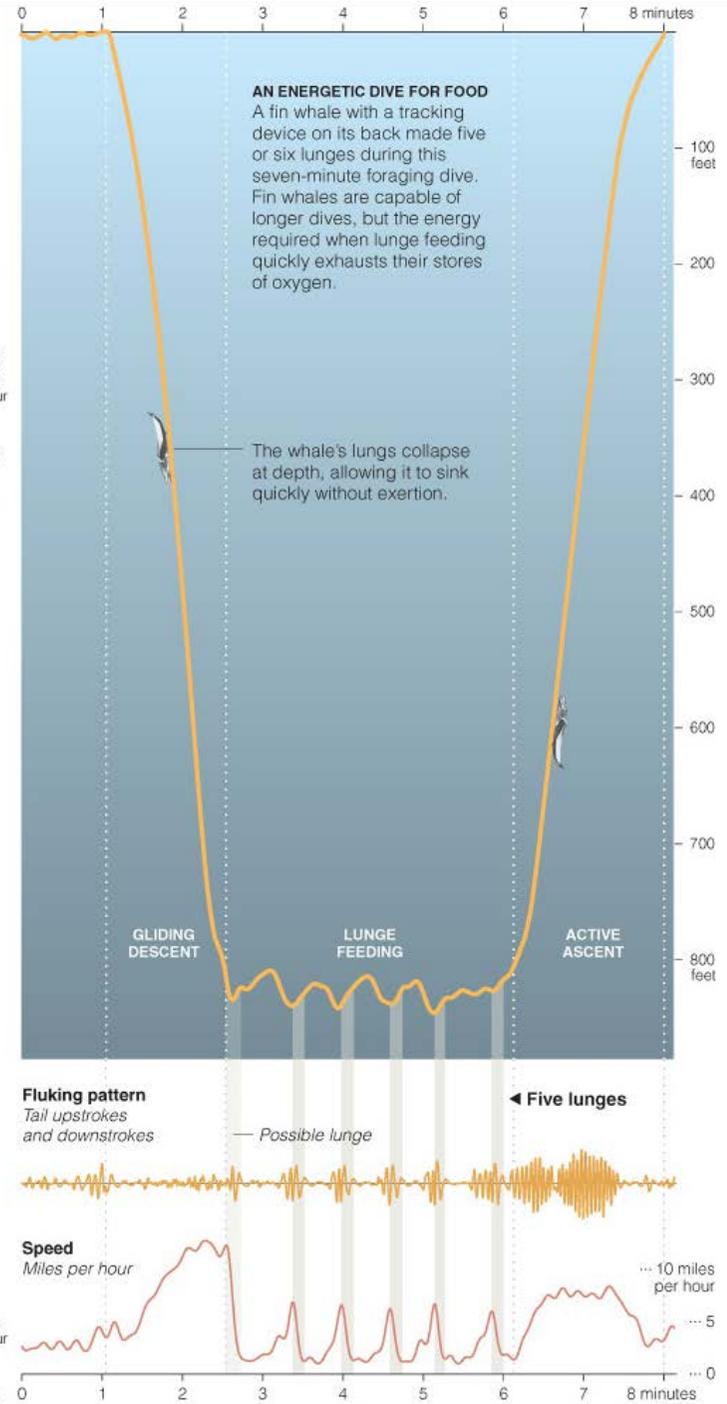
4 SECONDS
The closing mouth continues to drag as the whale pushes forward.



6 SECONDS
The whale starts to filter out the krill and prepare for another lunge.

... 5 miles per hour

0 6 seconds



Power BI turns Data into Information

**The Raw Ingredients/
The Data**



**The Chef/
Data Analyst**



**Something Amazing/
Information**



BI and Analytics

Demo 



Big Data. Small Data. All Data.