



MicroStrategy

Leveraging the Power of Generative AI

Harrison Waddell

Senior Account Manager, ANZ

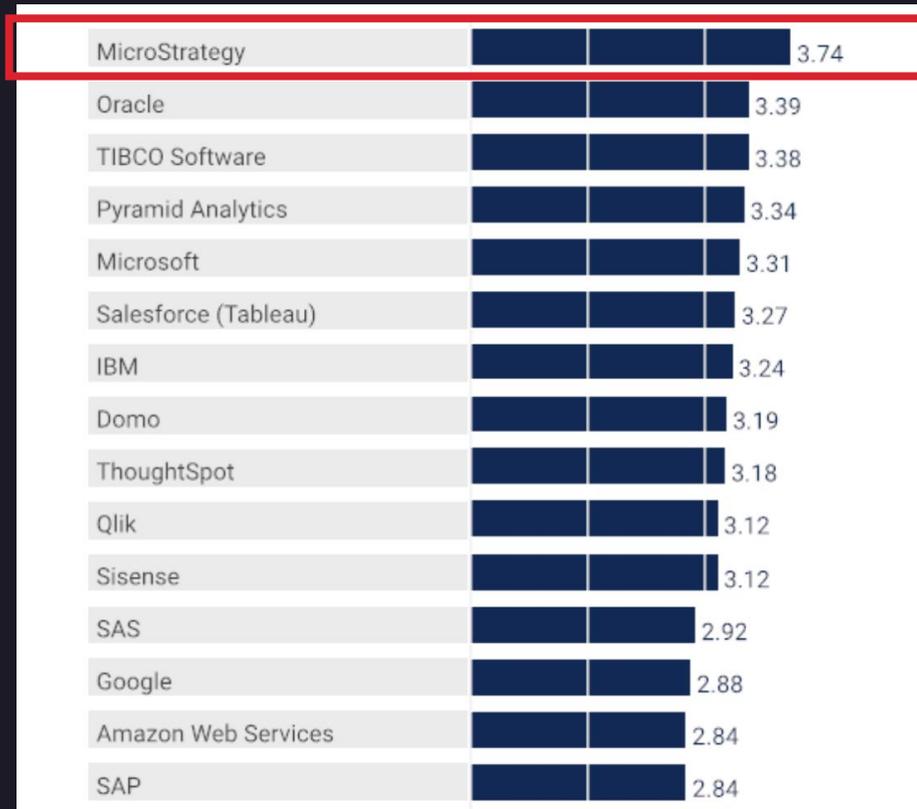
MicroStrategy

MicroStrategy is the Market Leader in Enterprise Analytics



Gartner Critical Capabilities

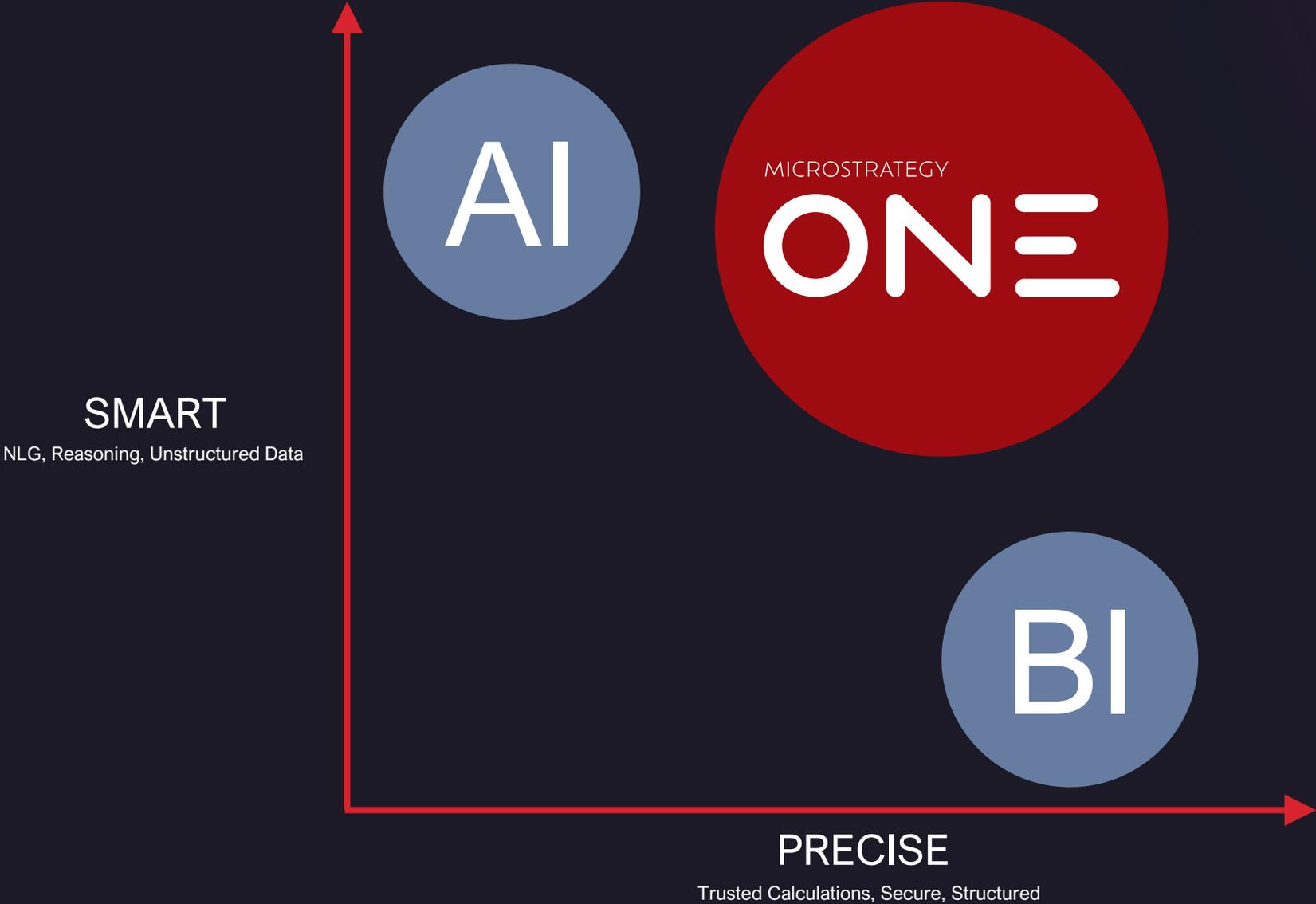
#1 in Enterprise Analytics



Ranked #1:

- Governed Self-Service
- Security
- Governance
- Scalability
- Mobile

AI / BI : Smart and Precise





Generative AI + Semantic Graph = Trust

Works with your trusted data for accurate results

Welcome Napier, Keith 27/07/2023



COMPANY PERFORMANCE

Powered by **MicroStrategy**

Current Month Revenue

\$449,890,378

+ 8.0%

Previous Month: \$416,433,377



Current Month Profit

-\$30,889,199

+ 58.2%

Previous Month: -\$73,917,015



Current Month YoY Growth

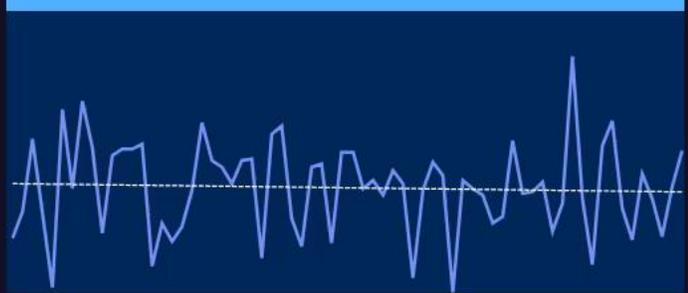
16.79%

- 32.8%

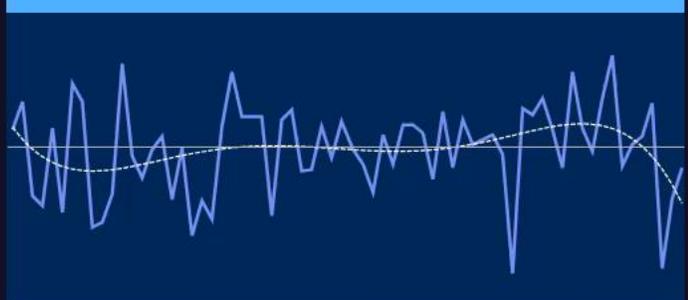
Previous Month: 24.99%



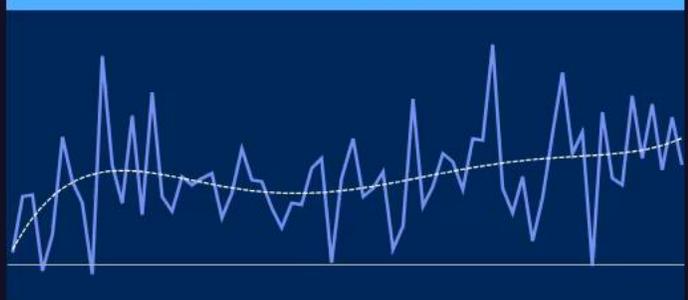
Revenue Trend



Profit Trend



Growth % Trend



Profit Contribution by Department

Country	Department	
Australia	Engineering	\$29,815,072
	Financial Services	\$168,941,954
	Legal	\$43,995,483
	Marketing	\$28,482,570
	Sales	\$75,605,679
New Zealand	Support	\$14,047,046
New Zealand		\$89,652,725

Welcome Napier, Keith 27/07/2023



COMPANY

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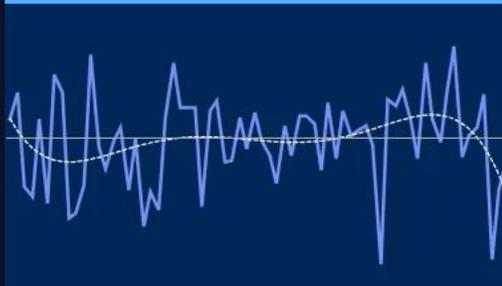
16.79% - 32....

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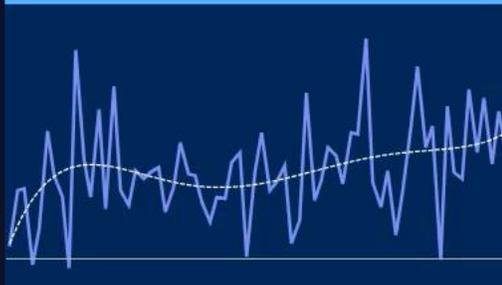
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Growth % Trend



Profit Contribution by Depart...

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Engineering	\$29,815,072
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New Zealand	\$89,652,725
Sales	\$75,605,679
Support	\$14,047,046

AI Assistant

look at profit and tell me which department made the least profit in 2023?

In 2023, the Support department made the least profit with a total of -77,195,042.

what strategies can I take to improve the profit of the Training department? list 3 bullet points of the things that I can focus on

To improve the profit of the Training department, which currently stands at a loss of -331,859,954.0, you can focus on the following strategies:

- Analyze and optimize the department's expenses:** Review the current costs and identify areas where you can reduce expenses without compromising the quality of training.
- Improve the effectiveness of training programs:** Enhance the training content and delivery methods to ensure better results, leading to increased demand and higher revenue.
- Expand the target audience and marketing efforts:** Reach out to a broader audience by offering a diverse range of training programs and investing in targeted marketing campaigns to attract more clients.

[View Dataset](#)

Ask data questions about the dataset...



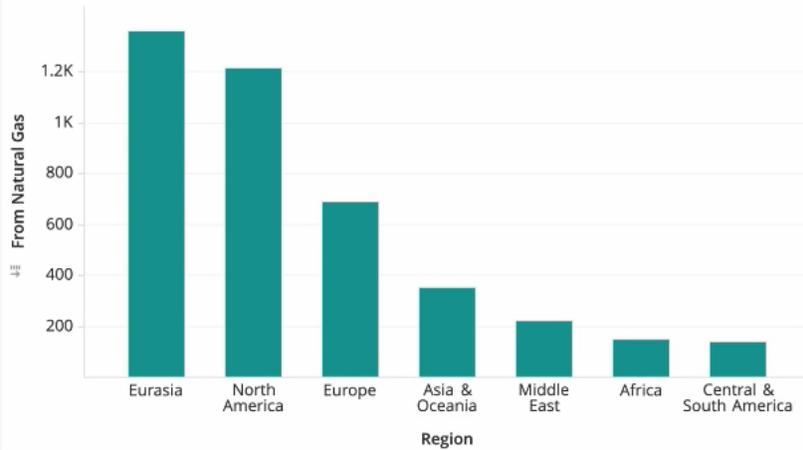
CO2 Emissions Analysis

From Coal
206,298.68

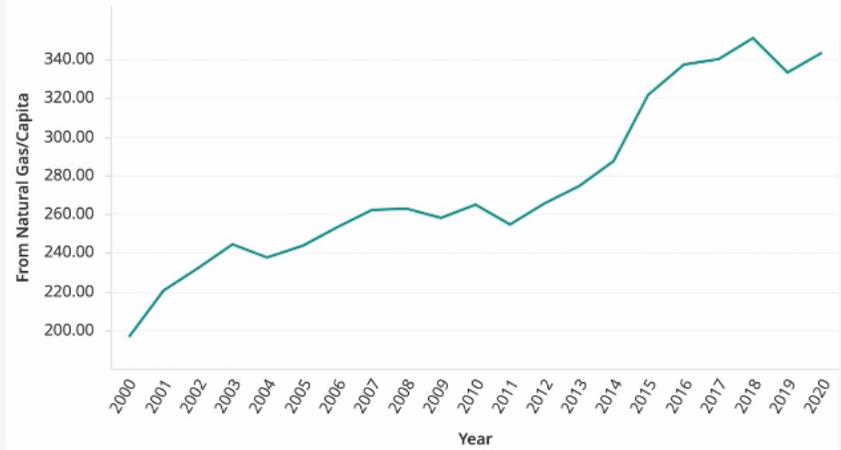
From Natural Gas
106,322.39

From Petroleum
213,435.16

CO2 Emissions from Natural Gas by Region



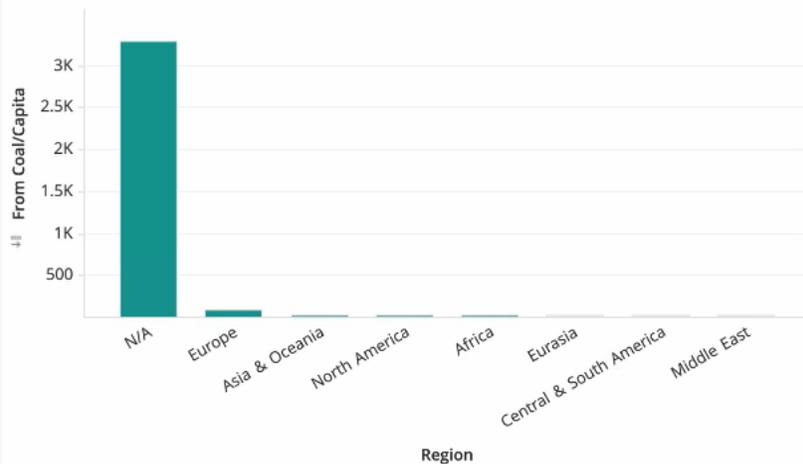
Change in CO2 Emissions from Natural Gas per Capita



CO2 Country Details

Country	From Coal	From Natural Gas	From Petroleum	Population (m)
Afghanistan	0.23	4.06	2.02	13.45
Albania	2.39	0.50	3.18	3.24
Algeria	2.83	56.35	23.94	25.09
American Samoa	0.00	0.00	0.58	0.05
Angola	0.00	3.38	3.79	8.30
Antarctica	0.00	0.00	0.21	N/A
Antigua and Barb...	0.00	0.00	0.42	0.06
Argentina	2.05	43.70	56.91	33.04
Armenia	N/A	N/A	N/A	N/A
Aruba	0.00	0.00	0.59	0.06
Australia	133.06	35.04	99.50	16.96

Average CO2 Emissions from Coal per Capita by Region



Top 5 Countries with Highest CO2 Emissions from Co

Country	From Coal
China	1,904.96
United States	1,821.00
Former U.S.S.R.	1,234.13
India	384.00
Poland	271.08
Germany, West	264.18
United Kingdom	250.70
Japan	248.49
Germany, East	246.44
South Africa	244.10
Australia	133.06
Former Czechoslovakia	128.97

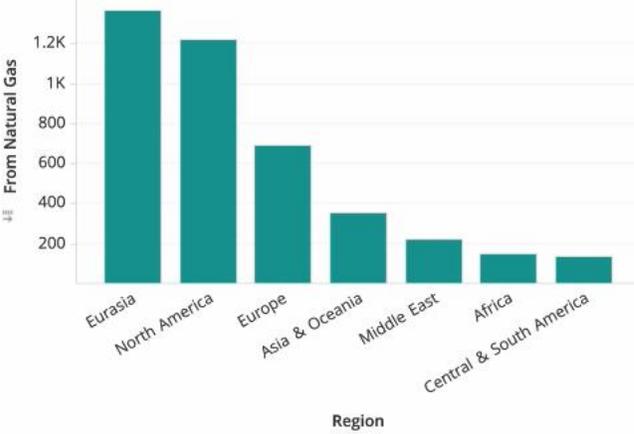
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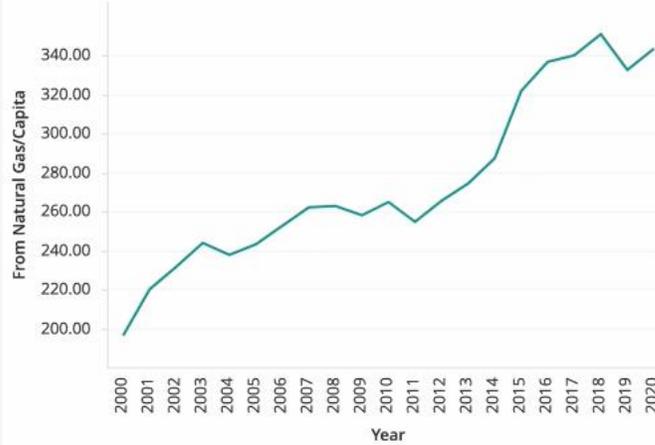
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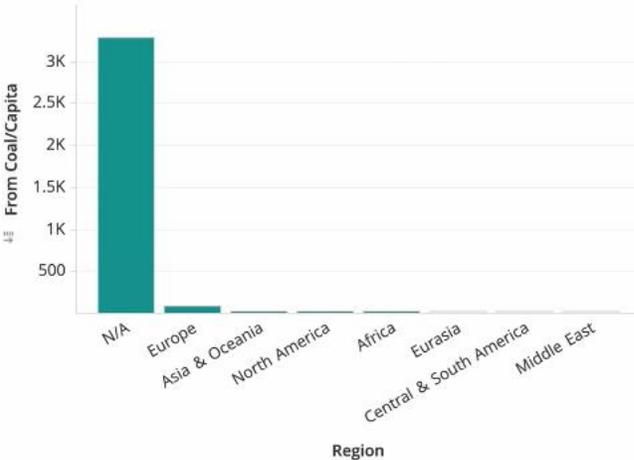
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Germany, East	246.44
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AI Assistant

Clear history and start a new chat



You can ask questions about this dossier and its related data.

You might be looking for:

Which country has the highest sales?

What is the distribution of commodities by date?

What is the observation date for candy production?

Sort the observation date in the candy production visualization.

Show dossier summary

Related Data

Ask me a question.

Chapter filter



AI Assistant for Data Visualisation

Works with your trusted data for accurate results



Sort By: Date Updated



Library

Search



All (18)



multi datasets
Cheng, Zhili · Updated 1hr ago



Sales Drilldown
Administrator · Updated 6hr ago



SLS - copy
Cheng, Zhili · Updated 4d ago



Joses Fitness
Administrator · Updated 4d ago



Retail Summary
Administrator · Updated 5d ago



Student Enrollment Details
Administrator · Updated 11d ago



Live Connect
Cheng, Zhili · Updated 12d ago



Branch and Customer Info
Administrator · Updated 12d ago



Ajit_Campaign analysis
Cheng, Zhili · Updated 14d ago



Airline Sample Data
Arjun Rao · Updated 14d ago



Worldwide CO2 Emissions
Arjun Rao · Updated 14d ago



Network Access Analysis
Cheng, Zhili · Updated 17d ago



s1
Cheng, Zhili · Updated 19d ago



KPi viz error
Cheng, Zhili · Updated 19d ago



Public Transportation Analysis
Administrator · Updated 21d ago



Localized Sales Data
Cheng, Zhili · Updated 24d ago



Bitcoin Analytics
Administrator · Updated 24d ago



SLS
Administrator · Updated 24d ago



Tired of dashboard / report proliferation?

**Want to understand where you need to act
quickly?**

Trying to spot business trends?



Sort By: Name

Library



- All
- My Content
- Favorites
- Recents
- Insights**
- Subscriptions
- Default Groups
 - Catholic Health
- My Groups

KPIs (2)

Claims In Network

421 -10% vs prev 1d

Claims not in Network

835086 -28% vs prev 1m



Mission Planning

- Missions
- Equipment
- Accounts**
- Files
- Dashboards
- Reports
- People

Account
SWT Automotive

- + Follow
- New contact
- New Case
- New Note

Type: Strategic | Number: 292-555-0176 | Email: www.swtautomotive.com | Account Owner: [Howard Burns](#) | Account Site: Atlanta, GA | Industry: Automotive

- Details
- Opportunities
- Contacts
- Approvals
- Field Portal
- Documents**
- Codes
- Activities
- More

Executed Documents

Contract ID/Opportunity	Date	Quarter	Ordered for	Ordered by	Document
Ceramic Brake Pads	3/27/20	20Q1	Gladio	Iga Reuteman	399158_3_399158 Legal.msg
Coated Brake Disc	3/27/20	20Q1	Sierra	Robert Lyman	399158_3_399158.msg
Silicon Wiper Blade	3/27/20	20Q1	VR Heaven	Jessica Liu	399158_3_399158 Legal.msg
Silicon Wiper Blade	3/27/20	20Q1	Kunze	Albert Warfield	399158_3_399158.msg

Case Details

Contact Name
[Ashley Jones](#)

Account Name
[SWT Automotive](#)

DSI
[MSTR - Cloud Internal](#)

Contact Number
292-555-0176

Contact Email
ajones@swtauto.com

Case Owner
 [Howard Burns](#)

Status
C3 - Escalated

Priority
P3 - Major Impact

Case Origin
Email

Case Reason
Cloud

- Activity
- Chatter**

- Post
- Poll**
- Question

Share an update... Share

Search this feed...

[SWT Automotive](#) – [Howard Burns](#)
2m ago

@Sarah Steiner, [SWT Automotive](#) is interested in [Ceramic Brake Pads](#) and [Coated Brake Disc](#).

Like Comment

Write a comment...

[Ashley Jones](#) – [Howard Burns](#) created a contact.
1h ago

[Ashley Jones](#)

ONE

Semantic Layer drives all applications and user experiences



AI



Mobility



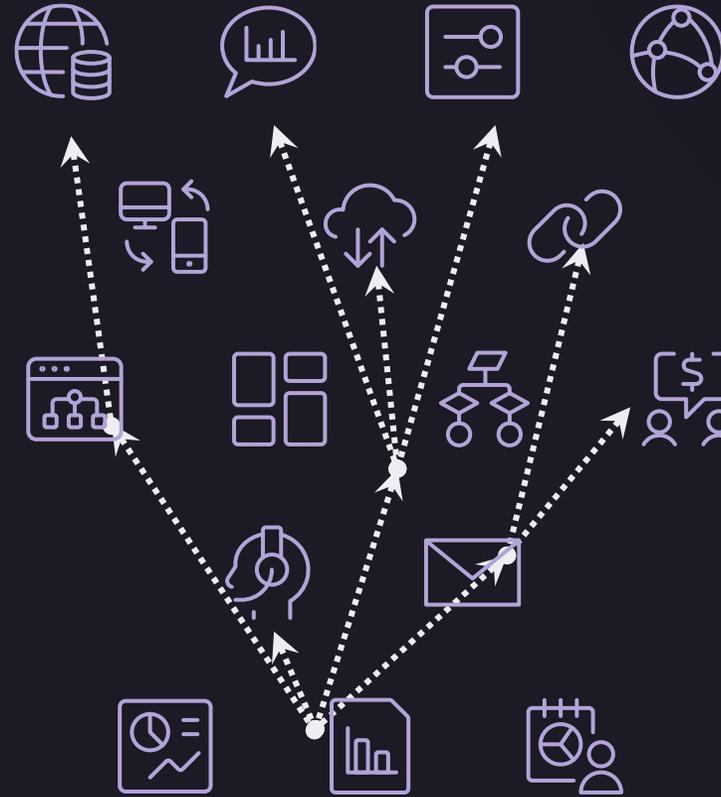
Embedded Analytics



Dashboard Fatigue



Core Analytics



MicroStrategy



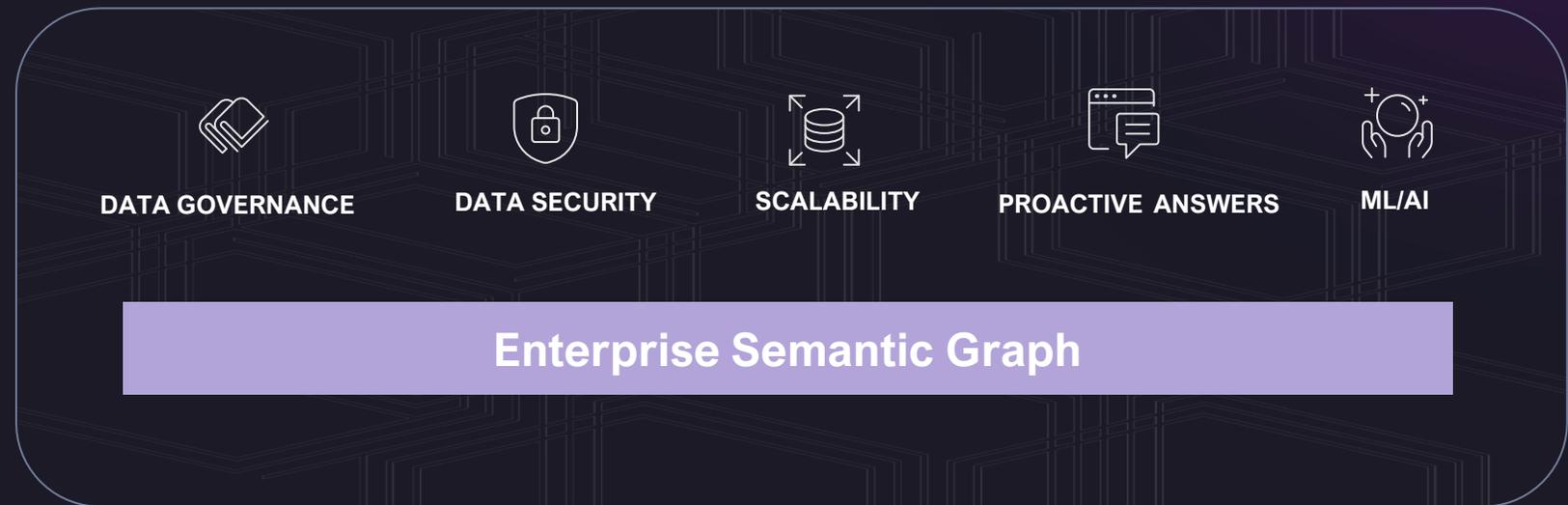
Company Overview

- Founded in 1989
- NASDAQ: MSTR
- HQ: Tysons, VA
- 2,000+ Employees
- Direct Operations in 27+ Countries

Global Footprint

- 4,000+ Customers
- 300+ Embedded Partners
- 9+ Global Support Centers
- 35+ Field Service Centers
- 5 Global Development Centers

OUR DNA



INNOVATION

MULTI - CLOUD

INDEPENDENT

Local and International Customers



Financial Services



Retail



Healthcare and Pharma



Manufacturing and CPG



Government



Technology



Other Major Industries



Fireside Chat

Speakers



Eric Poulin

General Manager, ANZ
MicroStrategy



Keryn McKenzie

Chapter Area Lead –
Insights & Data Science
The Warehouse Group



Stop by
MicroStrategy
booth 21
today!