



August 2021 Newsletter

We are thrilled to announce the line up for the Beginner Data Science Day on August 20th! Register [here](#), and we will provide the links to join each session a few days before the event.

Here's the line up:

Data Science using Azure Sql Server for everyone by Alpa Buddhahatti

In this session, I am going to show 100% Demo for Creating Azure SQL server. How to access it in Azure portal and in SSMS. Basic queries , Firewall rules and basic data science queries .

Alpa Buddhahatti is an azure Consultant with a passion for data and technology at Cluster Reply. Alpa has around 12 years' experience as software developer and have worked in a variety of projects.

Brilliant basics: Regression techniques by Steph Locke

Regression techniques underpin huge swathes of machine learning algorithms. This session will help understand exactly what a regression is, what types of regression algorithms are available to us, and how to get high quality regression models.

Steph Locke, AI MVP, is the CEO of a startup helping businesses develop Data & AI strategies. The leader of the global satRdays brand, international presenter, author, and poster of doggo photos, Steph enjoys contributing to making the tech world a better place.

KEYNOTE: From Data to Machine Learning by Lindsey Allen

I will share some of my learnings in my journey from Data platform to AI/ML, with overview of Microsoft's perspective on AI.

Lindsey Allen is Senior Director of Data Science in Azure R&D, focusing on applied AI (Deep Learning and Traditional ML) on real world use cases across industry segments and geographical regions. Lindsey started working at Microsoft 26 years ago, held many roles including GPM for Azure SQL Database, SQL Server, and SQL core engine, Security Compliance for Azure Data Service & SQL Server.

Data Science Made Easier with Azure ML Studio by Pragati Jain

We will start with creating a simple predictive model in a no-code environment - Azure ML Studio. The session will cover the following details:

- Start with creating a cluster in Azure ML Studio followed by importing a dataset and exploring the dataset

- Creating an Automated Machine Learning Run
- Deploying the best model
- Looking at few performance metrics for a predictive model
- Clean up Azure resources in the end

Currently, **Pragati Jain** is working as a Senior Data Analyst at Trustpilot in UK and works towards generating and delivering data insights to various customers. She holds a Master's degree in Data Science and Analytics from Royal Holloway University of London.

She is skilled in various tools and technologies like Microsoft Power BI, Tableau, Microsoft Excel, Azure ML Studio, Azure databricks Pyspark and SQL.

She has been using Power BI for few years now and started participating on Power BI Community from last few months where she is one of the community Superusers.

Outside work she enjoys photography, loves hiking, she is a trained Indian classical singer and has a passion for painting.

She even has her Instagram page dedicated to painting.

CROSS APPLY Psychology([AI&ML].[Fundamentals]) by Donna Ellis Wilson

You will leave this one hour presentation equipped with the fundamentals of psychology which inform Data Science such as:

- Cognitive Psychology (Decision Making/Insight/Prediction, Problem Solving, Meta-cognition);
- Perception and Language Acquisition (Stimulus and NLP);
- Learning and Development (Conditioning, Shaping, Failure); Research Methodologies (Scientific Method, Constructs, Measurements, Reliability and Validity); and
- Ethics (Biases/Heuristic, and Human Impact).

By getting a glimpse of the research in how humans perceive, feel, and think, Data Scientists can help provide more accurate Artificial Intelligence, Machine Learning, and Predictive Analytics. With a lot of analogies to MSSQL Server concepts, many personal examples, and a lot of self-deprecating humor, Donna Ellis Wilson, will leave participants wishing they paid more attention in their Freshman Psych class.

Donna Ellis Wilson is a data Professional with over 25 years in Tech.

AI to the Masses! But How? Pixie Dust? By Hope Foley

The way you hear about artificial intelligence, it seems like you throw some big data in the cloud and wave a magical AI wand over it and you can predict the future...right? Not exactly. Azure does have some great options to bring data science to your data but you need to weigh the options. In this session we'll discuss those options and some questions to answer if you're being tasked with making magical things happen with your data.

Hope Foley, a former Microsoft data platform MVP and database and BI consultant, has worked across many industries including insurance, health organization, and federal government. She now works for Microsoft as a Data & AI Cloud Solution Architect focusing on the education industry. Hope is based in

Indianapolis and is an active member in the data and former PASS communities speaking at events and has organized the SQLSaturday event in Indianapolis for 10 years.

A behind the scenes look at ML, AI, and Deep Learning by Anna Hoffman

Learn about the key differences behind machine learning, artificial intelligence, and deep learning, including a look under the hood of how they actually work. At the end, I'll share tools and resources for doing all of the above with SQL Server and Azure.

Anna Hoffman is a Data & Applied Scientist on the SQL Engineering team. Coming recently from AI Engineering, she's pursuing her efforts to democratize AI through data applications.

The [2021 PASS Data Community SUMMIT](#) will be held virtually November 8-19, 2021. Redgate, organizer of the event, plans to announce Learning Pathways and General Sessions on August 19th. Except for pre-cons, the event is free and all general sessions will be available on-demand. Our WIT Luncheon will be a panel this year, and we are working now on the details.

Each month, we feature a blogger, and this month it is [Allison Kennedy](#). Allison is a Data Platform MVP and Microsoft Certified Trainer. She is an analytical thinker with a passion for teaching.

Please reach out by sending a message to dataplatfromwit@gmail.com if you have a blog or speaking event you would like for us to feature in the newsletter.

Want to keep up with the group? You can also find us on Twitter [@data_wit](#), [Facebook](#), [meetup](#), [YouTube](#), [LinkedIn](#), and our [site](#).

--Mala and Kathi

More Data Platform Women are Presenting

I was looking through some old WIT newsletters trying to come up with an idea for this article. I estimated back in June 2016, when the PASS Summit community speakers were announced, that about 12% were women. Yearly after that, I would ask PASS HQ for the numbers a month or so after the event and would report the outcome in this newsletter.

This year, the sessions will be announced in a couple of weeks. Now that I'm working behind the scenes, so I have an idea about the numbers (see my [blog post](#)) and they do look so much better. As I mentioned in the post, less than half of the speakers answered our questions about gender and/or ethnicity. I could only calculate the stats based on the data that I had in hand, but I am optimistic that the speakers will represent the diversity of our community well. I also hope that speakers will become more comfortable answering the questions in the future.

Over the years, we have helped quite a few new speakers get their starts. Many others in the community have also mentored and coached new speakers. There is even an event called [New Stars of Data](#) that is meant only for new speakers. Each new speaker is matched with an experienced speaker to provide feedback and help build confidence.

Presenting at events – and writing blogs, articles, and books – can really help boost one’s career. Those of us who do present and write can pay it forward by coaching and mentoring others. In order to see more women presenting at big events like PASS Data Community Summit, we need to start much earlier than the call for speakers.

--Kathi

Upcoming Webinars

Group/Event	Date	Session	Presenter
Fox Valley Business Intelligence And Analytics	2021-08-19	Mayo Clinic’s Analytics Journey	Janine (Coelho) Kamath
Edmonton Microsoft Data Professionals	2021-08-19	Having a DR Plan: Why, Who and What	Lisa Bohm
WIT Beginner Data Science Day	2021-08-20	Data Science using Azure SQL Server for Everyone	Alpa Buddhahatti
WIT Beginner Data Science Day	2021-08-20	Brilliant basics: Regression techniques	Steph Locke
WIT Beginner Data Science Day	2021-08-20	From Data to Machine Learning	Lindsey Allen
WIT Beginner Data Science Day	2021-08-20	Data Science Made Easier with Azure ML Studio	Pragati Jain
WIT Beginner Data Science Day	2021-08-20	CROSS APPLY Psychology([AI&ML].[Fundamentals])	Donna Ellis Wilson
WIT Beginner Data Science Day	2021-08-20	AI to the Masses! But How? Pixie Dust?	Hope Foley
WIT Beginner Data Science Day	2021-08-20	A behind the scenes look at ML, AI, and Deep Learning	Anna Hoffman
CBusDATA – Central Ohio Microsoft Data Platform User Group	2021-08-21	A Perfect Ten: Do you know what makes a great data model?	Leslie Andrews
Future Data Driven Summit	2021-08-29	Keynote	Tracy Boggiano
Future Data Driven Summit	2021-08-29	Fundamentals of Azure SQL Database	Deepthi Goguri
Future Data Driven Summit	2021-08-29	Build serverless, full stack applications in Azure with Azure SQL	Anna Hoffman
Future Data Driven Summit	2021-08-29	The Dangers of Dirty Data	Susan Walsh
Future Data Driven Summit	2021-08-29	Button/Bookmark Tricks in Power BI to Enrich Reports	Pragati Jain
Data Platform Diversity, Equity & Inclusion	2021-09-13	We Aren’t Broken: How to Get Organized	Jen McCown

Edmonton Microsoft Data Professionals	2021-09-16	Until the paperwork is done – Database Documentation and why we need it	Mala Mahadevan
Calgary Local User Group	2021-09-22	SQL Server Configuration with dbatools and dbachecks	Tracy Boggiano
Calgary Local User Group	2021-09-22	Mental Health and Wellness in IT	Tracy Boggiano
LA Data Platform	2021-11-17	Migrations 101	Gilda Alvarez
LA Data Platform	2021-12-15	Intro to Query Store	Tracy Boggiano

Thanks to these companies who have helped our group!

