

Business  
Impact,  
Powered  
by People

Boost  
Your Mind



# Ton Godtschalk

The Tech Maestro: Creating Technological  
Brilliance and Inspiring Minds





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Brilliance and Inspiring Minds



Personality test based on questionnaire:  
Creative Inspiring Negotiator



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The Tech Maestro: **Creating** Technological  
Brilliance and **Inspiring** Minds



Personality test based on questionnaire:  
**Creative Inspiring** Negotiator



# Agenda

1. Data Visualization

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2. Generative AI

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3. How can we apply Generative AI on Data Visualization?

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# Data visualization

Quiz time: please all stand up



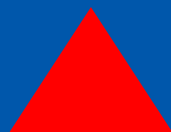
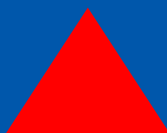
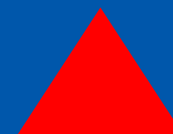
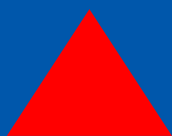
# Experiment

How many?





# Experiment



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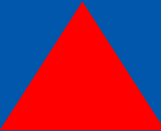
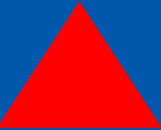
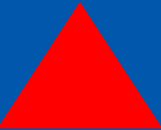
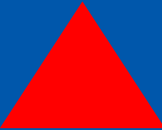
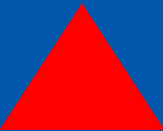


# Experiment

Left hand up: 3  
Right hand up: 4  
Both hands up: 5  
No hands up: 6



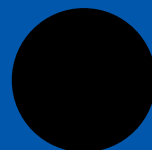
# Experiment





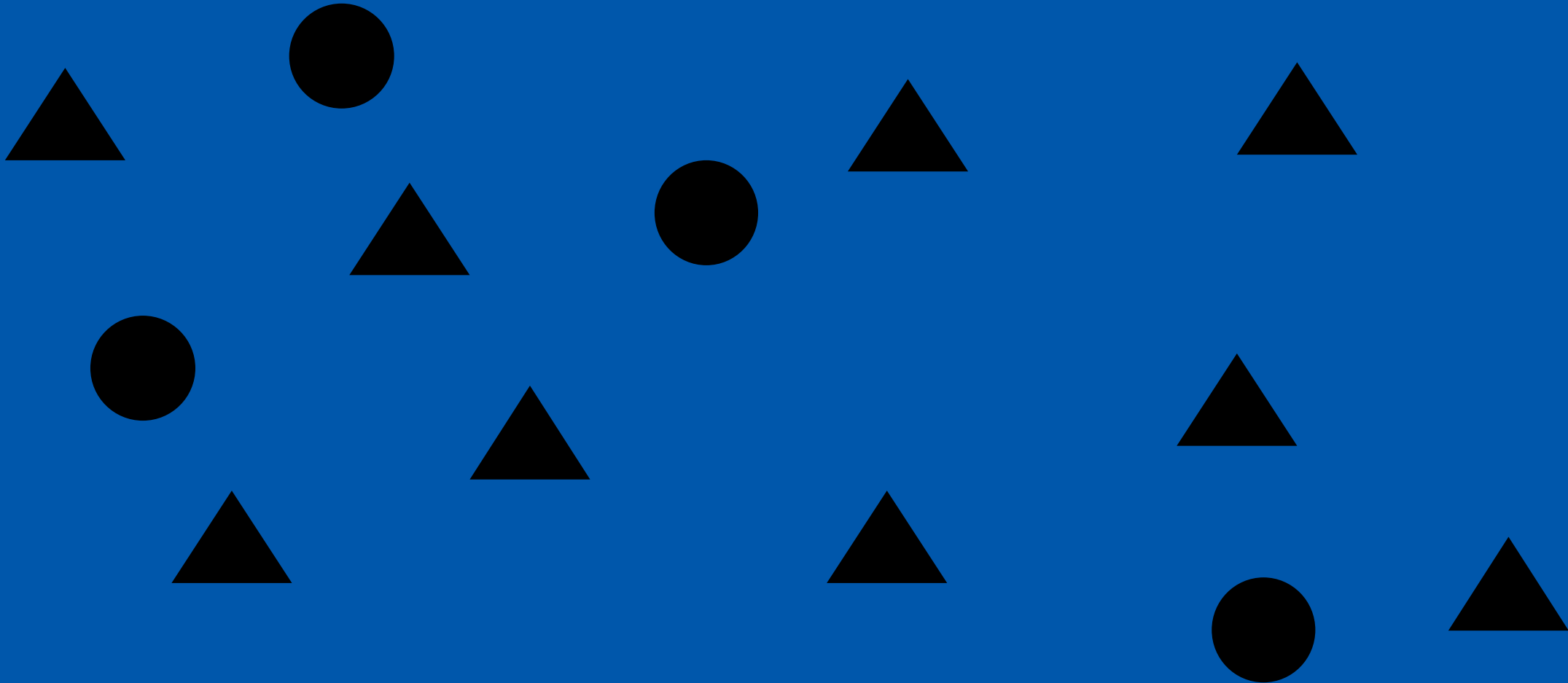
# Experiment

How many?





# Experiment



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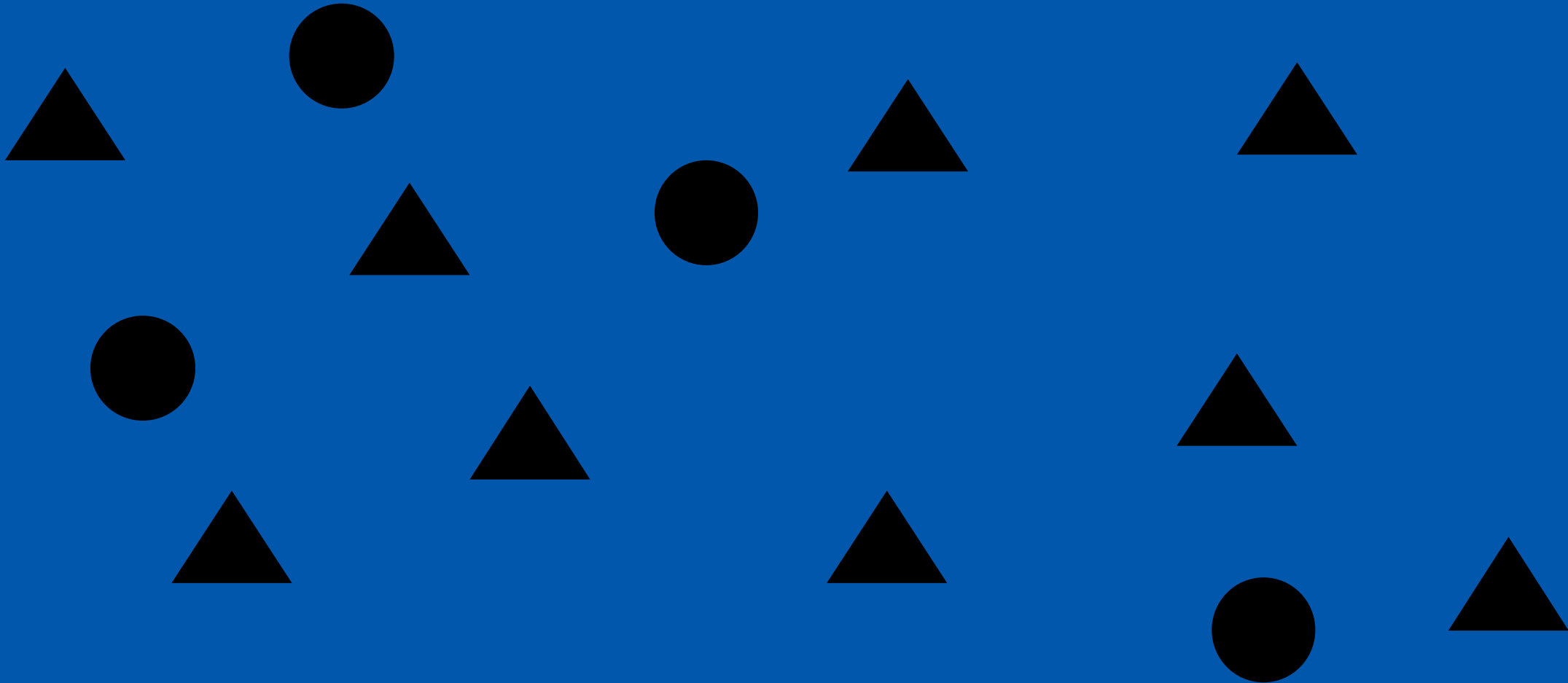


# Experiment

Left hand up: 3  
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# Experiment



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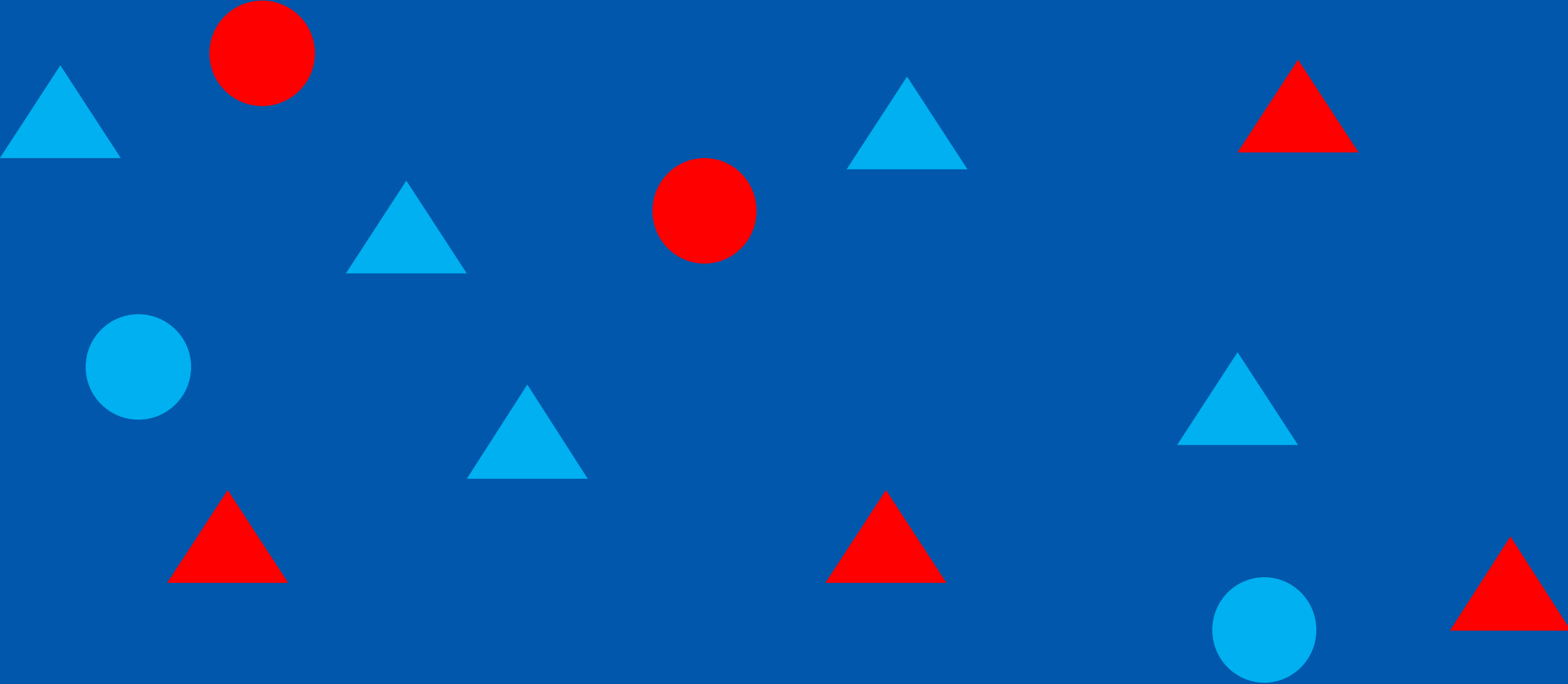
# Experiment

How many?





# Experiment





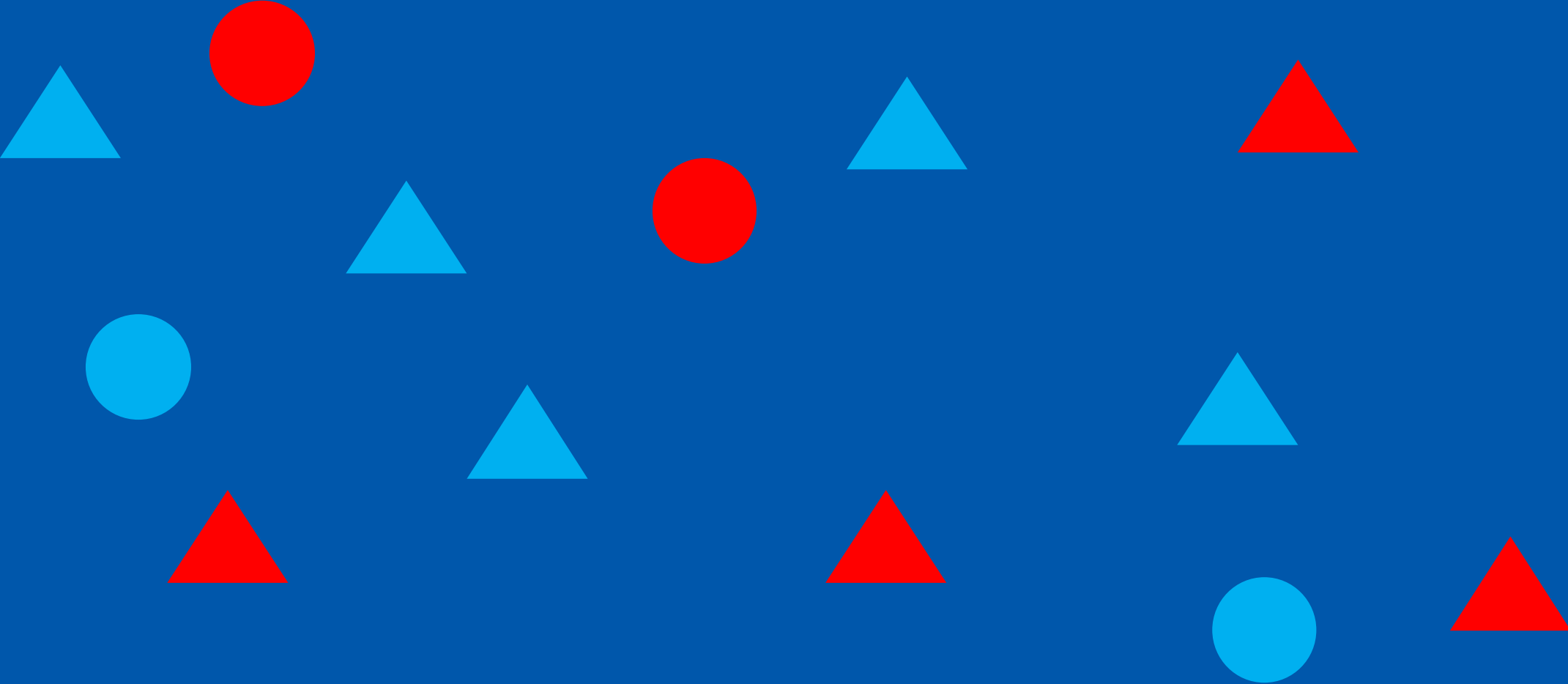


# Experiment

Left hand up: 3  
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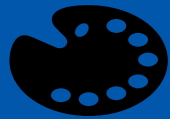
# Experiment





# What makes a good Visualization?

Use the right Dye



Why  
?

Don't Lie



Simplify





Why

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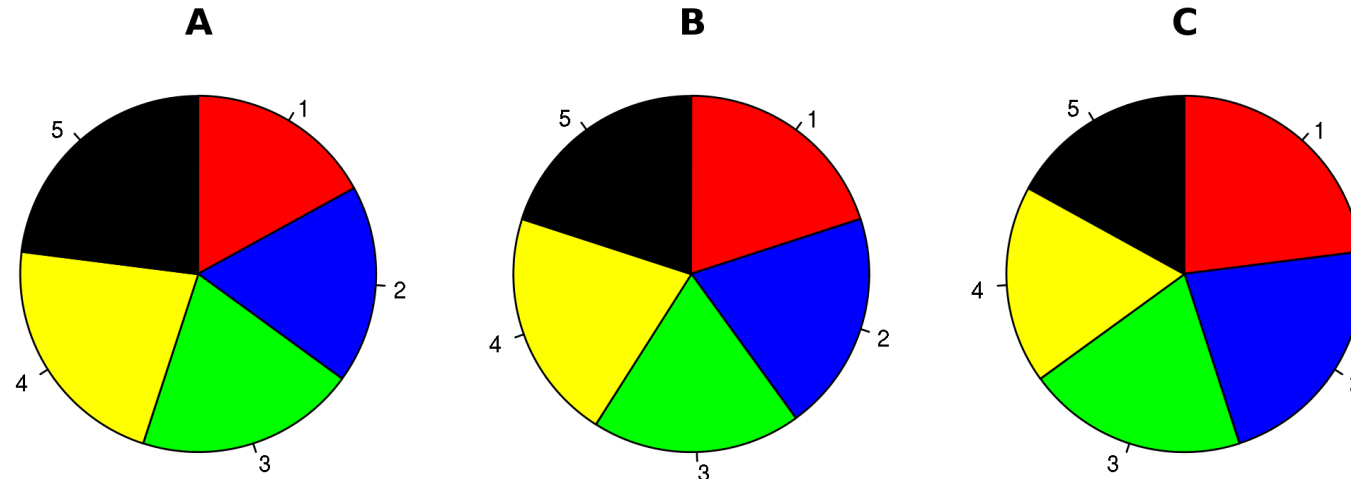


# Simplify

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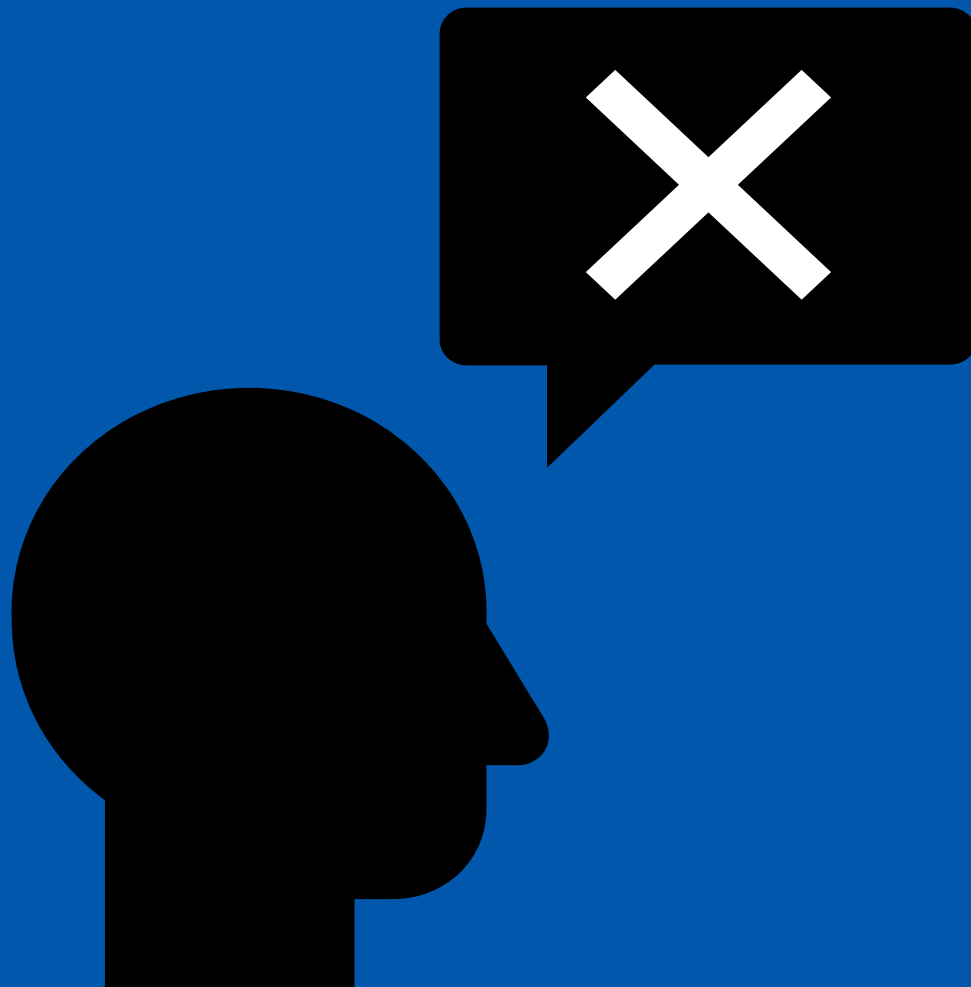


# Which color has the biggest contribution?





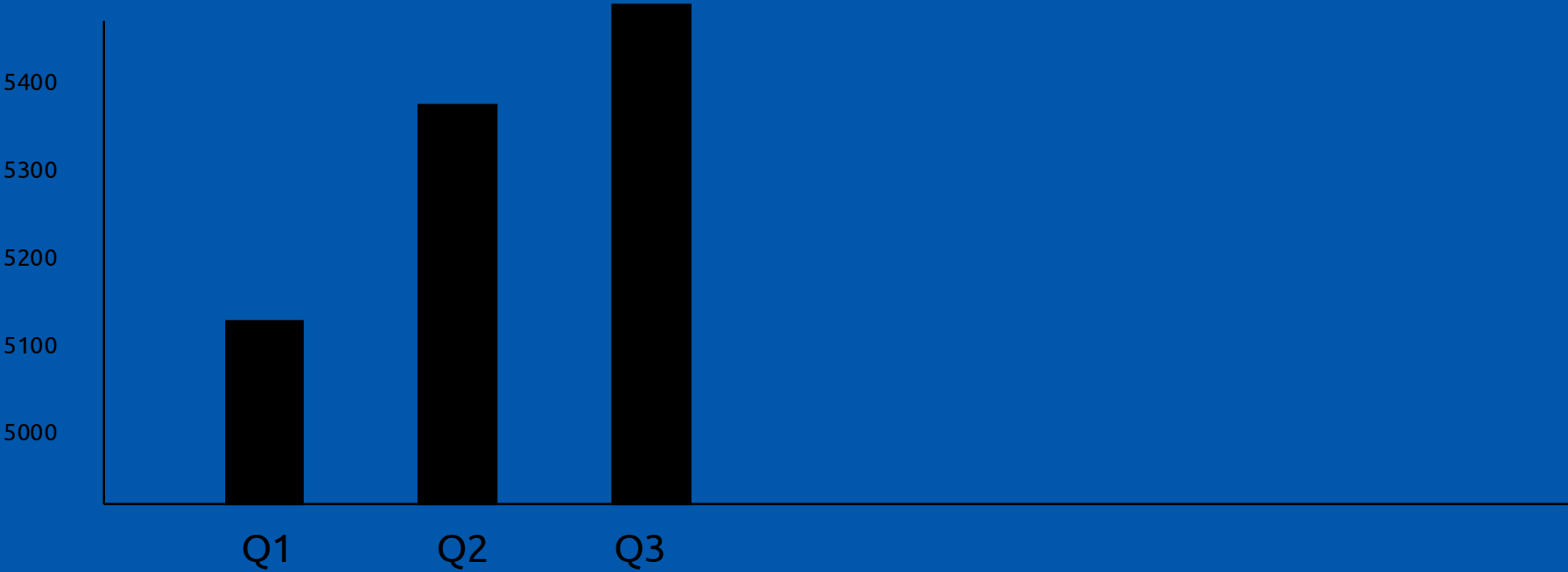
Don't Lie



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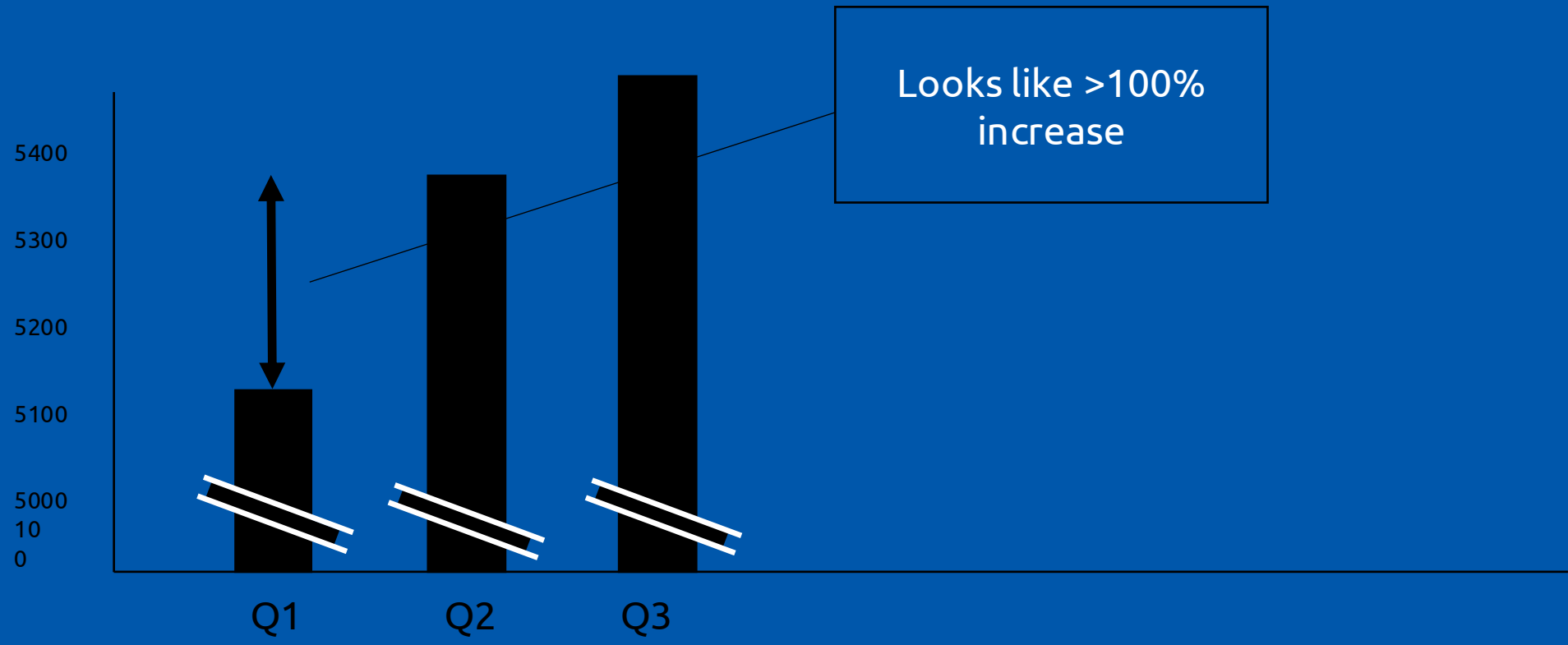
# Don't Lie





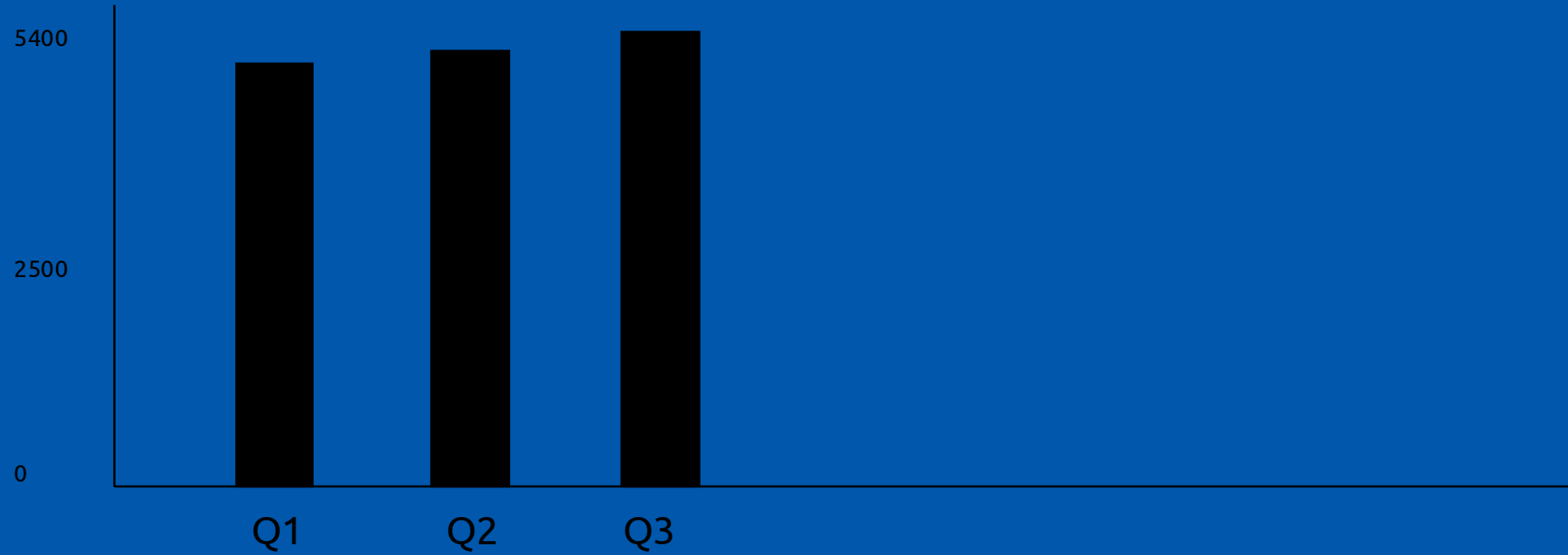


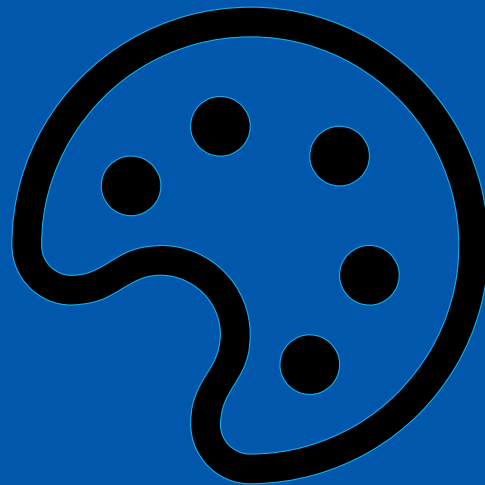
# Don't Lie





# Don't Lie





# Use the right Dye



# Use the right Dye

Gradient

Good vs Bad

Category

Spotlight





# Use the right Dye

Gradient

Good vs Bad

Category

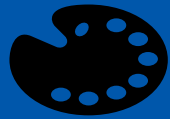
**Spotlight**





# Remember

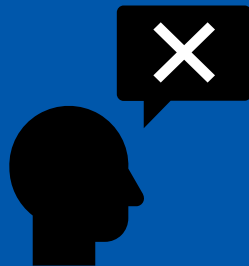
Use the right Dye



Why



Don't Lie



Simplify





# Agenda

## 1. Data Visualization

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## 2. Generative AI

---

## 3. How can we apply Generative AI on Data Visualization?

---



# Agenda

1. Data Visualization

---

**2. Generative AI**

---

3. How can we apply Generative AI on Data Visualization?

---







# What is Generative AI



# The potential of AI

...%

Organizations say generative AI is a topic of discussion in their boardrooms

academy



# The potential of AI

96%

Organizations say generative AI is a topic of discussion in their boardrooms

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# The potential of AI

...%

of executives globally say their leadership is a strong advocate for generative AI

academy



# The potential of AI

60%

of executives globally say their leadership is a strong advocate for generative AI

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# The potential of AI

“The potential of generative AI to drive innovation and improve efficiency and productivity extends to nearly all functions and has applications across all industries.”



# Generative AI applications

Text

Images and video generation

Audio

Chatbots

Search

...

How about Data Visualization?



# Agenda

1. Data Visualization

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2. Generative AI

---

**3. How can we apply  
Generative AI on Data  
Visualization?**

---

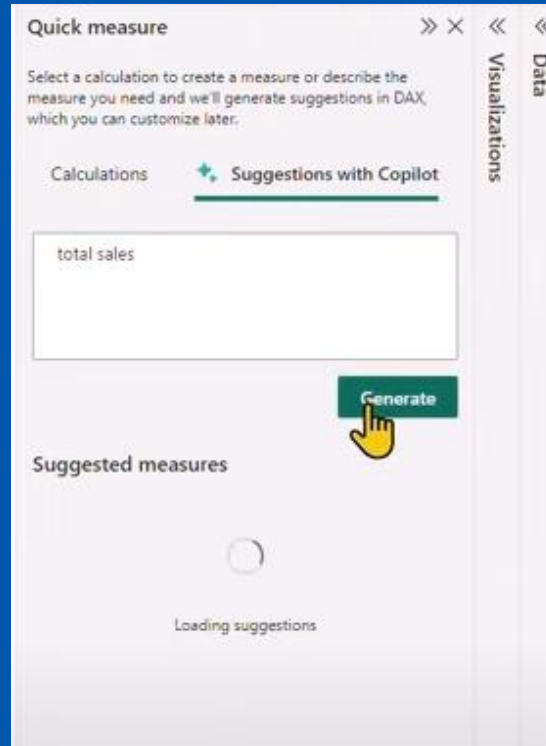




# Meet Microsoft Copilot

- The generative AI tool of Microsoft using PowerBI
- Based on a dataset you can ask anything you want

# Lets find out...



Expected value:  
~29 million dollar



# Lets find out...

**Quick measure** » x « «

Select a calculation to create a measure or describe the measure you need and we'll generate suggestions in DAX, which you can customize later.

Calculations **Suggestions with Copilot**

total sales

**Generate**

**Suggested measures**

Total total sales amount ^

Preview value

**\$31,652,464**

DAX ⓘ

Measure =

SUM('Sales'[TotalSalesAmount])

**Add**

Expected value:  
~29 million dollar



# Lets find out...

Quick measure

Select a calculation to create a measure or describe the measure you need and we'll generate suggestions in DAX, which you can customize later.

Calculations **Suggestions with Copilot**

sum sales

Generate

Suggested measures

Loading suggestions

Expected value:  
~29 million dollar

# Lets find out...

Quick measure

Select a calculation to create a measure or describe the measure you need and we'll generate suggestions in DAX, which you can customize later.

Calculations **Suggestions with Copilot**

sum salesamount

Generate

Suggested measures

Total sales amount

Preview value

\$29,307,837

DAX ?

Measure =

```
SUM(
    'Sales'
    [SalesAmount]
)
```

Expected value:  
~29 million dollar



# How about generating reports automatically?

# Lets find out...

Power BI

My workspace

Zoeken

Proefversie:  
59 dagen resterend

Start

Maken

Bladeren

OneLake-gegevensh...

Apps

Metrieken

Werkruimte n

My workspace

Sales Analysis

...

My workspace

+ Nieuw

Uploaden

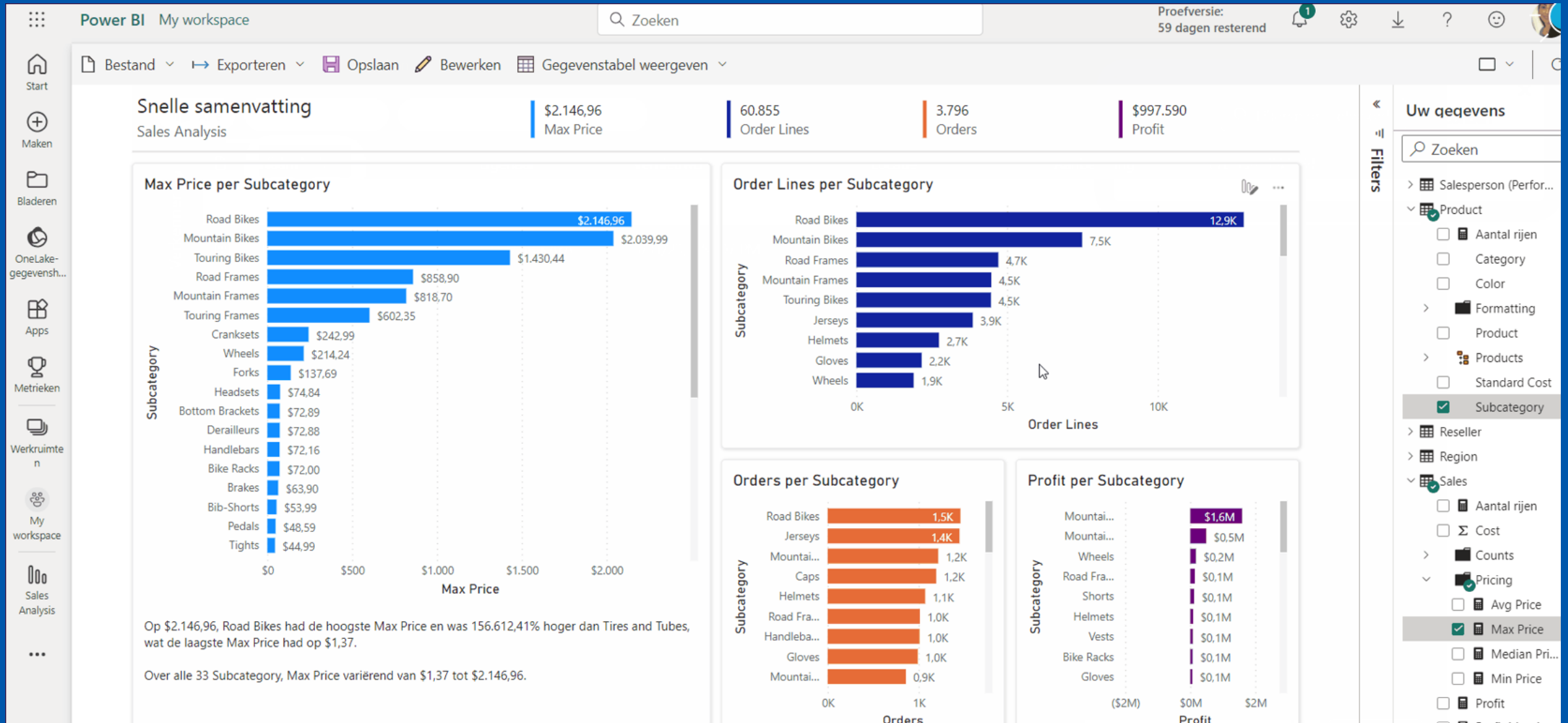
Instellingen voor werkrumten

Filteren op trefwoord

Filteren

	Naam	Type	Eigenaar	Vernieuwd	Volgende vernieuwing	Aanbeveling	Vertrouwelijkheid
	Sales Analysis	Rapport	My workspace	5/24/23, 3:42:09 PM	—	—	—
	Sales Analysis	Gegevensset	My workspace	5/24/23, 3:42:09 PM	N.v.t.	—	—
	Sales Exploration	Rapport	My workspace	5/24/23, 3:42:09 PM	—	—	—
	Sales Monitoring	Dashboard	My workspace	—	—	—	—
	test	Rapport	My workspace	3/31/23, 3:51:07 PM	—	—	—
	test	Gegevensset	My workspace	3/31/23, 3:51:07 PM	N.v.t.	—	—
	Test 2	Dashboard	My workspace	—	—	—	—
	Test dashboard	Dashboard	My workspace	—	—	—	—

# Lets find out...







# Lessons learnt

- Generative AI could definitely be used for Data Visualization, when
  - We know how to tell generative AI what to do, so in our input we need to
    - Tell why
    - Simplify
    - Don't Lie
    - Use the right dye
  - We are critical on the result

## About Capgemini

Capgemini is an AI-powered global business and technology transformation partner, delivering tangible business value. We imagine the future of organizations and make it real with AI, technology and people. With our strong heritage of nearly 60 years, we are a responsible and diverse group of over 420,000 team members in more than 50 countries. We deliver end-to-end services and solutions with our deep industry expertise and strong partner ecosystem, leveraging our capabilities across strategy, technology, design, engineering and business operations. The Group reported 2025 global revenues of €22.5 billion.

Make it *real*.  
[www.capgemini.com](https://www.capgemini.com)



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