Grounded AI in Data Warehousing

How to Make Your LLM Stop Lying

Half day workshop by Eevamaija Virtanen

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- Learn why LLM-driven BI introduces new operational and compliance risks - and how to mitigate them structurally
- Build a grounded AI analytics assistant directly in Snowflake using Cortex Analyst
- Enforce safe text-to-SQL with governed schemas, approved metrics, access policies and semantic models
- Prevent hallucinations, metric drift and grain violations in AI-generated analytical queries
- Implement full audit traceability from user prompt to warehouse execution for explainable AI analytics
- Leave with a working grounded AI assistant and design patterns

LANGUAGE
English

VENUE
Utrecht

TIME
9:00 – 12:30 hours

REGISTRATION
www.adeptevents.nl

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How to Make Your LLM Stop Lying

Large Language Models are rapidly becoming embedded in BI platforms, where they now generate SQL and business answers directly for end users. This fundamentally changes the risk profile of analytics. Silent hallucinations at scale are now an operational risk.

Most current AI-in-BI implementations still rely on prompt tuning and soft guardrails. This may work in demos, but it does not survive audits, regulatory review or real production pressure. If AI systems are not structurally bound to governed data and formal business definitions, errors are inevitable. This workshop shows how to build grounded AI analytics directly inside Snowflake using Cortex Analyst. Participants will deploy the official Snowflake Labs reference implementation in their own Snowflake trial environment and extend it with semantic grounding, safe text-to-SQL enforcement and full audit traceability.

Working hands-on with semantic models and controlled query generation, you will learn how to bind natural language questions to approved business definitions, prevent unauthorized data access and trace every AI-generated answer back to the underlying warehouse execution. The result is an AI analytics system that is explainable and fit for production use. This architecture pattern is demonstrated in Snowflake during the workshop, but the same control structure applies to any governed warehouse environment.

The workshop combines architecture, implementation and controlled failure testing. You leave with a working grounded AI assistant and the design patterns needed to harden it for real-world enterprise environments.

LEARNING OBJECTIVES
By the end of this workshop, participants will be able to:
- Understand why hallucinations occur specifically in BI and text-to-SQL systems
- Deploy and operate a working grounded AI analytics assistant in Snowflake using Cortex Analyst
- Bind natural language questions to formal semantic models and business definitions

- Implement safe text-to-SQL pipelines with schema, metric and access policy enforcement
- Prevent silent metric drift and grain violations in AI-generated queries
- Design and implement full audit traces from user prompt to warehouse execution
- Evaluate AI analytics systems for trust, compliance and regulatory defensibility.

Who is it for?
Roles that will benefit most from this workshop include:
- Senior analytics engineers and data platform engineers
- Data architects and information architects responsible for semantic layers
- BI platform owners and analytics leads
- AI engineers building LLM-powered analytics inside the warehouse
- Data governance, risk and compliance professionals working with AI systems
- Technical leads accountable for production AI behavior.

This workshop is technical by design. Participants should be comfortable with SQL, data warehouse concepts and semantic modeling.

EEVAMAIJA VIRTANEN

Eevamaija Virtanen is a lead data engineer and founding partner at Invinite, a health data company. Eevamaija has spent the past few years designing and implementing modern cloud data platforms, focusing on scalable pipelines, clean data modeling and DataOps practices. She's delivered projects in the healthcare, energy, e-commerce and digital services industries. She is the founder of Helsinki Data Week and DataTribe and serves on the board of TIVIA, Finland's national ICT association. Her talks cut through hype and focus on what organizations actually need to connect data work with humans and business outcomes. She has spoken at Data Day Texas, Snowflake & Databricks events and international conferences across Europe and Australia, and is a regular guest on podcasts, webinars and panels including O'Reilly and Anaconda. She also hosts the Helsinki Data Mafia podcast, where practitioners speak candidly about the realities of working with data.

DATE AND TIME

The workshop will take place on March 25th, 2026 from 9:00 am to 12:30. We may continue to run this course once or twice a year with the exact date and time available on our website..

VENUE

Adept Events works with several venues in and near Amersfoort and Utrecht. We strive to provide you with the location details as soon as possible. The exact venue will be on our website and in the confirmation e-mail that you will receive one week prior to the event. Always check our website prior to your departure to ensure you have the exact location and directions.

HOW TO REGISTER

Please register online at **www.adeptevents.nl**. For registering by print, please scan the completed registration form and send this or your Purchase Order to **customerservice@adeptevents. nl**. We will confirm your registration and invoice your company by e-mail therefore please do not omit your e-mail address when registering.
In completing your registration form you declare that you agree with our **Terms and Conditions**.

REGISTRATION FEE & DISCOUNTS

Please find the registration fee **on this page** on our website. If combined with attending our conference Data Warehousing & BI Summit an additional discount will apply.
Discounts are available for group bookings of two or more delegates representing the same organization made at the same time. Ten percent off for the second and third delegate and fifteen percent off for all delegates when registering four or more delegates (all delegates must be listed on the same invoice).
This cannot be used in conjunction with other discounts.

All prices are VAT excluded.

PAYMENT

Full payment is due prior to the workshop. An invoice will be sent to you containing our full bank details including BIC and IBAN. Your payment should always include the invoice number as well as the name of your company and the delegate name.

Payment by credit card is also available. Please mention this in the Comment-field upon registration and find further instructions for credit card payment on our **customer service page**.

Cancellation Policy

Cancellations must be received in writing at least three weeks before the commencement of the workshop and will be subject to a € 75,- administration fee. It is regretted that cancellations received within three weeks of the workshop date will be liable for the full workshop fee. Substitutions can be made at any time and at no extra charge.

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MORE INFORMATION

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