

AI-assisted market whitespace analysis

A reusable Copilot Studio workflow

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BEFORE

WITH THE AGENT

A couple of days 30 minutes

Reported comparison for a similar analysis. The 30-minute figure is actual time spent.

1. The business problem

Internal records show where we already do business. They leave gaps in our visibility into businesses and industries where we have no relationship. Whitespace and market saturation analysis therefore needed both internal financial context and external market intelligence.

2. What I built

I developed and deployed a Copilot Studio agent connected to general ledger (GL) data through Microsoft Fabric semantic models. The agent uses Dun & Bradstreet's D+ MCP for external industry context, extending the analysis beyond the businesses already visible in our records.

3. The observed result

An exercise that previously took a couple of days was completed in 30 minutes of actual time. The implementation also created a framework for near-instant recreation of the same deliverable for other industries, with minimal changes or additional effort.

How the agent works

01 Internal financial context

GL data through Microsoft Fabric semantic models provides the internal financial context.

02 External market context

Dun & Bradstreet's D+ MCP adds industry context beyond what internal business records can show.

03 Analysis and presentation

Copilot Studio brings that context into a repeatable whitespace and market saturation analysis workflow.

The reusable skills layer

I applied the architecture and design from *The Skills Pack*, my book in progress. The deployed agent includes:

Company brand kit. Company presentation and visual standards.

Variance analysis. Skills for interpreting financial differences.

Charting and waterfalls. Skills for visualizing results and changes.

Executive voice. A consistent style for executive-facing communication.

Reconciliation. Skills supporting financial reconciliation work.

Read alongside the petroleum example

The companion illustrates a possible deliverable: executive readout, account and product whitespace, priorities and sensitivity. It uses real companies with invented commercial data. It is a separate illustration, not a production agent run.