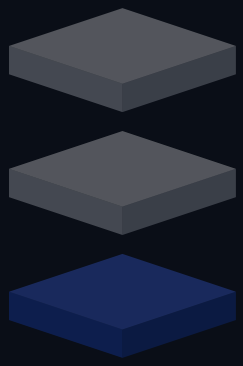
Ariavor



Store revenue, executive questions and forecasting on one set of definitions

A retailer with Microsoft Fabric in production wanted forecasting, Copilot questions and anomaly detection on its data. We made the definitions consistent first, then built the AI work on them and kept them that way.

SECTOR
Retail

PERIOD
9 months

COMPANY
500—1,000 people

PATH
Foundation to Stewardship

OCTOBER 2026

AT A GLANCE

AI on the definitions the reports use

The retailer's Fabric platform was in daily use, with semantic models behind its reporting and store revenue already streaming in. Some definitions in those models had drifted from what the business had agreed, and an assistant or a forecast reading them would have inherited the drift. So the definitions were reviewed and realigned before any AI was prepared, and a fixed review rhythm keeps them aligned.

3
AI use cases, each on data already in the platform

4
stages, from review to stewardship

2
review cadences: monthly and quarterly

9
months of engagement

No outcome figures are published for this engagement: nothing exists that would let you check them, so what was built is described in full instead. Anonymised by sector and size, because the confidentiality that protects this client would protect you too. Sector and outcomes are real; identifying detail is not.

CLIENT

A retailer of 500 to 1,000 people, with Microsoft Fabric in production, semantic models over Direct Lake and a store-revenue stream.

MANDATE

Review the semantic layer and make its definitions consistent, prepare AI use cases on it rather than beside it, and steward the platform's architecture.

Before and after

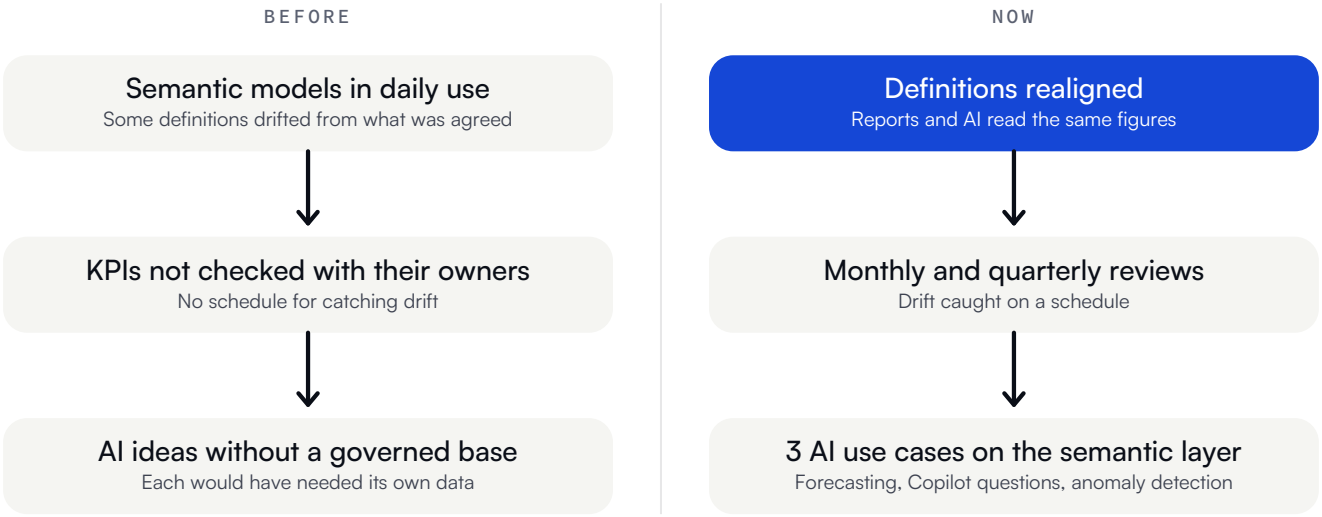


Figure 1 • From a semantic layer drifting without review to one that is realigned, reviewed on a schedule and read by the AI work.

The 4 stages

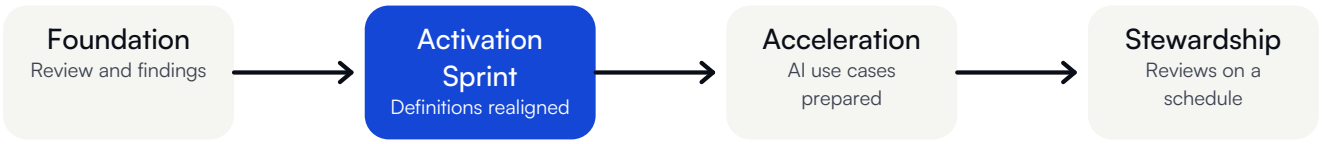


Figure 2 • AI was only prepared once the definitions it reads had been realigned in the Activation Sprint.

The architecture

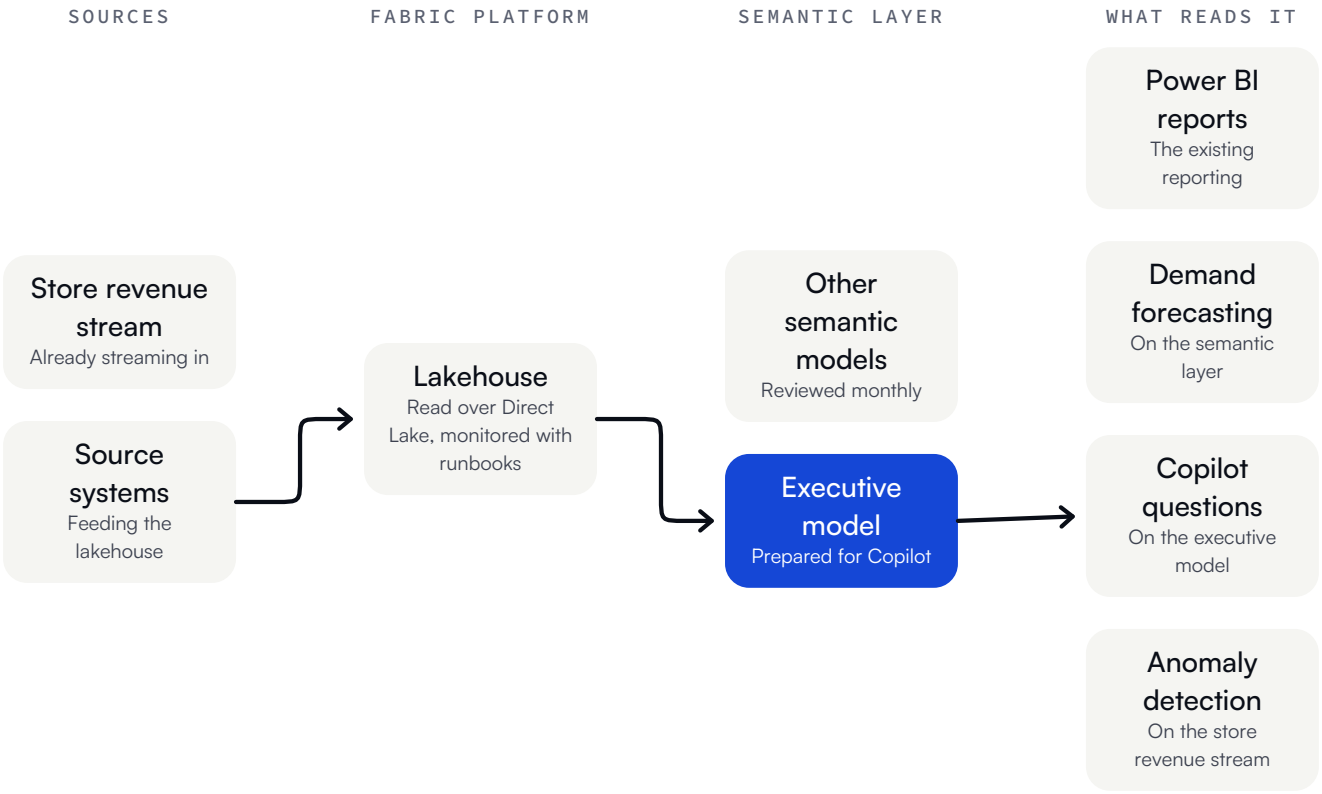


Figure 3 • The reports and the 3 AI use cases read the same reviewed semantic layer. Nothing was added beside it with data of its own.

Foundation: the review

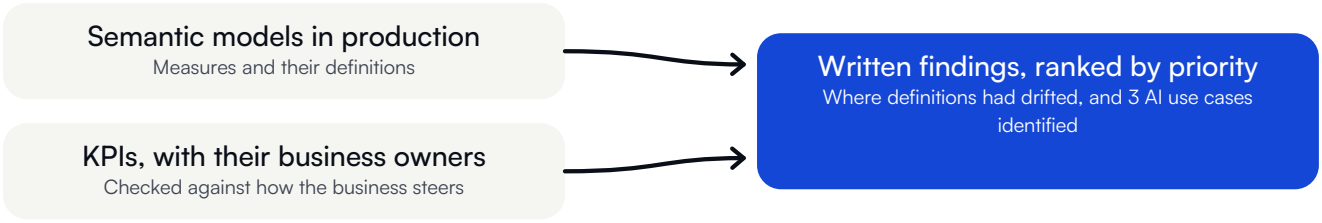


Figure 4 • The review looked at the models and the KPIs together, because a drifted definition shows up as a KPI its owner no longer recognises.

Activation Sprint: the executive model for Copilot

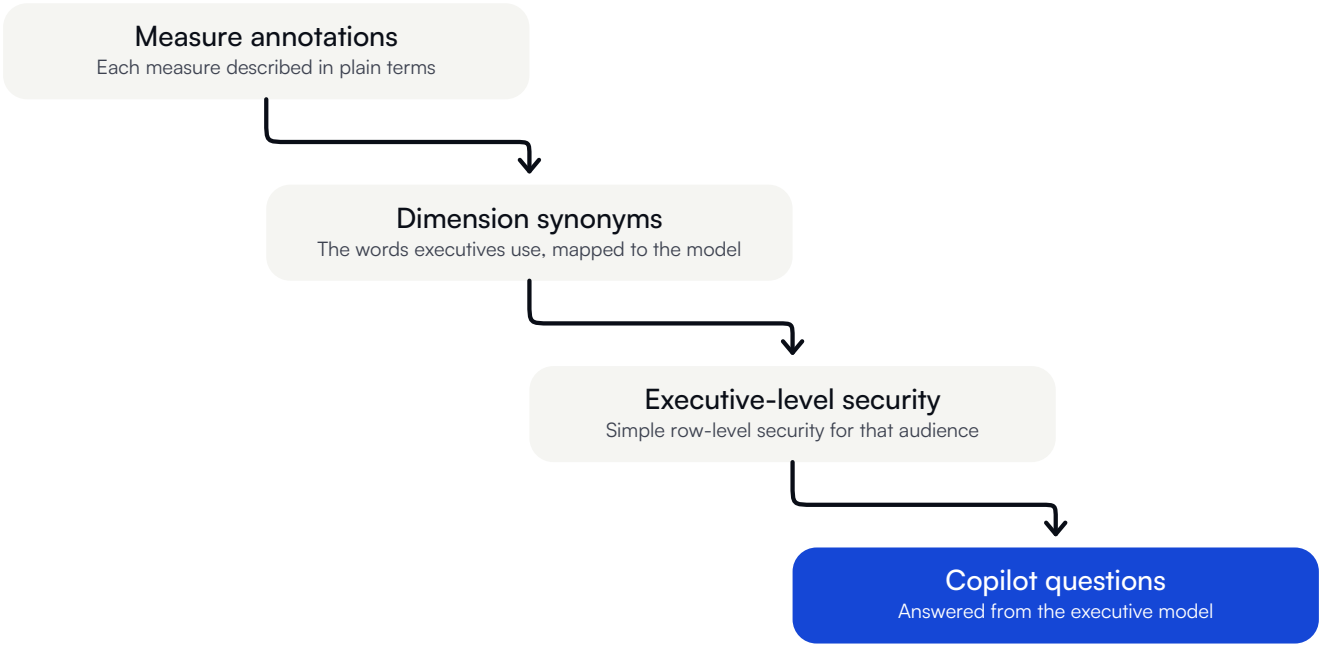


Figure 5 • With the definitions realigned, the executive model was prepared so Copilot answers in the same terms the executives use.

Stewardship: the review rhythm

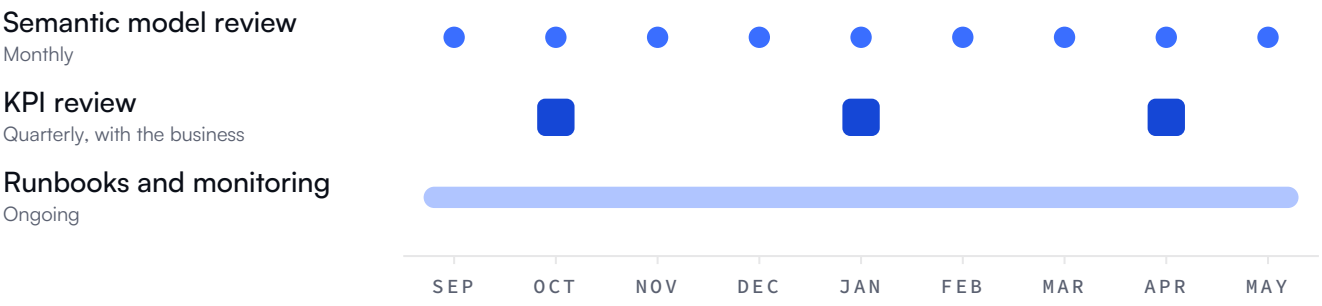


Figure 6 • The rhythm set: a model review monthly, a KPI review quarterly, runbooks and monitoring throughout. It shows the cadence, not a log of meetings held.

Architecture decisions

DECISION	REJECTED ALTERNATIVE	WHY
Realign definitions before any AI	Starting the AI work straight away	An assistant reading drifted definitions answers inconsistently and is harder to correct than a report.
AI as extensions of the semantic layer	AI use cases as separate projects	Forecasting and Copilot read governed data that already exists, with no data of their own.
Anomaly detection on the store-revenue stream	A new feed built for AI	The stream was already in place, so the detection reads data the business already trusts.
Copilot on the executive model first	Copilot on every model at once	One prepared model gives reliable answers before the scope widens.

What the client has today

- ✓ A written review of its semantic models and KPIs, with findings ranked by priority.
- ✓ Drifted definitions realigned, so reports and AI read the same figures.
- ✓ An executive model prepared for Copilot questions.
- ✓ Demand forecasting and anomaly detection on the store-revenue stream, prepared on governed data.
- ✓ Monthly model reviews, quarterly KPI reviews, runbooks and monitoring.

WHERE IT LEFT THEM

Copilot, the forecast and the store-revenue checks read the same definitions as the reports, and the monthly review keeps them aligned.

STACK

Microsoft Fabric · Power BI semantic models · Direct Lake · Copilot in Power BI · Fabric AI Functions · Activator

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