



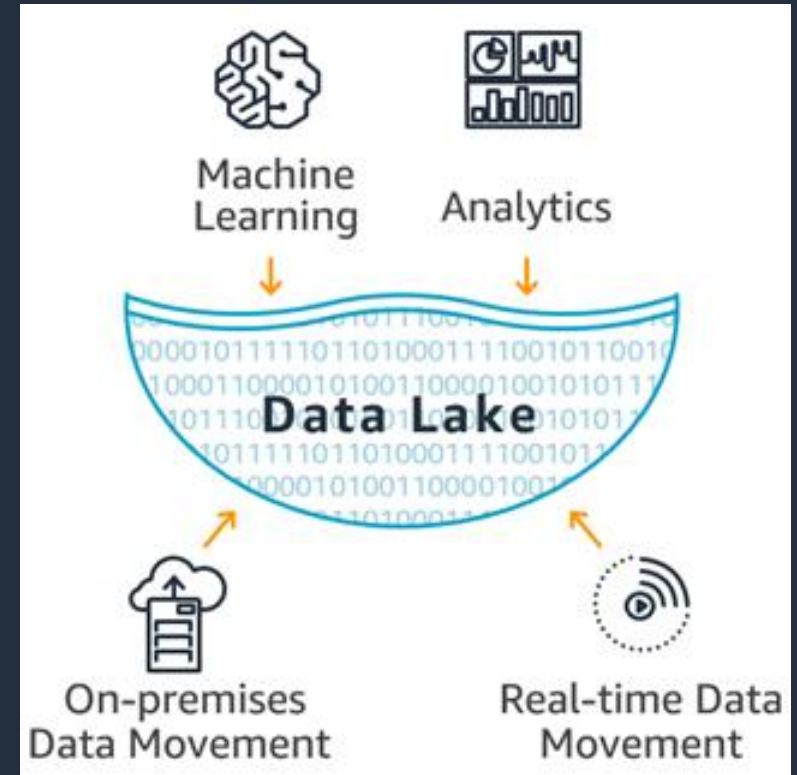
AWS Data Lake and Visualization Workshop

Steve Mitchell

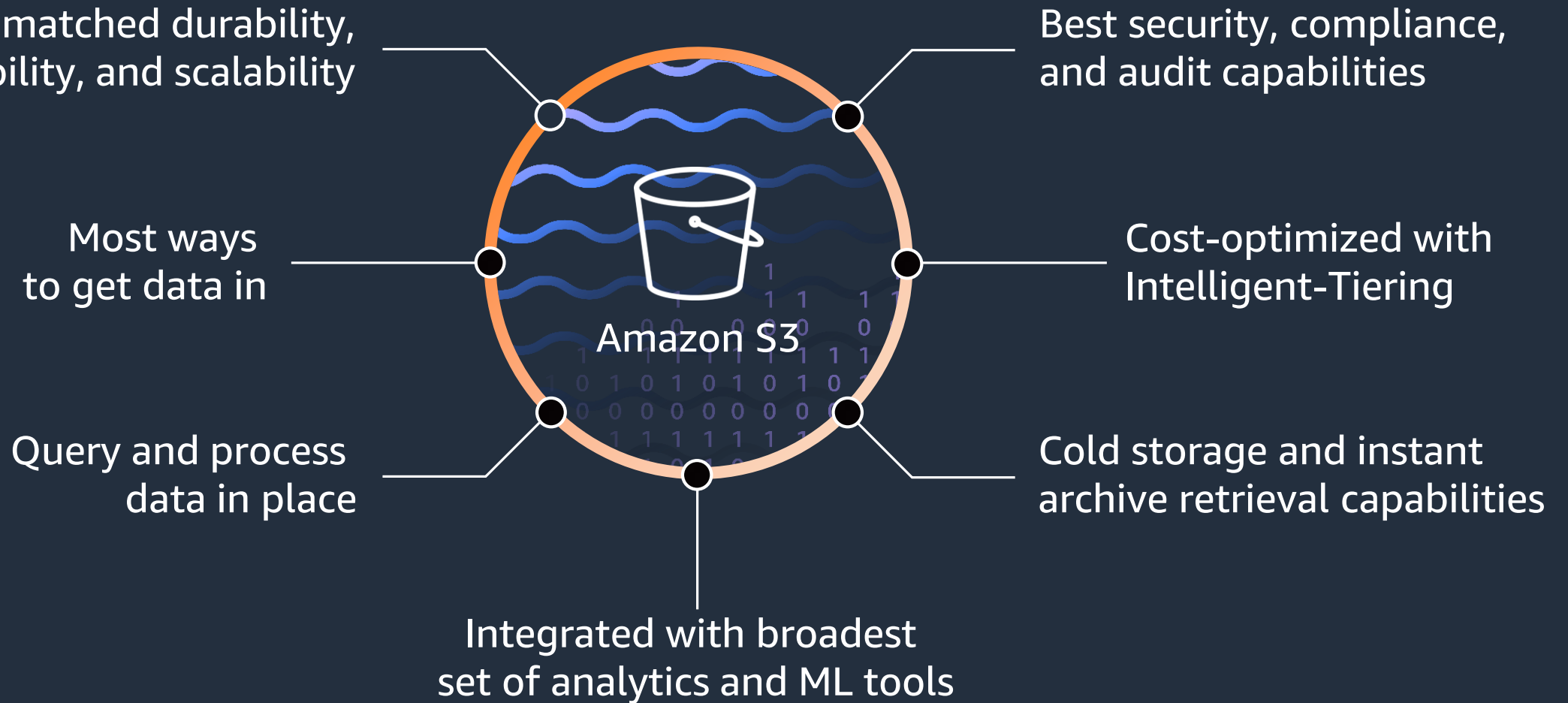
Sr. Solutions Architect
AWS – State & Local Government

What is a “data lake”?

- A **centralized repository** for both **structured** and **unstructured** data
- Store data **as-is** in **open-source file formats** to enable **direct analytics**



The best storage layer to build data lakes



The unmet promise of Business Intelligence(BI)

98ZB

DATA
CREATED IN 2022

4

AVERAGE NUMBER OF
BI TOOLS

<20%

DECISION-MAKERS
USE BI



Reporting



Dashboards



Embedding



Forecasting





Amazon QuickSight

UNIFIED BI SERVICE AT HYPERSCALE

Unified BI for all your analytics needs

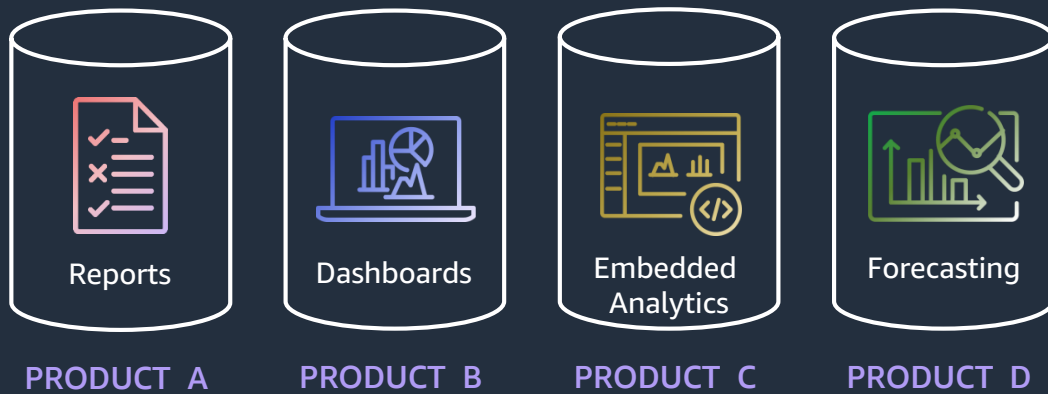
Lower costs with
consumption-based pricing

Consistent high performance with
auto scaling

Augmented analytics with ML-
insights and Natural Language Query

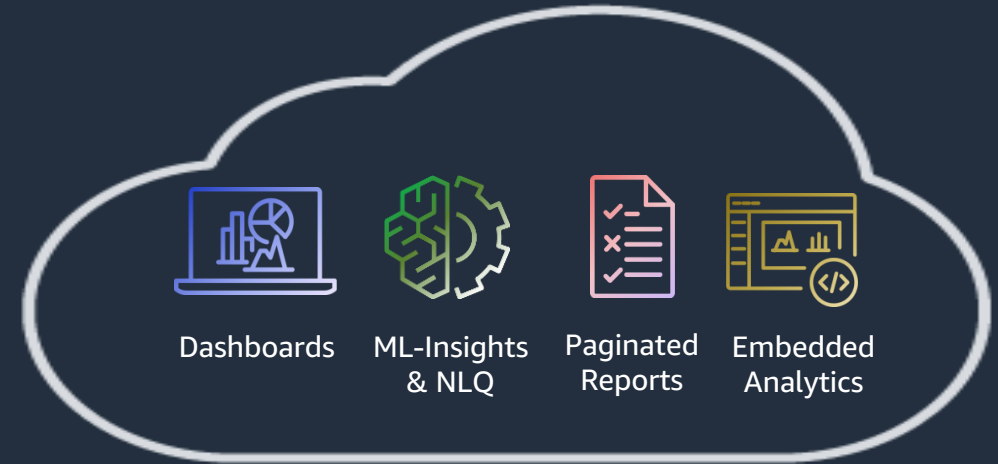
Consolidate & unify approaches

Legacy



- Silos of BI environments
- Specialized training, staff for each
- Different UI for each platform
- Separate costly licenses and maintenance

QuickSight



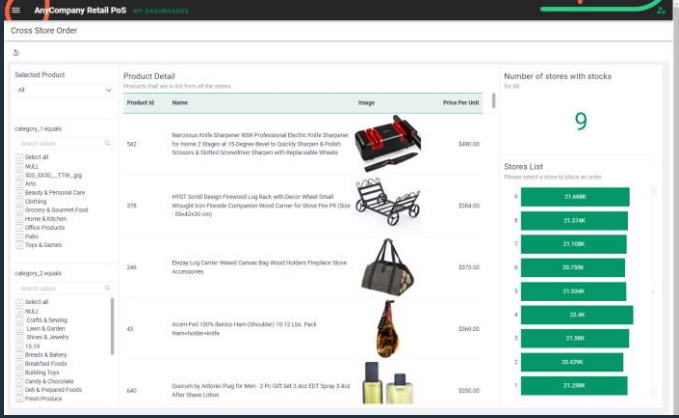
- Unified BI service at hyperscale
- No additional or technical training required
- Same UI, new features every few weeks
- Eliminate costly licenses, pay-as-you-go

How customers use Amazon QuickSight



Interactive dashboards, meaningful insights

Dashboards, visualizations, natural language querying and ad-hoc analysis



Embedded insights

Enhance applications, portals, customer-facing products and monetize data assets

The report shows a 'Purchase Order' for Greenbird. It includes a table with columns: OrderQty, SalesOrderID, SalesOrderDetailID, CustomerID, LineTotal, UnitPrice, and Barcode. The total line total is \$2,507.03.

OrderQty	SalesOrderID	SalesOrderDetailID	CustomerID	LineTotal	UnitPrice	Barcode
1	57418	61802	11000	\$4.99	\$4.99	
1	57418	61801	11000	\$28.99	\$28.99	
1	57418	61803	11000	\$34.99	\$34.99	
1	57418	61804	11000	\$53.99	\$53.99	
1	57418	61800	11000	\$2,384.07	\$2,384.07	
				\$2,507.03	\$2,507.03	

Enterprise reporting

Highly formatted, email-based reporting distributed to large internal or external audiences



Workshop :

<https://catalog.us-east-1.prod.workshops.aws/join?access-code=86fc-005c27-a3>

[Quicksight Workshop](#)

[Data Lake Workshop](#)



Whats your sample data format

Row ID,-
Order ID
Order Date
Date Key
Contact Name
Country , City, Region, Subregion
Customer
Industry, Segment
Product
Sales \$
Quantity #
Discount #
Profit \$

Row ID	Order ID	Order Date	Date Key	Contact Name	Country	City	Region	Subregion	Customer	Industry	Segment	Product	Sales	Quantity	Discount	Profit
1	EMEA-2022-152156	11/9/2022	20221109	Nathan Bell	Ireland	Dublin	EMEA	UKIR	Chevron	Energy	SMB	Marketing Suite	261.96	2	0	41.9136
2	EMEA-2022-152156	11/9/2022	20221109	Nathan Bell	Ireland	Dublin	EMEA	UKIR	Chevron	Energy	SMB	FinanceHub	731.94	3	0	219.582
3	AMER-2022-138688	6/13/2022	20220613	Deirdre Bailey	United States	New York City	AMER	NAMER	Phillips 66	Energy	Strategic	FinanceHub	14.62	2	0	6.8714
4	EMEA-2021-108966	10/11/2021	20211011	Zoe Hodges	Germany	Stuttgart	EMEA	EU-WEST	Royal Dutch Shell	Energy	SMB	ContactMatcher	957.5775	5	0.45	-383.031
5	EMEA-2021-108966	10/11/2021	20211011	Zoe Hodges	Germany	Stuttgart	EMEA	EU-WEST	Royal Dutch Shell	Energy	SMB	Marketing Suite - Gold	22.368	2	0.2	2.5164
6	AMER-2020-115812	6/9/2020	20200609	Thomas Hodges	United States	New York City	AMER	NAMER	BNP Paribas	Finance	SMB	SaaS Connector Pack	48.86	7	0	14.1694
7	AMER-2020-115812	6/9/2020	20200609	Thomas Hodges	United States	New York City	AMER	NAMER	BNP Paribas	Finance	SMB	ChatBot Plugin	7.28	4	0	1.9656
8	AMER-2020-115812	6/9/2020	20200609	Thomas Hodges	United States	New York City	AMER	NAMER	BNP Paribas	Finance	SMB	Site Analytics	907.152	6	0.2	90.7152
9	AMER-2020-115812	6/9/2020	20200609	Thomas Hodges	United States	New York City	AMER	NAMER	BNP Paribas	Finance	SMB	ContactMatcher	18.504	3	0.2	5.7825
10	AMER-2020-115812	6/9/2020	20200609	Thomas Hodges	United States	New York City	AMER	NAMER	BNP Paribas	Finance	SMB	OneView	114.9	5	0	34.47
11	AMER-2020-115812	6/9/2020	20200609	Thomas Hodges	United States	New York City	AMER	NAMER	BNP Paribas	Finance	SMB	ContactMatcher	1706.184	9	0.2	85.3092
12	AMER-2020-115812	6/9/2020	20200609	Thomas Hodges	United States	New York City	AMER	NAMER	BNP Paribas	Finance	SMB	Site Analytics	911.424	4	0.2	68.3568



Feedback Survey

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Track : Data & Analytics Track
Topic : AWS Data Lake and Visualization Workshop