



# MicroStrategy Leveraging the Power of Generative AI

**Harrison Waddell**

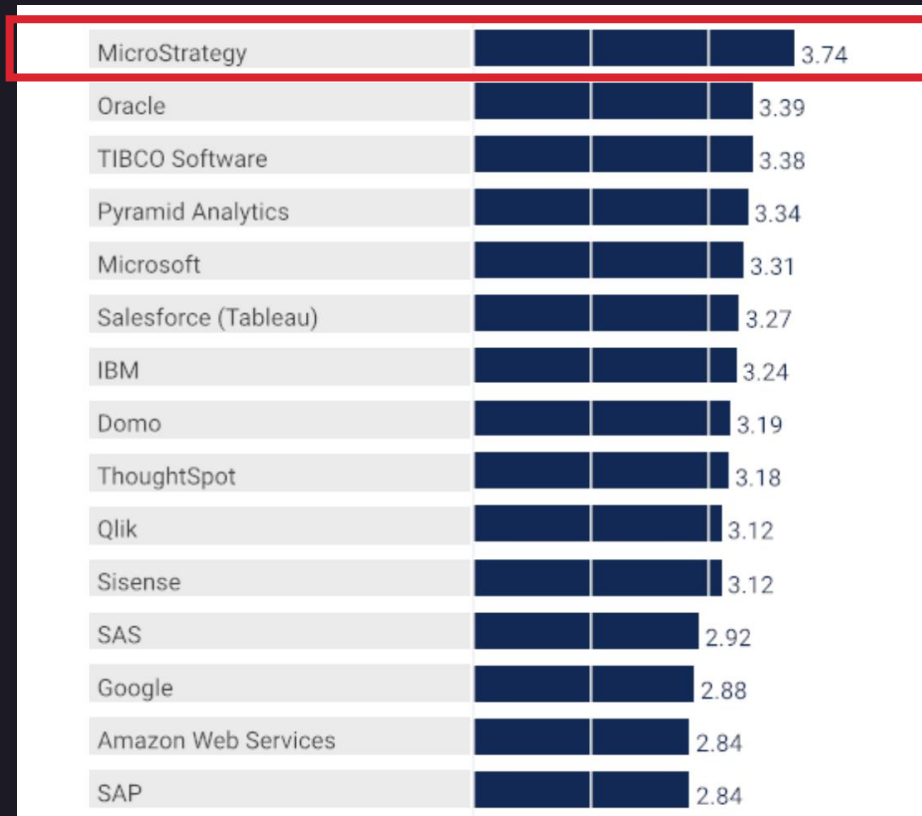
Senior Account Manager, ANZ  
MicroStrategy

# MicroStrategy is the Market Leader in Enterprise Analytics



## Gartner Critical Capabilities

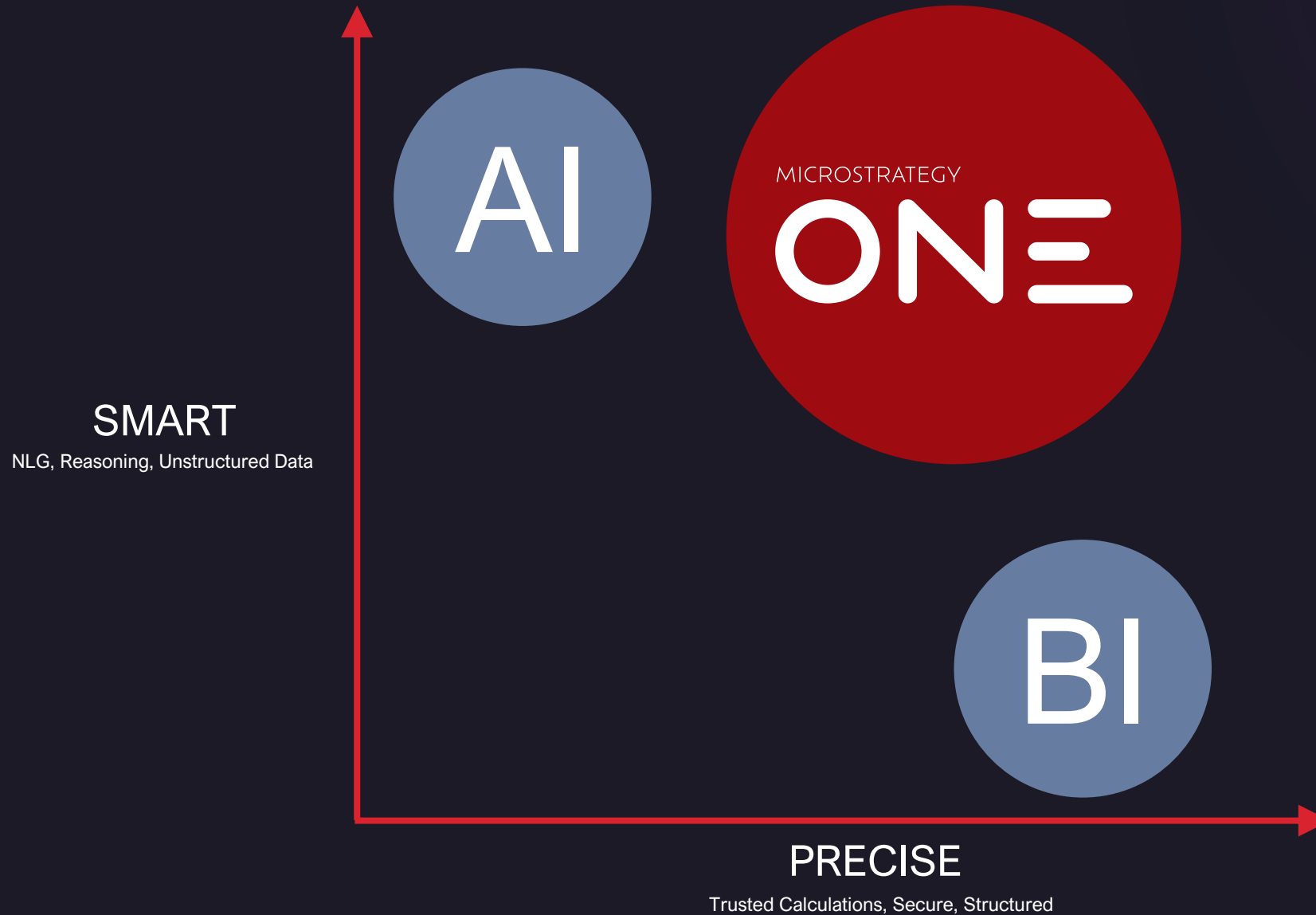
#1 in Enterprise Analytics



## 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



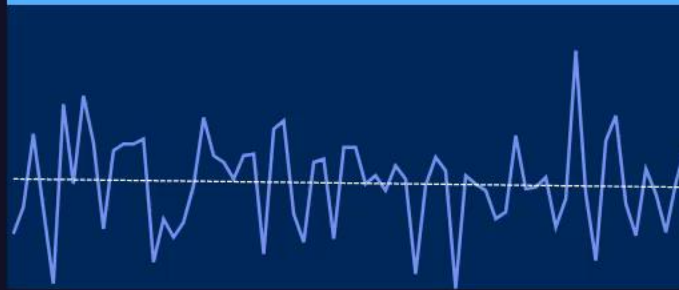
## Current Month YoY Growth

16.79%

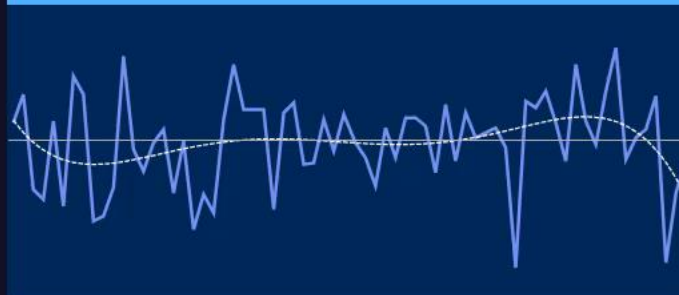
- 32.8%

Previous Month: 24.99%

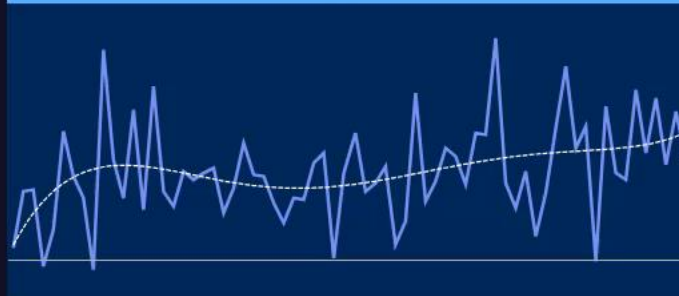
## Revenue Trend



## Profit Trend



## Growth % Trend



## Profit Contribution by Department

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





Welcome Napier, Keith 27/07/2023



# COMPANY

Powered by  
**MicroStrategy**



## Current Month Revenue

**\$449,890,378** + 8.0%

Previous Month: \$416,433,377



## Current Month Profit

**-\$30,889,199** + 58....

Previous Month: -\$73,917,015

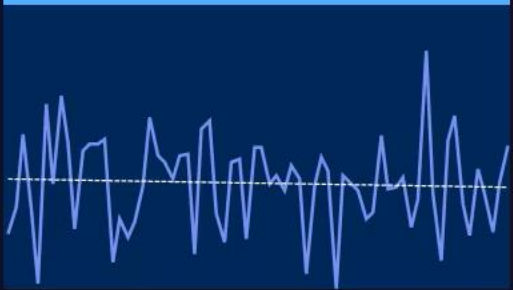


## Current Month YoY Growth

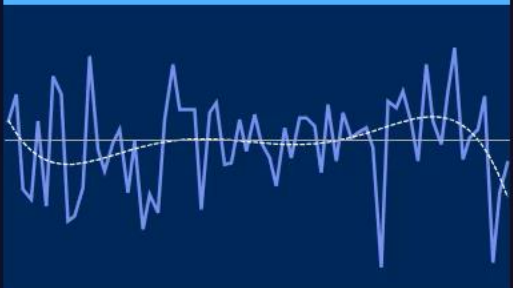
**16.79%** - 32....

Previous Month: 24.99%

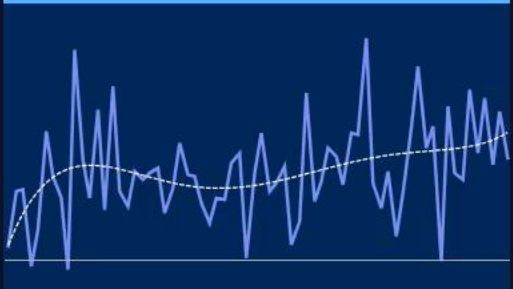
### Revenue Trend



### Profit Trend

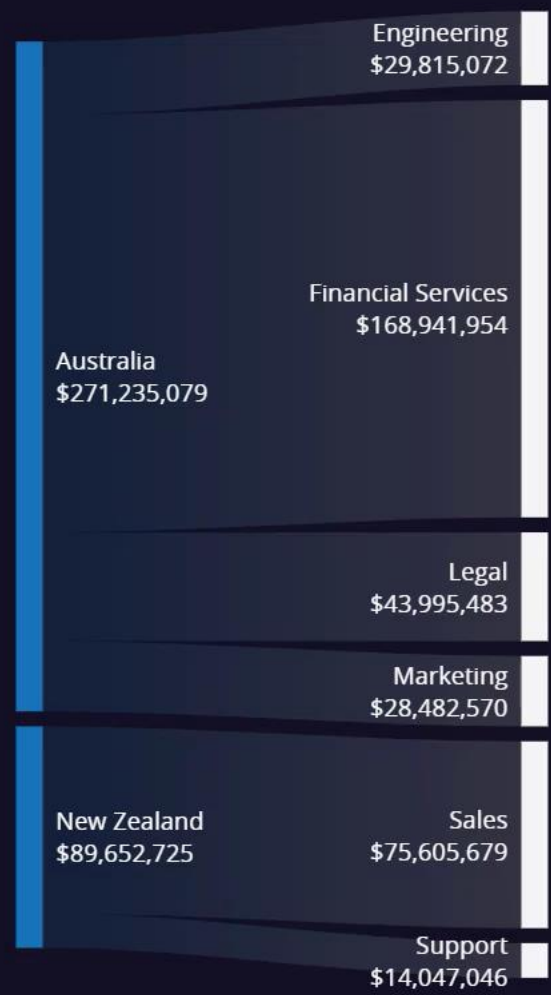


### Growth % Trend



### Profit Contribution by Depart...

Country Department



## AI Assistant

Ask data questions about the dataset...

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:

- 1. 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.
- 2. Improve the effectiveness of training programs:**  
Enhance the training content and delivery methods to ensure better results, leading to increased demand and higher revenue.
- 3. 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

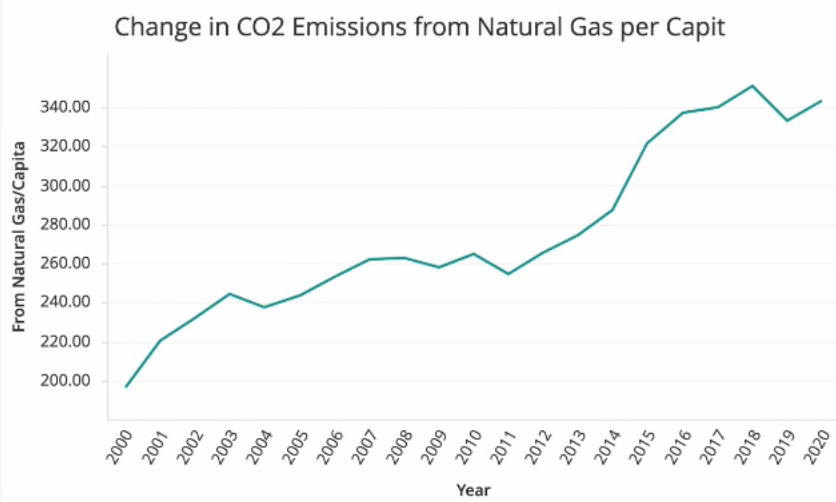
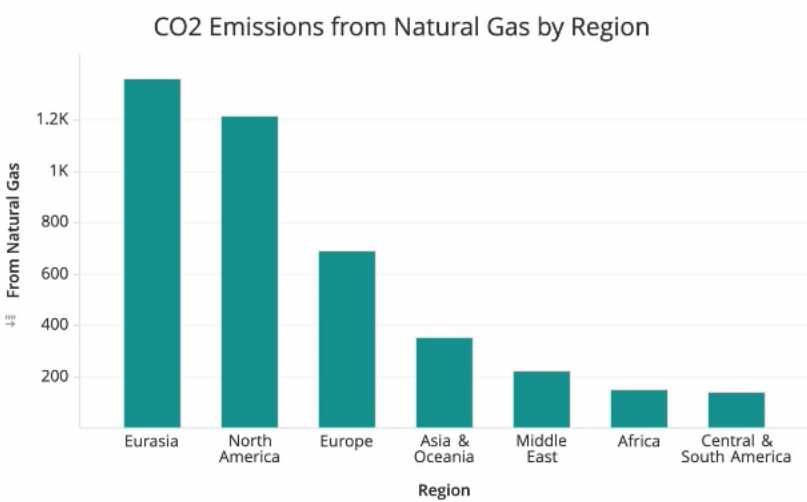
206,298.68

From Natural Gas

106,322.39

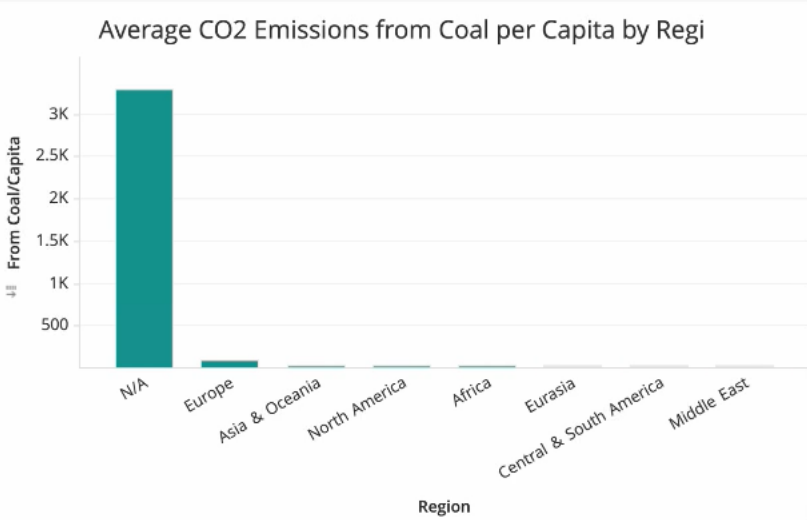
From Petroleum

213,435.16



### CO2 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          |



### 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    |



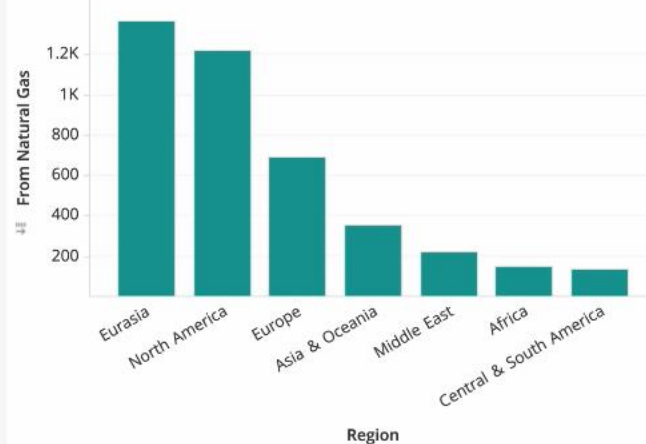
## CO2 Emissions Analysis

From Coal  
206,298.68

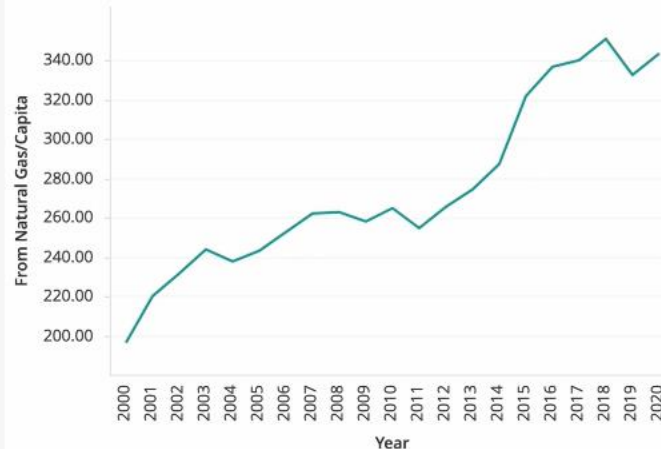
From Natural Gas  
106,322.39

From Petroleum  
213,435.16

CO2 Emissions from Natural Gas by Region



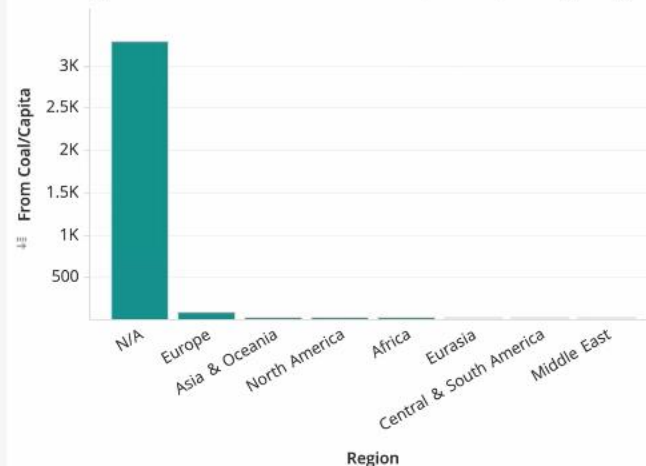
Change in CO2 Emissions from Natural Gas per Capita



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 Barbuda | 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 Coal

| 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    |

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



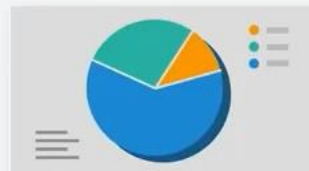
SLS - copy

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?**

MicroStrategy Library

env-304626.customer.cloud.microstrategy.com/MicroStrategyLibrary/app

Library

Sort By: Name

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

Account  
**SWT Automotive**[+ Follow](#)[New contact](#)[New Case](#)[New Note](#)

Type  
Strategic

Number  
292-555-0176

Email  
[www.swtautomotive.com](http://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 ▾                                |
|-------------------------------------|---------|-----------|------------------------|---------------------------------|---|
| <a href="#">Ceramic Brake Pads</a>  | 3/27/20 | 20Q1      | <a href="#">Gladio</a> | <a href="#">Iga Reuteman</a>    | <a href="#">399158_3_399158 Legal.msg</a> |
| <a href="#">Coated Brake Disc</a>   | 3/27/20 | 20Q1      | <a href="#">Sierra</a> | <a href="#">Robert Lyman</a>    | <a href="#">399158_3_399158.msg</a>       |
| <a href="#">Silicon Wiper Blade</a> | 3/27/20 | 20Q1      | VR Heaven              | <a href="#">Jessica Liu</a>     | <a href="#">399158_3_399158 Legal.msg</a> |
| <a href="#">Silicon Wiper Blade</a> | 3/27/20 | 20Q1      | <a href="#">Kunze</a>  | <a href="#">Albert Warfield</a> | <a href="#">399158_3_399158.msg</a>       |

## Case Details

Contact Name  
[Ashley Jones](#)

Account Name  
[SWT Automotive](#)

DSI  
[MSTR - Cloud Internal](#)

Contact Number  
292-555-0176

Contact Email  
[ajones@swtauto.com](mailto: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](#)[SWT Automotive](#) – [Howard Burns](#)

2m ago

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

Like

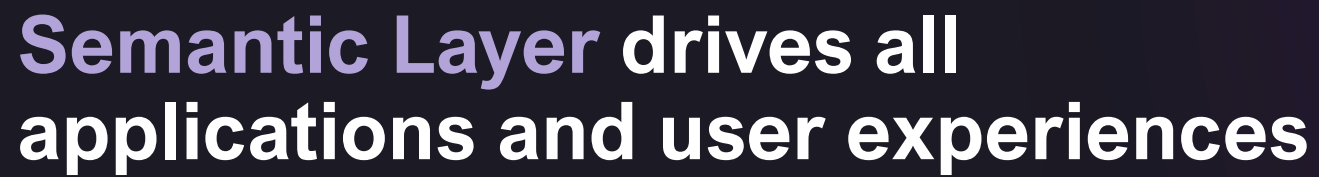
Comment

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

1h ago

[Ashley Jones](#)



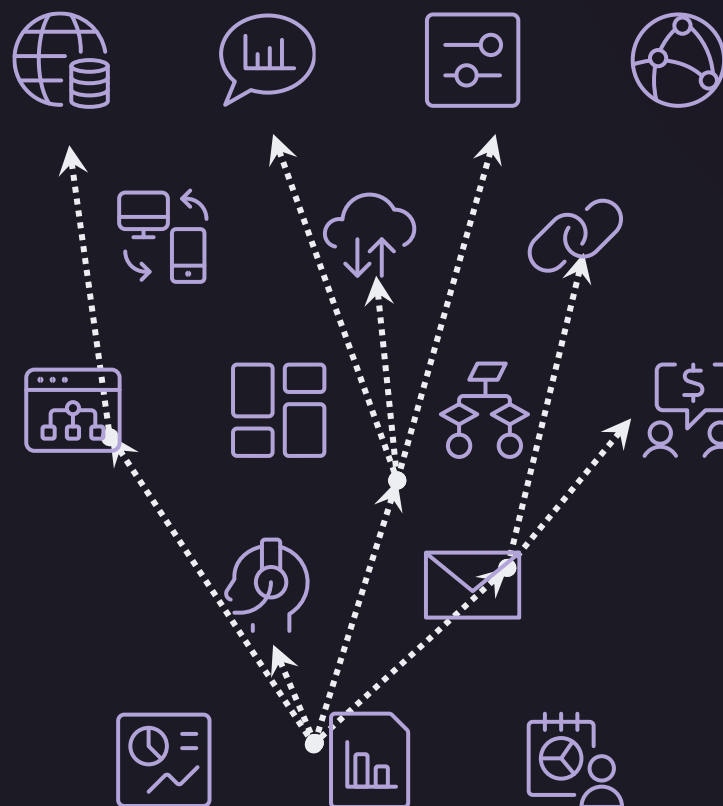


# Mobility

# Embedded Analytics

# Dashboard Fatigue

## Core Analytics



# MicroStrategy



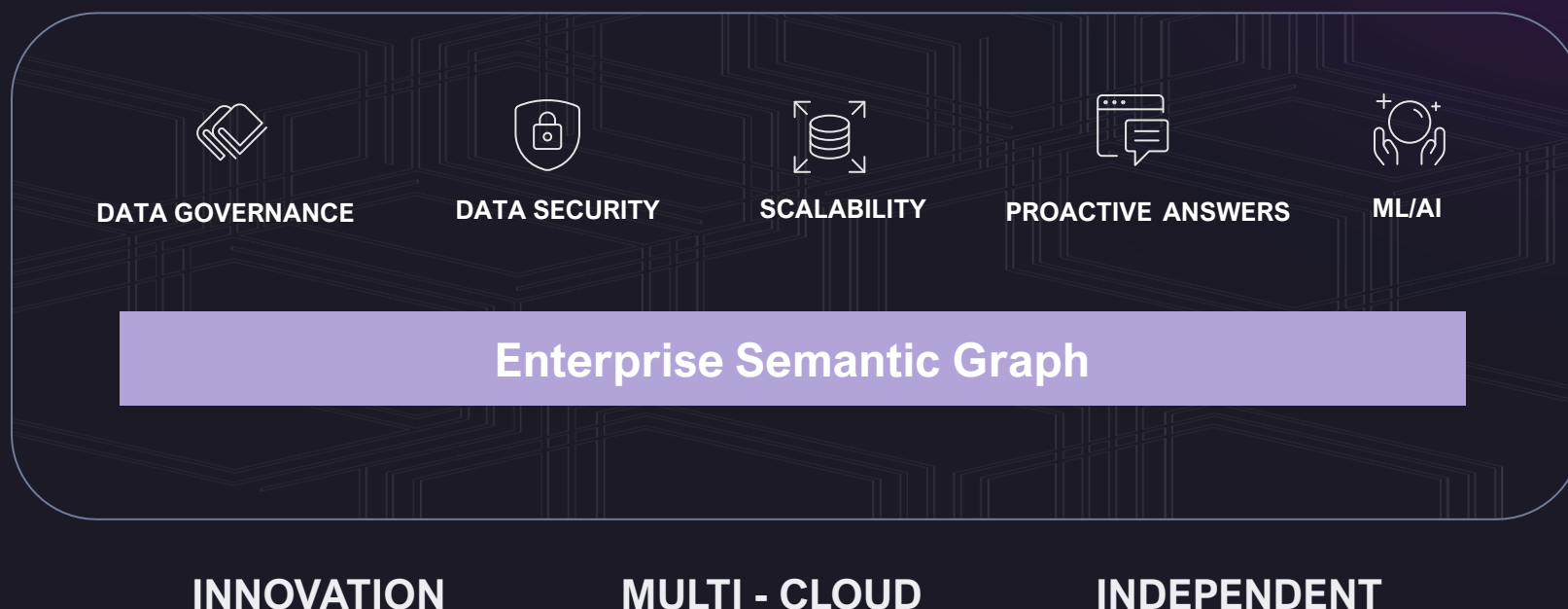
## Company Overview

- 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



# 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!