Power BI in the Age of AI: Hype vs Fundamentals

In today's rapidly evolving analytics landscape, artificial intelligence is transforming how organizations unlock insights and make data-driven decisions. But amidst the excitement and bold promises, what truly matters for Power BI users? This session will provide a balanced exploration of Power BI's newest AI-powered features as well as its broader product roadmap, helping attendees separate genuine innovation from passing hype. We'll dive into how AI is integrated into Power BI, spotlighting both current capabilities and what's on the horizon, while also exploring how current skills such as data modeling, report design and DAX fit in. Whether you're eager to leverage the latest AI advancements or understand how to "fit in", this session will equip you with practical knowledge and a clear-eyed perspective to maximize the value of Power BI in your organization.

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Jeroen (Jay) ter Heerdt is a Product Manager at Microsoft. He works on Power BI and is passionate about "all things data"; his current focus is on DAX and modeling topics.

He strives to be a "datanerd" in all aspects of his life. Jeroen combines enthusiasm, vision, and hands-on experience into his talks.

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