

# ~~Are LLMs a Better UX~~ ~~for Analytics?~~ Vibe-BI

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Dr. Phil Winder, CEO

30 July 2025 - [Winder.AI](#) Webinar

# Introduction

I still say “please” | End of dashboards | This presentation

# What is an AI Agent...

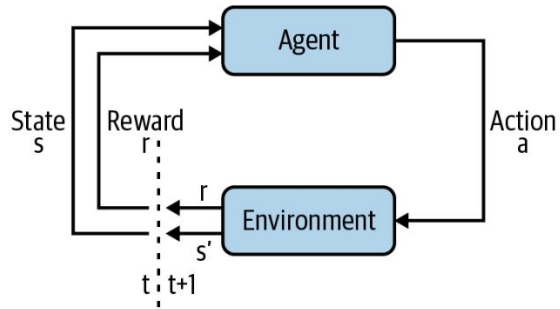
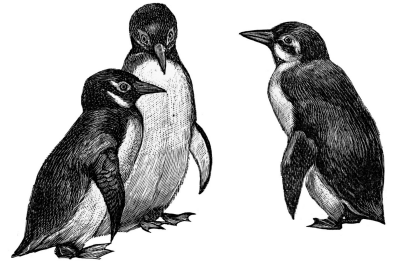


Figure 2-4. A representation of the interface and feedback loop between the environment and the agent in an MDP. The agent accepts the current state and reward from the environment and based upon this information performs an action. The environment takes the action and produces a new reward and state for the next time step.

O'REILLY®

## Reinforcement Learning

Industrial Applications of Intelligent Agents



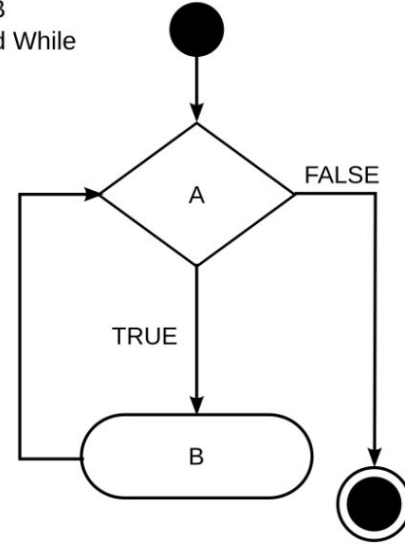
Phil Winder, Ph.D.

<https://RL-Book.com>

# What is an AI Agent... really?

**Agents are just  
while loops**

While (A = TRUE) Do  
B  
End While

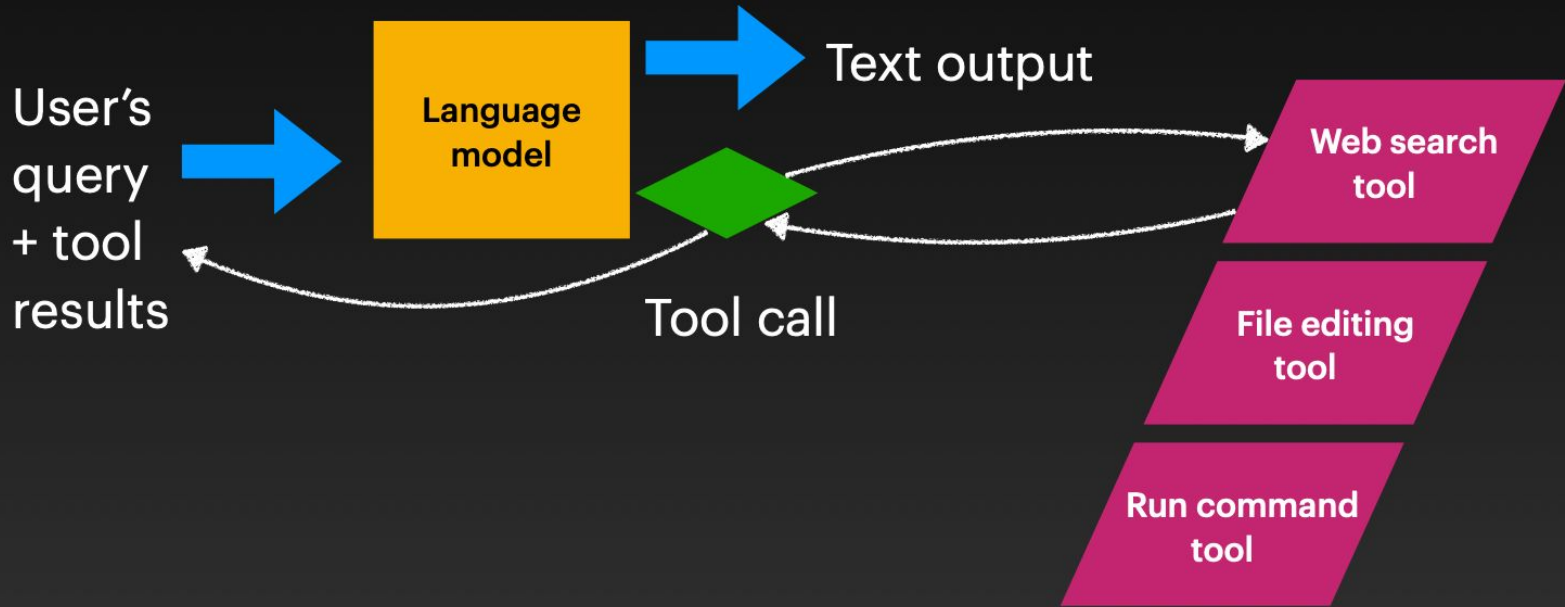


Luke Marsden, HelixML

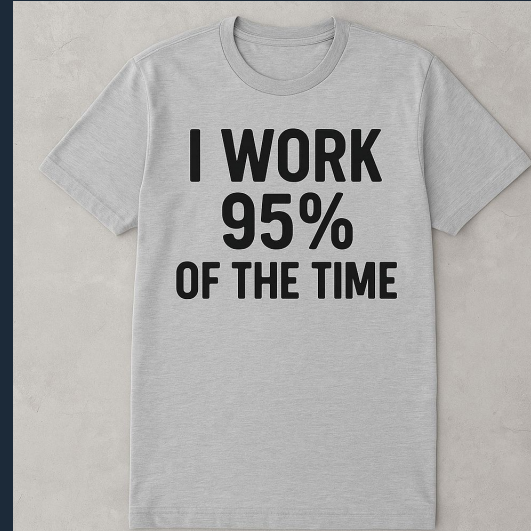
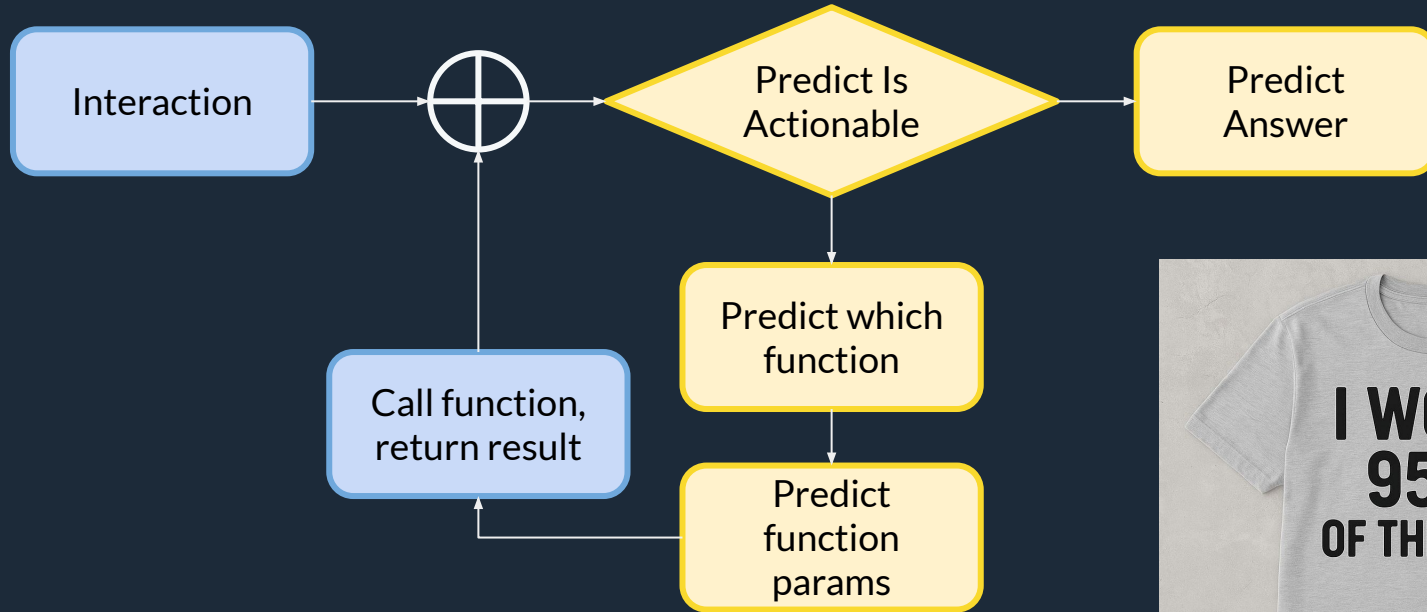
# Agents Are Predictive Models



`while(not finished)`



# How They Work: Flow Diagram



# How They Work: Key Components

MODEL

PROMPT

TOOLS

LOOP

```
from pydantic_ai import Agent
from pydantic_ai.models.openai import OpenAIModel

agent = Agent(
    model=OpenAIModel(model_name="gpt-4o-mini"),
    instructions="You are a helpful assistant. Use tools if needed. Remember the chat history.",
    temperature=0.0,
)

@agent.tool_plain
def add(a: int, b: int) -> int:
    """Add two numbers."""
    return a + b

if __name__ == "__main__":
    import asyncio
    result = None
    for user in ["Hi!", "What is 2+2?", "Add 5 to that."]:
        result = asyncio.run(
            agent.run(
                user,
                message_history=result.new_messages() if result else None
            )
        )
    print(f"User: {user}\nAI: {result.output}\n")
```

INTERACTION

[https://github.com/winderai/  
analytics-ai-agent-demo](https://github.com/winderai/analytics-ai-agent-demo)



## Conversions

2,094

past 28 days

▲ 356

by platform

Web 1,198

App 896

## Users

199.9k

past 28 days

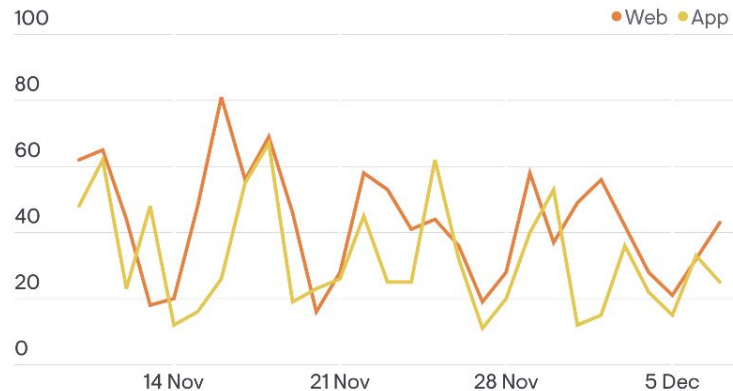
▲ 22.6k

by platform

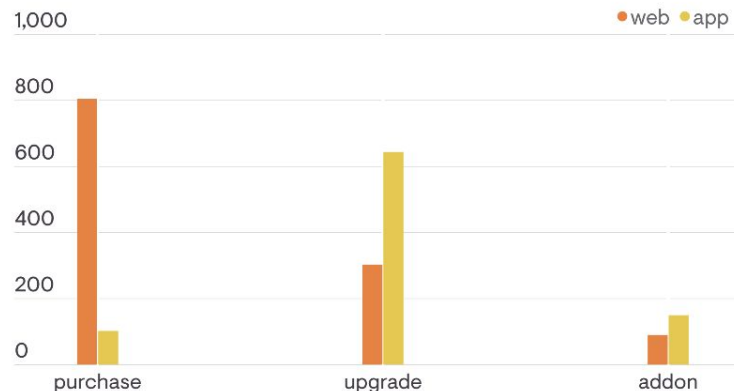
Web 122.2K

App 77.7K

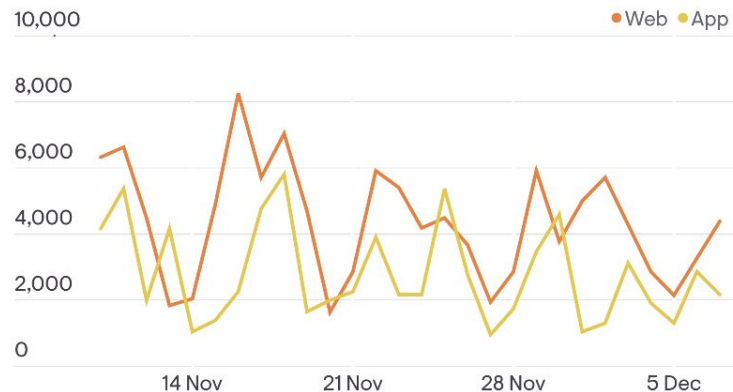
## 28 day trend



## Conversion by event type



## 28 day trend



## Conversion rate

0.98%

Web

▲ 0.01%

1.15%

App

▲ 0.10%

## Engagement rate

50.74%

Web

▲ 0.03%

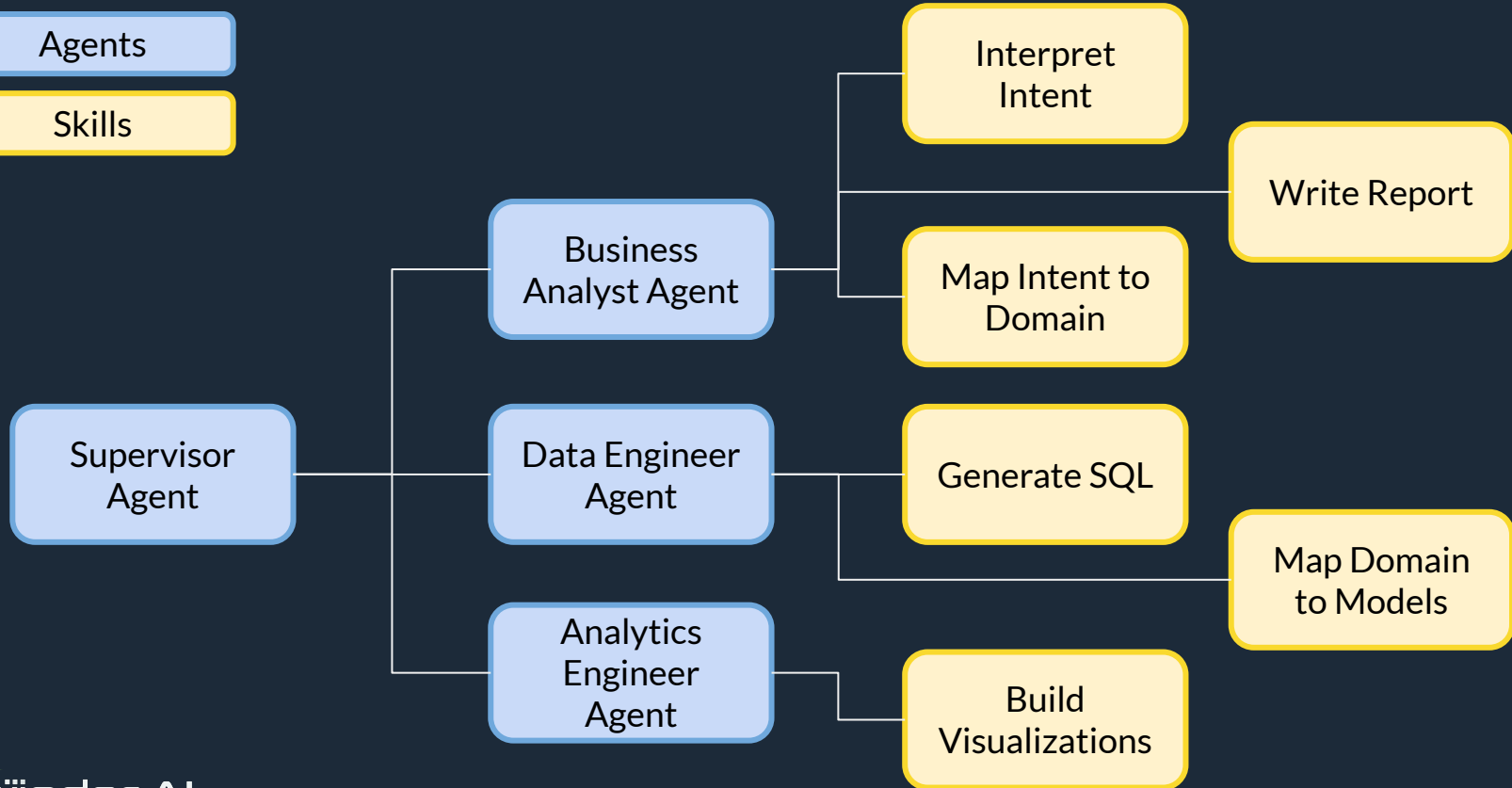
55.1%

App

▲ 1%

[https://github.com/winderai/  
analytics-ai-agent-demo](https://github.com/winderai/analytics-ai-agent-demo)

# Where Next? - More Agents!



# https://winder.ai/#newsletter

## Company

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Case Studies

Policies Used By Winder.AI - Before and  
During Engagement

List of Credits for Content Used on the  
Winder.AI Website

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- Private code
- New Code
- Idiomatic code

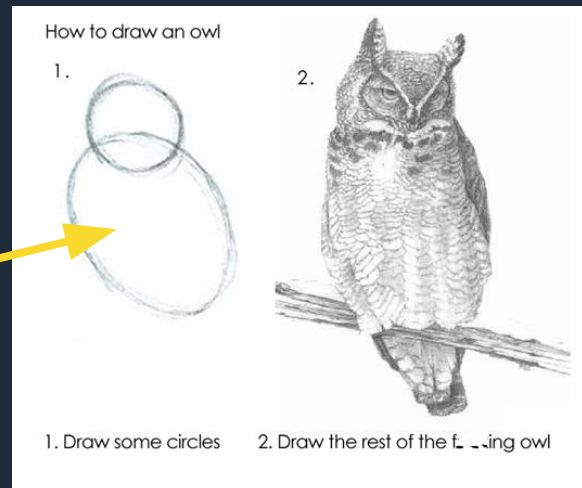


<https://github.com/helixml/kodit>

# Conclusions

- **AI Agents are a new UX paradigm**
  - new ways to expose analytics to your users
- **Knowledge is provided by connecting data sources**
  - fairly straightforward
- **Reliability is a challenge**
  - Most engineering effort is building in robustness

this talk

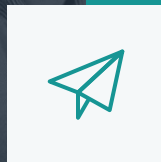


# Resources

- Similar article published 24 hours before this talk:  
[https://medium.com/@vladkol\\_eqwu/business-intelligence-in-ai-era-how-agents-and-gemini-unlock-your-data-ce158081c678](https://medium.com/@vladkol_eqwu/business-intelligence-in-ai-era-how-agents-and-gemini-unlock-your-data-ce158081c678)



# Q&A



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