Modern Microsoft BI and Analytics

Josh Robinson
Microsoft
Big Data?
Microsoft’s modern data warehouse

BI & ANALYTICS
- Self-service
- Corporate
- Collaboration
- Mobile
- Predictive

DATA ENRICHMENT AND FEDERATED QUERY
- Single query model
- Extract, transform, load
- Data quality
- Master data management

DATA MANAGEMENT AND PROCESSING
- SQL Server
- HDInsight

Data sources
- OLTP
- ERP
- CRM
- LOB

Non-Relational Data
- Devices
- Web Sensors
- Social

Office
SQL Server 2014
Analytics Platform System
Azure HDInsight Service
Hortonworks Data Platform
Data Quality Services

Demo
Kinematics of foraging dives and lunge-feeding in fin whales

THE JOURNAL OF EXPERIMENTAL BIOLOGY (12 pages)
Power BI turns Data into Information

The Raw Ingredients / The Data ➞ The Chef / Data Analyst ➞ Something Amazing / Information