AWS State, Local, and Education Learning Days

Chicago

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aws Learning Days
State, Local, and Education

Generative Business Intelligence (BI) in Amazon QuickSight

A new generative AI assistant for BI

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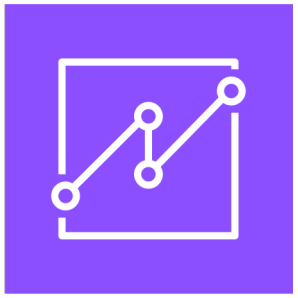
aws Learning Days
State, Local, and Education



Amazon QuickSight

UNIFIED BI SERVICE
AT HYPERSCALE

Unified BI for all your analytics needs

Consistent high performance with auto scaling

Augmented analytics with generative AI capabilities

Lower costs by paying for what you need

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Over 100,000 customers use QuickSight

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Business benefits of QuickSight

74%
LOWER COSTS
OVER 3 YEARS

157-300%
INCREASE IN BI USAGE

275%
ROI (MODELED)

Source: Economic Validation- The Economic Benefits of Amazon QuickSight, March 2024, Enterprise Strategy Group by TechTarget

quicksight.aws

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Create beautiful, interactive dashboards

- Add rich interactivity like filters, drill downs, zooming, and more
- Blazing-fast navigation
- Accessible on any device
- Data refresh
- Publish to everyone with a click

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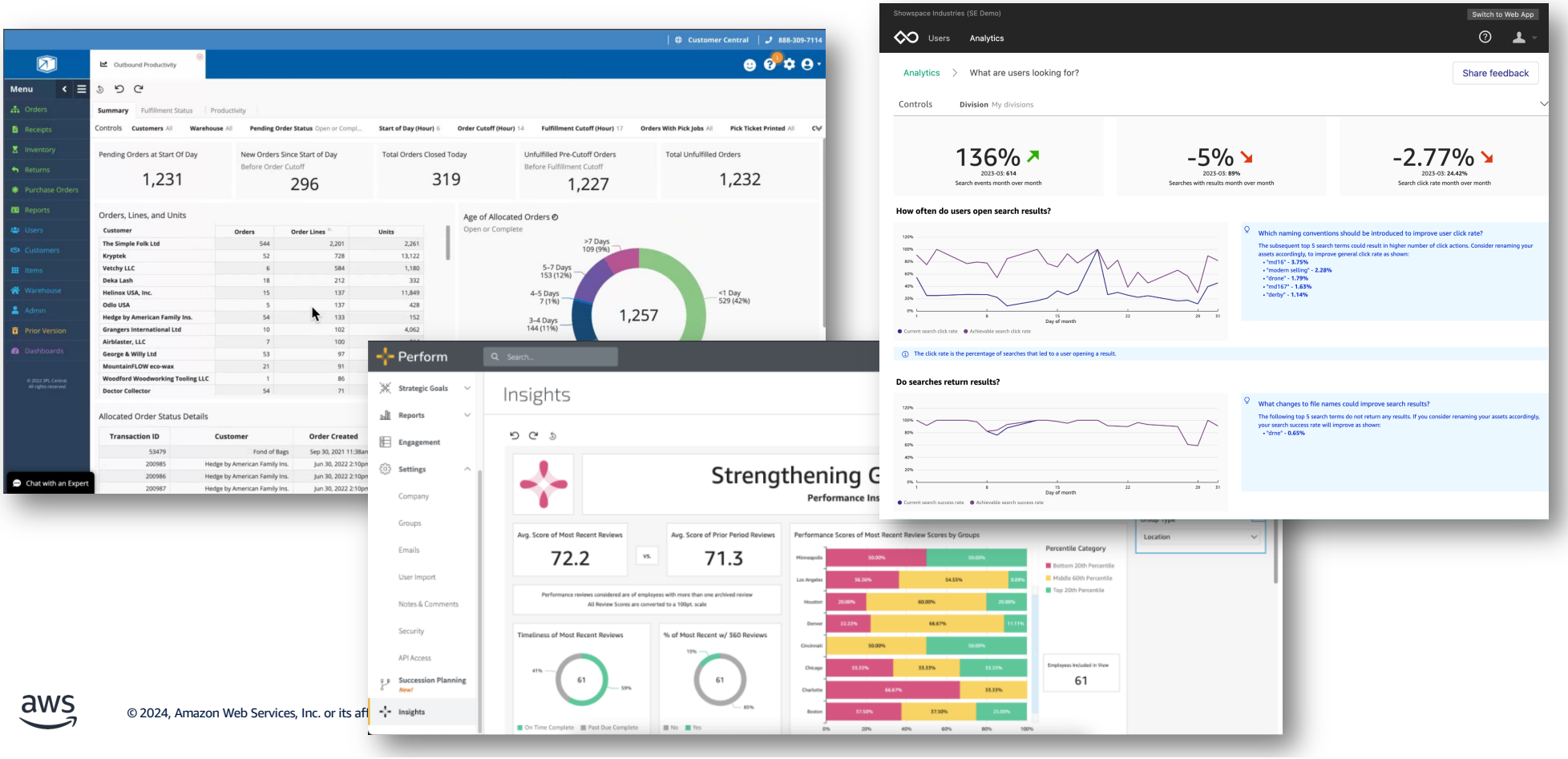
QuickSight powers 1,000s of apps



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Paginated reporting in the cloud

CONSOLIDATE DASHBOARD AND REPORTING USE CASES COST EFFECTIVELY

Highly formatted, printable reports

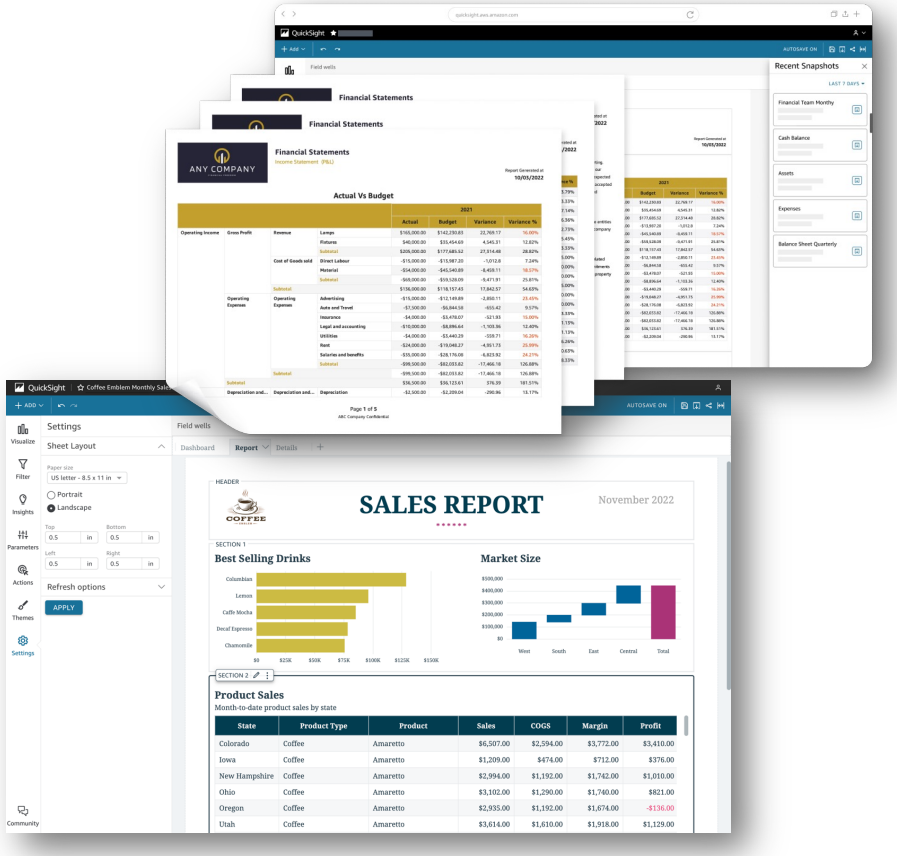
- Multipage PDF reports with rich visuals and images
- Scheduled delivery for PDFs and CSV exports

Unified authoring and consumption

- Same governed data sets between dashboards and reports
- No new learning with familiar interface

Serverless, auto scales to meet demand

- No infrastructure or software management
- Pay-for-usage with consumption-based pricing



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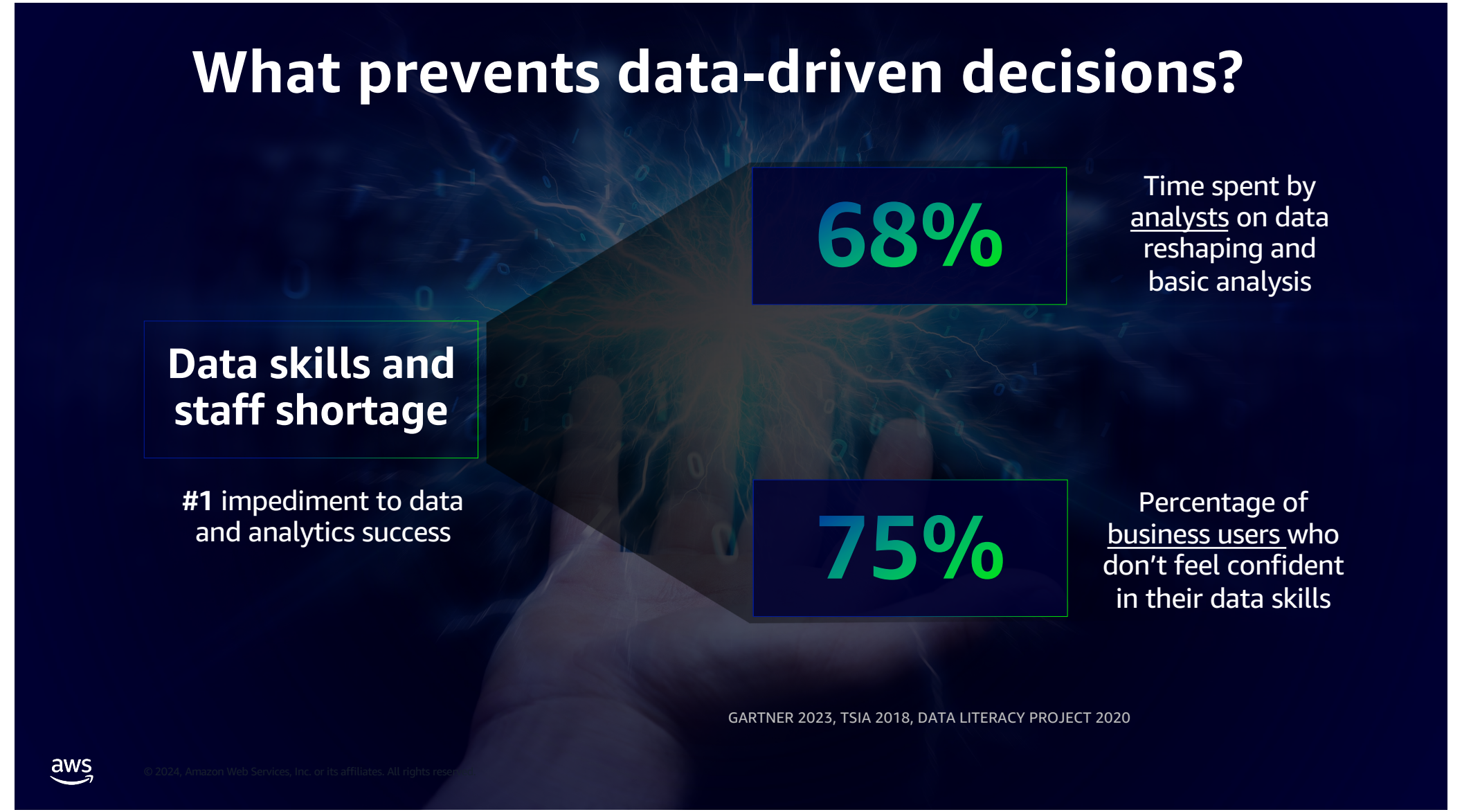
What prevents data-driven decisions?



68%

Time spent by analysts on data reshaping and basic analysis

Data skills and staff shortage

#1 impediment to data and analytics success

75%

Percentage of business users who don't feel confident in their data skills

GARTNER 2023, TSIA 2018, DATA LITERACY PROJECT 2020

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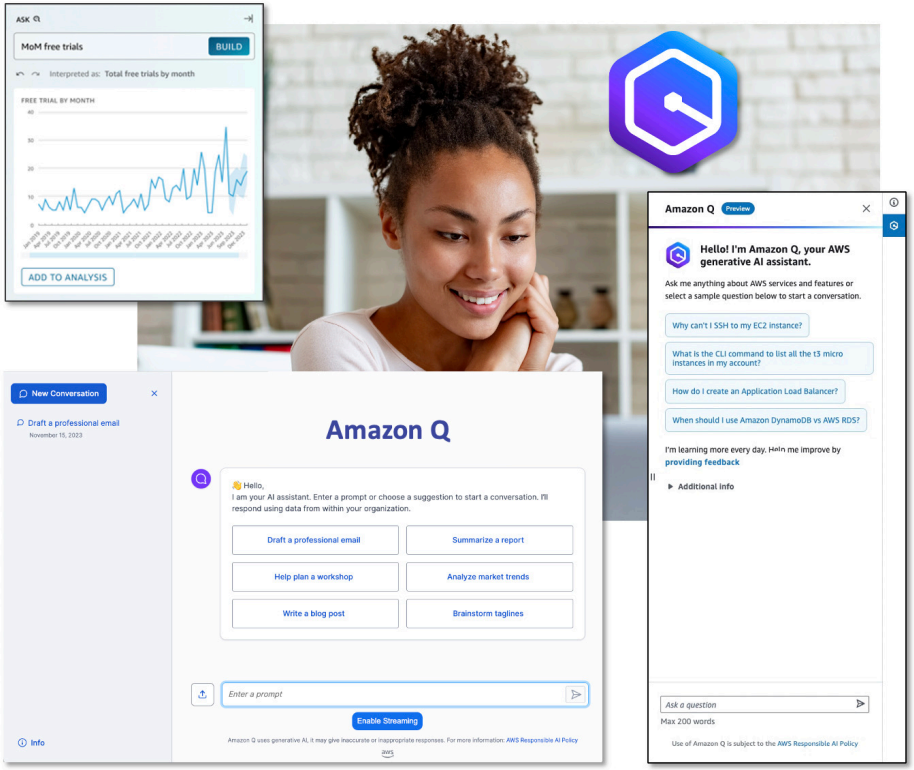
Amazon Q

A generative AI-powered assistant for work that is tailored to your business



Amazon Q Business

Amazon Q Developer

Amazon Q In QuickSight

Amazon Q In Connect

Amazon Q In AWS Supply Chain

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Announcing Amazon Q in QuickSight

NEW

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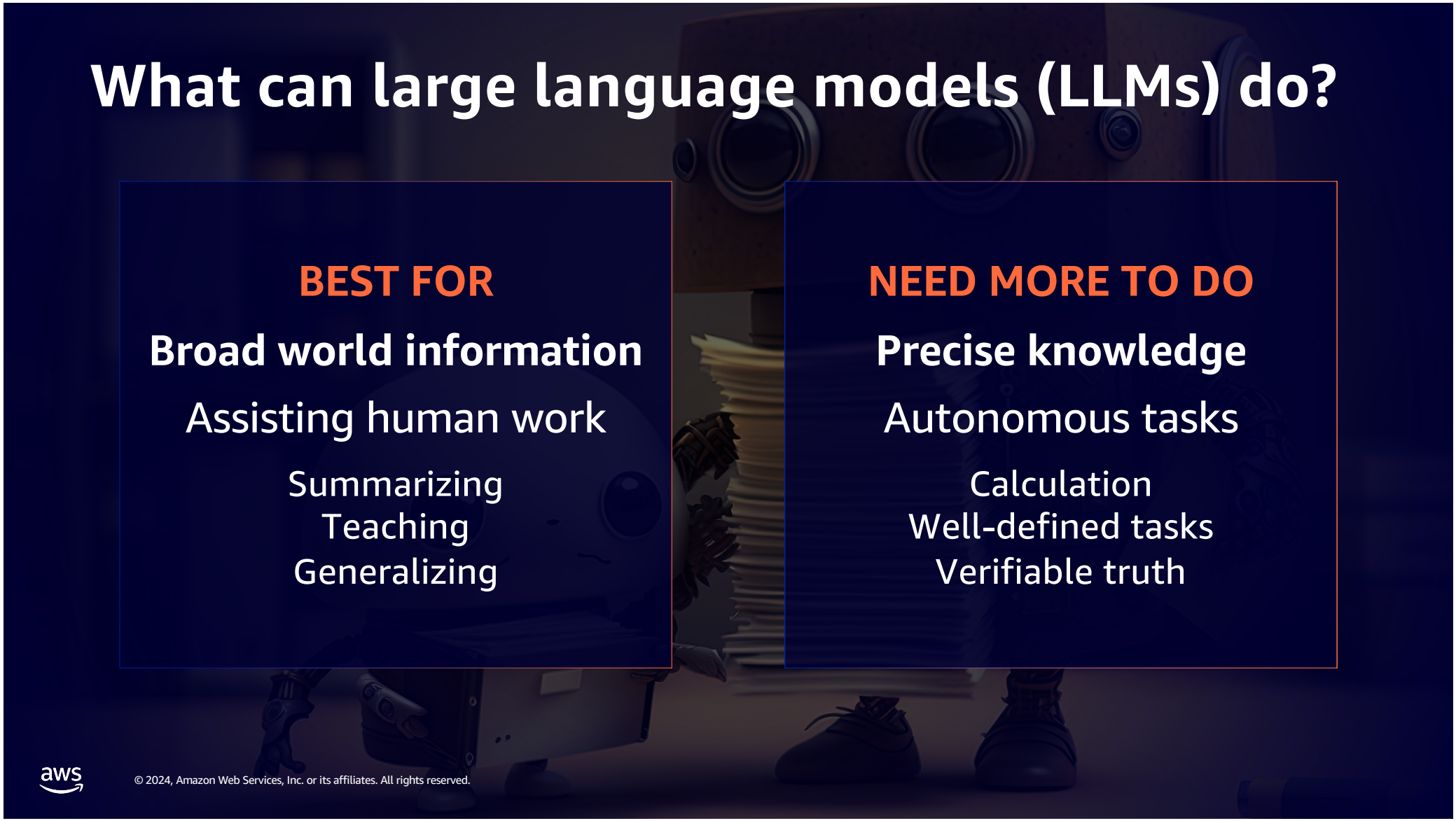
What can large language models (LLMs) do?



BEST FOR

Broad world information

Assisting human work

Summarizing
Teaching
Generalizing

NEED MORE TO DO

Precise knowledge

Autonomous tasks

Calculation
Well-defined tasks
Verifiable truth

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Amazon Q in QuickSight capabilities

ACCELERATE THE PATH TO DATA-DRIVEN DECISIONS FOR ALL USERS

AI-powered dashboard authoring experience

enables business analysts to build faster

AI-assisted data storytelling

enables business users to discover and share findings

AI answers to questions of data on demand

simplifies extracting insights for business users

Extend custom apps with AI

enables developers to quickly add advanced capabilities

Powered by Amazon Bedrock

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AI-powered dashboard authoring experience

A NEW DASHBOARD BUILDING EXPERIENCE POWERED BY GENERATIVE BI

Build visuals

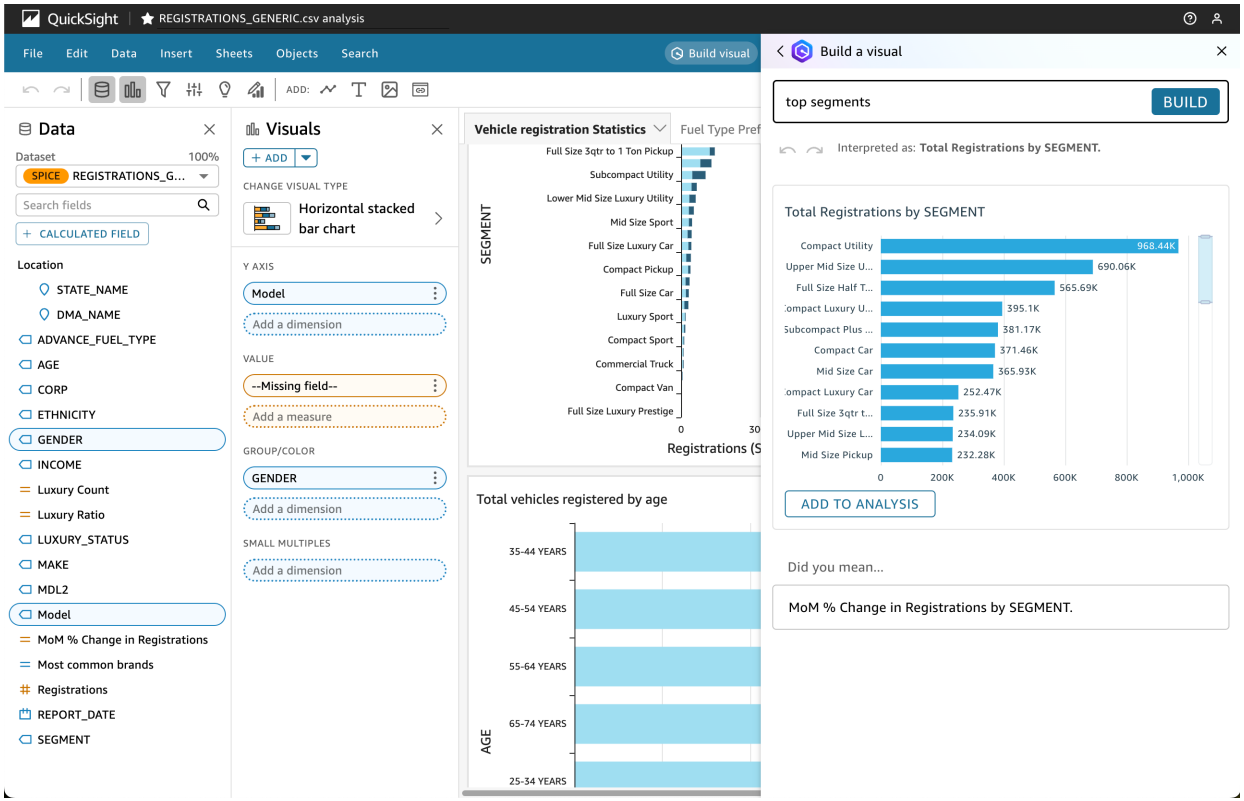
Use natural language to quickly build visuals for dashboards and reports

Build calculations

Easily create calculations using natural language without looking up or learning specific syntax

Refine visuals

Quickly update visuals by describing desired formats using natural language



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AI-assisted storytelling

IMPACTFUL DATA STORYTELLING TO DRIVE ACTIONS

Interpret data for others

Help others derive meaning from data and reach conclusions to drive decisions

Generate stories using AI

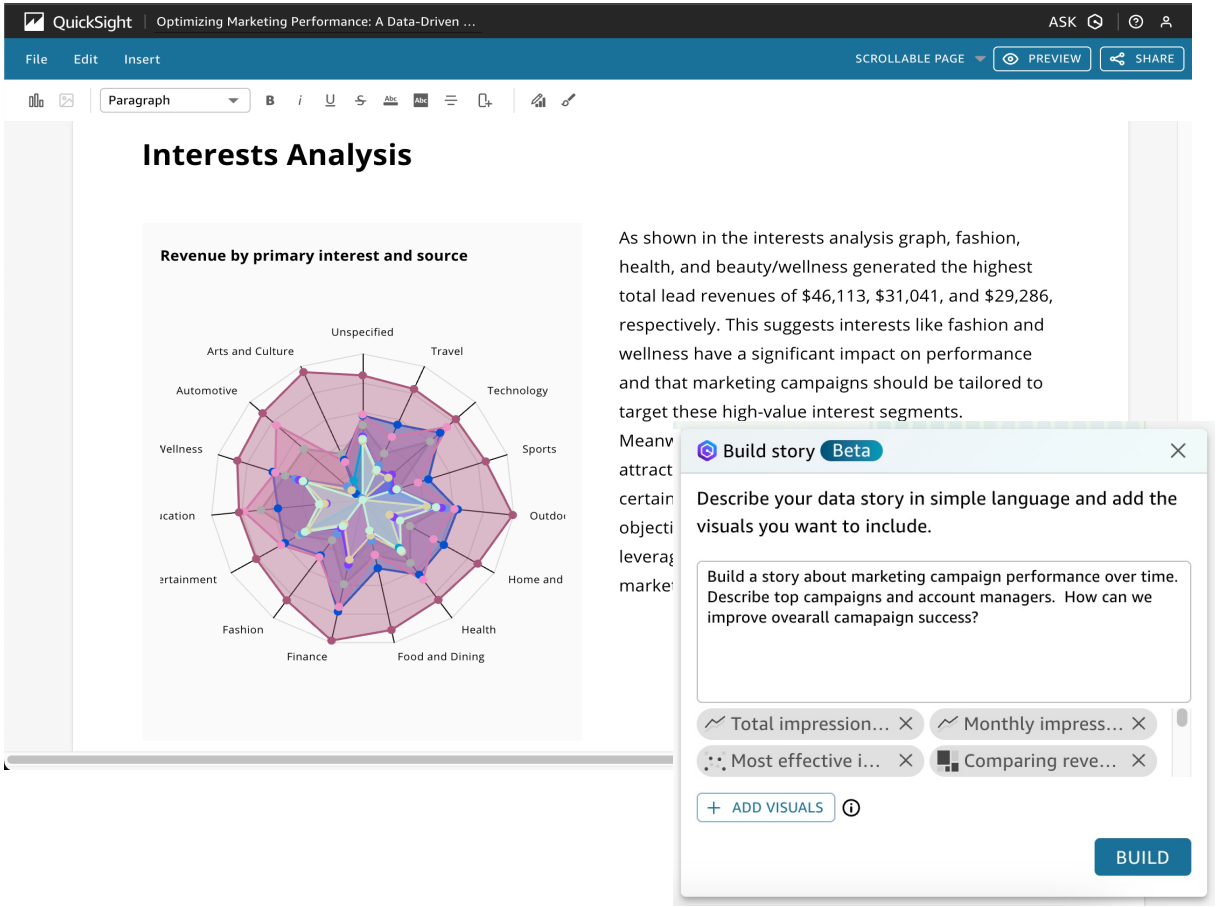
Generate cohesive, powerful, and insightful narratives by analyzing data with only a few words

Create refined content

Control AI verbosity, customize narrative text, and apply stunning visual themes to bring content to life

Governed and always up to date

Quickly and easily share and update data any time



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AI answers to questions of data on demand

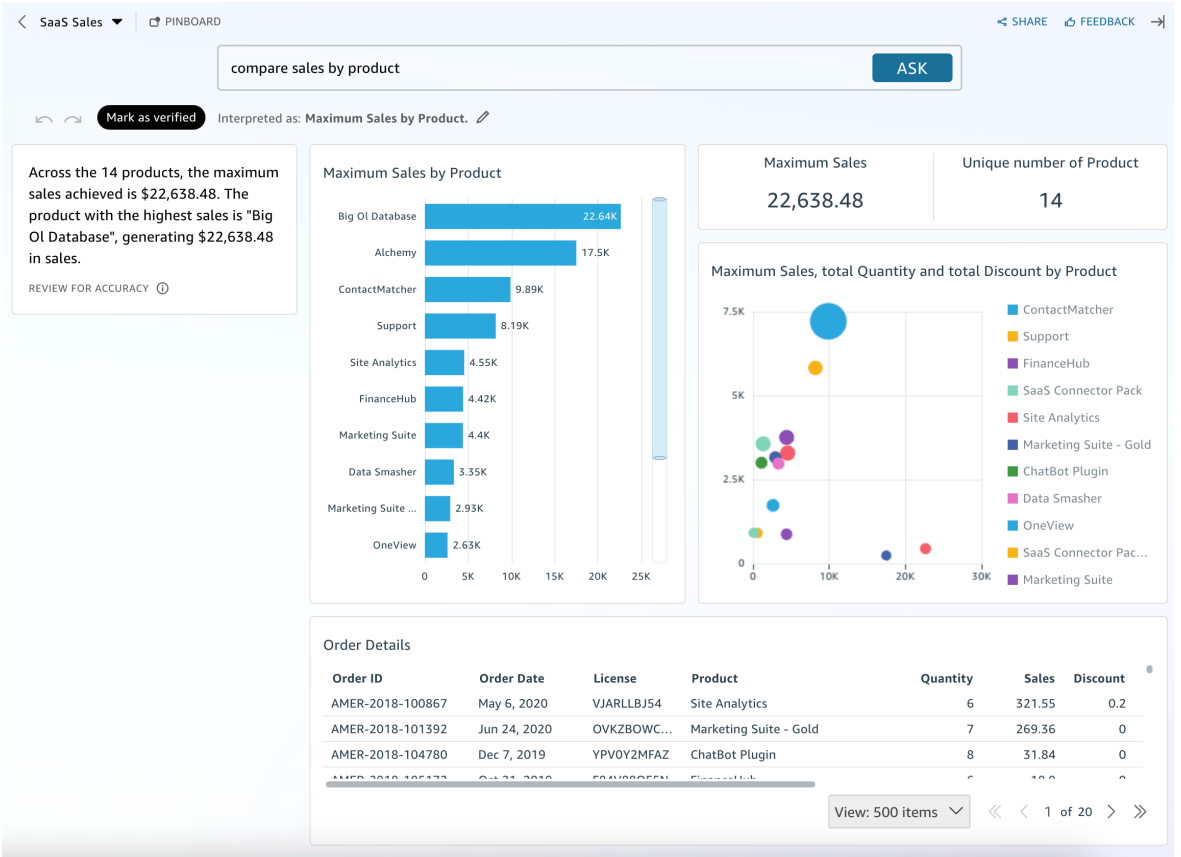
DEEP INSIGHTS AT YOUR FINGERTIPS

Executive summaries of dashboards
Instant summaries of key dashboard insights in natural language explaining top movers, outliers, and more

Easy, powerful Q&A for nonexperts
Suggested questions and **What's in my data** show what can be asked

Multi-visual answers with **narrative insight summaries** explain answer context

Vague question support and **Did you mean alternatives** enable iterative fact-finding



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Extend Custom Apps with AI

QUICKLY ADD GENERATIVE BI CAPABILITIES TO WEB APPS

Easy to Integrate

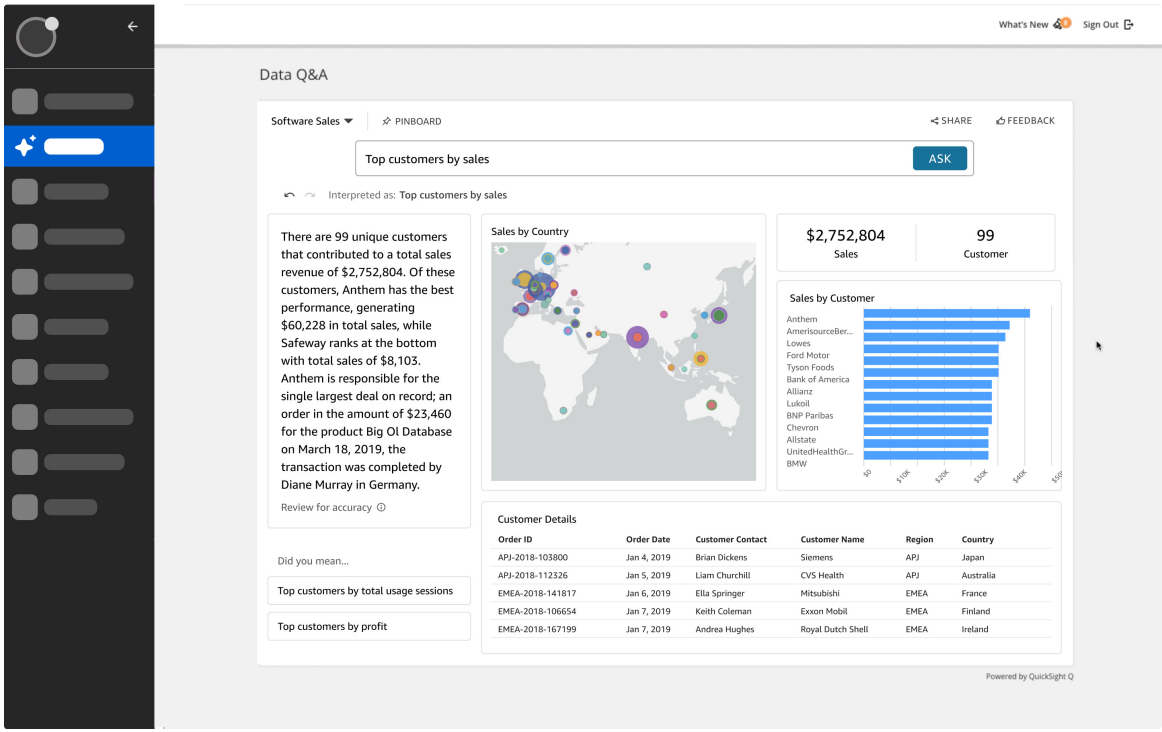
Add generative multi-visual Q & A to existing web apps with a few lines of code, no AI expertise required

Works with any Data

Refine language understanding to optimize specific use cases and data contexts, provide suggested questions to get users started

Seamless Experience

Customize size, placement, theme, and interaction to fit



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ProLink Solutions

SOFTWARE SOLUTIONS FOR EMERGENCY FUND DEPLOYMENT TO HELP STATE AGENCIES DISTRIBUTE FUNDS TO HOMEOWNERS IN NEED

Use Case & Challenge

- ProLink+ is a turnkey solution for state agencies looking to distribute their HAF dollars fast.
- Due to the emergency nature of the funding program, state agencies are continually in the public eye, and therefore access to real-time reporting is a must.

Solution & Why QuickSight?

- ProLink+ SaaS is built using multiple AWS resources
- State agencies use QuickSight's embedded dashboard capabilities in ProLink+ for internal analytical purposes, as well as for real-time reporting to the public
- QuickSight inherent integrations with AWS resources and cost efficiency made it a logical choice
- Business analysts able to build rich dashboards without code

> State agencies across the board are looking for visual reporting tools to tell their stories more effectively. I'm glad QuickSight was readily available to us and we were able to quickly develop a dashboard in our ProLink+ deployment.
>
> Shawn McKenna
> CEO ProLink Solutions

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California State University Chancellor's Office (CSUCO)

PROVIDING STUDENTS WITH OPPORTUNITIES TO DEVELOP INTELLECTUALLY AND PERSONALLY, AND TO CONTRIBUTE BACK TO THE COMMUNITIES THROUGHOUT CALIFORNIA

CSU The California State University

Use Case & Challenge

- Needed a highly secure tool to streamline the process of pulling HR data
- CSU had been using a legacy central data warehouse based on data from their financial system, but it lacked the robustness to keep up with modern technology

Solution & Why QuickSight?

- With QuickSight, the CSUCO is able to run a decentralized security process where campus security teams can provision access directly and users can get to their data faster
- Ability to match security measures with the benefits of low maintenance and familiarity to their end-users
- Estimated 35%–40% savings compared to competing tool
  - Pay for what you use
  - Infrequent users do not continue to incur charges

> "It's easy to use, very straightforward, and relatively intuitive. When you couple the experience of using QuickSight, with a huge cost difference to [the BI platform we had been using], to me, it's a simple choice."
>
> Andy Sydnor
> Sr Director Business Intelligence and Data Operations at the CSUCO

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Demo: Amazon Q in QuickSight

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Pricing

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QuickSight user role subscriptions

Role	Description	Monthly Price
Reader	Readers can explore interactive dashboards, answer questions of data with natural language Q & A, receive email reports, and download data.	$3 OR Capacity Based
Reader Pro	Reader Pro adds Generative BI capabilities for Readers to build Stories explaining data, get executive summaries of dashboards with natural language, and access to Amazon Q Business*.	$20
Author	Author extends from Reader with capabilities to connect to data, create dashboards and reports, and share content with users in the account. Admin users needed to manage QuickSight accounts use Author subscriptions.	$ 24
Author Pro	Author Pro has **full access to all capabilities**, extending Author with Generative BI capabilities of Reader Pro and adding natural language dashboard authoring and Q & A Topic creation. Admin Pro users use Author Pro subscriptions.	$50

A $250/mo. per-account Q enablement fee applies for accounts with at least one Pro user or with at least one Q Topic

*Requires AWS IAM Identity Center (IDC) user provisioning

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Amazon Q in QuickSight capabilities

	Author Pro	Reader Pro	Reader & Author
Data Q&A	x	x	x
View and interact with Stories	x	x	x
Build Stories	x	x	
Get Executive Summaries of Dashboards	x	x	
Build dashboards using natural language	x		
Build Q&A Topics	x		
Cross account entitlement in QuickSight*	x	x	
Amazon Q Business access*	x	x	

*Requires AWS IAM Identity Center (IDC) user provisioning

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Try QuickSight free for 30 days

Full access to all capabilities
Up to 4 users of any type*

* One user must be an Admin or Admin Pro for account management

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Additional resources

Amazon Q in QuickSight

Sign up for QuickSight Community

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Thank you!

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Generative BI in Amazon QuickSight

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