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#FABCONSQLCON2026

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ATLANTA MARCH 16 - 20, 2026

FABCON 2026

Expert vs. AI

The Power BI Turing Test

Jacinda Eng
PM II at Power BI

Sujata Narayana
Principal GPM at Power BI

Sid Vemuri
PM at Power BI

Can AI help a Power BI novice produce models and reports like an expert?

What is the Turing Test?

1950

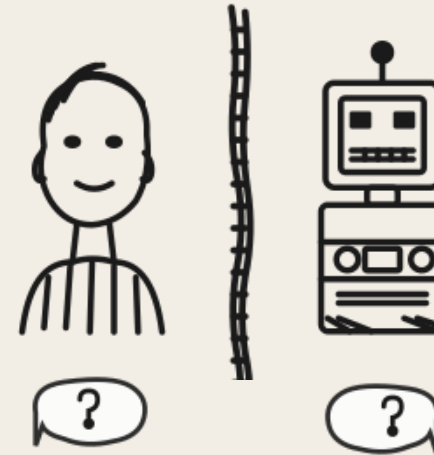
Alan Turing



British mathematician Alan Turing proposed a test to assess how well machines can mimic humans? He called it the **Imitation Game**, which later become known as the Turing Test.



Turing Test



In the Turing test, a judge converses with two hidden participants: one human and one machine. If the judge cannot reliably distinguish them, the machine passes the test.



Core Question



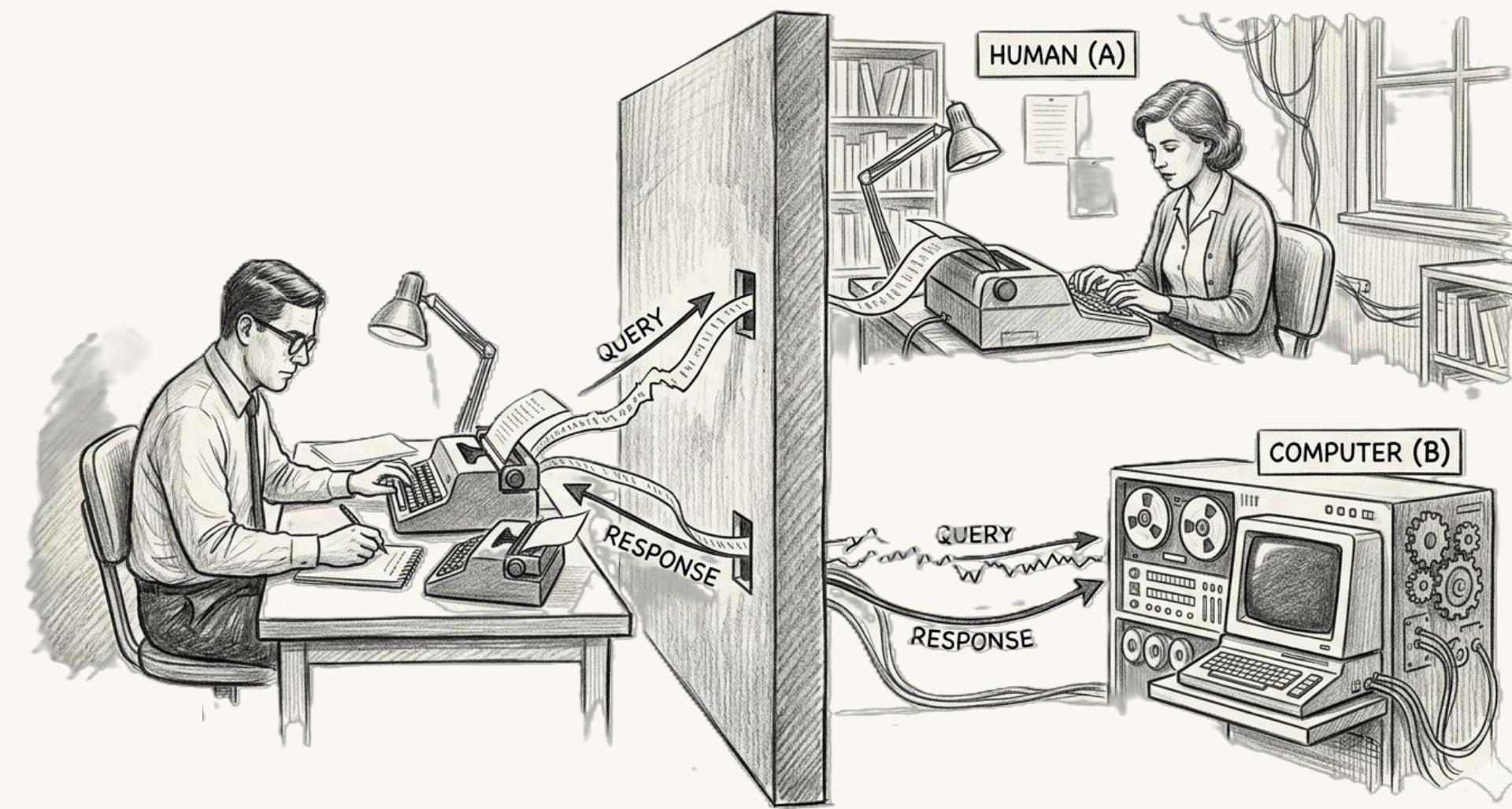
The question is not whether machines think like humans, but whether their **output is indistinguishable**.

"Can a machine do what we (as thinking entities) can do?" — Alan Turing, 1950

The Original Turing Test

vs

The Power BI Turing Test



Participants

Expert vs. AI-Assisted Novice

Judges (YOU)

Evaluate data models & reports

Pass Condition

Can't tell which was expert-crafted

Disclaimers

Expect to smile or maybe even laugh!

It's a friendly experiment to see where AI can (or can't) help a Power BI novice compete with a Power BI expert.

The **novice** has **AI**, and the **expert** has better **judgment**— both matter, you'll see why...

Heads up:

- **AI hallucinations** will happen! (And they are very funny)
- Our **data is clean**, so if yours is not, then your mileage may vary.
- This is an **interactive** session. We'll stop for audience input throughout.

Rules for the expert

ALLOWED

✓ **Power BI Desktop**
Excludes AI features within Power BI Desktop

✓ **Online Docs**
Microsoft Docs, Stack Overflow, YouTube, forums

NOT ALLOWED

✗ **AI Tools**
ChatGPT, Copilot, Claude – any AI assistant

✗ **Pair Programming**
No collaboration with others

✗ **Pre-built Automation**
No automation scripts, PBIT files, etc.

Rules for the novice

ALLOWED

- ✓ **GitHub Copilot + Modeling MCP**
Agentic development basics for Power BI
- ✓ **Online Docs + AI specs**
Microsoft Docs, YouTube, forums, AI specs on GitHub
- ✓ **PBI Desktop + Manual Adjustments**
Iterating on changes to model or report within Desktop

NOT ALLOWED

- ✗ **Expert Consultation**
No experts helping
- ✗ **Pair Programming**
No live collaboration with others
- ✗ **Pre-built Automation**
No automation scripts, PBIT files, etc.

● THE BIG QUESTION

Can AI help close the gap?

Or will the subtle nuances of true mastery still stand apart?

Let's find out.

Expert vs. AI



Data Modeling

Power BI Turing Test Pt. 1

Meet the Contestants



EXPERT

Sujata Narayana

3+ yrs modeling expertise, and “good enough” at DAX



VS



NOVICE

Jacinda Eng

New to modeling and new to agentic development, & “lazy”



Will the expert win?



EXPERT

Sujata Narayana



VS



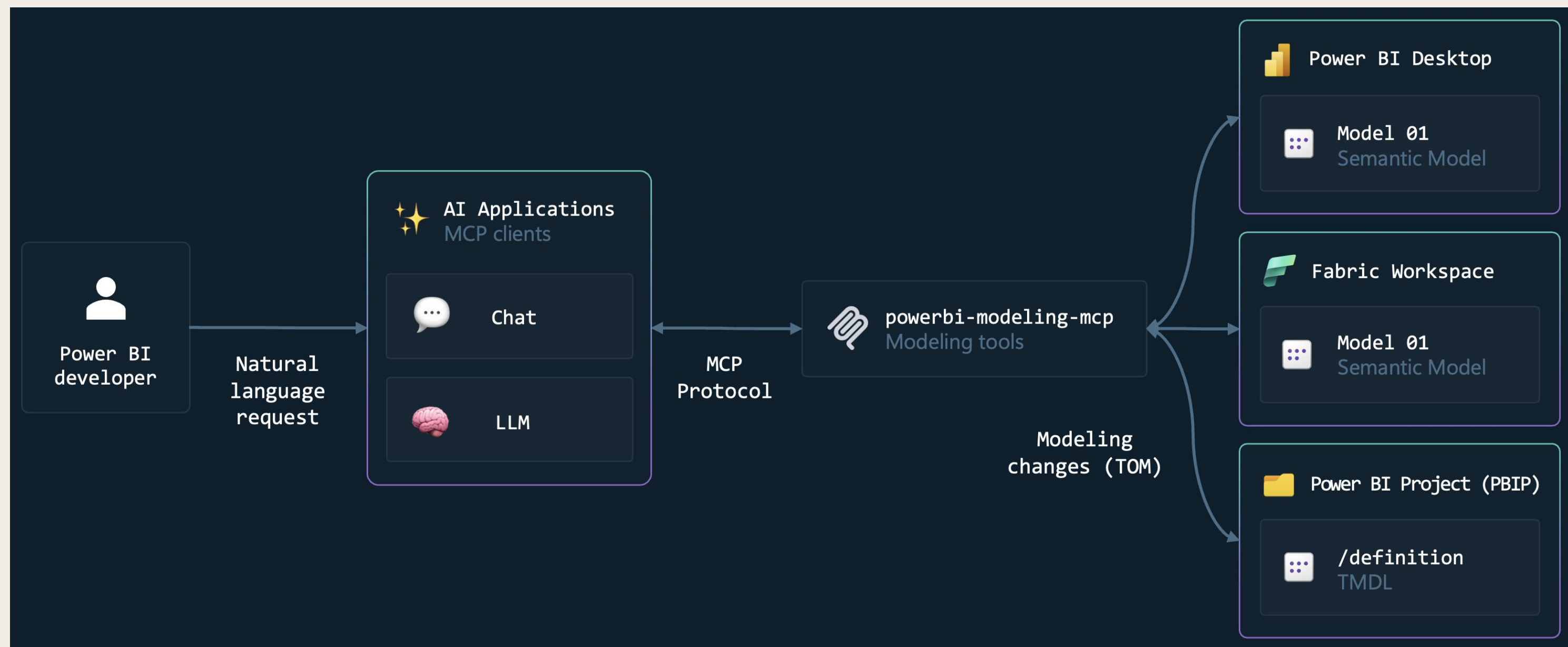
LAZY NOVICE

Jacinda Eng



Modeling MCP Overview

The Power BI MCP (Model Context Protocol) server, which allows AI tools to interact with Power BI's semantic layer for agentic model authoring



Modeling Challenge Overview

The expert (Sujata) and the novice (Jacinda) were given the same excel file, which is basically one big, **Frankenstein table**, and they were asked to complete various challenges that ultimately led up to **building a good data model**.



Order ID	Date	Customer Segment
ORD-1145	2023-01-02	Mid-Market
ORD-1362	2023-01-03	SMB
ORD-1349	2023-01-03	Mid-Market
ORD-1726	2023-01-03	SMB
ORD-1631	2023-01-04	SMB
ORD-1674	2023-01-06	Mid-Market
ORD-2004	2023-01-06	SMB
ORD-1694	2023-01-06	SMB
ORD-2115	2023-01-06	Mid-Market
ORD-2014	2023-01-07	SMB
ORD-1280	2023-01-09	SMB
ORD-1357	2023-01-12	SMB
ORD-1316	2023-01-13	Mid-Market
ORD-1893	2023-01-13	Enterprise
ORD-1430	2023-01-15	Mid-Market
ORD-1230	2023-01-13	Enterprise

Fake customer sales data

Date range: 2023 - 2024

SMB, Mid-market, Enterprise

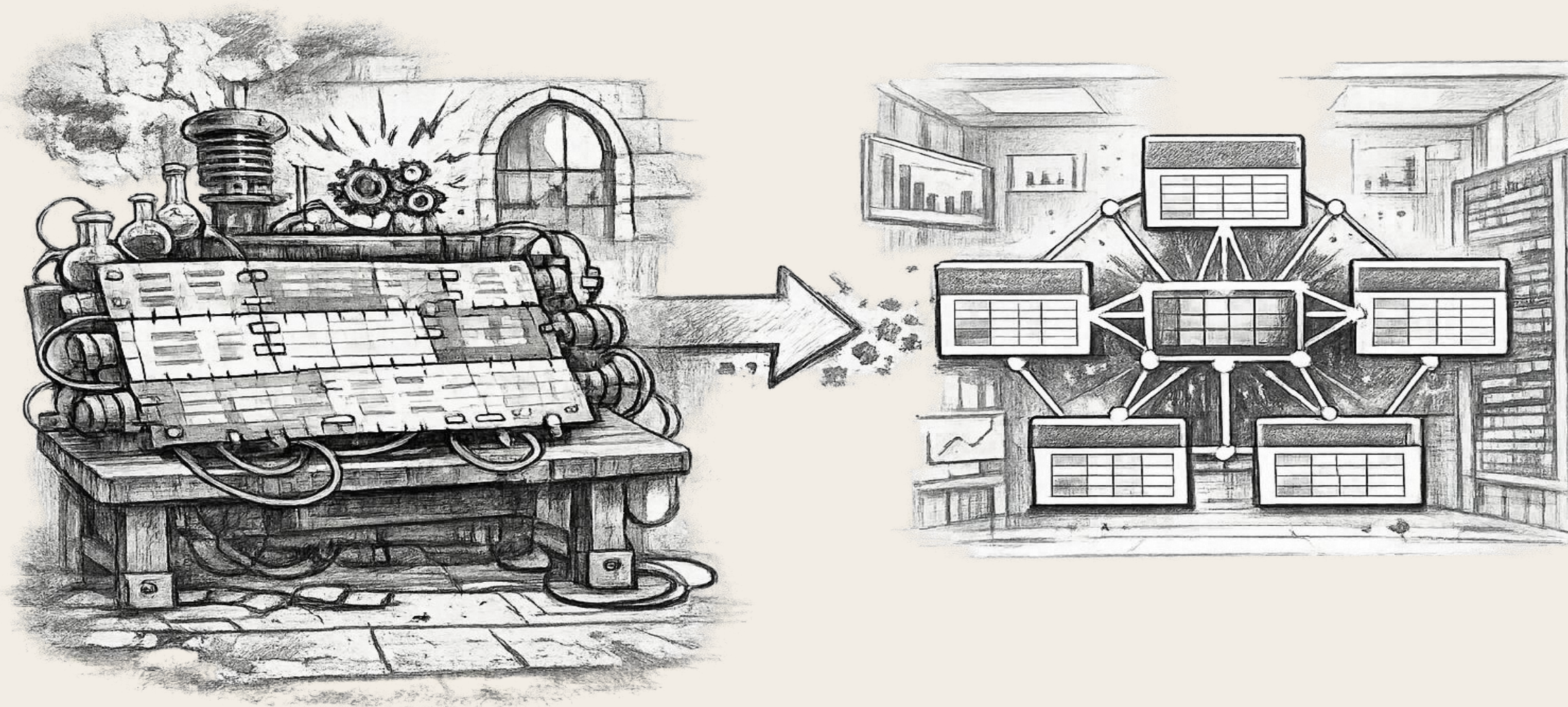
After each challenge, you will see the data model or parts of the data model from each competitor, and **you must guess which is the expert's data model**. If enough people cannot tell who is the expert, then the novice wins that battle.

Challenge #1 | Star-Schema

1 pt

Load the data and take the Frankenstein table and turn it into a star-schema

(Custom date dimension table can be skipped)



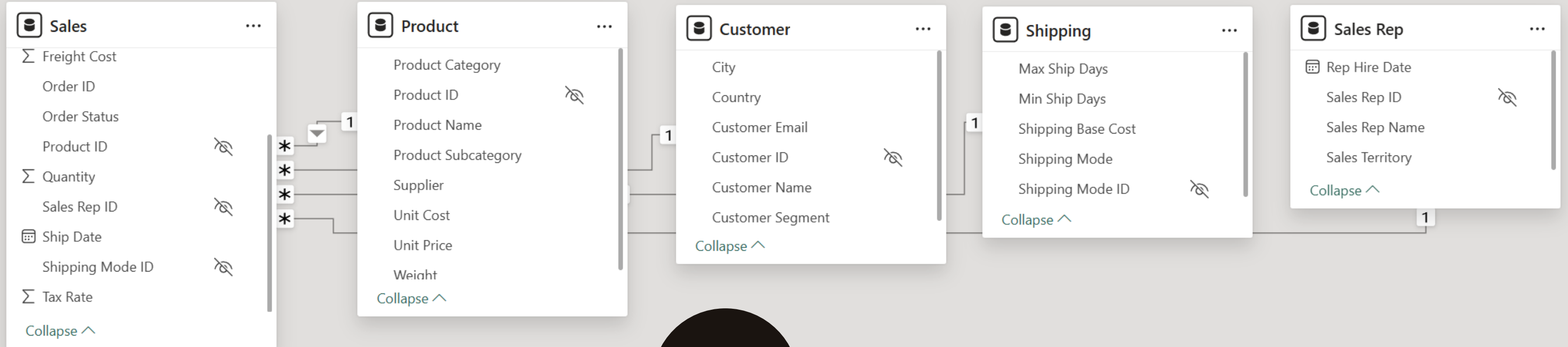
Challenge #1

Star Schema

Which is the expert's model?

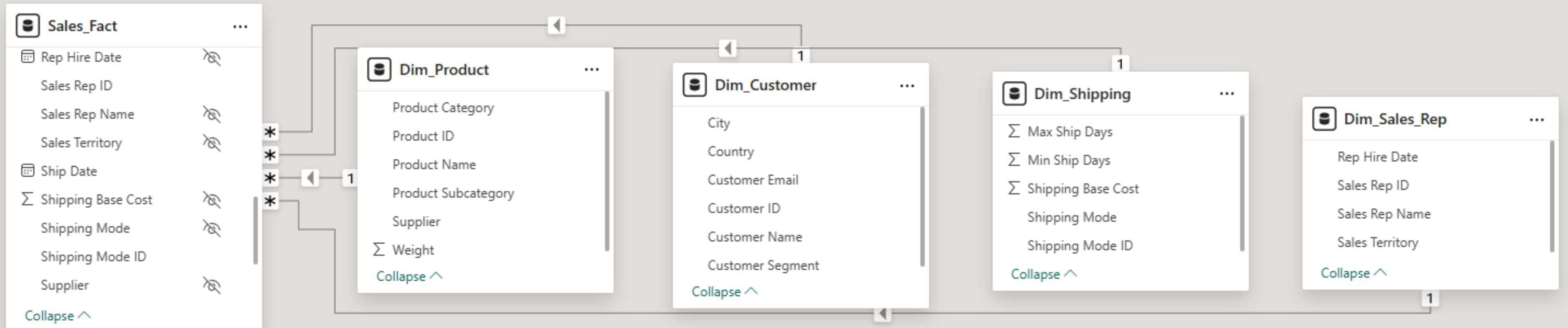
1 pt

A



VS

B



A = Expert

Σ Freight Cost
Order ID
Order Status
Product ID
Σ Quantity
Sales Rep ID
Ship Date
Shipping Mode ID
Σ Tax Rate
Collapse ^

Product
Product Category
Product ID
Product Name
Product Subcategory
Supplier
Unit Cost
Unit Price
Weight
Collapse ^

Customer
City
Country
Customer Email
Customer ID
Customer Name
Customer Segment
Collapse ^

Shipping
Max Ship Days
Min Ship Days
Shipping Base Cost
Shipping Mode
Shipping Mode ID
Collapse ^

Sales Rep
Rep Hire Date
Sales Rep ID
Sales Rep Name
Sales Territory
Collapse ^

VS

B = Novice

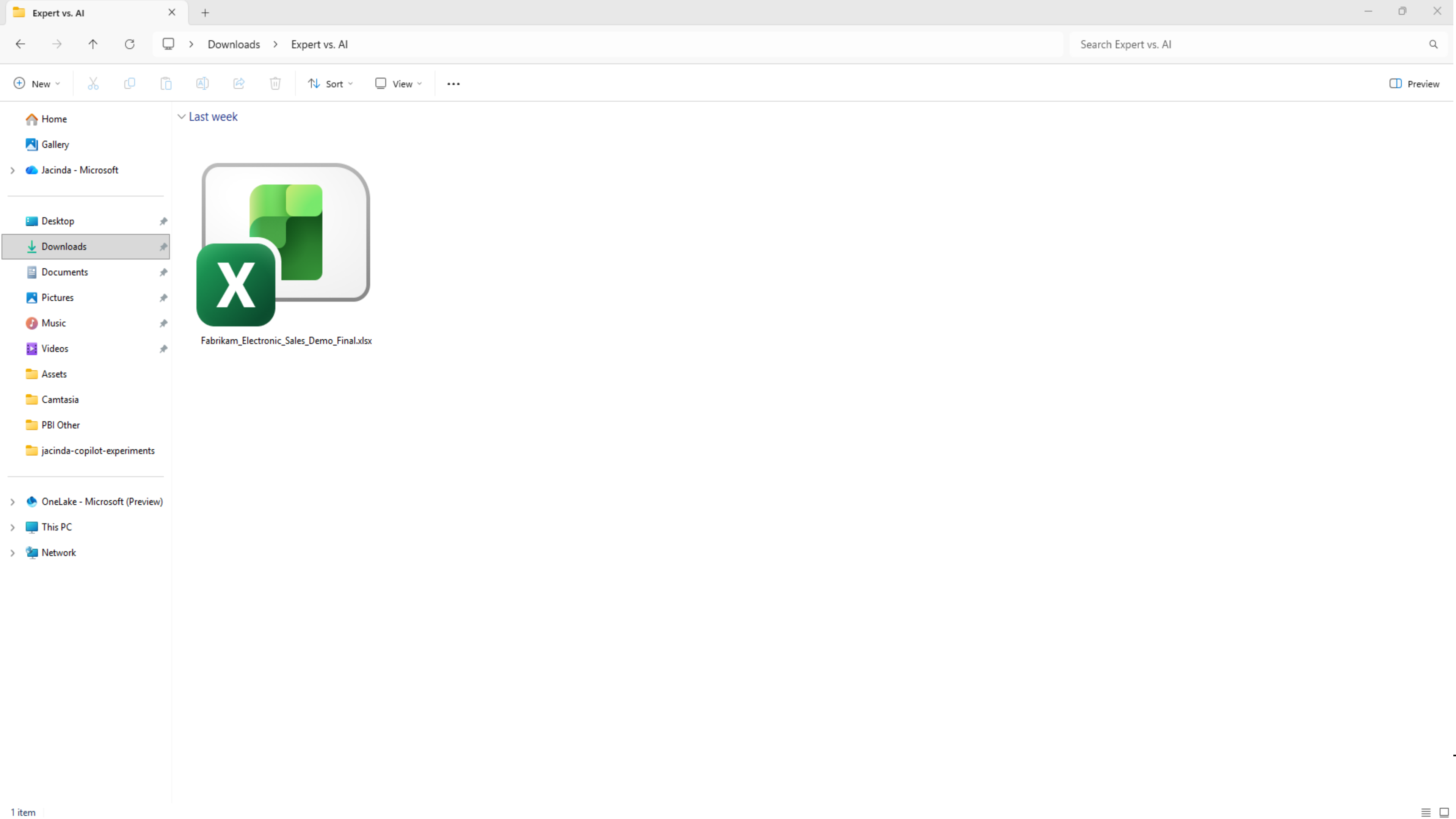
Rep Hire Date
Sales Rep ID
Sales Rep Name
Sales Territory
Ship Date
Σ Shipping Base Cost
Shipping Mode
Shipping Mode ID
Supplier
Collapse ^

Dim_Product
Product Category
Product ID
Product Name
Product Subcategory
Supplier
Σ Weight
Collapse ^

Dim_Customer
City
Country
Customer Email
Customer ID
Customer Name
Customer Segment
Collapse ^

Dim_Shipping
Σ Max Ship Days
Σ Min Ship Days
Σ Shipping Base Cost
Shipping Mode
Shipping Mode ID
Collapse ^

Dim_Sales_Rep
Rep Hire Date
Sales Rep ID
Sales Rep Name
Sales Territory
Collapse ^



CHAT

SESSIONS

- Importing Excel sheet into Power BI Desktop
Completed in 3 mins
- Power BI Desktop: Import First Sheet from Excel
Completed in 11 mins
- Atlanta 3-Day Itinerary Gantt
Completed in 1 hrs

More

3 hrs

4 hrs

📁 jacinda-copilot-experiments · 🕒 1 day

[Show All Commands](#)

Ctrl + Shift + P

Open Recent

Ctrl + R

Open File

Ctrl + O

Open Folder

Ctrl + K Ctrl + O

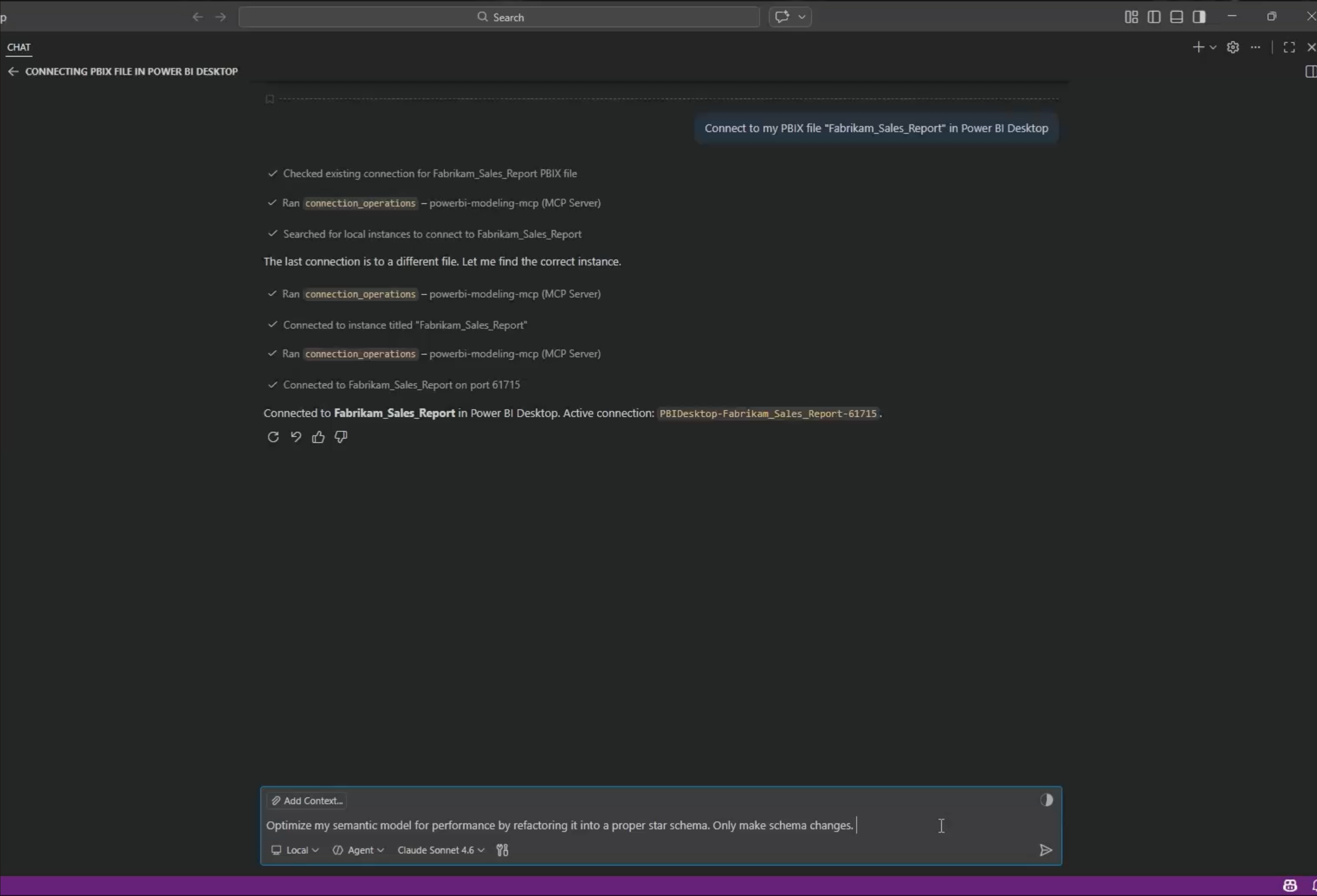
Connect to Power BI Desktop and bring in the first sheet from Fabrikam_Electronic_Sales_Demo_Final.xlsx.

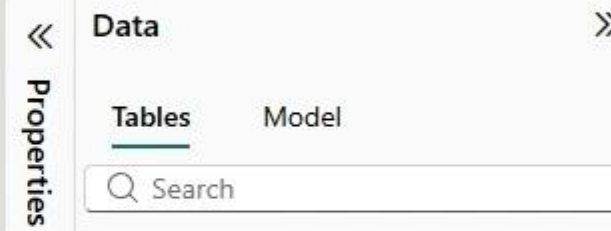
+ Agent Claude Sonnet 4.6

Local ▾ Default Approvals ▾

Prompt:

Optimize my semantic model for performance by refactoring it into a proper star schema. Only make schema changes.



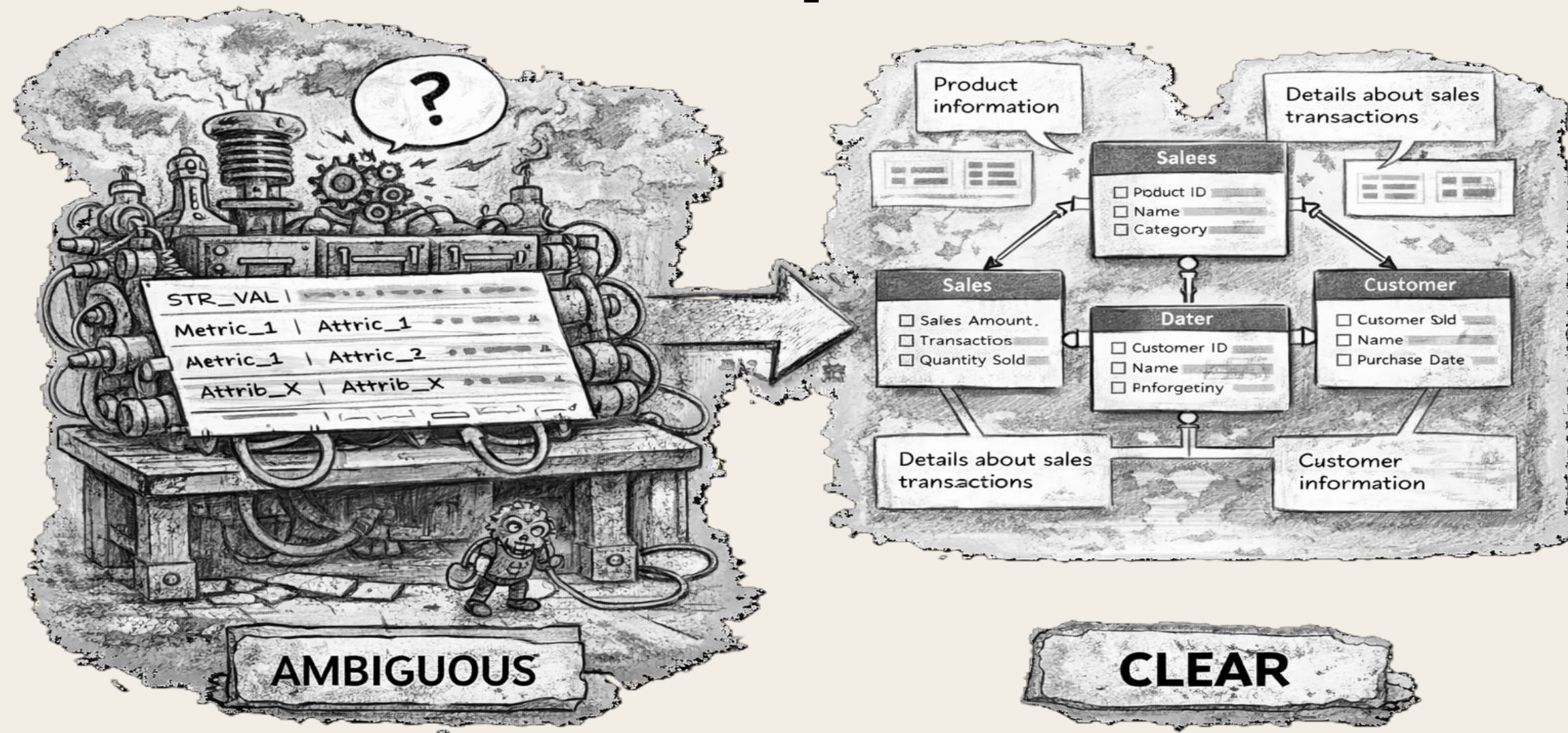


- >  Dim_Customer
- >  Dim_Product
- >  Dim_Sales_Rep
- >  Dim_Shipping
- >  Sales_Fact

Challenge #2 | Clarity

1 pt

Improve model clarity and reduce ambiguity with better names and added descriptions



Which is the expert's model?

1 pt

A

Name

Product Weight (kg)

Description

Weight of the product in kilograms.

Name

Customer Segment

Description

Business segment classification of the customer (e.g., Consumer, Corporate, Home Office).

VS

B

Name

Product Weight

Description

Weight measured in kilograms

Name

Customer Segment

Description

The market segment of the customer account based on company size

Which is the expert's model?

A = Novice

Description

Weight of the product in kilograms.

Name

Customer Segment

Description

Business segment classification of the customer (e.g., Consumer, Corporate, Home Office).

VS

B = Expert

Description

Weight measured in kilograms

Name

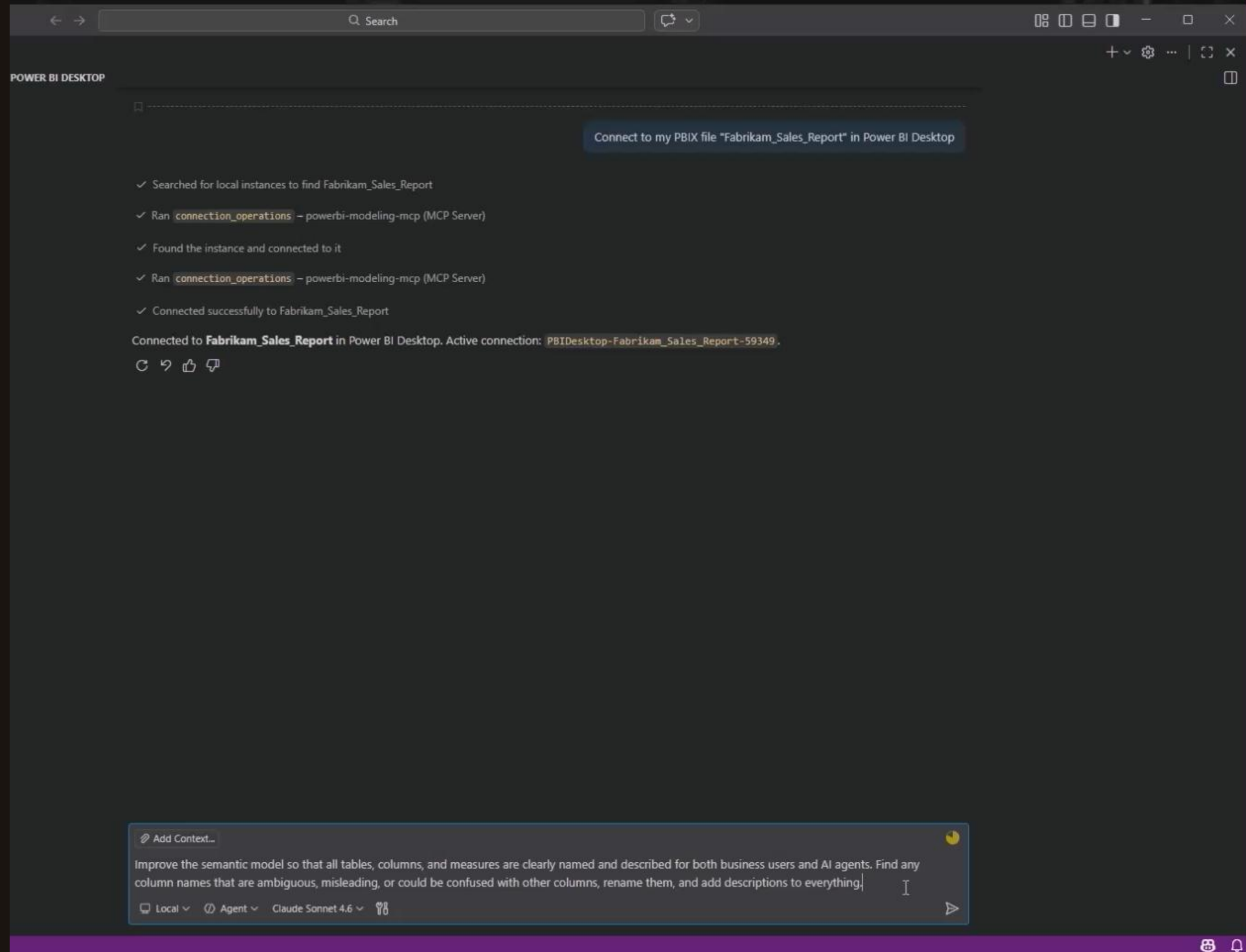
Customer Segment

Description

The market segment of the customer account based on company size

Prompt:

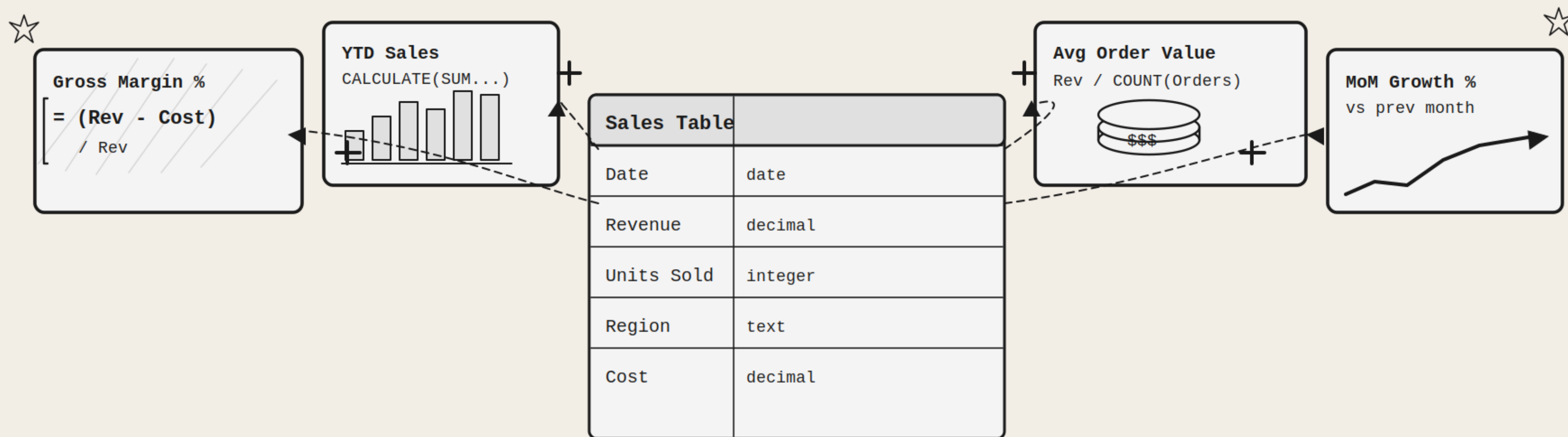
Improve the semantic model so that all tables, columns, and measures are clearly named and described for both business users and AI agents. Find any column names that are ambiguous, misleading, or could be confused with other columns, rename them, and add descriptions to everything.



Challenge #3 | Key Metrics

1 pt

Enrich the semantic model by adding in key business metrics



Note - We will evaluate the quality of select measure in challenge #4

Which is the expert's model?

A

-  Avg Days to Ship
-  Avg Discount Rate
-  Avg Order Value
-  Avg Revenue per Customer
-  Avg Units per Order
-  Cancellation Rate
-  Cancelled Orders
-  Discount Amount
-  Gross Margin %
-  Gross Profit
-  Gross Revenue
-  Net Margin %
-  Net Profit
-  Net Revenue
-  On-Time Shipment %
-  Return Rate
-  Returned Orders
-  Tax Amount
-  Total COGS
-  Total Customers
-  Total Freight Cost
-  Total Invoiced
-  Total Orders
-  Total Unique Orders
-  Total Units Sold

VS

B

-  Avg Orders per Customer
-  Avg Revenue per Customer
-  Cancellation Rate
-  Gross Margin %
-  Net Profit
-  Return Rate
-  Total COGS
-  Total Orders

Which is the expert's model?

1 pt

A = Novice

Avg Order Value

Avg Revenue per Customer

Avg Units per Order

Cancellation Rate

Cancelled Orders

Discount Amount

Gross Margin %

Gross Profit

Gross Revenue

Total COGS = SUMX(Sales_Fact, Sales_Fact[Unit Cost] * Sales_Fact[Quantity])

Net Revenue

On-Time Shipment %

Return Rate

Returned Orders

Tax Amount

Total COGS

Total Customers

Total Freight Cost

Total Invoiced

Total Orders

Total Unique Orders

Total Units Sold

VS

B = Expert

Avg Orders per Customer

Avg Revenue per Customer

Cancellation Rate

Gross Margin %

Total COGS = SUMX(Sales, Sales[Unit Cost] * Sales[Quantity])

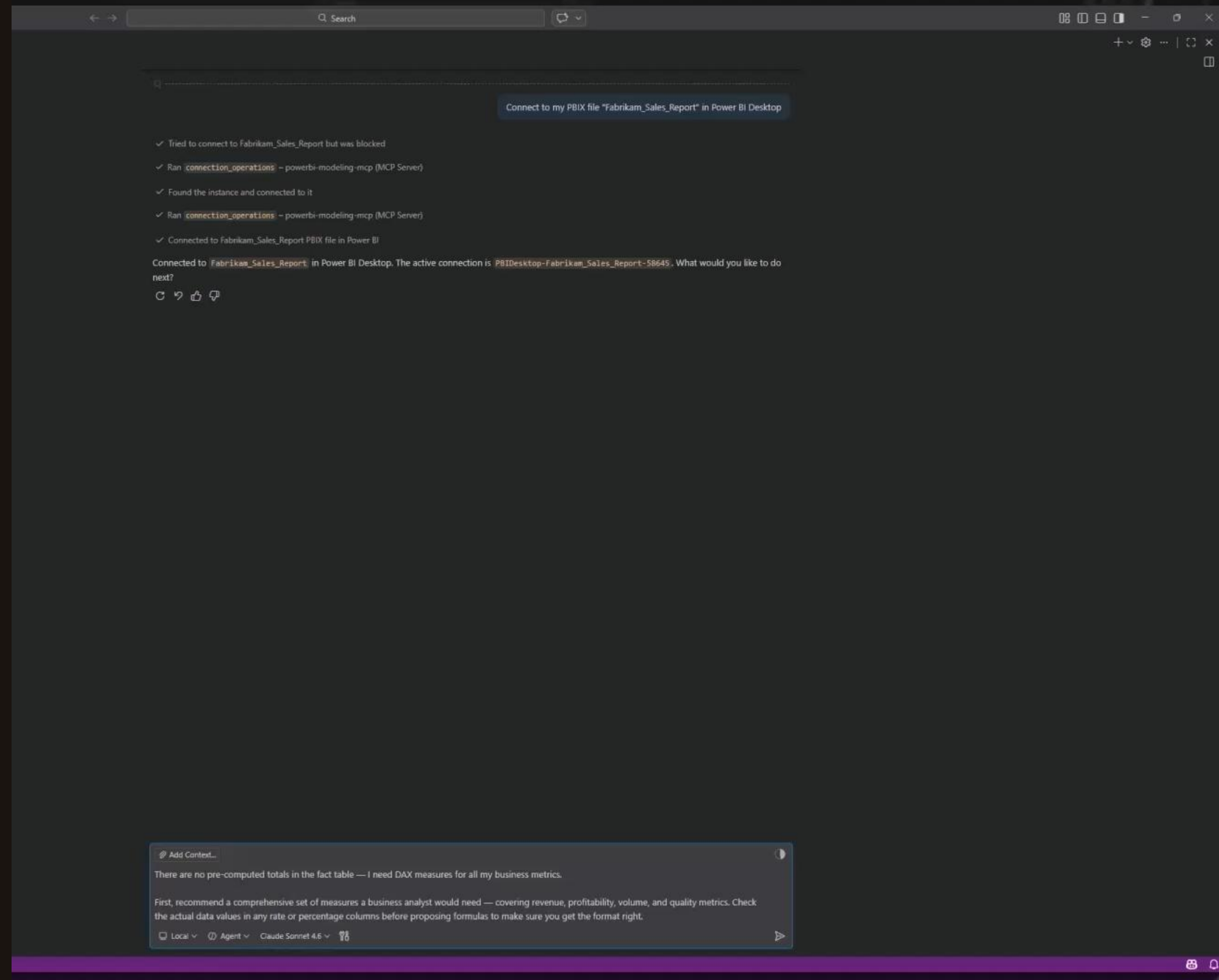
Return Rate

Total COGS

Total Orders

Prompt:

Recommend a comprehensive set of measures a business analyst would need — covering revenue, profitability, volume, and quality metrics. Check the actual data values in any rate or percentage columns before proposing formulas to make sure you get the format right.



Fabrikam_Sales_Report • Last saved: Yesterday at 5:39 PM

Search

Jacinda Eng

FileHomeHelp

Clipboard

Get data
data

Excel
workbook catalog

OneLake
Server

SQL
Enter data

Dataaverse
Recent sources

Transform
data

Refresh
Queries

Manage
relationships
Relationships

New
measure column
Calculations

New
table
Parameters

Calculation
group

New
parameter
Parameters

Manage
roles
Security

View
as
Security

Q&A
setup
Q&A

Language
Q&A

Linguistic
schema
Q&A

Sensitivity
Sensitivity

Publish
Share

Sales_Fact

City

Country

Customer Email

Customer ID

Customer Name

Customer Segment

Discount Rate

Due Date

Freight Cost

Collapse

Dim_Product

Product Category

Product ID

Product Name

Product Subcategory

Product Weight (kg)

Supplier

Collapse

Dim_Customer

Customer City

Customer Country

Customer Email

Customer ID

Customer Name

Customer Segment

Collapse

Dim_Shipping

Max Ship Days

Min Ship Days

Shipping Base Cost

Shipping Mode

Shipping Mode ID

Collapse

Dim_Sales_Rep

Rep Hire Date

Sales Rep ID

Sales Rep Name

Sales Territory

Collapse

Measures

Placeholder

Avg Days to Ship

Avg Discount Rate

Avg Order Value

Avg Revenue per Customer

Avg Units per Order

Cancellation Rate

Cancelled Orders

Discount Amount

Gross Margin %

Gross Profit

Gross Revenue

Net Margin %

Net Profit

Net Revenue

On-Time Shipment %

Return Rate

Returned Orders

Tax Amount

Total COGS

Total Customers

Total Freight Cost

Total Invoiced

Total Orders

Total Unique Orders

Total Units Sold

Collapse

Tables

Model

Search

Measures

Placeholder

Profitability

Avg Discount Rate

Gross Margin %

Gross Profit

Net Margin %

Net Profit

Total COGS

Total Freight Cost

Quality & Fulfillment

Avg Days to Ship

Cancellation Rate

Cancelled Orders

On-Time Shipment %

Return Rate

Returned Orders

Revenue

Discount Amount

Gross Revenue

Net Revenue

Tax Amount

Total Invoiced

Volume

Avg Order Value

Avg Revenue per Customer

Avg Units per Order

Total Customers

Total Orders

Total Unique Orders

Total Units Sold

Dim_Customer

Dim_Product

Dim_Sales_Rep

Dim_Shipping

Sales_Fact

All tables

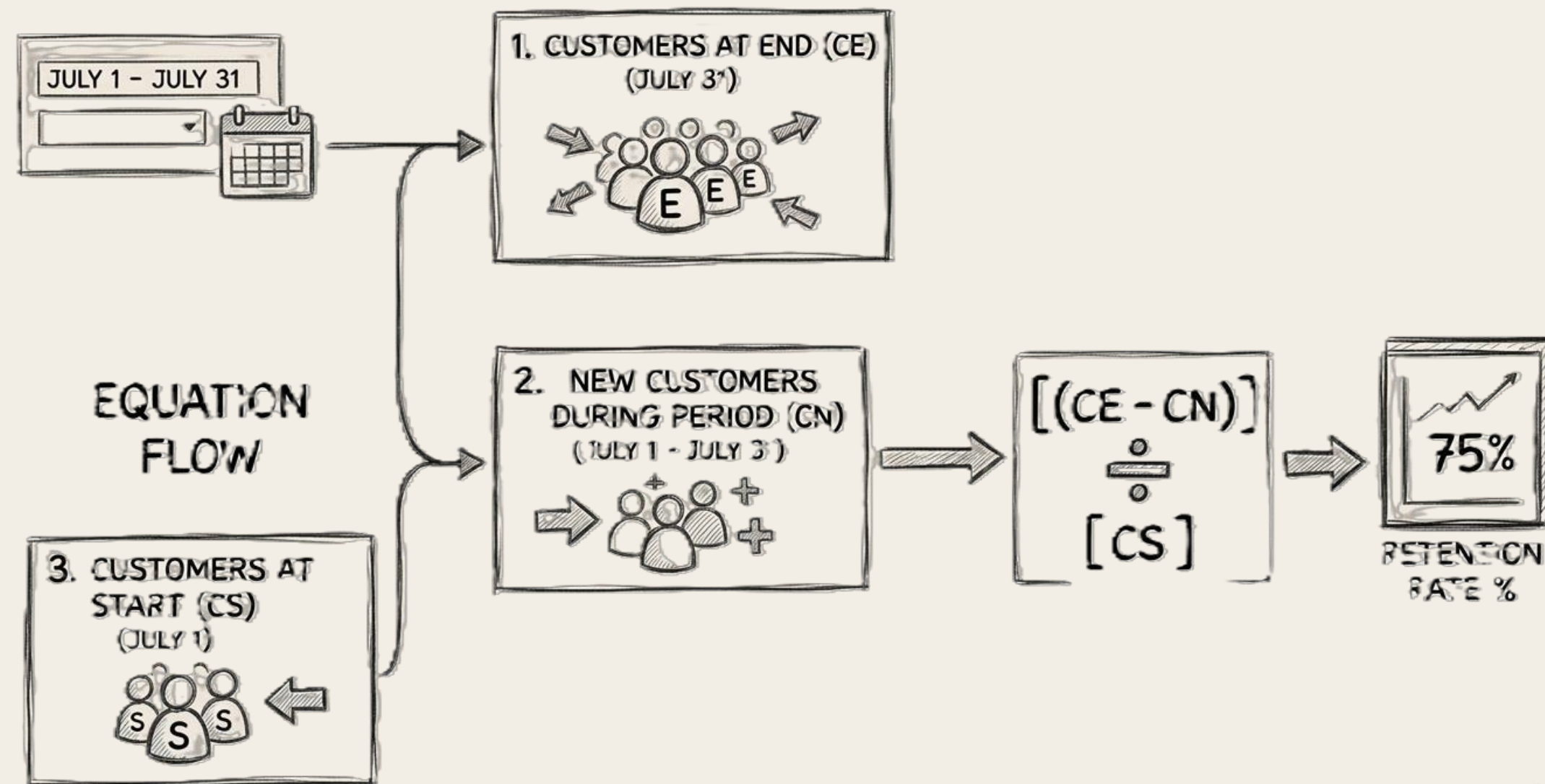
+

110%

Challenge #4 | Measure Quality

1 pt

Stakeholders now want a customer retention rate DAX measure to plot on a time-series



A

```
1 Customer Retention Rate =  
2 VAR CurrentCustomers =  
3 |   CALCULATETABLE(VALUES(Customer[Customer ID]))  
4 VAR PreviousCustomers =  
5 |   CALCULATETABLE(  
6 |     VALUES(Sales[Customer ID]),  
7 |     DATEADD(Sales[Order Date], -1, MONTH)  
8 |   )  
9 VAR Returning =  
10 |   COUNTROWS(INTERSECT(CurrentCustomers, PreviousCustomers))  
11 VAR PreviousTotal =  
12 |   COUNTROWS(PreviousCustomers)  
13 RETURN  
14 |   DIVIDE(Returning, PreviousTotal)
```

VS

B

```
1 Customer Retention Rate =  
2 VAR CurrentPeriodCustomers =  
3 |   CALCULATETABLE(  
4 |     VALUES( Sales[Customer ID] ),  
5 |     ALLSELECTED( Sales[Order Date] )  
6 |   )  
7 VAR PriorPeriodCustomers =  
8 |   CALCULATETABLE(  
9 |     VALUES( Sales[Customer ID] ),  
10 |    DATEADD( ALLSELECTED( Sales[Order Date] ), -1, YEAR )  
11 |   )  
12 VAR RetainedCustomers =  
13 |   INTERSECT( CurrentPeriodCustomers, PriorPeriodCustomers )  
14 RETURN  
15 |   DIVIDE( COUNTROWS( RetainedCustomers ), COUNTROWS( PriorPeriodCustomers ) )
```

A = Expert

```
1 Customer Retention Rate =  
2 VAR CurrentCustomers =  
3 |   CALCULATETABLE(VALUES(Customer[Customer ID]))  
4 VAR PreviousCustomers =  
5 |   CALCULATETABLE(  
6 |     VALUES(Sales[Customer ID]),  
7 |     DATEADD(Sales[Order Date], -1, MONTH)  
8 |   )  
9 VAR Returning =  
10 |   COUNTROWS(INTERSECT(CurrentCustomers, PreviousCustomers))  
11 VAR PreviousTotal =  
12 |   COUNTROWS(PreviousCustomers)  
13 RETURN  
14 |   DIVIDE(Returning, PreviousTotal)
```

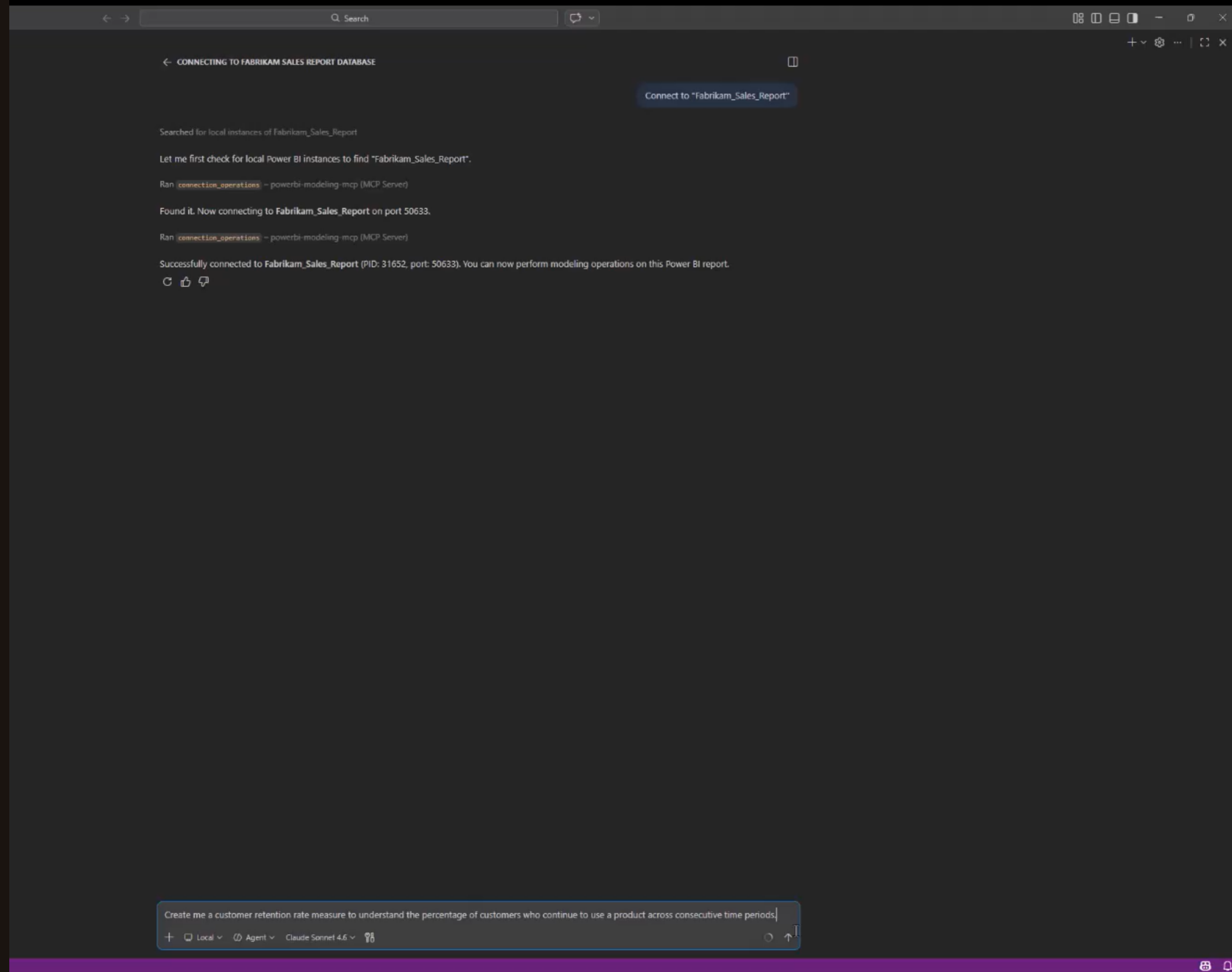
VS

B = Novice

```
1 Customer Retention Rate =  
2 VAR CurrentPeriodCustomers =  
3 |   CALCULATETABLE(  
4 |     VALUES( Sales[Customer ID] ),  
5 |     ALLSELECTED( Sales[Order Date] )  
6 |   )  
7 VAR PriorPeriodCustomers =  
8 |   CALCULATETABLE(  
9 |     VALUES( Sales[Customer ID] ),  
10 |    DATEADD( ALLSELECTED( Sales[Order Date] ), -1, YEAR )  
11 |   )  
12 VAR RetainedCustomers =  
13 |   INTERSECT( CurrentPeriodCustomers, PriorPeriodCustomers )  
14 RETURN  
15 |   DIVIDE( COUNTROWS( RetainedCustomers ), COUNTROWS( PriorPeriodCustomers ) )
```

Prompt:

Create me a customer retention rate measure to understand the percentage of customers who continue to use a product across cumulative time periods.



Did AI help close the gap?

Did Jacinda, supercharged with AI, compete well with Sujata?

Let's hear the results!

Bonus: who executed the tasks **fastest**?

Who had to spend the least time and effort on this challenge?

Let's see the results!

Expert: ~3 hour
(Manual effort)

Novice: ~15 minutes
(with AI)

Jacinda executed the tasks in 1/12th of the time!

Expert vs. AI



Reporting

Power BI Turing Test Pt. 2

Meet the Contestants



EXPERT

Jacinda Eng

2+ yrs reporting expertise, plus “super artsy”



VS



NOVICE

Sid Vemuri

New to reporting but skilled at agentic development



Will the expert win?



EXPERT

Jacinda Eng



VS



AI SAVVY NOVICE

Sid Vemuri



Reporting Challenge Overview

The expert (Jacinda) and the novice (Sid) were given the exact same data model, and they were asked to complete various reporting challenges that ultimately led up to delivering a **polished report**.

After each challenge you will see a screenshot of the report from each competitor, and you must **guess which is the expert's report**. If enough people cannot tell who is the expert, then the novice wins that battle.

Challenge #1 | Report Creation

2 pts

REPORTING

Create a page for analysis on Hotels in Atlanta

Requirements

1. Show a summary of the hotel portfolio — total count, average nightly price, average rating, and total reviews
2. Allow filtering by hotel brand and minimum rating
3. Show how hotel prices trend over time, broken out by brand
4. Show the relationship between hotel price and distance to the convention center (GWCC), factoring in guest ratings
5. Provide a detailed hotel comparison including photo, address, distance, rating, and review count
6. Allow narrowing down to a shortlist of specific hotels

Create a page for analysis on Attractions in Atlanta

Requirements

1. Show a summary of nearby attractions — total count, average admission price, average rating, and total reviews
2. Allow exploring attractions by category (Museum, Park, etc.) and by neighborhood
3. Highlight the single top-rated attraction with its image, name, and rating
4. Show attraction locations on a map for itinerary planning
5. Provide a visual gallery of key attractions that filters the rest of the page when selected

 13
Number of hotels

 274.00
Average price

 4.03
Average rating

 28K
Total reviews

Brand

Filter by keyword →

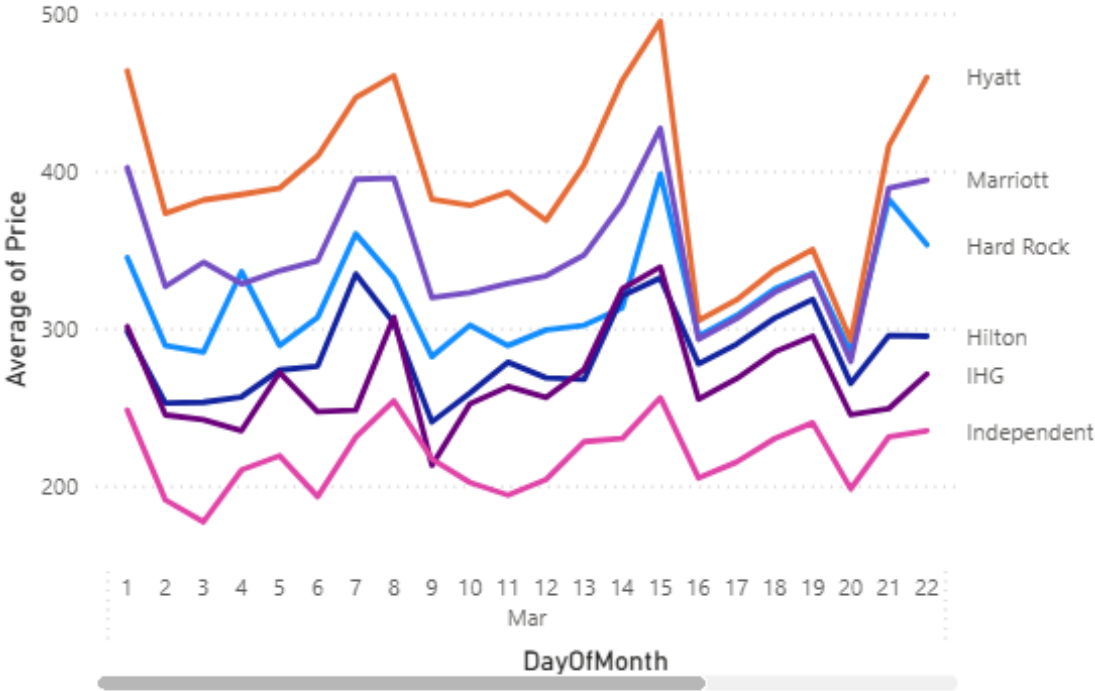
Rating



Hotel

- ☐ Aloft Atlanta Downtown
- ☐ Atlanta Marriott Marquis
- ☐ Courtland Grand Hotel
- ☐ Courtyard by Marriott Atlanta Do...
- ☐ Embassy Suites by Hilton Atlanta ...
- ☐ Glenn Hotel
- ☐ Hilton Atlanta
- ☐ Hilton Garden Inn Atlanta Downt...
- ☐ Hotel Indigo Atlanta Downtown
- ☐ Hyatt Place Centennial Park
- ☐ Hyatt Regency Atlanta
- ☐ Reverb by Hard Rock
- ☐ The Westin Peachtree Plaza

Average price trends



Price by distance to GWCC

Bubble size represents average rating

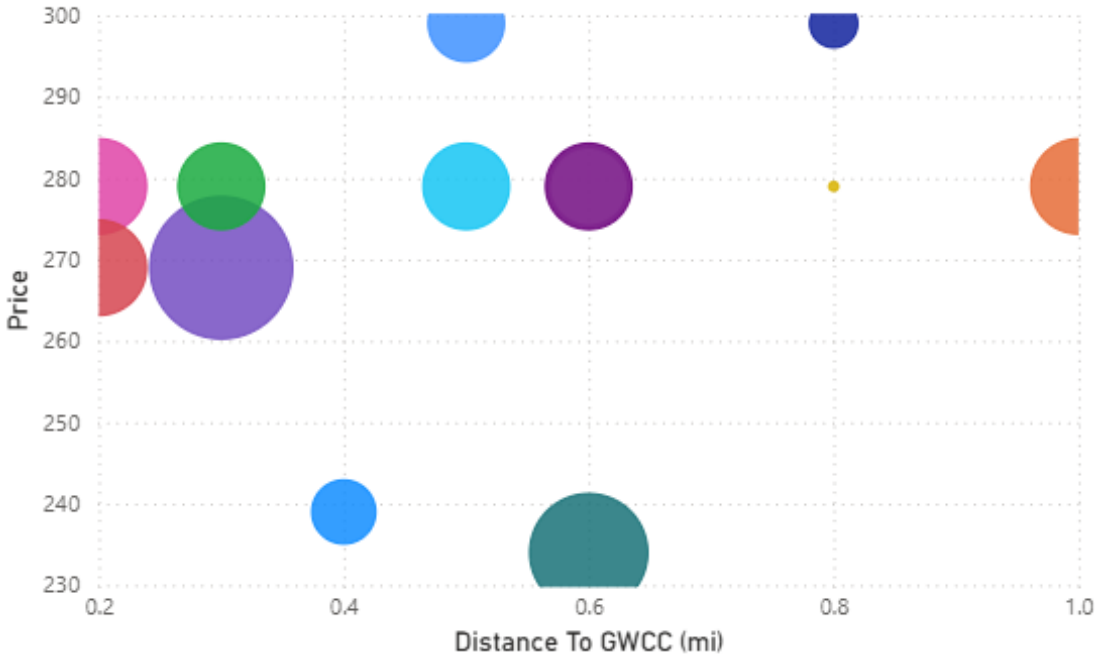
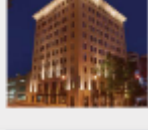


Image URL	Hotel Name	Address	Distance To GWCC (mi)	Number of reviews	Rating
	Aloft Atlanta Downtown	300 Ted Turner Dr NW, Atlanta, GA 30313	0.40	1282	3.80
	Atlanta Marriott Marquis	265 Peachtree Center Ave NE, Atlanta, GA 30303	0.80	2375	3.70
	Courtland Grand Hotel	165 Courtland St NE, Atlanta, GA 30303	1.00	4464	4.10
	Courtyard by Marriott Atlanta Downtown	133 Carnegie Way NW, Atlanta, GA 30303	0.60	591	4.00
	Embassy Suites by Hilton Atlanta at Centennial Olympic Park	267 Marietta St NW, Atlanta, GA 30313	0.20	1450	4.10
	Glenn Hotel	110 Marietta St NW, Atlanta, GA 30313	0.30	754	4.80
	Hilton Atlanta	255 Courtland St NE, Atlanta, GA 30303	0.80	1754	3.60
	Hilton Garden Inn Atlanta Downtown	275 Baker St, Atlanta, GA 30313	0.20	2303	4.10
	Hotel Indigo Atlanta Downtown	230 Peachtree St NW, Atlanta, GA 30303	0.60	557	4.40
	Hyatt Place Centennial Park	300 Luckie St NW, Atlanta, GA 30313	0.30	775	4.00
	Hyatt Regency Atlanta	265 Peachtree St NE, Atlanta, GA 30303	0.60	7691	3.90

Brand

All

Rating

3.604.80

Hotel Name

Hotel Name

- ☐ Aloft Atlanta Downtown
- ☐ Atlanta Marriott Marquis
- ☐ Courtland Grand Hotel
- ☐ Courtyard by Marriott At...
- ☐ Embassy Suites by Hilton...
- ☐ Glenn Hotel
- ☐ Hilton Atlanta
- ☐ Hilton Garden Inn Atlant...
- ☐ Hotel Indigo Atlanta Do...
- ☐ Hyatt Place Centennial P...
- ☐ Hyatt Regency Atlanta
- ☐ Reverb by Hard Rock
- ☐ The Westin Peachtree Pl...

Hotels

13

Avg Price

\$347.32

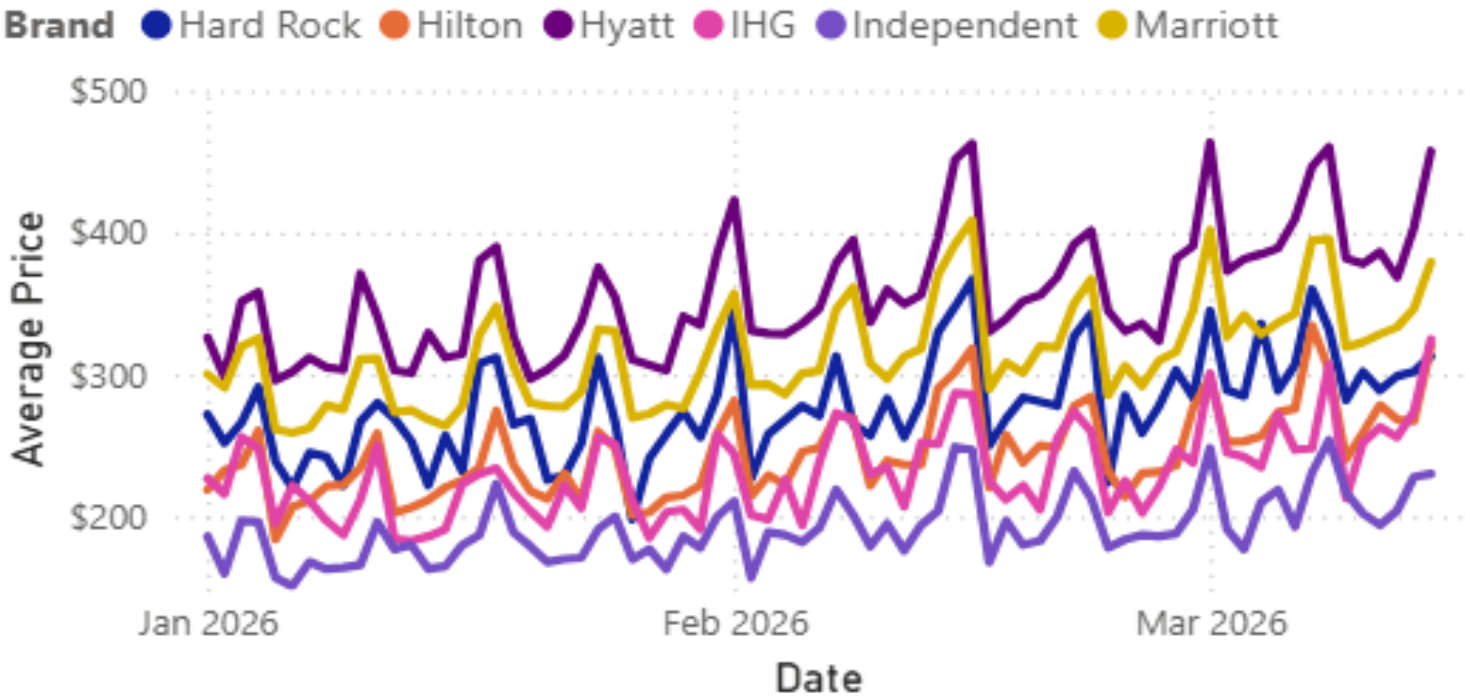
Avg Rating

4.03

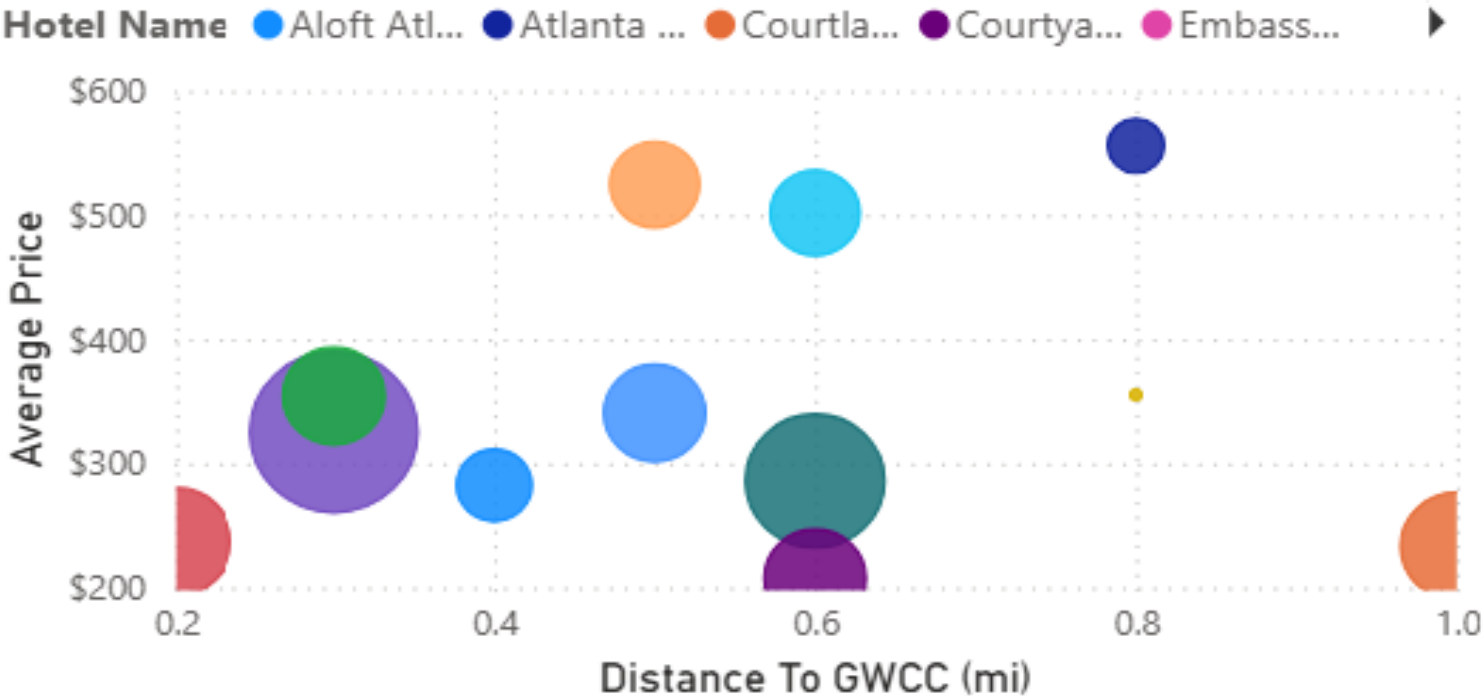
Total Reviews

28K

Average Price by Date and Brand



Price vs Distance to GWCC



Hotel Details

Image URL	Hotel Name	Address	Distance To GWCC (mi)	Number of reviews	Rating
	The Westin Peachtree Plaza	210 Peachtree St NW, Atlanta, GA 30303	0.50	3862	3.90
	Reverb by Hard Rock	89 Centennial Olympic Park Dr NW, Atlanta, GA 30313	0.50	366	4.00



11
Count of attractions

18.99
Average price of admissions

4.35
Average rating

48K
Total reviews

Category

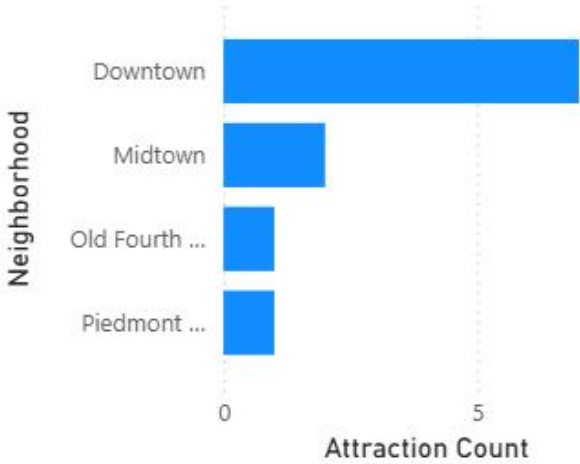
Attraction

Museum

Park

Neighborhood

Attraction Count by Neighborhood



Top Attraction



National Center For Civil and Human...

Rating
4.80

Itinerary map



Atlanta Botanical Garden



Centennial Olympic Park



Chick-fil-A College Football Hall of Fame



Georgia Aquarium



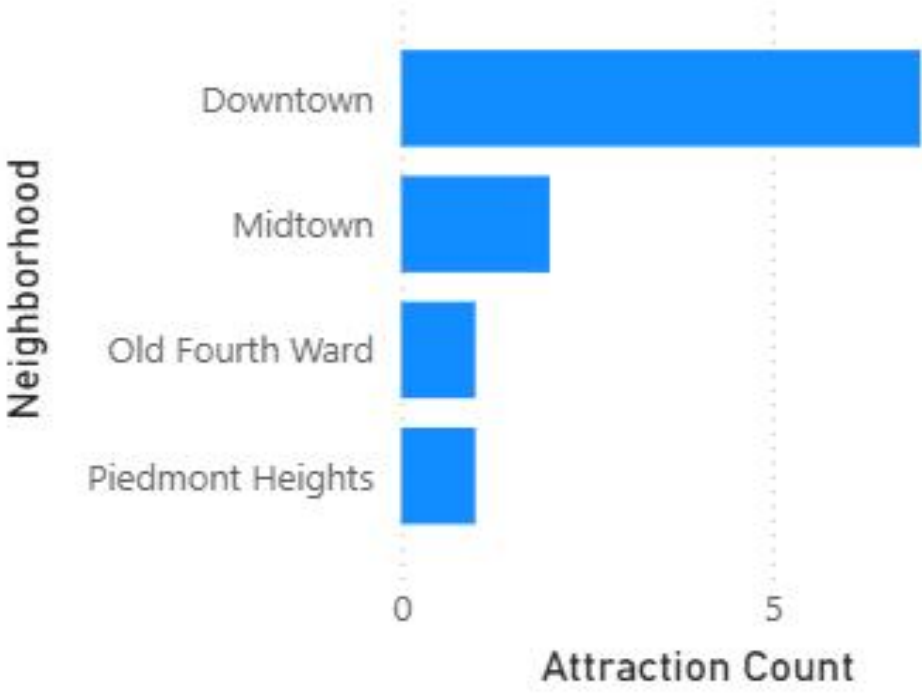
Georgia World Congress Center



High Museum of Art

Category	Attractions	Avg Admission	Avg Rating	Total Reviews
☐ Attraction	11	\$18.99	4.35	48K
☐ Convention Center				
☐ Museum				
☐ Park				
	Attraction Count	Average Admission Price	Average Attraction Rating	Total Attraction Reviews

Attractions by Neighborhood



Top Attraction

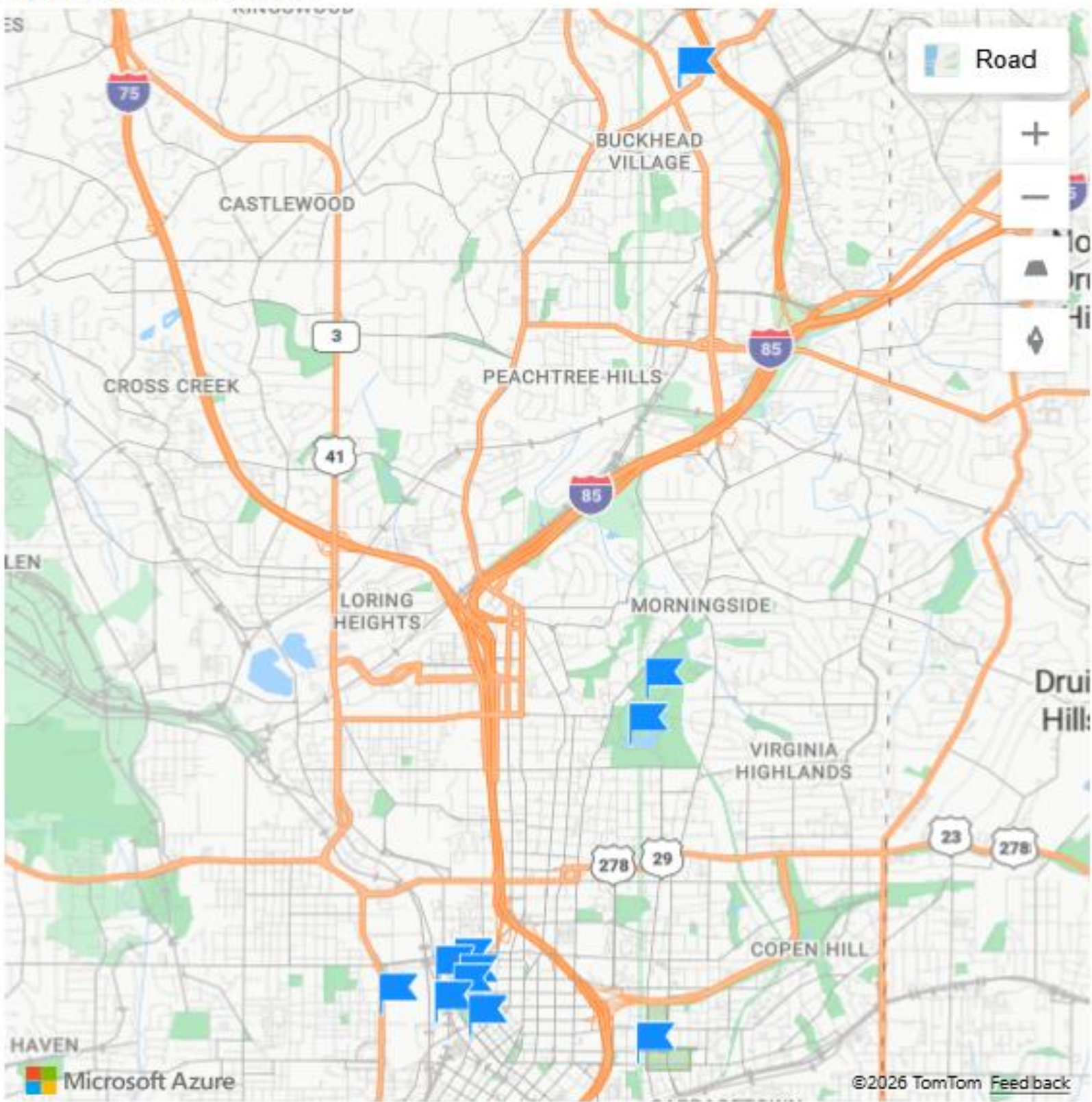
Top Attraction

National Center For Civil and Human Rights

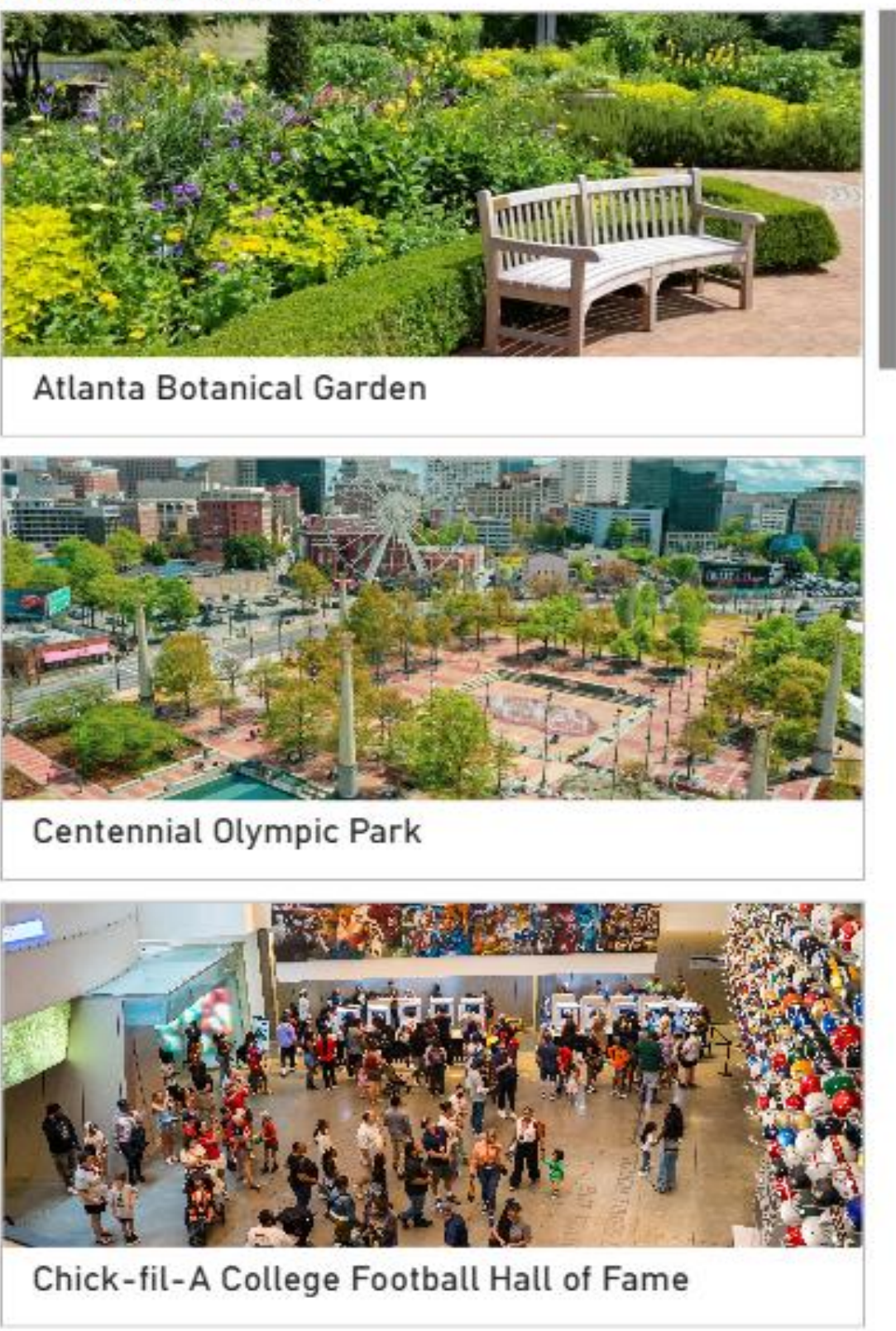
Average Attraction Rating

4.35

Attraction Locations



Attraction Gallery



Challenge #1
Report Creation

Which is the expert's report

2 pts

A

Atlanta | FabCon Planning

13

Number of hotels

274.00

Average price

4.03

Average rating

28K

Total reviews

Filter by keyword

Rating

Hotel

Average price trends

Price by distance to GWCC

Hotel Name

Image URL

Hotel Name

Address

Distance To GWCC (mi)

Number of reviews

Rating

Atlanta | FabCon Planning

Count of attractions

Average price of admissions

Average rating

Total reviews

Category

Neighborhood

Top Attraction

Itinerary map

Attraction Gallery

VS

B

Hotels

13

Avg Price

4.03

Total Reviews

Rating

Average Price by Date and Brand

Price vs Distance to GWCC

Hotel Name

Hotel Name

Image URL

Hotel Name

Address

Distance To GWCC (mi)

Number of reviews

Rating

Category

Attractions

11

Avg Admission

4.35

Total Reviews

Attraction Locations

Attraction Gallery

Challenge #1
Report Creation

Which is the expert's report

2 pts

A = Expert

74.00
Average price

4.03
Average rating

28K
Total reviews

Filter by keyword

Rating

Hotel

Average price trends

Price by distance to GWCC

Image URL	Hotel Name	Address	Distance To GWCC (mi)	Number of reviews	Rating
	Aloft Atlanta Downtown	300 Ted Turner Dr NW, Atlanta, GA 30313	0.40	1282	3.80
	Atlanta Marriott Marquis	265 Peachtree Center Ave NE, Atlanta, GA 30303	0.80	2375	3.70
	Courtland Grand Hotel	165 Courtland St NE, Atlanta, GA 30303	1.00	4464	4.10
	Courtyard by Marriott Atlanta Downtown	133 Carnegie Way NW, Atlanta, GA 30303	0.60	591	4.00
	Embassy Suites by Hilton Atlanta at Centennial Olympic Park	267 Marietta St NW, Atlanta, GA 30313	0.20	1450	4.10
	Glenn Hotel	110 Marietta St NW, Atlanta, GA 30313	0.30	754	4.80
	Hilton Atlanta	255 Courtland St NE, Atlanta, GA 30303	0.80	1754	3.60
	Hilton Garden Inn Atlanta Downtown	275 Baker St, Atlanta, GA 30313	0.20	2363	4.10
	Hotel Indigo Atlanta Downtown	230 Peachtree St NW, Atlanta, GA 30303	0.60	557	4.40
	Hyatt Place Centennial Park	300 Luckie St NW, Atlanta, GA 30313	0.30	775	4.00
	Hyatt Regency Atlanta	265 Peachtree St NE, Atlanta, GA 30303	0.60	7691	3.90

Atlanta | FabCon Planning

Count of attractions
11

Average price of admissions
\$18.99

Average rating
4.35

Total reviews
48K

Category

Neighborhood

Attraction Count by Neighborhood

Top Attraction

Itinerary map

Atlanta Botanical Garden

Centennial Olympic Park

Chick-fil-A College Football Hall of Fame

Georgia Aquarium

High Museum of Art

Martin Luther King Jr. National Historical Park

VS

B = Novice

32
Avg Rating

4.03
Total Reviews

28K

Rating

Average Price by Date and Brand

Price vs Distance to GWCC

Hotel Name

Hotel Details

Category

Attractions

Avg Admission

Avg Rating

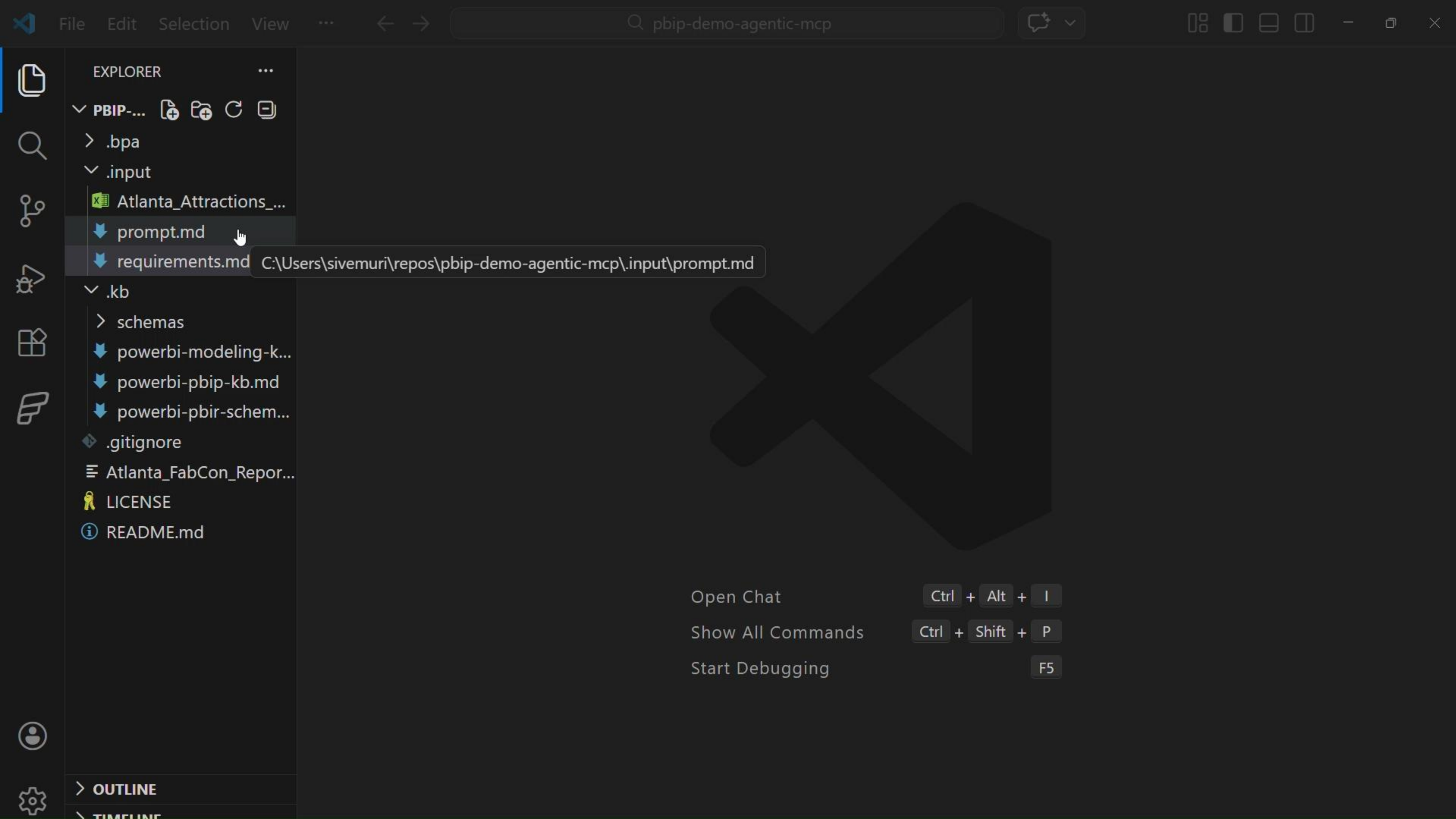
Total Reviews

Attractions by Neighborhood

Top Attraction

Attraction Locations

Attraction Gallery



Semantic Model (src/Atlanta FabCon Planning.SemanticModel/):

- ```
Report (src/Atlanta FabCon Planning.Report/):
```

- Next step:** Open `src/Atlanta FabCon Planning.pbip` in Power BI Desktop to validate that all pages render correctly. Per the `prompt.md` rule, you should verify before continuing further changes.

Claude Opus 4.6 • 3x



Keep Undo 

## Describe what to build



Local Default Approvals

# Challenge #2 | Report Theme

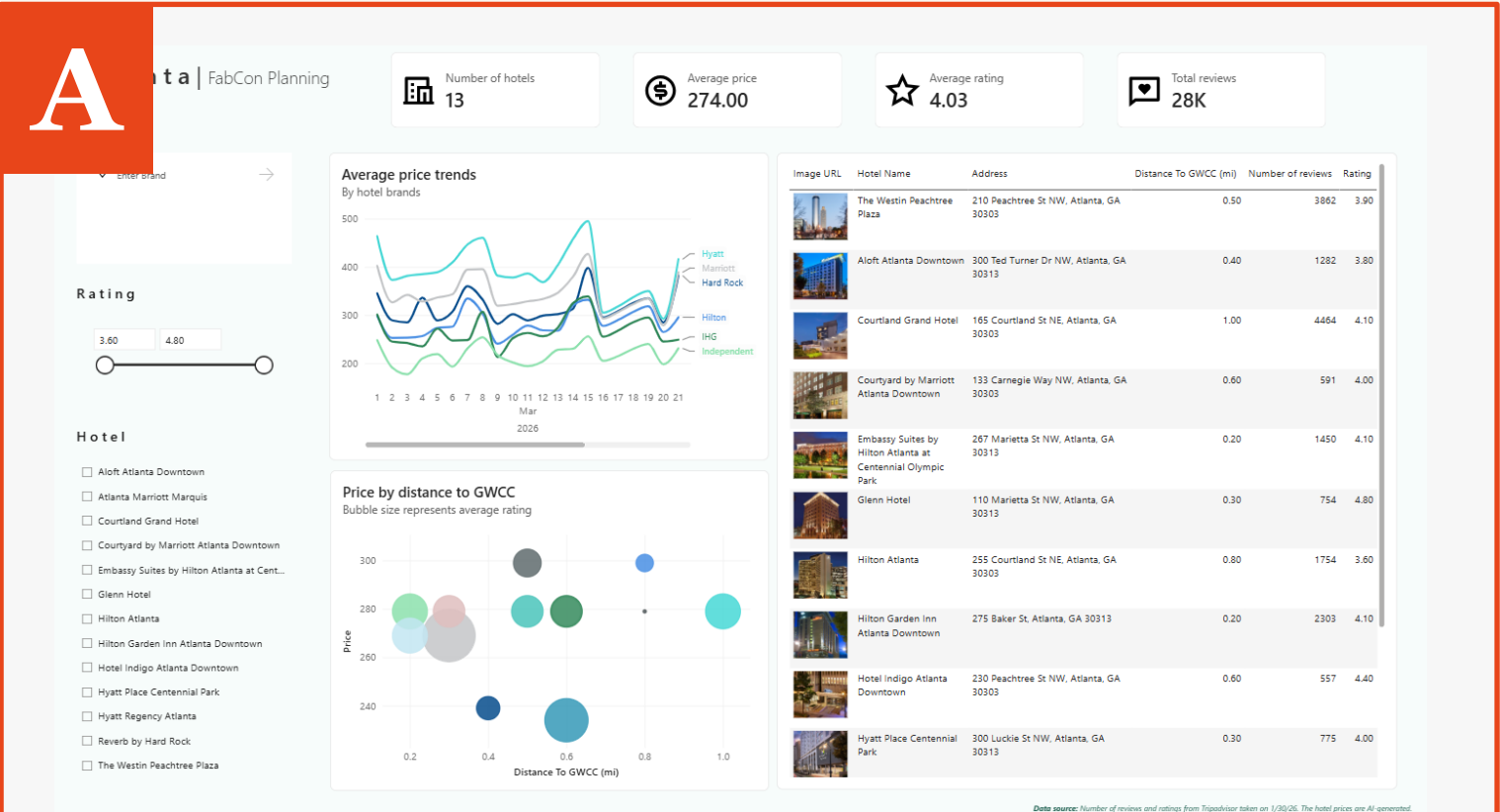
## Improve the Report's Theme based on a set of requirements

### Requirements

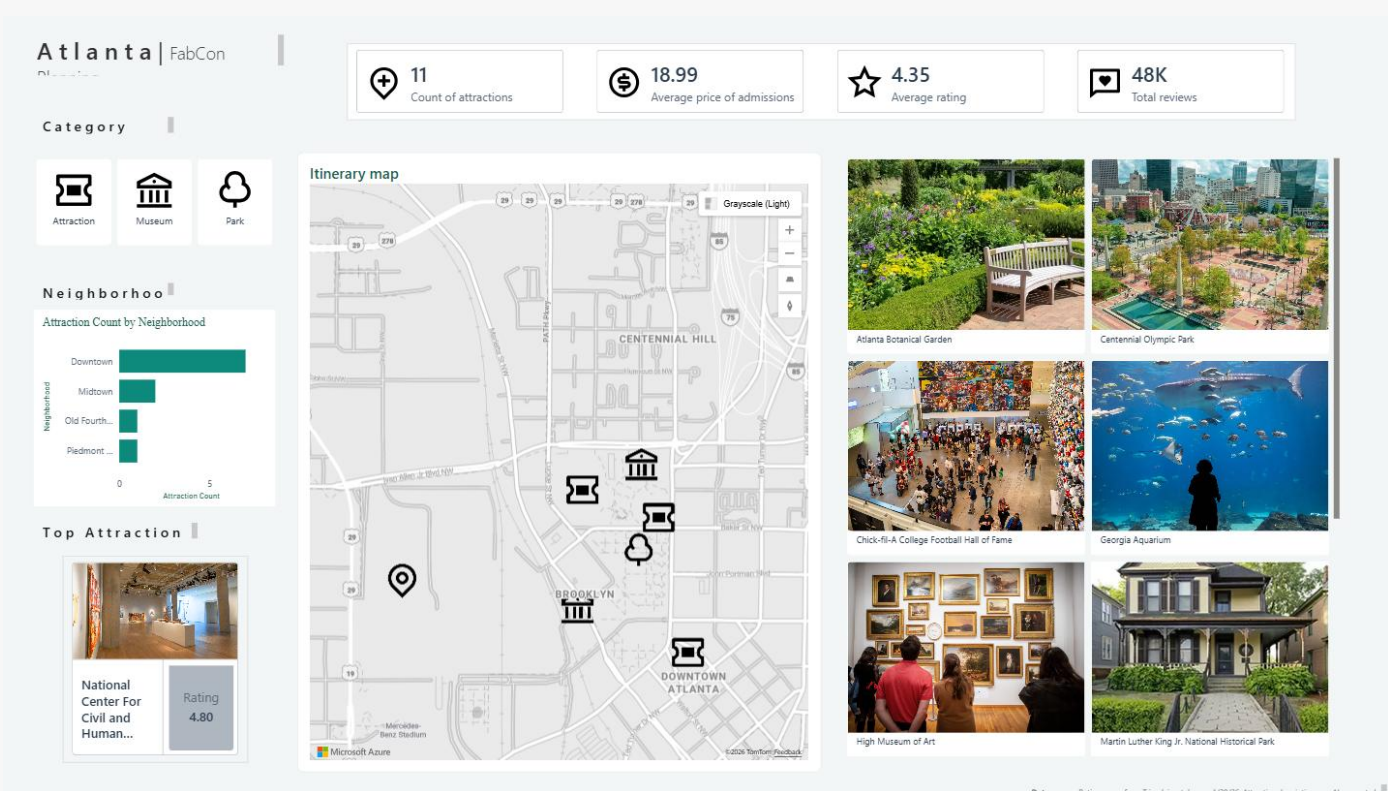
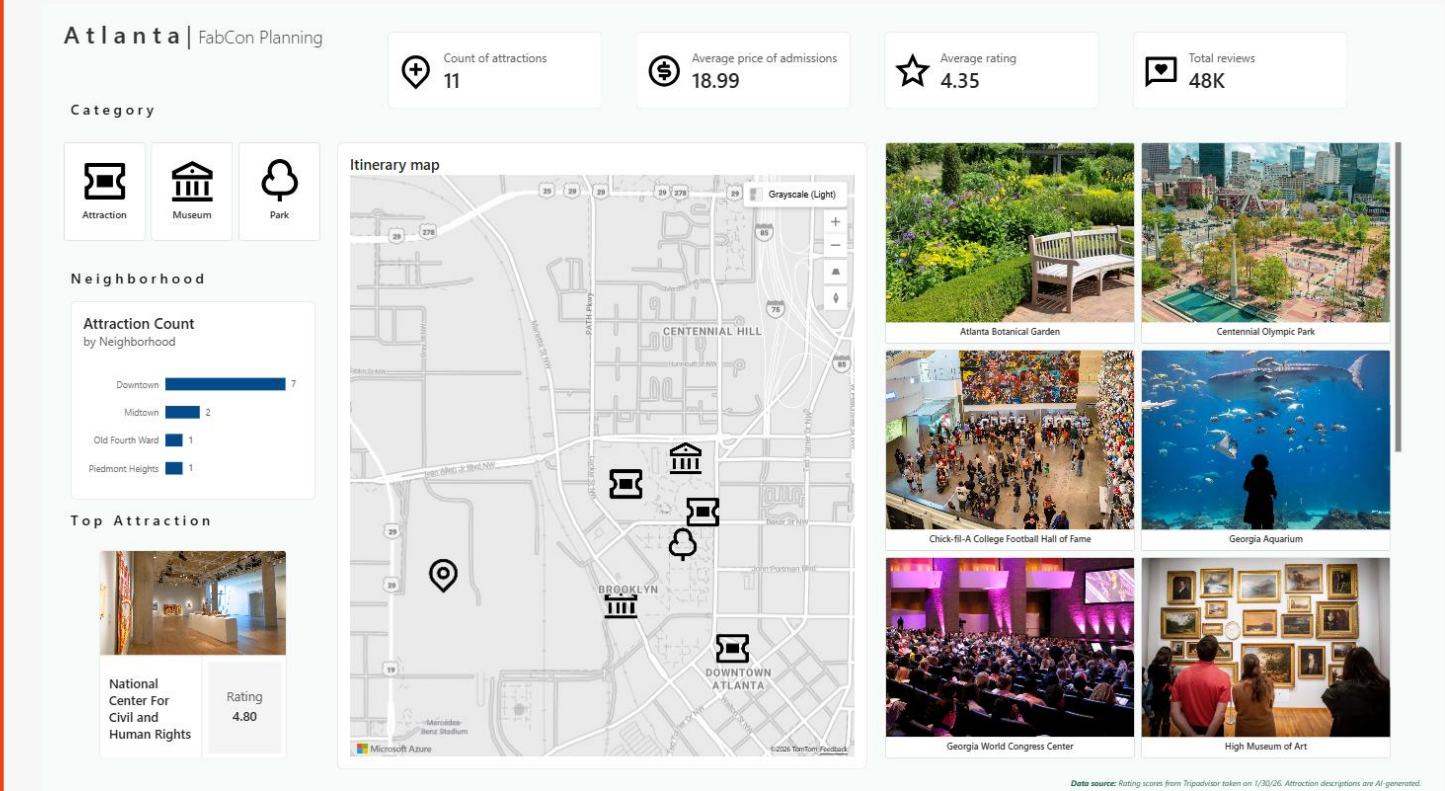
- Color Palette — Cool blue-green-teal palette (8 colors) replacing the default warm multi-color scheme
- Typography — DIN font for titles; Segoe UI Semibold for headers/callouts; dark teal (#1D6050) as the signature text accent color
- Chart Lines — Smooth (curved) lines by default instead of straight; 3px stroke width (thicker)
- Legends — Shown at bottom on all charts (right-center on pie/donut); legend titles hidden
- Slicers — Dropdown mode by default; no borders/backgrounds; rounded tile shapes with hover/press/selected interactive states
- Tables — Compact rows (4px padding); alternating gray bands; horizontal gridlines off by default
- Cards — Label above value; 21pt semibold callout values; light gray outlines
- Decorative Elements — Shapes, images, textboxes, and buttons stripped of backgrounds/borders/headers; action buttons get teal fills with rounded corners
- Page Canvas — Fixed at 1920×1080; subtle mint-green background tint (88% transparent)
- Conditional Colors — Teal/gold/burnt-orange for good/neutral/bad instead of the standard

Challenge #2  
Report Theme

Which is the expert's report



VS



Challenge #2  
Report Theme

Which is the expert's report

A = Expert

B = Novice

VS

Rating

3.60

4.80

Hotel

☐ Aloft Atlanta Downtown

☐ Atlanta Marriott Marquis

☐ Courtland Grand Hotel

☐ Courtyard by Marriott Atlanta Downtown

☐ Embassy Suites by Hilton Atlanta at Centennial Olympic Park

☐ Glenn Hotel

☐ Hilton Atlanta

☐ Hilton Garden Inn Atlanta Downtown

☐ Hotel Indigo Atlanta Downtown

☐ Hyatt Place Centennial Park

☐ Hyatt Regency Atlanta

☐ Reverb by Hard Rock

☐ The Westin Peachtree Plaza

Average price trends

By hotel brands

Price by distance to GWCC

Bubble size represents average rating

| Image URL | Hotel Name                                                  | Address                                 | Distance To GWCC (mi) | Number of reviews | Rating |
|-----------|-------------------------------------------------------------|-----------------------------------------|-----------------------|-------------------|--------|
|           | The Westin Peachtree Plaza                                  | 210 Peachtree St NW, Atlanta, GA 30303  | 0.50                  | 3862              | 3.90   |
|           | Aloft Atlanta Downtown                                      | 300 Ted Turner Dr NW, Atlanta, GA 30313 | 0.40                  | 1282              | 3.80   |
|           | Courtland Grand Hotel                                       | 165 Courtland St NE, Atlanta, GA 30303  | 1.00                  | 4464              | 4.10   |
|           | Courtyard by Marriott Atlanta Downtown                      | 133 Carnegie Way NW, Atlanta, GA 30303  | 0.60                  | 591               | 4.00   |
|           | Embassy Suites by Hilton Atlanta at Centennial Olympic Park | 267 Marietta St NW, Atlanta, GA 30313   | 0.20                  | 1450              | 4.10   |
|           | Glenn Hotel                                                 | 110 Marietta St NW, Atlanta, GA 30313   | 0.30                  | 754               | 4.80   |
|           | Hilton Atlanta                                              | 255 Courtland St NE, Atlanta, GA 30303  | 0.80                  | 1754              | 3.60   |
|           | Hilton Garden Inn Atlanta Downtown                          | 275 Baker St, Atlanta, GA 30313         | 0.20                  | 2303              | 4.10   |
|           | Hotel Indigo Atlanta Downtown                               | 230 Peachtree St NW, Atlanta, GA 30303  | 0.60                  | 557               | 4.40   |
|           | Hyatt Place Centennial Park                                 | 300 Luckie St NW, Atlanta, GA 30313     | 0.30                  | 775               | 4.00   |

Data source: Number of reviews and ratings from Tripadvisor taken on 1/30/26. The hotel prices are AI generated.

Atlanta | FabCon Planning

Count of attractions

11

Average price of admissions

18.99

Average rating

4.35

Total reviews

48K

Category

☒ Attraction

☐ Museum

☐ Park

Neighborhood

Attraction Count by Neighborhood

Downtown

7

Midtown

2

Old Fourth Ward

1

Piedmont Heights

1

Top Attraction

National Center For Civil and Human Rights

Rating 4.80

Itinerary map

Data source: Rating scores from Tripadvisor taken on 1/30/26. Attraction descriptions are AI generated.

Rating

3.60

4.80

Hotel

☐ Aloft Atlanta Downtown

☐ Atlanta Marriott Marquis

☐ Courtland Grand Hotel

☐ Courtyard by Marriott Atlanta D...

☐ Embassy Suites by Hilton Atlant...

☐ Glenn Hotel

☐ Hilton Atlanta

☐ Hilton Garden Inn Atlanta Dow...

☐ Hotel Indigo Atlanta Downtown

☐ Hyatt Place Centennial Park

☐ Hyatt Regency Atlanta

☐ Reverb by Hard Rock

☐ The Westin Peachtree Plaza

Average Price

Price by distance to GWCC

Bubble size represents average rating

| Image URL | Hotel Name                                                  | Address                                             | Distance To GWCC (mi) | Number of reviews | Rating |
|-----------|-------------------------------------------------------------|-----------------------------------------------------|-----------------------|-------------------|--------|
|           | Courtyard by Marriott Atlanta Downtown                      | 133 Carnegie Way NW, Atlanta, GA 30303              | 0.60                  | 591               | 4.00   |
|           | Embassy Suites by Hilton Atlanta at Centennial Olympic Park | 267 Marietta St NW, Atlanta, GA 30313               | 0.20                  | 1450              | 4.10   |
|           | Glenn Hotel                                                 | 110 Marietta St NW, Atlanta, GA 30313               | 0.30                  | 754               | 4.80   |
|           | Hilton Atlanta                                              | 255 Courtland St NE, Atlanta, GA 30303              | 0.80                  | 1754              | 3.60   |
|           | Hilton Garden Inn Atlanta Downtown                          | 275 Baker St, Atlanta, GA 30313                     | 0.20                  | 2303              | 4.10   |
|           | Hotel Indigo Atlanta Downtown                               | 230 Peachtree St NW, Atlanta, GA 30303              | 0.60                  | 557               | 4.40   |
|           | Hyatt Place Centennial Park                                 | 300 Luckie St NW, Atlanta, GA 30313                 | 0.30                  | 775               | 4.00   |
|           | Hyatt Regency Atlanta                                       | 265 Peachtree St NE, Atlanta, GA 30303              | 0.60                  | 7691              | 3.90   |
|           | Reverb by Hard Rock                                         | 89 Centennial Olympic Park Dr NW, Atlanta, GA 30313 | 0.50                  | 366               | 4.00   |
|           | Atlanta Marriott Marquis                                    | 265 Peachtree Center Ave NE, Atlanta, GA 30303      | 0.80                  | 2375              | 3.70   |

Data source: Number of reviews and ratings from Tripadvisor taken on 1/30/26. The hotel prices are AI generated.

Atlanta | FabCon Planning

Count of attractions

11

Average price of admissions

18.99

Average rating

4.35

Total reviews

48K

Category

☒ Attraction

☐ Museum

☐ Park

Neighborhood

Attraction Count by Neighborhood

Downtown

7

Midtown

2

Old Fourth Ward

1

Piedmont Heights

1

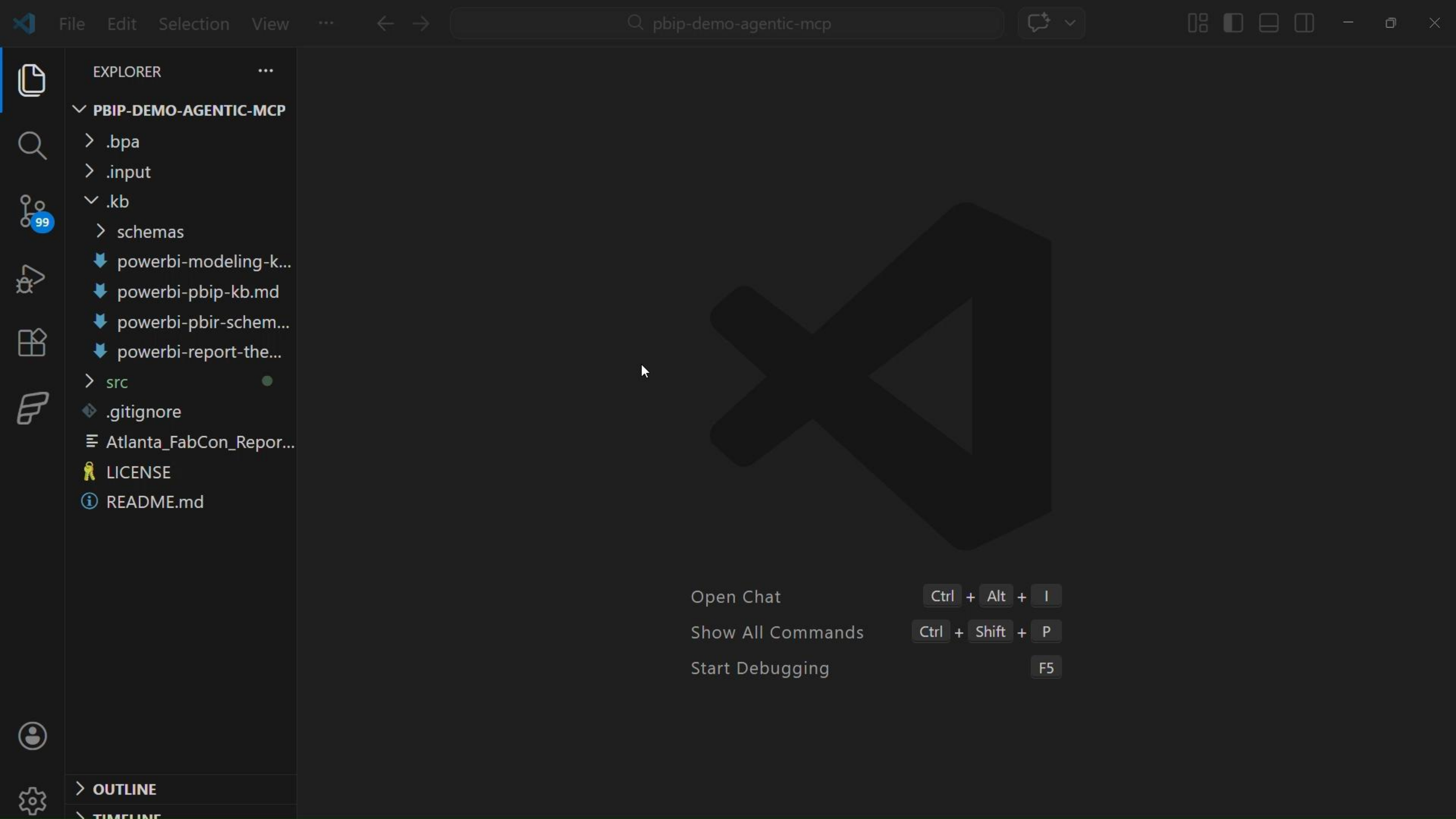
Top Attraction

National Center For Civil and Human...

Rating 4.80

Itinerary map

Data source: Rating scores from Tripadvisor taken on 1/30/26. Attraction descriptions are AI generated.



EXPLORER

▼ PBIP-DEMO-AGENTIC-MCP

- > .bpa
- > .input
- ▼ .kb
  - > schemas
  - powerbi-modeling-k...
  - powerbi-pbip-kb.md
  - powerbi-pbir-schem...
  - powerbi-report-the...
- > src
- .gitignore
- Atlanta\_FabCon\_Repor...
- LICENSE
- README.md

> OUTLINE

> TIMELINE

Open Chat

Ctrl + Alt + I

Show All Commands

Ctrl + Shift + P

Start Debugging

F5

Each text class is an object with these optional properties:

```
{
 "fontFace": "string",
 "fontSize": 10,
 "fontWeight": "string",
 "color": "#hexcolor"
}
```

- `fontSize` must be between **6** and **45** (inclusive)
- `color` follows the same hex color pattern as other colors

## Example

```
{
 "name": "My Custom Theme",
 "textClasses": {
 "callout": {
 "fontSize": 45,
 "fontFace": "DIN",
 "color": "#252423"
 },
 "title": {
 "fontSize": 12,
```

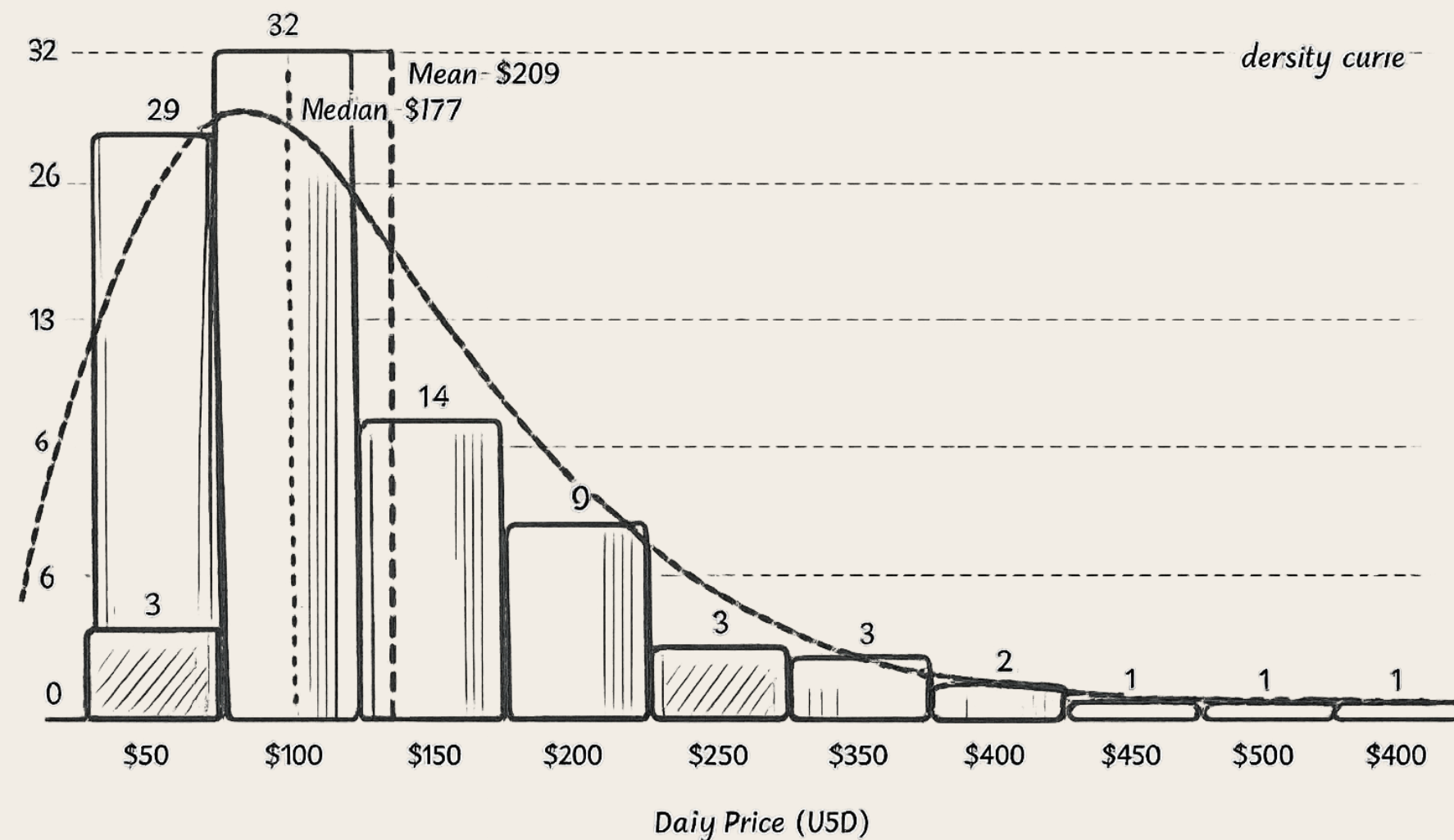
# Challenge #3 | Custom Visual

1 pt

Improve the Report by creating a **custom visual** from scratch

## Requirements

Head of event planning wants a custom visual that built-in Power BI visuals can't produce: a **customized histogram** showing hotel price distribution with density curve and median/mean lines.

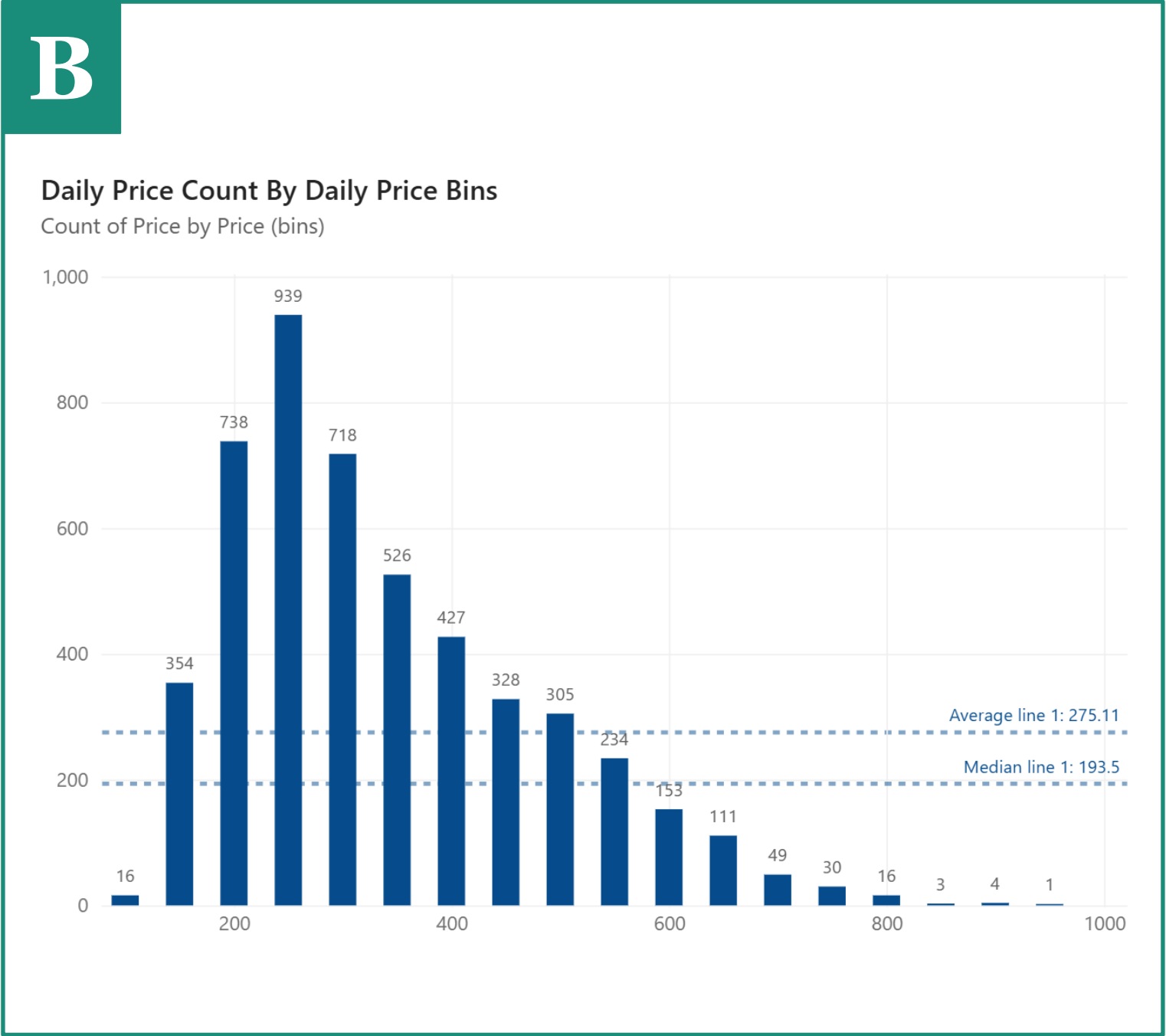


# Which is the expert's report

1 pt

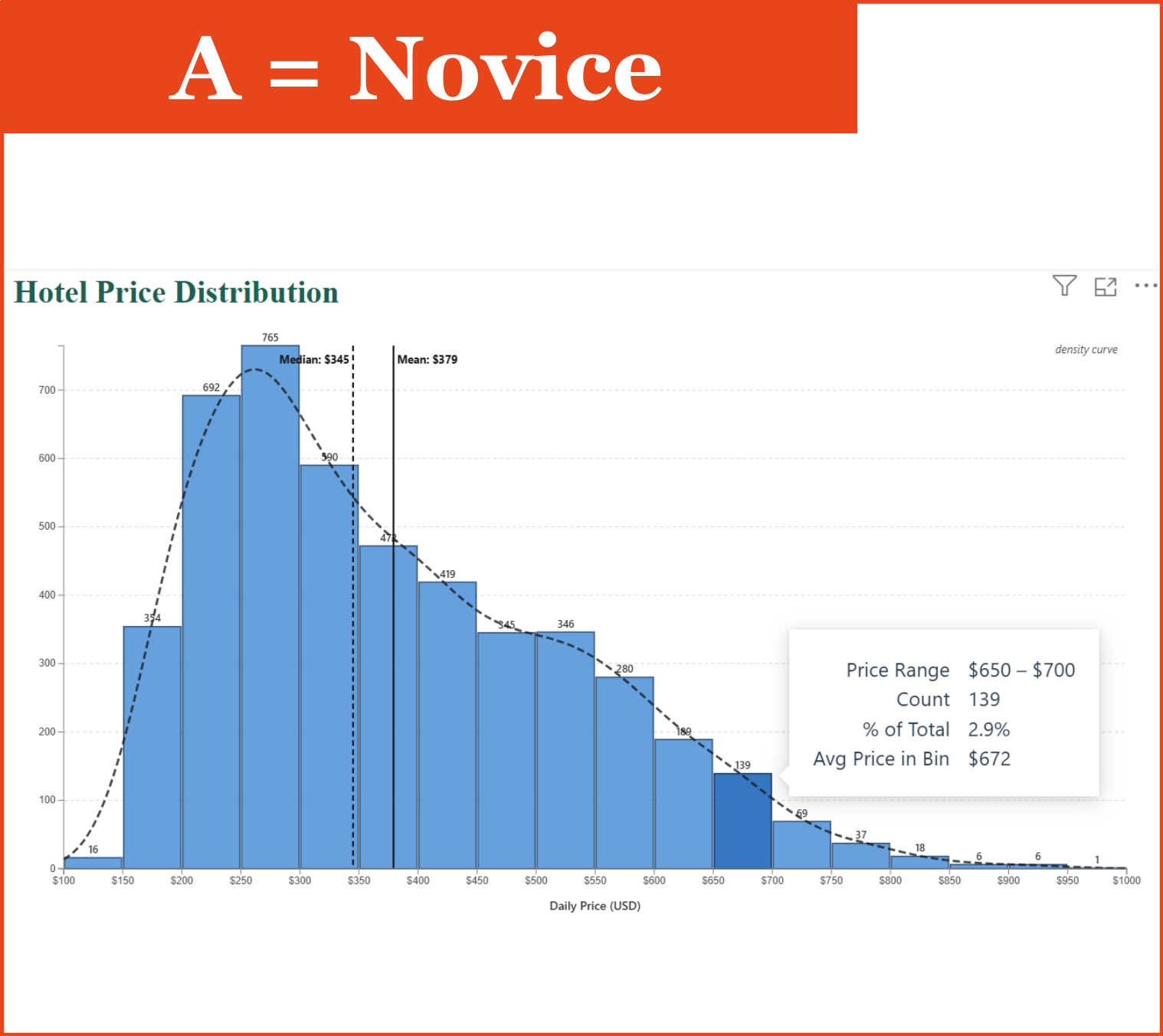


VS



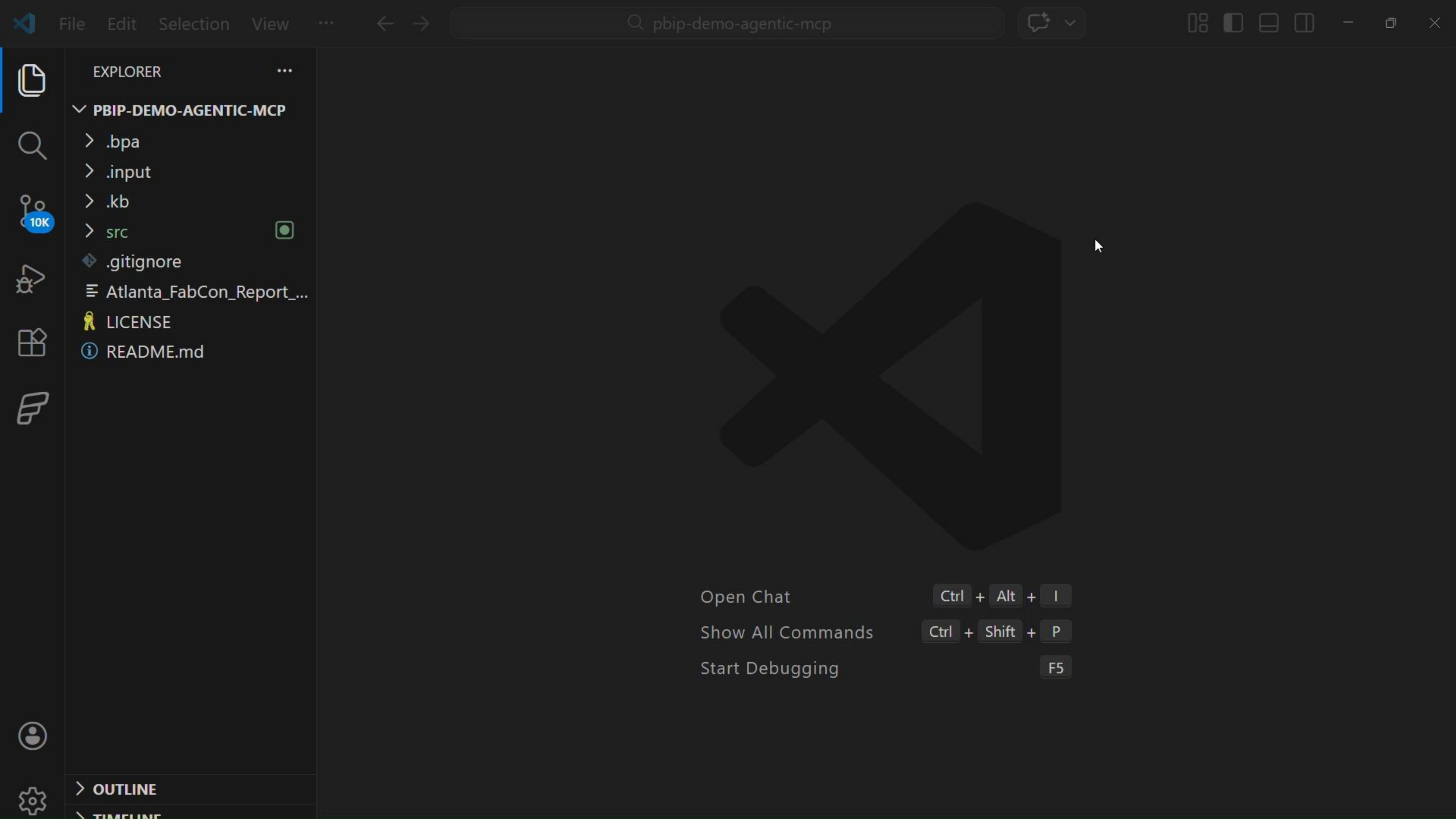
# Which is the expert's report

1 pt



VS





EXPLORER

▼ PBIP-DEMO-AGENTIC-MCP

- > .bpa
- > .input
- > .kb
- > src
- 📄 .gitignore
- 📄 Atlanta\_FabCon\_Report\_...
- 🔑 LICENSE
- 📄 README.md



Open Chat

Ctrl + Alt + I

Show All Commands

Ctrl + Shift + P

Start Debugging

F5

> OUTLINE

> TIMELINE

● REPORTING

# Did AI help close the gap?

---

*Did Sid, supercharged with AI, compete well with Jacinda?*

**Let's hear the results!**

# Bonus: who executed the tasks **fastest**?

---

*Who had to spend the most time and effort on this challenge?*

**Let's see the results!**

**Expert:** ~40 hours  
(Manual effort)

**Novice:** ~3 hours  
(with AI)

**Sid executed the tasks more than 10x faster!**

# What is the key takeaway?

---

AI raises the floor. Experts raises the ceiling.

When used well, AI can help speed execution for both novices and experts! However, expertise remains critical for design intent, understanding of quality bar and catching AI's mistakes.

# Use AI like an Expert

---

## DOs

- ✓ **Use AI for mechanically tedious actions**  
Descriptions and measure suggestions, etc.
- ✓ **Treat AI output as a Pull Request to review**  
Review and validate the output like you would a PR
- ✓ **Use AI to help scale consistency**  
Follow theming reqs, naming conventions, best practices
- ✓ **Have AI create md. files as knowledge sources**  
To help guide AI on what knowledge to pull from

## DON'Ts

- ✗ **Assume AI is always faster than point & click**  
E.g. connecting to a single Excel file in Desktop is faster
- ✗ **Assume AI will know your biz terms w/o context**  
E.g. AI hallucinated description for Customer Segment
- ✗ **Don't sleep on online resources (AI specs/skills)**  
Lots of public use MCPs, AI specs/skills

# Public Resources

---

- Power BI Modeling MCP: [https://aka.ms/pbi\\_modeling\\_mcp](https://aka.ms/pbi_modeling_mcp)
- PBIR knowledge source for AI: [https://aka.ms/pbir\\_schema](https://aka.ms/pbir_schema)
- Power BI Report skill: **Coming soon!**



Fabric



Power BI AI Custom Visuals



No label



Search



Home



Workspaces



Copilot



OneLake  
catalog



Monitor



Real-Time



Workloads



CWYM



My  
workspace



Fabric



File



Export



Share



Explore



Monitor



Edit



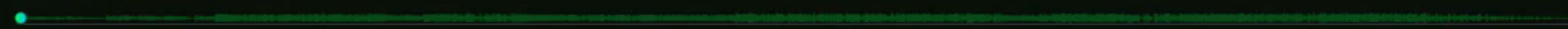
Copilot



## FABRIC DJ MUSIC HUB

P. LeBlanc - 99 Problems

0:01



2:46

P. LeBlanc - 99 Problems • 2:46

SHF



Neon



Bars



MIXER

FULL



VOL



70%

BASS



0dB

TREB



0dB

REV



0%

Choose Files

16 files

DJ MODE



READY

### PLAYLIST

P. LeBlanc - 99 Problems

P. LeBlanc - Clicky, Clicky,...

P. LeBlanc - Code Crimes

P. LeBlanc - Dashboard Dream...

P. LeBlanc - Fabricate

P. LeBlanc - I Wish



Filters



84%



# How was the session?



Complete Session Surveys in  
*Whova* for your chance to WIN  
PRIZES!

