

Using Postgres to locate best coffee near you!



Varun Dhawan | @iVarund Principal Product Manager @ Azure Postgres

About me

→ Principal Product Manager, Azure Postgres

- 20+ years in relational database systems (Postgres, Oracle, SQL)
- Previously: DevOps-Lead @Target, DBA @McKinsey&Co.
- Based in Minnesota, I enjoy hiking and blogging about tech
- Blog: <u>data-nerd.blog</u>
- \longrightarrow Find me on social

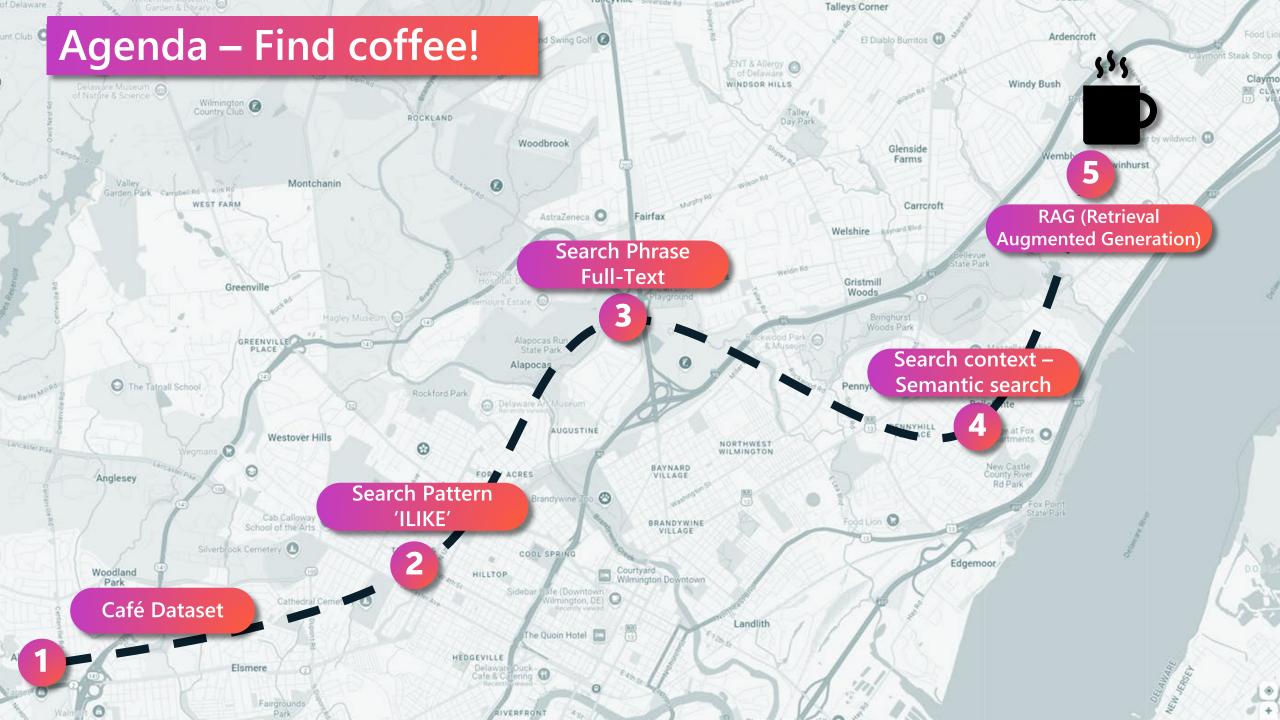
in linkedin.com/in/varundhawan

× @iVarund





Varun Dhawan





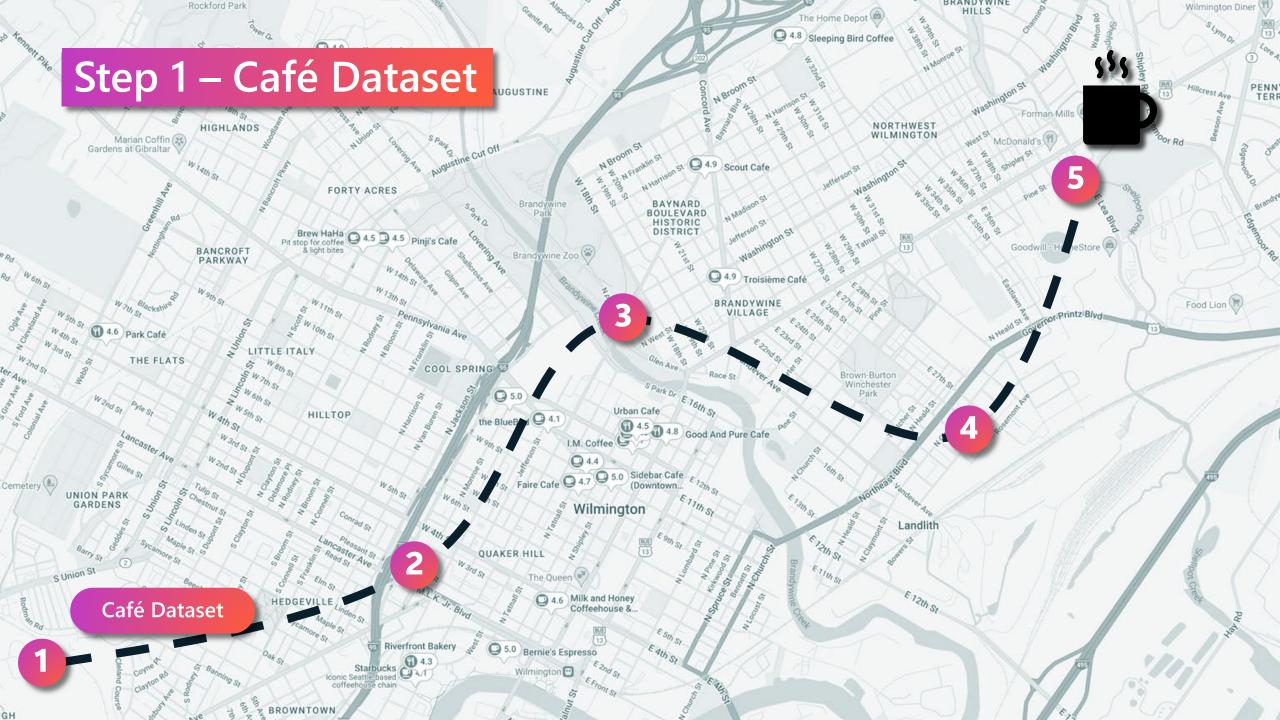
Story Premise

- You're on a family vacation in Delaware.
- You've just enjoyed the beautiful exhibits at the Delaware Art Museum.
- Now, your family wants to grab a coffee at a nice café nearby. But you're looking for a place with chill vibes and maybe petfriendly since we have a dog.

How can Postgres help?

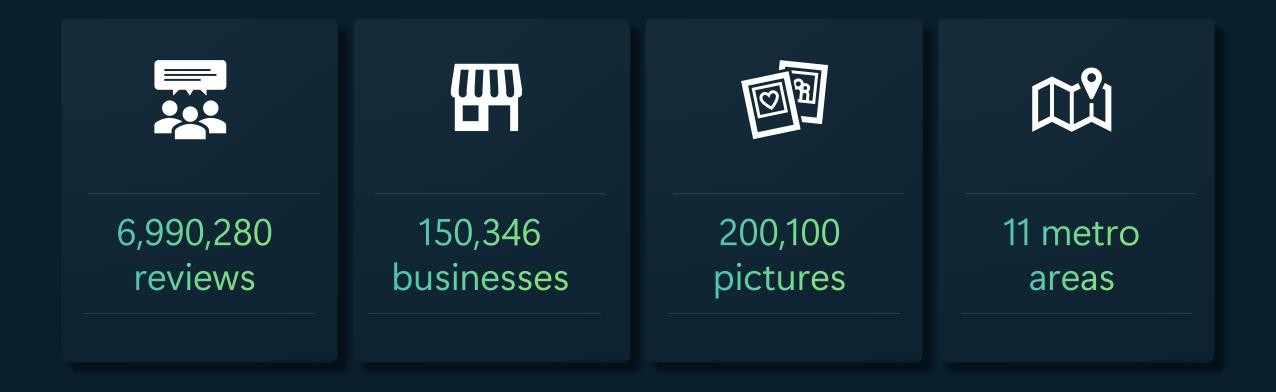
- With PostgreSQL's robust geospatial and vector capabilities, combined with RAG implementation, we can find the perfect coffee spot near you.
- Let's walk through the journey of turning basic text search into a powerful, context-aware search solution.







For this demo, we will use Yelp Open Dataset



https://www.yelp.com/dataset

yelp 🛠 Dataset

63 64 }

business.json

Data including location data, attributes, and categories



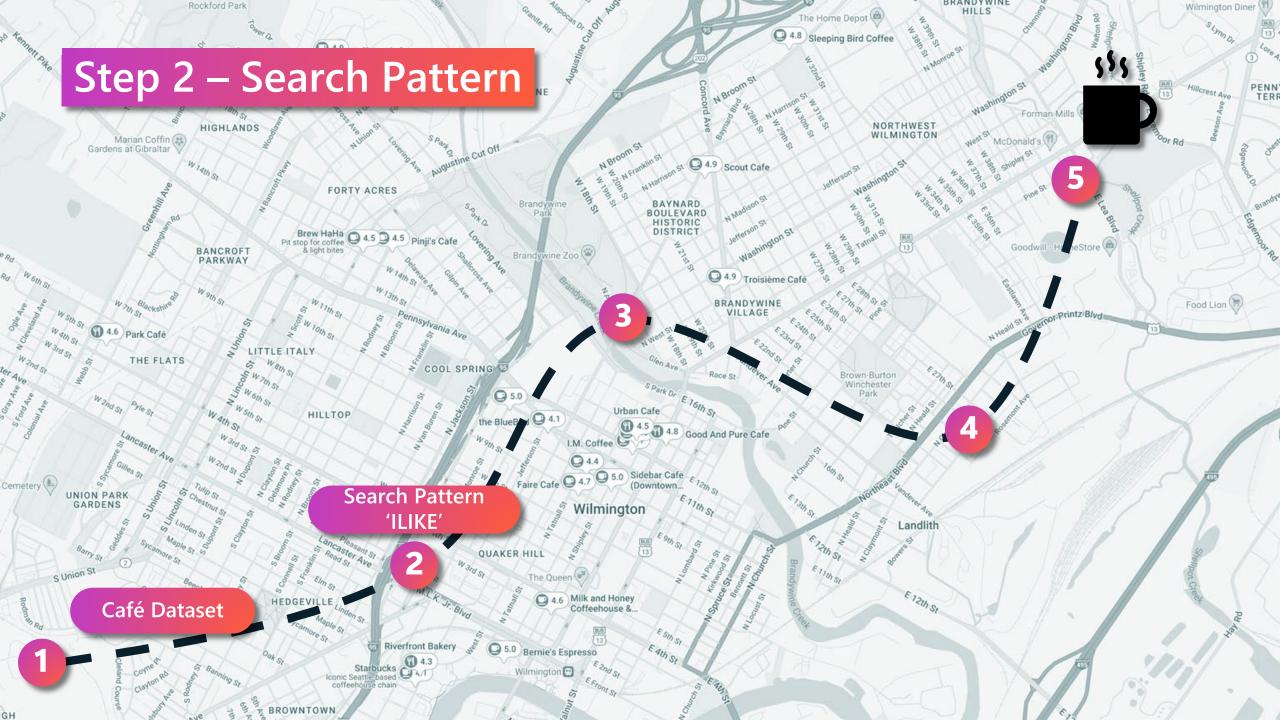
// string, the business's name "name": "Garaje", 6 // string, the full address of the business 8 "address": "475 3rd St", 9 10 11 // string, the city 12 "city": "San Francisco", 13 // string, 2 character state code, if applicable 14 15 "state": "CA", 16 17 // string, the postal code "postal code": "94107", 18 19 20 // float, latitude 21 "latitude": 37.7817529521, 22 // float, longitude 23 24 "longitude": -122.39612197, 25 26 // float, star rating, rounded to half-stars 27 "stars": 4.5, 28 29 // integer, number of reviews 30 "review count": 1198, 31 32 // integer, 0 or 1 for closed or open, respectively "is open": 1, 33 34 35 // object, business attributes to values. note: some attribute values might be objects 36 "attributes": { 37 "RestaurantsTakeOut": true, 38 "BusinessParking": 39 "garage": false, "street": true, 40 41 "validated": false, 42 "lot": false, 43 "valet": false 44 }, 45 }, 46 47 // an array of strings of business categories 48 "categories": [49 "Mexican", 50 "Burgers", 51 "Gastropubs" 52], 53 54 55 // an object of key day to value hours, hours are using a 24hr clock "hours": { 56 "Monday": "10:00-21:00" "Tuesday": "10:00-21:00", "Friday": "10:00-21:00", 57 58 "Wednesday": "10:00-21:00", "Thursday": "10:00-21:00", "Sunday": "11:00-18:00", 59 60 61 "Saturday": "10:00-21:00" 62

// string, 22 character unique string business id "business id": "tnhfDv5Il8EaGSXZGiuQGg",

yelp 🛠 Dataset



1 2 3	{	// string, <mark>22</mark> character unique review id "review_id": "zdSx_SD6obEhz9VrW9uAWA",	3
4 5 6 7		<pre>// string, 22 character unique user id, maps to the user in user.json "user_id": "Ha3iJu77CxlrFm-vQRs_8g",</pre>	
, 8 9 10		// string, 22 character business id, maps to business in business.json "business_id": "tnhfDv5Il8EaGSXZGiuQGg",	
11 12 13		// integer, star rating "stars": 4,	
14 15 16		// string, date formatted YYYY-MM-DD "date": "2016-03-09",	
17 18		<pre>// string, the review itself "text": "Great place to hang out after work: the prices are decent, and t ience is fun. It's a bit loud, but very lively. The staff is friendly, and food is good. They have a good selection of drinks.",</pre>	
19 20 21 22		// integer, number of useful votes received "useful": 0,	
23 24 25		// integer, number of funny votes received "funny": 0,	
26 27 28	}	// integer, number of cool votes received "cool": 0	



Search Pattern

- Let's start by using Postgres's "ILIKE" for pattern matching.
- Search reviews to see if they mention words like '%restaurant%' and '%cafe%'.

WHERE r.text ILIKE '%restaurant%' -- Searching for reviews mentioning 'restaurant'.

AND r.text ILIKE '%cafe%' -- And those mentioning 'cafe'.

```
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   *-- Postgres Coffee Finder 🗍
    -- PART A >> TEXT MATCH USING ILIKE
    -- SUBTITLE: Simple Pattern Matching in Reviews
    -- DESCRIPTION: This part demonstrates using ILIKE for text matching to filter review data.
    -- SHOW server_version;
    -- SHOW azure.extensions;
   *--Sample records
    SELECT * FROM review de r LIMIT 5;
   -- Now, let's search for mentions of 'restaurant' and 'cafe' in the reviews using ILIKE.
    SELECT
        b.name AS business name, r.stars, r.text, b.city, b.address
    FROM review de r
    JOIN business b ON r.business_id = b.business_id
    WHERE
        r.text ILIKE '%restaurant%' -- Searching for reviews mentioning 'restaurant'.
                                     -- And also those mentioning 'cafe'.
        OR r.text ILIKE '%cafe%'
        AND b.city = 'Wilmington'
    ORDER BY b.stars DESC;
   *-- Let's compare this pattern matching with a semantic search query for "cafe in Wilmington with chill vibes".
    SELECT r.review id, r.business id, r.stars,
        r."date", r.text, b.name AS business_name, b.city
    FROM review_de r
    JOIN business b ON r.business_id = b.business_id
    WHERE
        r.text ILIKE '%cafe with chill vibes%'; -- Search for cafes in review text
    -- As we see, pattern matching can find results based on exact words, but it doesn't handle phrases or understand context well.
review_de(+) 1 ×
                r.stars, n°date", ntext, b.name AS business_name, b.city FROM review_de r JOIN busi 😂 Enter a SQL expression to filter results (use Ctif+Spac
                                                                                                                                                                                                           ▶ - & % B + + + +
SELECT r.review id, r.business id,
                                                    business_name
                                                                                                                                                              📃 Value 🗙
                                                                                                                                                                                                                   0 17
                 business id
                                        date
     review id
                               stars
                                                text
                                                                         city
                                                                                                                                                                   .
                                                                                                                                                                   Close |
```

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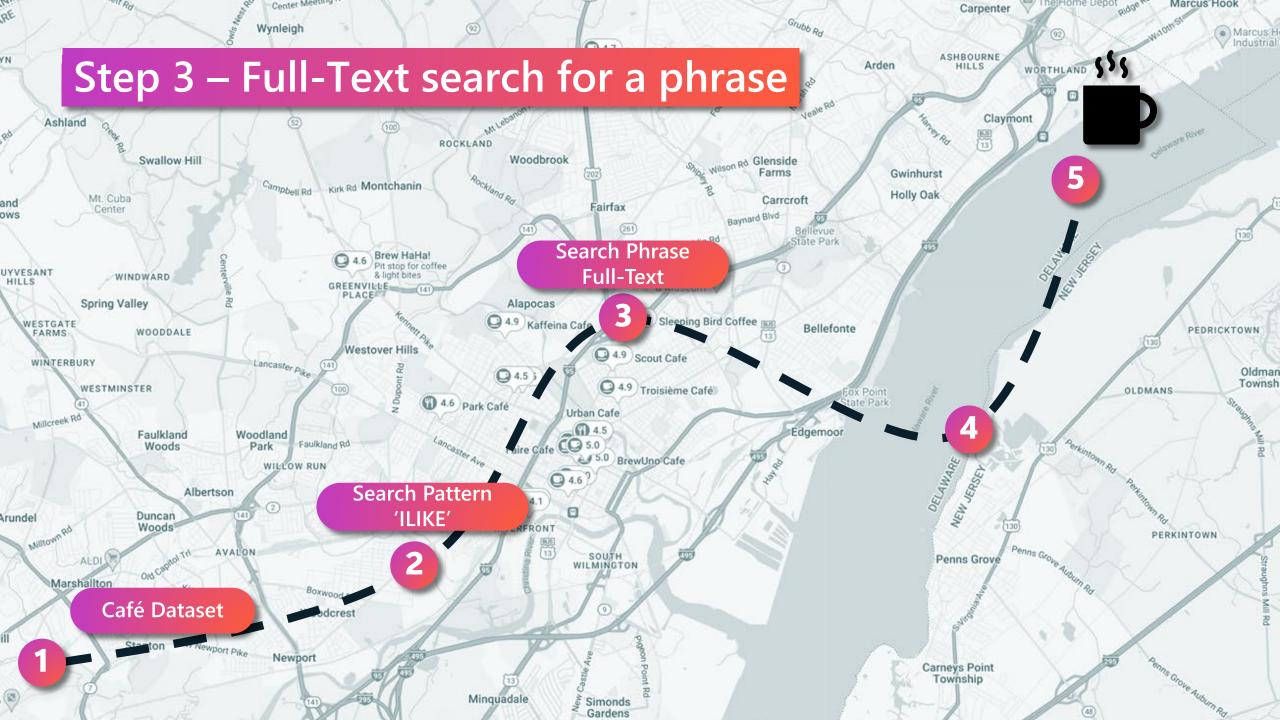
:46

Search Pattern

This approach is simple but has limitations when it comes to complex phrases or contextual search.

WHERE r.text ILIKE '%cafe with chill vibes%';

-- Search for cafes in review text



Search Phrase – FULL TEXT

- Next, we use PostgreSQL's FULL TEXT search capabilities.
- Full-text search helps us find phrases like 'restaurant' or 'cafe in Wilmington'.



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* Postgres Coffee Finder T /************************************		1
PART B >> FULL TEXT SEARCH		
SUBTITLE: Advanced Text Search Capabilities		
DESCRIPTION: This section introduces full-text search capabilities using PostgreSQL's text search features.		

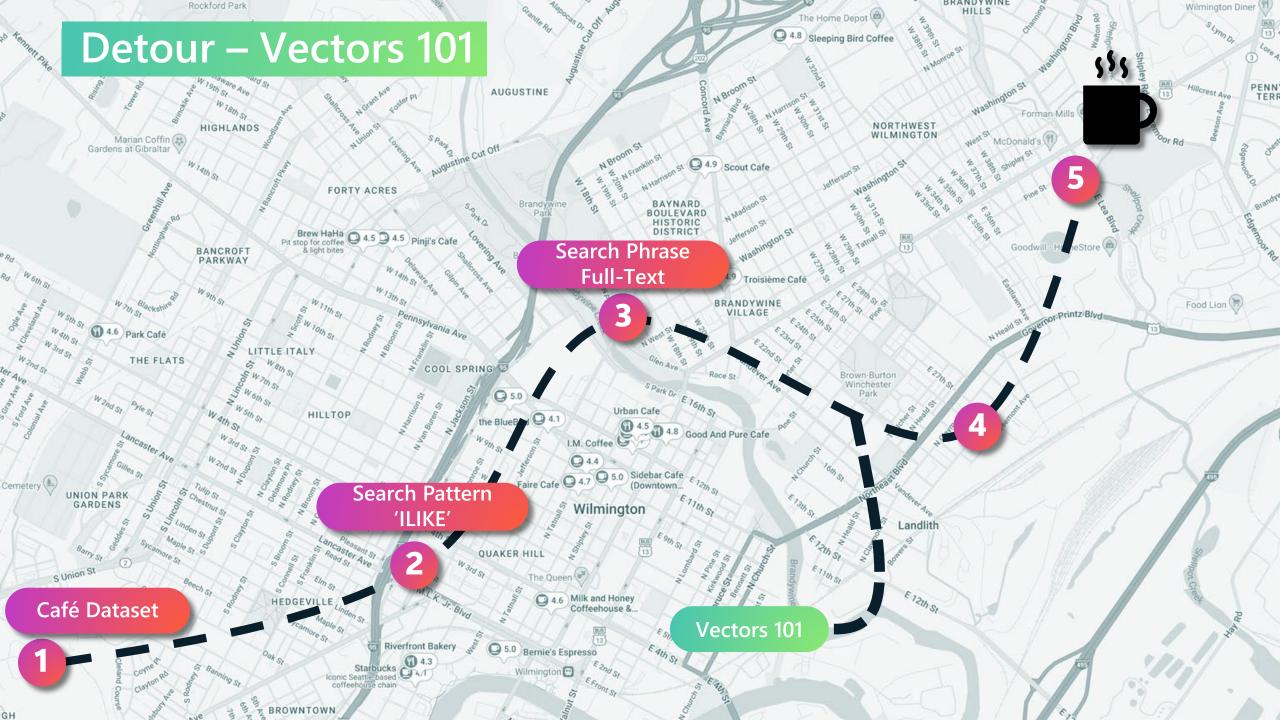
SHOW server_version;		
SHOW azure.extensions;		
Add a `text search` column of type `tsvector` for full-text search		
`tsvector` data type is designed to handle full-text search		
ALTER TABLE review_de		
ADD COLUMN text_search tsvector;		
Populate the `text_search` column using existing review texts.		
We use the `to tsvector()` function which converts the review text into a tsvector type		
UPDATE review_de		
<pre>SET text_search = to_tsvector('english', coalesce(text, ''));</pre>		
Create a GIN (Generalized Inverted Index) index for efficient search		
GIN is optimized for fast full-text search		
CREATE INDEX idx_review_de_text_search ON review_de USING GIN (text_search);		
Sample records		
<pre>SELECT r.text, r.text_search FROM review_de r LIMIT 5;</pre>		
* FULL-TEXT SEARCH QUERY		
This query performs a full-text search on reviews mentioning either 'restaurant' or 'cafe'.		
SELECT		
b.name AS business_name, r.stars, r.text, b.city		
FROM review_de r JOIN business b ON r.business_id = b.business_id		
WHERE	~	
<pre>r.text_search @@ to_tsquery('english', 'restaurant cafe')</pre>	I	
Search for "restaurant" OR "cafe"		
ORDER BY r."date" DESC;		
- DIDACE CLAUCE - analysis and and definition associate		
sults 1 X		
HOW server_version 121 Enter a SQL expression to filter results (use Ctrl+Space)		
** server_version		Pan
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		E.
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Search Phrase – FULL TEXT

This is better for phrase-based searches but struggles with nuanced queries like 'cafe with chill vibes'.

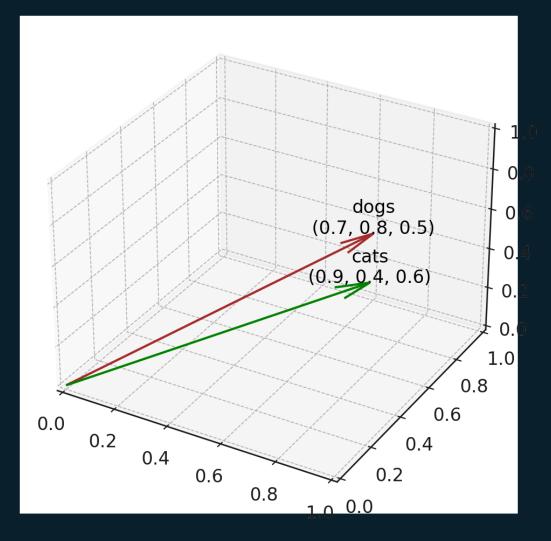


WHERE r.text_search @@
websearch_to_tsquery('english', 'cafe
with chill vibes')
-- Attempting full-text search with a phrase



Vector 101

- Lists of numbers that represent items in a high-dimensional space.
- For example, a vector representing the string "dogs" might be [0.7, 0.8, 0.5].
- Each number in the vector is a dimension of the space.



Generating vectors

Use a model to generate vectors for items:

Input	\rightarrow	Model	\rightarrow	Vector
"dog"		word2vec		[0.017198, -0.007493, -0.057982,]
"cat"		word2vec		[0.004059, 0.06719, -0.093874,]

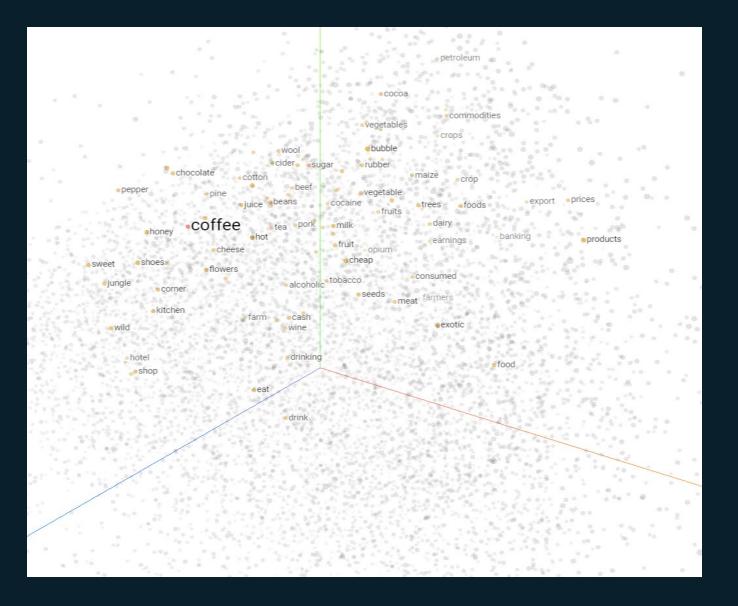
Model	Input types	Dimensions
Word2Vec	Word	50-300
OpenAI text-embedding-ada-002	Text	1536
OpenAl text-embedding-3	Text	256-3072
Azure Computer Vision Multi-modal	Text or Image	1024

Popular models (find more on <u>HuggingFace</u>):

So why should we care about vectors embeddings?

Similarity

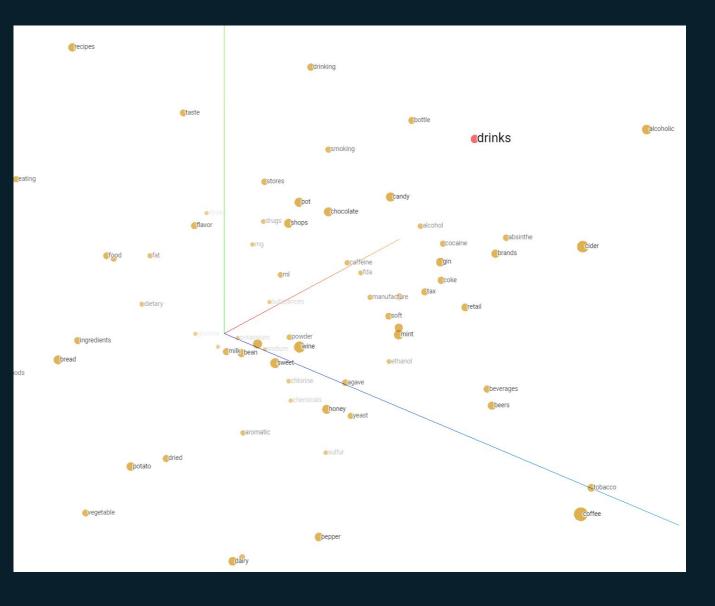
Find similar items in a large dataset, useful for recommendations



So why should we care about vectors embeddings?

Search

Search other items that are similar to what you're querying.



Example

Generate Vector https://pamelafox.github.io/vectors-comparison/

What is a vector?

Expore words from a dataset of 1000 words across two embedding models.

Target word: dog

Embedding model: Both (Comparison) - Find word

Model: word2vec

Vector: 300 dimensions

0.017198, -0.007493, -0.057982, 0.054051, -0.028336, 0.019245, 0.019655, -0.027681, -0.005159, -0.021293, 0.060275, -0.142171, -0.007575, -0.055689, -0.008435, 0.036034, -0.066827, 0.053396, -0.062896, -0.040293, 0.052086, -0.03325, 0.047827, -0.055034, -0.029974, 0.067154, -0.05012, 0.107447, 0.110068, 0.00819, -0.032594, -0.027517, -0.012202, -0.028827, -0.033086, 0.00261, -0.004504, 0.017689, 0.049792, 0.112033, 0.005569, -0.071413, -0.005057, 0.017608, -0.360344, -0.02981, 0.083533, -0.023586, -0.005364, 0.025388, -0.23586, 0.039965, 0.079682,

Most similar:

present

worked

Similarity histogram:

high

<u>cat</u>	0.7609456296774421
horse	0.482580559367262
<u>child</u>	0.3701001015211071
bear	0.3660915748726983
<u>someone</u>	0.36170237677870604
<u>baby</u>	0.3560092821041511
boy	0.35216872587817744
woman	0.3511048220342392
mother	0.3455034314869205
<u>girl</u>	0.3426251584138038
Least similar:	
<u>bank</u>	-0.02625562901048338
meet	-0.026630362532046314
met	-0.02771119328935793
<u>of</u>	-0.02891628801968331
<u>switzerland</u>	-0.040093095982862106

-0.0425287520326544

-0.04463080257045229 -0.04993156762830111

-0.05088302787727771

-0.051125786415643575

Model: openai



-0.0033353185281157494, -0.017689190804958344, -0.01590404286980629, -0.01751338131725788, -0.018054334446787834, 0.021841011941432953, -0.012313461862504482, -0.02273358590900898, -0.021286534145474434, -0.01814900152385235, 0.012252604588866234, 0.038759343326091766, 0.0015408731997013092, -0.00691406661644578, -0.013638799078762531, 0.024153590202331543, 0.039895348250865936, 0.0012036223197355866 0.009372025728225708, -0.012178223580121994, -0.019853007048368454, 0.006024873349815607, 0.011319459415972233, -0.025167878717184067, -0.00759363966062665, 0.010284884832799435, 0.009831836447119713, -0.008492975495755672, -0.005639444105327129, -0.009446406736969948 0.007444877177476883, -0.009277358651161194, -0.025289593264460564, -0.02119186706840992, -0.005906539969146252, -0.018906336277723312, -0.007539544254541397, -0.016066329553723335, -0.01171841286122799, -0.02093491330742836, 0.004608250688761473, 0.011042220517992973, 0.011549364775419235, -0.009541073814034462, 0.0025864355266094208, 0.0026202453300356865, -0.0036007240414619446, -0.011995651759207249, -0.02549245022237301, -0.007958783768117428, 0.015701185911893845, 0.016188044100999832, -0.005825396627187729, -0.00866878591477871 -0.00038881058571860194, -0.0006356207886710763, 0.0074110678397119045, 0.00766802066937089, -0.005419681314378977, -0.007674783002585173, 0.0086823096498847, -0.004740108270198107, -0.01406479999423027, 0.0217057727272789, -0.0029955320060253143, -0.008574118837714195, 0.005460252985358238.0.0034130807034671307.-0.005521110258996483

Most similar:

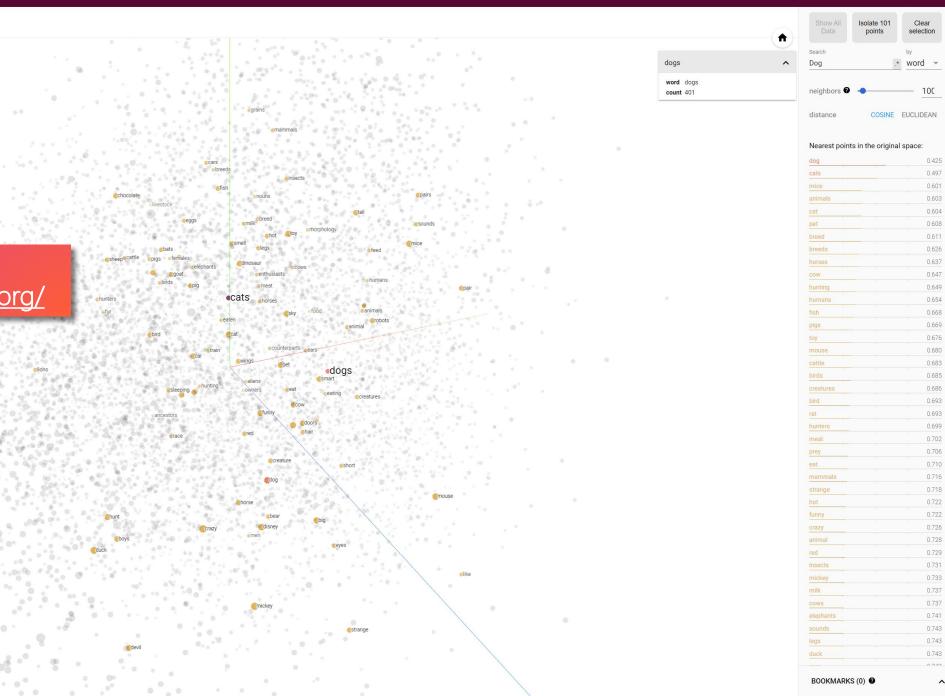
god	0.8661232217030437
<u>cat</u>	0.8635463285343138
<u>kid</u>	0.8633793412791264
boss	0.8616536488849736
fish	0.8567160061416755
<u>do</u>	0.8531014742976359
horse	0.8516590030182295
bear	0.8516394647209997
human	0.8500093809305883
<u>gun</u>	0.8492639208536553

Least similar:

<u>catalonia</u>	0.7746281384075008
anymore	0.7745343111964632
netherlands	0.7744193510029177
worse	0.774271453446651
shouldn	0.7741518238387108

Example:

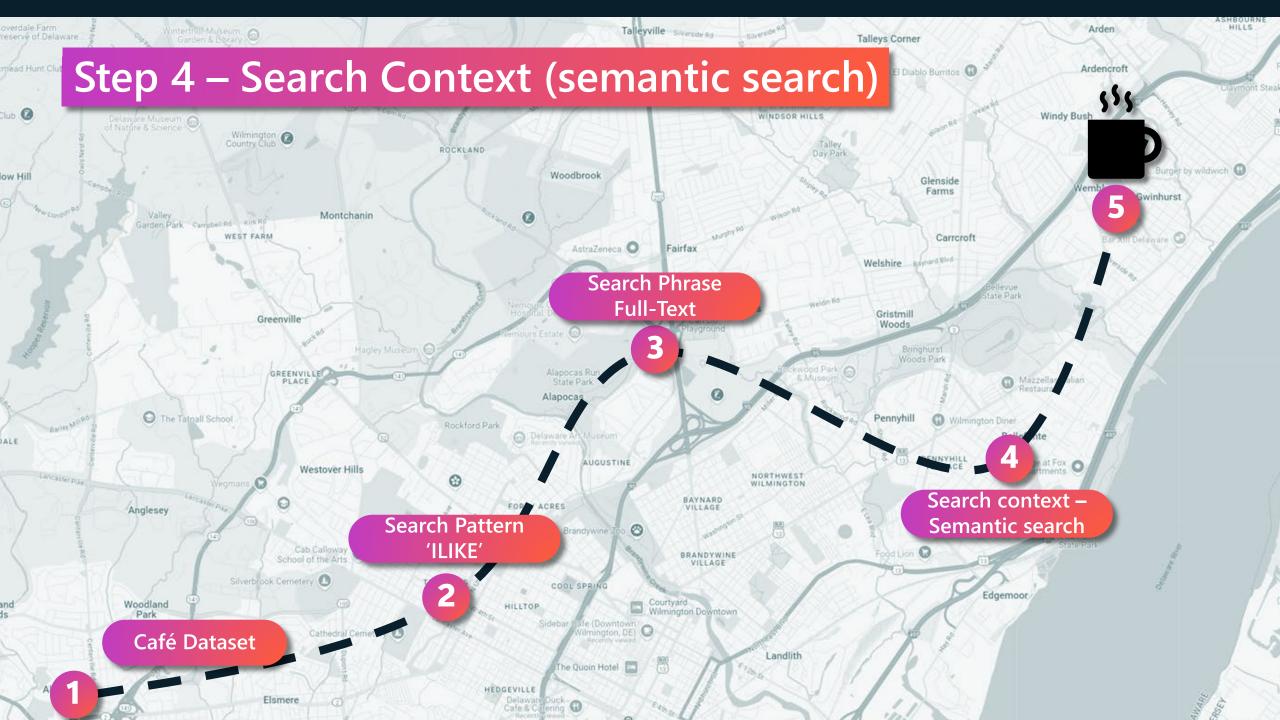
Visualize Vector https://projector.tensorflow.org/



0 🛢

Storing vectors in Postgres table

^{ອະ} business_name	description_vector
Border Cafe	[-0.028679002,-0.01258319,-0.009900554,-0.0068770316,0.00074013317,0.01134562,0.014057898,0.
Cafe Verdi Restaurant	[-0.076620474, -0.029332073, -0.028847456, -0.048257638, 0.0023896075, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.029663652, -0.023644201, -0.029663652, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.023644201, -0.029663652, -0.029663652, -0.029663652, -0.029663652, -0.029663652, -0.029663652, -0.029663652, -0.029663652, -0.029663652, -0.029663652, -0.029663652, -0.0296663652, -0.02966666666, -0.02966666666666666666666666666666666666
Eeffoc Cafe	[-0.002310421,0.004936138,-0.034080025,-0.027507847,0.0045192465,0.03127739,-0.0007010963,0.
Eeffoc Cafe	[-0.045164146,-0.014219385,-0.032155517,-0.05293553,0.03407021,-0.017274441,-0.010171788,0.02
Cafe Napoli Restaurant & Pizzeria	[-0.050793096,-0.008950297,-0.01286485,-0.029009983,0.010398233,-0.011077354,-0.02611411,0.00



Vector Semantic Search

- Now, let's dive into semantic search using vector data
- With Azure OpenAl embeddings and PostgreSQL vectors, we can search reviews using natural language queries like: "cafe with chill vibes"

ORDER BY r.description_vector <=>
azure_openai.create_embeddings('t
ext-embedding-3-small','cafe with
chill vibes')::vector

-- Perform vector similarity search using Azure OpenAI embeddings.

-- This searches for reviews "similar to" the input phrase: 'cafe with chill vibes'.

Hybrid Search (vector search combined with geo-spatial data)

- But let's take it a step further by adding geospatial data to find results near the Art Museum"
- With the power of PostGIS extension, we can combine the semantic search results with spatial data, and ask "Find cafe with chill vibes, near Delaware Art Museum"

WHERE ST_DWithin(b.business_location::geograp hy,ST_GeographyFromText('POINT(-75.5640 39.7658)'), 5000)

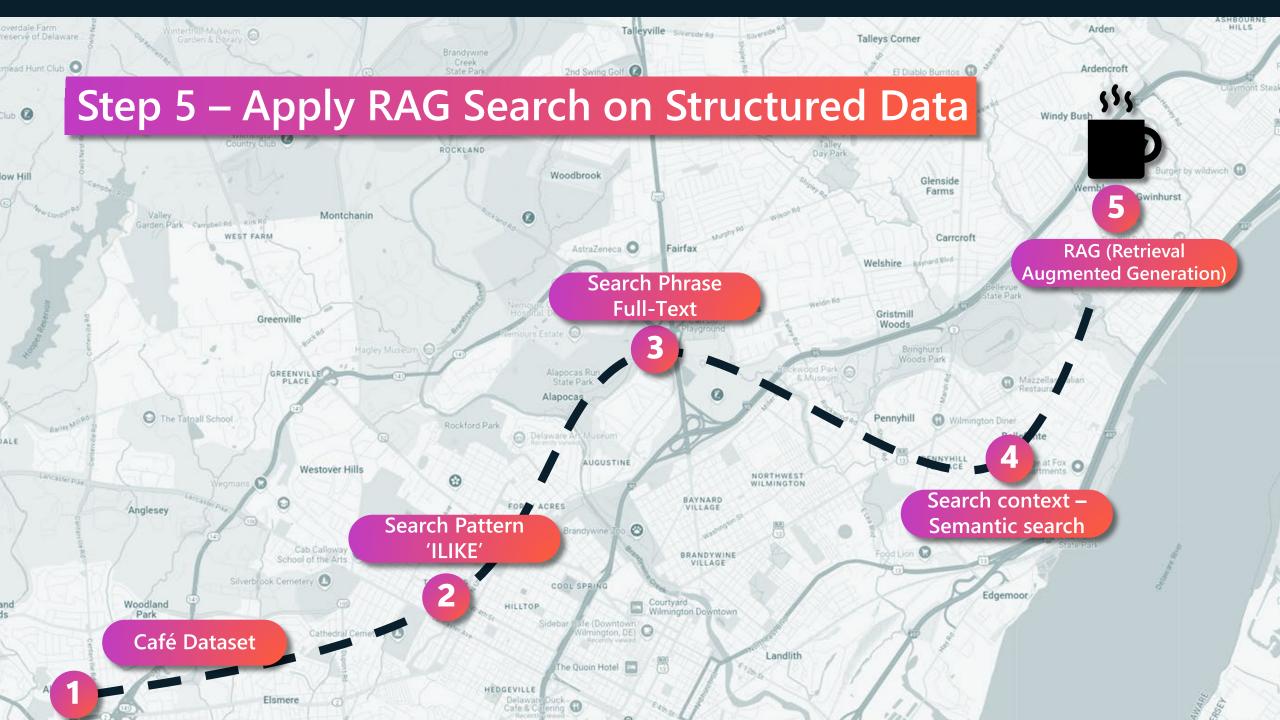
-- Spatial filter: only include businesses within 5 km of the Delaware Art Museum.



ORDER BY description_vector <=> azure_openai.create_embeddings('textembedding-3-small', 'cafe near Delaware Art Museum with outdoor seating and pet friendly')::vector

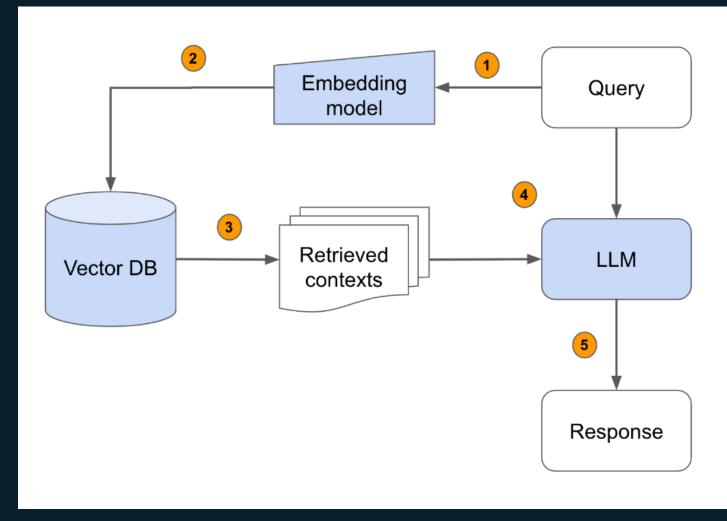
-- Rank results by vector similarity to the given search query.

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•	* Postgres Coffee Finder 🔟
Ð	/**************************************
I	PART C >> VECTOR SIMILARITY AND HYBRID SEARCH
	SUBTITLE: Combining Semantic and Spatial Searches
	DESCRIPTION: This script sets up vector similarity search with Azure OpenAI embeddings and demonstrates both simple and hybrid semantic searches.
	SHOW server_version; SHOW azure.extensions;
	Show azure.extensions,
	List avilable extensions
	SELECT pge.extversion FROM pg_extension pge
	WHERE extname IN ('azure_ai', 'vector', 'postgis', 'pg_diskann');
	e Step 1: Add a new column for storing vector embeddings
	Each vector will have 1536 dimensions and will represent the semantic meaning of the review and business data.
	ALTER TABLE review_de
	ADD COLUMN description_vector vector(1536);
	Step 2: Populate the `description_vector` column with embeddings generated from the business name, review text, categories, and attributes.
	This loop fetches reviews that are not yet embedded and generates embeddings using Azure OpenAI's embedding model.
	DO \$\$
	DECLARE
	counter integer := (SELECT COUNT(*) FROM review_de WHERE text <> '' AND description_vector IS NULL);
	r record;
	BEGIN
	WHILE counter > 0 LOOP
	FOR r IN
	SELECT *
•	FROM review_de de
B	JOIN business b ON de.business_id = b.business_id WHERE de.text <> '' AND de.description_vector IS NULL
	LOOP
D Daw	
	W server version 🕃 Enter a SQL expression to filter results (use Cut + Space)
Pi *	"server version
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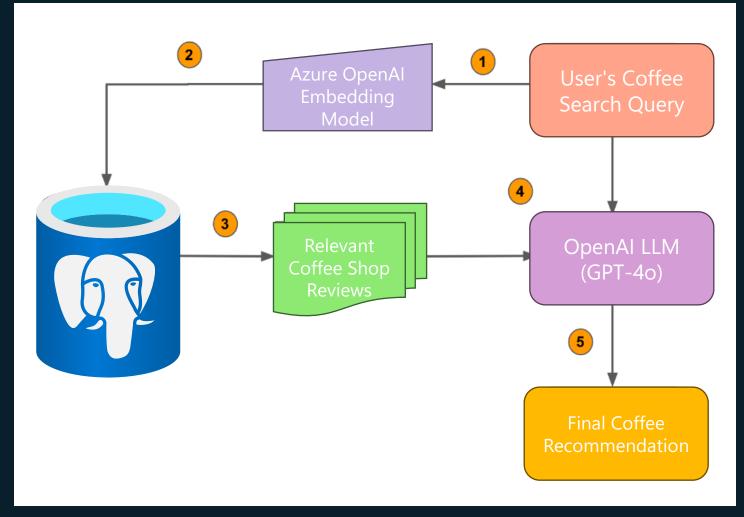
What is RAG?

RAG (Retrieval Augmented Generation) is the process of retrieving relevant contextual information from out vectorized dataset and passes this information to a large language model (LLM) to generate answers.



Apply RAG Search on Structured Data

So, Instead of asking LLM a question and hoping the answer lies somewhere in its *training-data*, we provide the context sourced from our "vectorized" dataset. LLM then references this context outside of its training data and generate more precise answers.



DEMO - Step 5

- Walk through the Coffee Finder (Python) app demo.
- Show how RAG combines all the elements: pattern matching, full-text search, vector search, and geospatial data.

Sample App – Try it now!

No Index	~
Price Range	70
0	100
Check-in Date	
2017/01/02	
What are you looking for?	
coffee within 5 mins	walk and pet friendly a
Search for listings	

Docs

E Blog

GitHub

Seattle Airbnb Rentals Listing

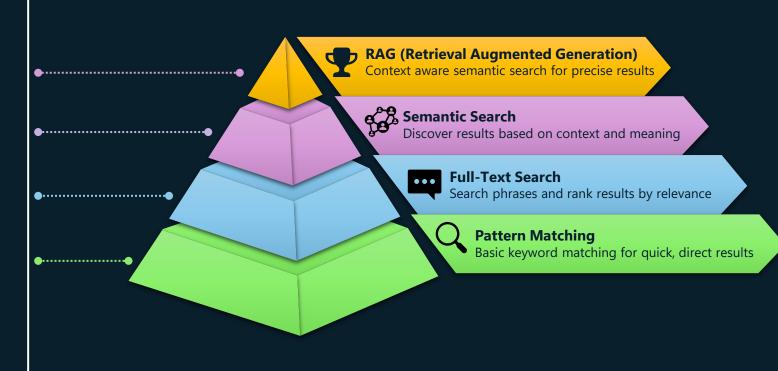
Search SEA Rentals! The Streamlit app uses cosine similarity to semantically match your query with Airbnb listings and find matching properties in our database

017/01/02	Found 10 listings.
at are you looking for?	Query time: 0.21 seconds
offee within 5 mins walk and pet friendly a	Listing ID Name Price Date Summary Description
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g łub	1 5-eattle Pet/Family For 01:08 Friendly Living For 01:018 Diverse city location, conveniently 1block to bus line, nearby grocery/coffee shop. Easy access to 1-5 & shopping! Furnishings throughout, detailed cleaning for your comfort.Owner on premise & available!We love letting well behaved/clean pets \stay\! The entire space is for your privacy, a dedicated parking spot for your vehicle. Leave your car and take the bus if you choose. * We hire professional staffing to clean the unit after each advect of the safety and cleanel for your cute little dogie to roam outside the enclosed patio area. The kitchen has full appliances for your stay and have a Blender, Juicer, George Foreman Grill, sald spinner, toaster, microwave, coffee maker, rice cooker, lots of pots and pans and cooking utensils, pizza cutter, kni Diverse city location, conveniently 1block to bus line, nearby grocery/coffee shop. Easy access to 1-5 & shopping! Furnishings throughout, detailed cleaning for your comfort.Owner on premise & available!We love letting well behaved/clean pets \stay.!
	2 5020861 rowspace 65 701
	3 6130287 Friendly and Clean! 65 2017- it's a little vintage too! You have access to everything, but will be sharing common space with me and my pet's. I will try to stay out of way as much as possible or as much as you want. Again my is pretty large. I will interact with you are sharing the apartment with me Item to the partment with me Come stay in Ballard! A great neighborhood with lots to do. Surrounded by great N.W. cuisine and breweries. I'm near the Burke Gilman Trail and bus stop which can take you to adjoining neighborhood's like University District, Fremont, Green Lake. My apartment is a big 1 bedroom apartment (750 sqft) that I share with my 2 lovely animals (1 dog and 1 cat.) Decorated in a little bit of a Latin flare and vintage, I like antiquing. So it's a little vintage too! You have access to everything, but will be sharing common space with me and my pet's. I will try to stay out of way as much as possible or as much as you want. Again my is pretty large. I will interact with you are sharing the apartment with me Come stay in Ballard! A great neighborhood with lots to do. Surrounded by great N.W. cuisine and breweries. I'm near the Burke Gilman Trail and bus stop which can take you to adjoining neighborhood's like University is a little vintage too! You have access to everything, but will be sharing common space with me and my pet's. I will try to stay out of way as much as possible or as much as you want. Again my is pretty large. I will interact with you are sharing the apartment with me Come stay in Ballard! A great neighborhood's like University obstruct. Fremont, Green Lake.
aka.ms/p	ars. Private bed & bath on separate floor, feels like your own flat. Free street parking & private patio. Easy, ds. Park, walk, or bus easily to all parts of the city. **Free Street Parking**Free WiFi**Your Own Private Access**Pet Free** Our Walkscore is 91 & we are a block away from 4 bus lines that take you to the Market, minutes). We have an extra room downstairs with a full bed & an attached bathroom for your use. The private suite is on the ground level of a 3- story townhouse. We are less than half a mile from Elysian Brewpub, Rione XIII, Anchovies & Olives, Spinasse, Cafe Flora, Crush, Luc and Victrola

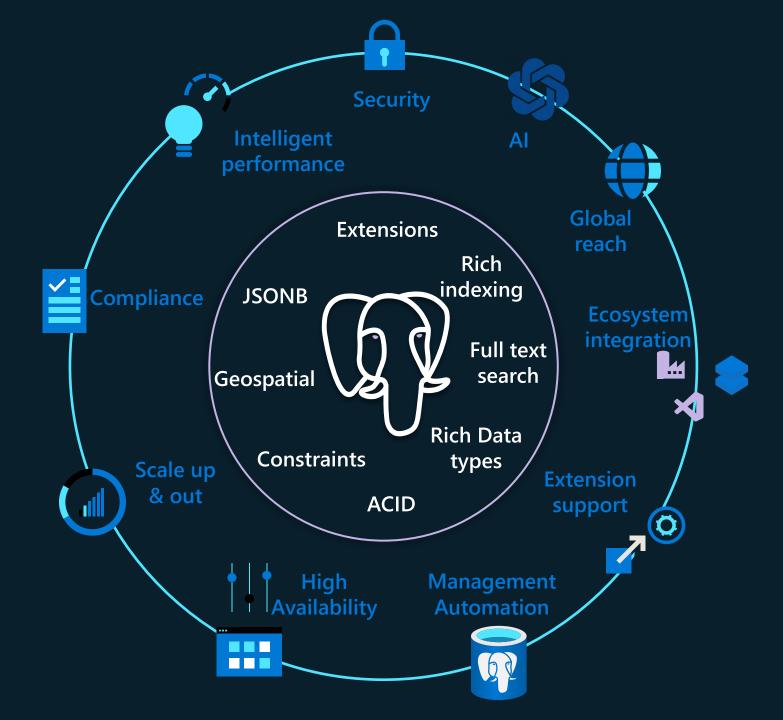
Coffee. We are less than half a mile away from Seattle U and Seattle Central Community College We are a block away from Safeway & 3 blocks aw We have a 2 night minimum. The room is good sized with a nice hig window, and a small shared bathroom and kitchen. We have WiEi as well as a

What Did We Achieve?

- We started with basic pattern matching and worked our way up to powerful RAG search using structured data.
- Each step built on the limitations of the previous one, resulting in a more refined and context-aware solution.
- This demonstrates the flexibility and power of PostgreSQL when paired with advanced extensions.



Azure Database for PostgreSQL: Al-Ready for Enterprise Applications



"Al isn't the future, It's already here."





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Thank You!



Varun Dhawan

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Blog data-nerd.blog

Let me know about your experiences with Postgres and pgvector.