



# Amazon Q in QuickSight

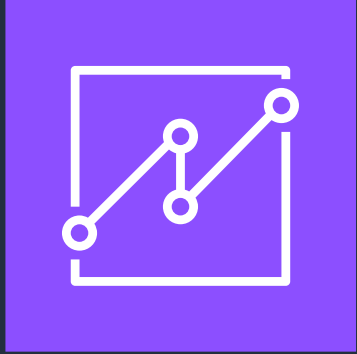
A new generative AI assistant for BI

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# 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

# Over 100,000 customers use QuickSight



Panasonic



SIEMENS

COMCAST

3M

BW

Best Western.  
Hotels & Resorts

asana

Nasdaq

experian

Neiman Marcus

THOMSON REUTERS  
FOUNDATION



LG CNS

amdocs



Hewlett Packard  
Enterprise



ZipRecruiter

BOSCH



kakao

docomo

petco

GIPHY

dafiti group

mlbam

YAHOO!  
JAPAN

sph



AXIS BANK

eightfold.ai



LIBERTY  
LATIN AMERICA

BriteCore

VIZIO

Orangetheory

airtel

TATA

Autotrader

MOBLY

RioTinto



Insightful.Mobi



TEALIUM

paytm



businessolver

accelo

wake

// experience

TRAEGER

workiva



Showpad



# 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](https://quicksight.aws)



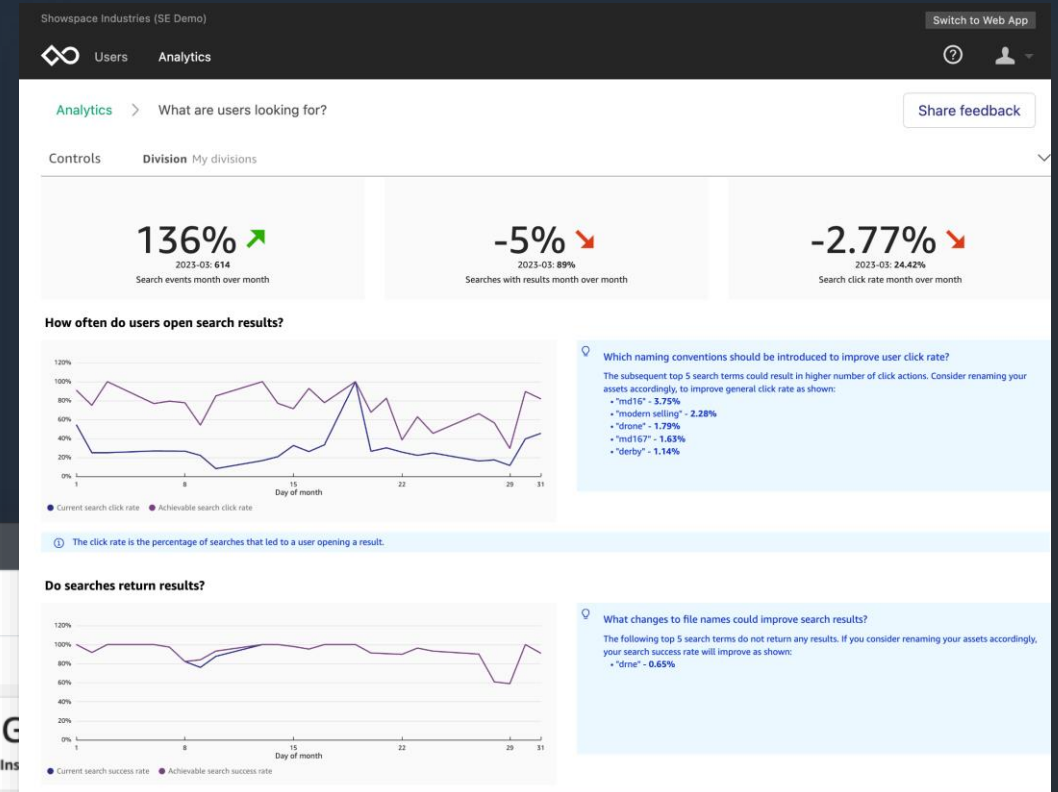
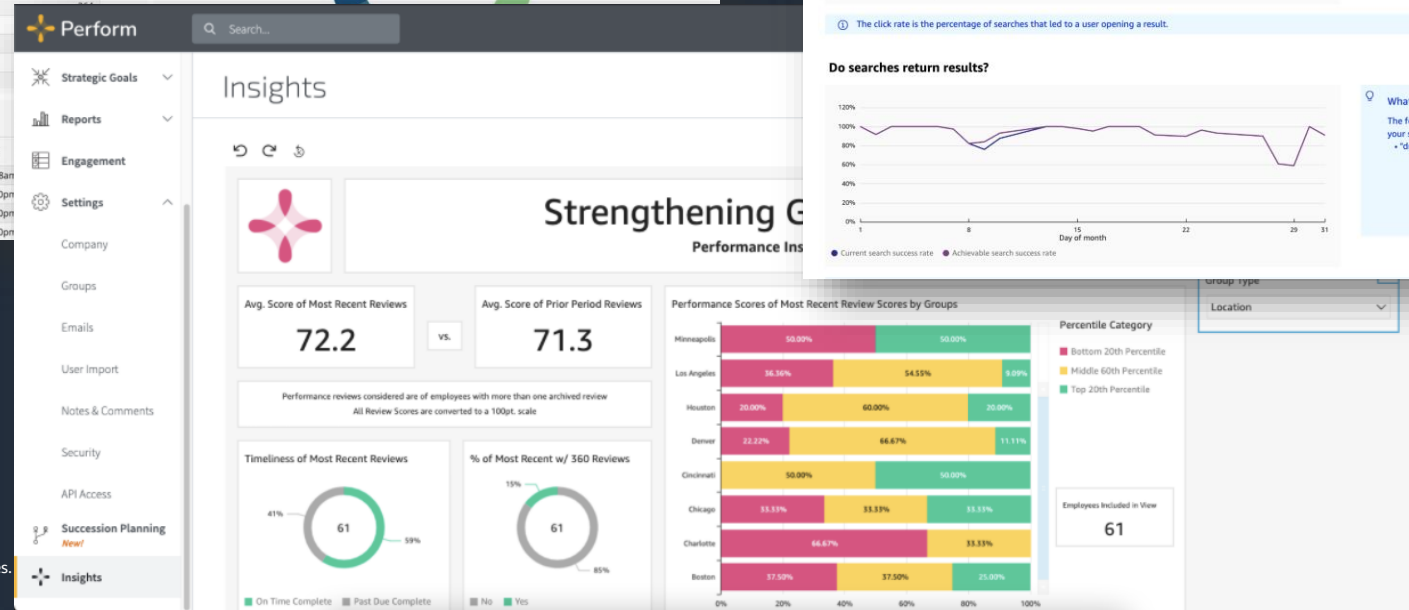
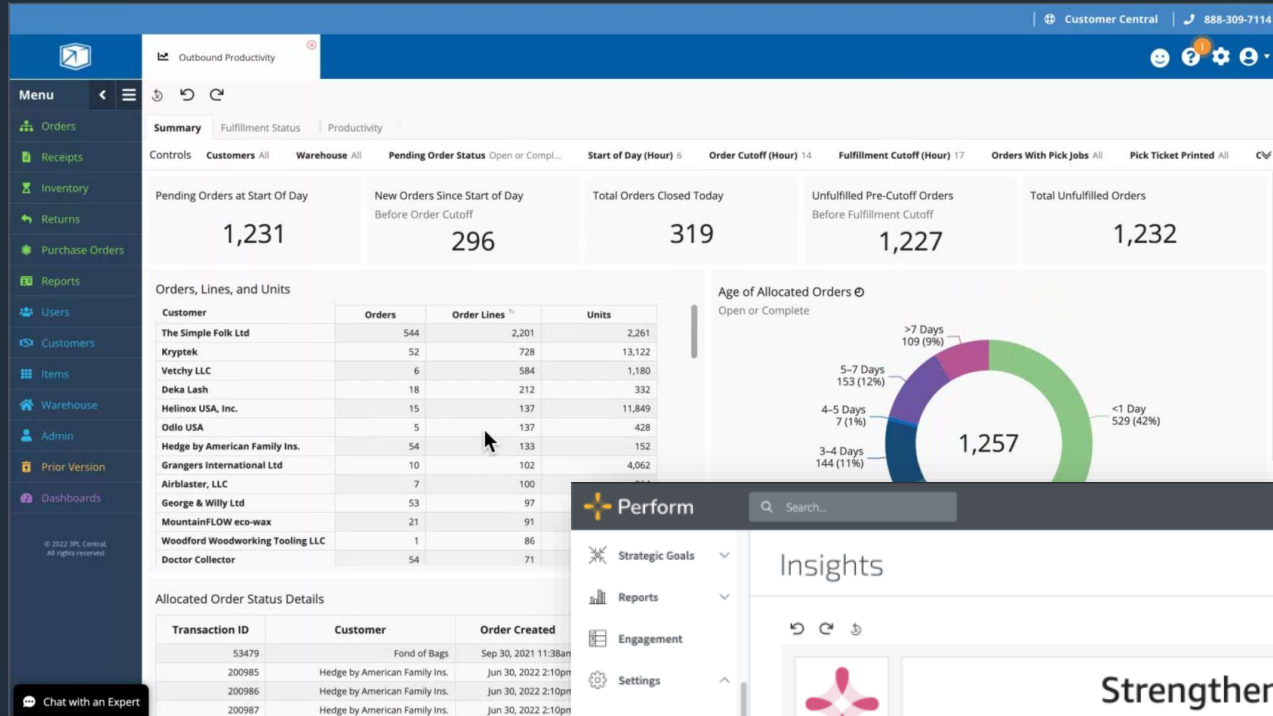
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# Create beautiful, interactive dashboards

- 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



# QuickSight powers 1,000s of apps



# Paginated reporting in the cloud

CONSOLIDATE DASHBOARD AND REPORTING USE CASES COST EFFECTIVELY

## Highly formatted, printable reports

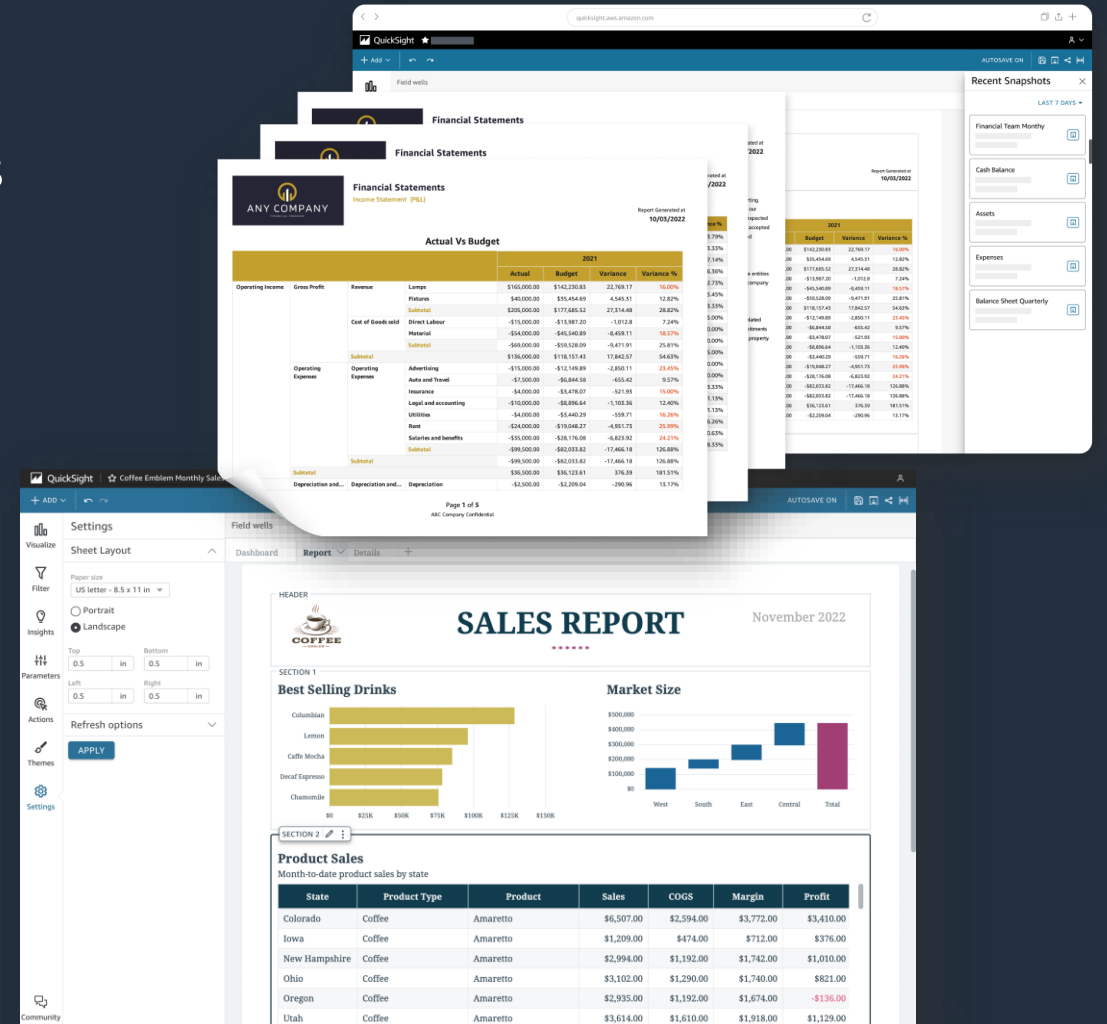
- Multipage PDF reports with rich visuals and images
- Scheduled delivery for PDFs and CSV exports

## 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





# What prevents data-driven decisions?

**Data skills and  
staff shortage**

**#1** impediment to data  
and analytics success

**68%**

Time spent by  
analysts on data  
reshaping and  
basic analysis

**75%**

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

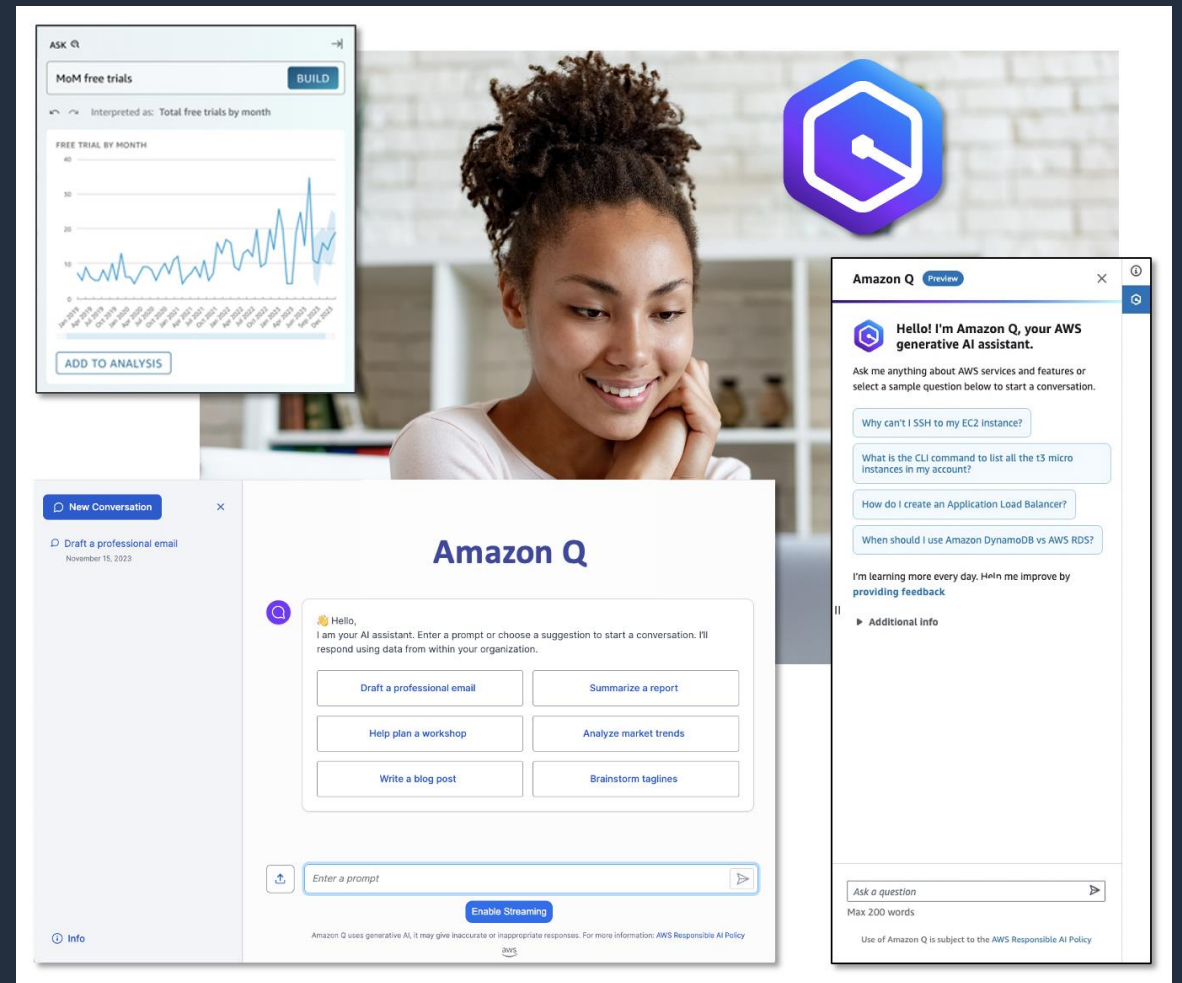
GARTNER 2023, TSIA 2018, DATA LITERACY PROJECT 2020





# 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**



NEW

# Announcing Amazon Q in QuickSight



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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

# 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

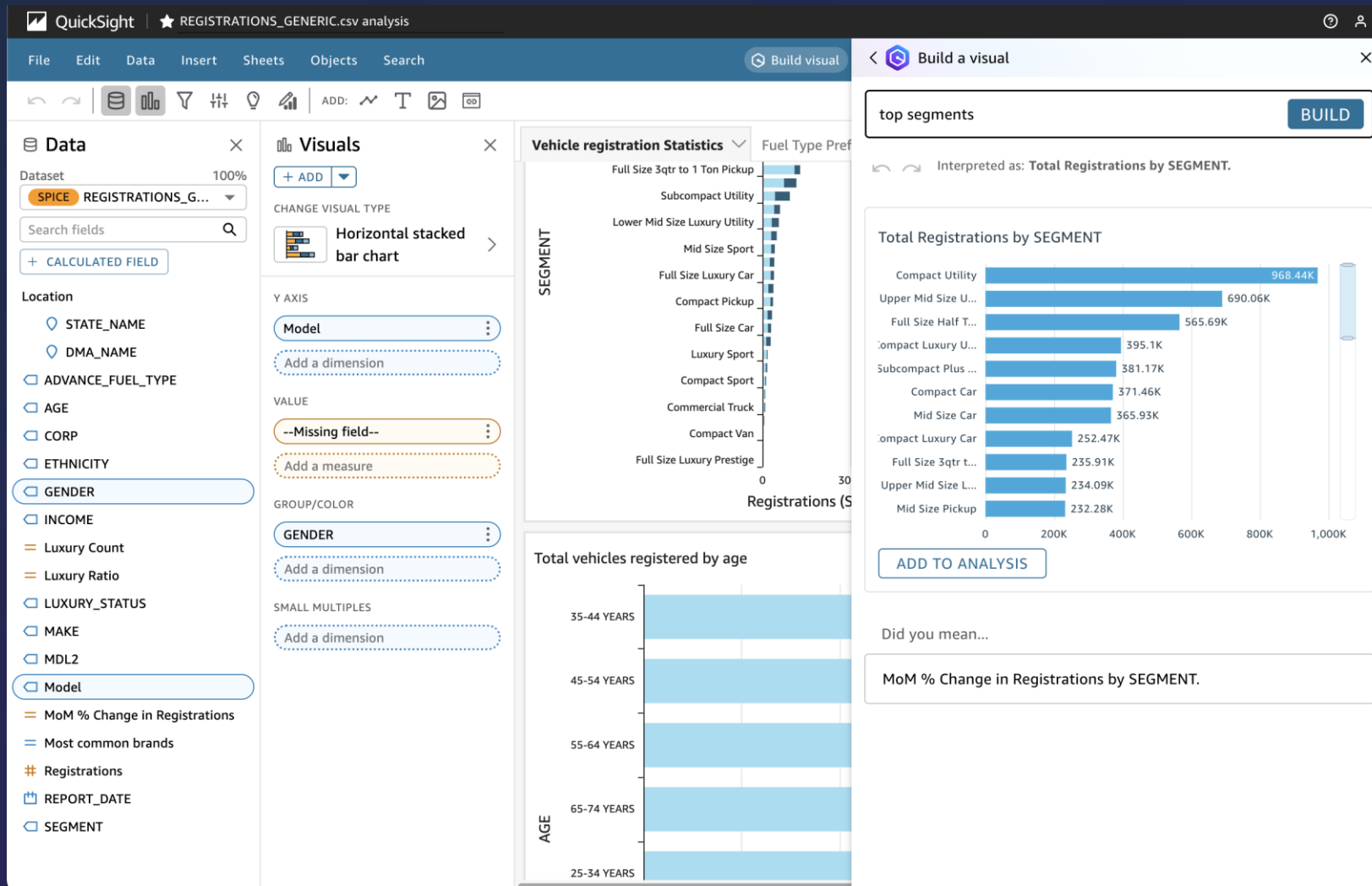
Use natural language to quickly build visuals for dashboards and reports

## 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



# 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

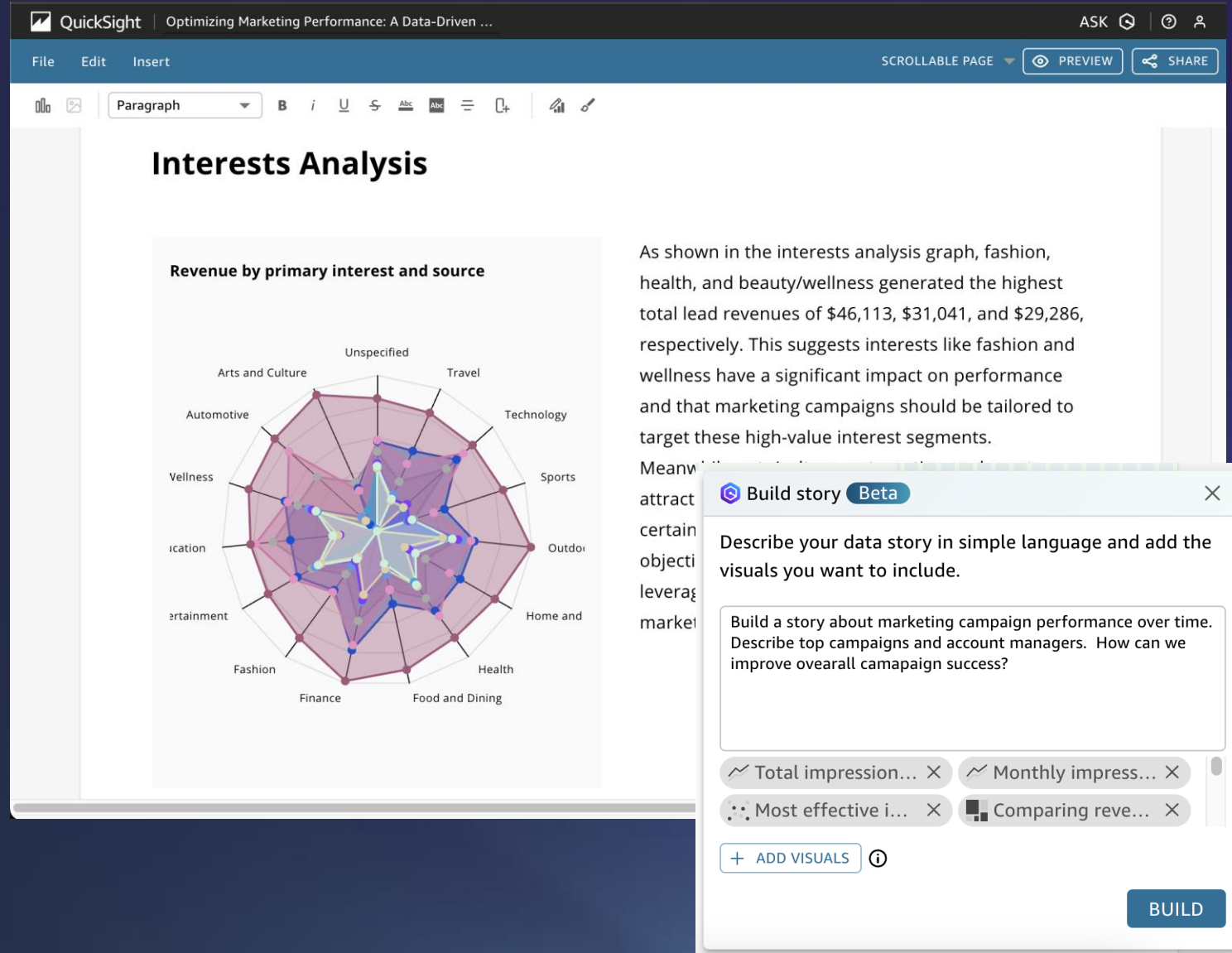
Generate cohesive, powerful, and insightful narratives by analyzing data with only a few words

## 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





# AI answers to questions of data on demand

DEEP INSIGHTS AT YOUR FINGERTIPS

## Executive summaries of dashboards

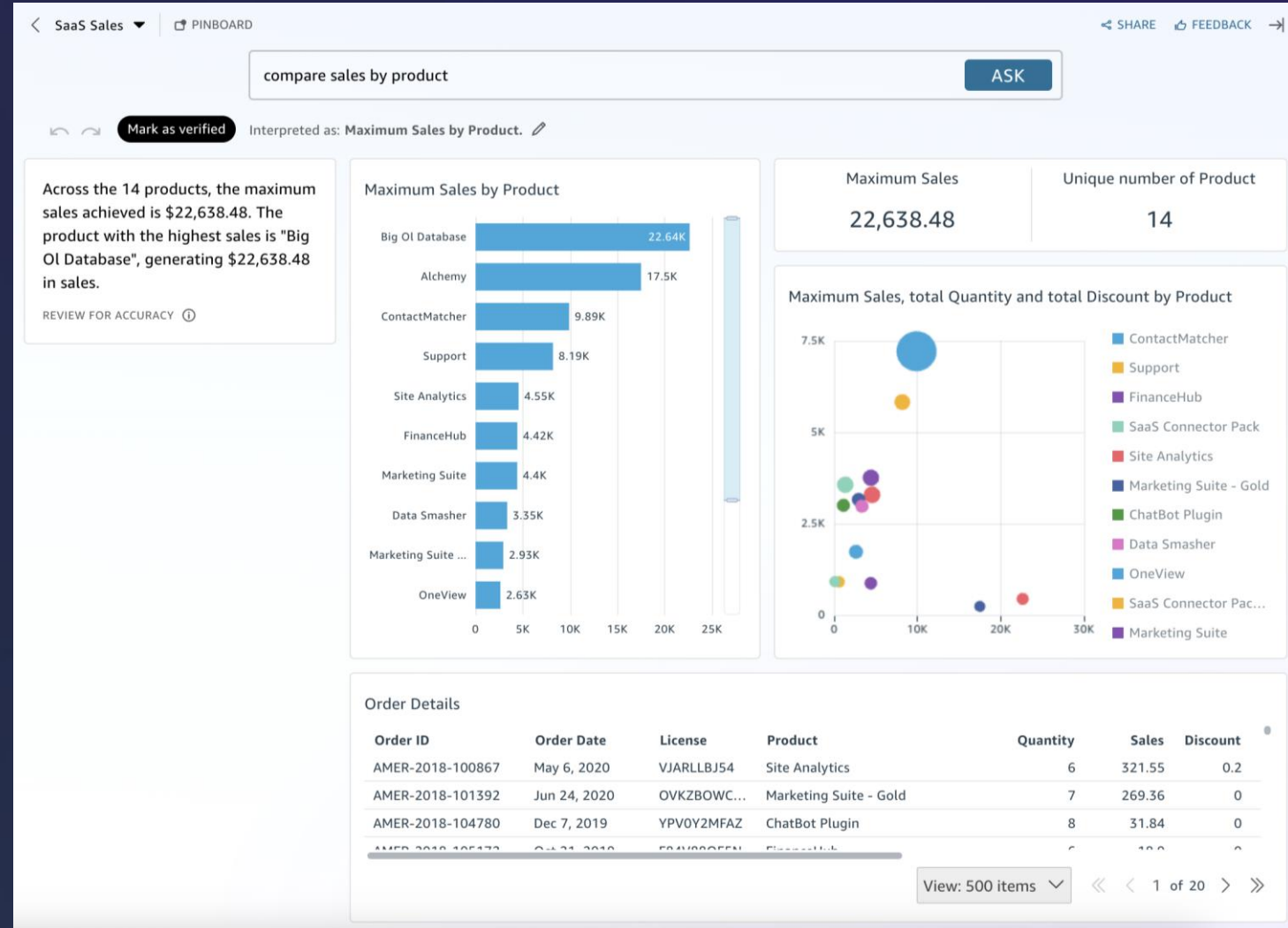
Instant summaries of key dashboard insights in natural language explaining top movers, outliers, and more

## 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



# Extend Custom Apps with AI

QUICKLY ADD GENERATIVE BI CAPABILITIES TO WEB APPS

## Easy to integrate

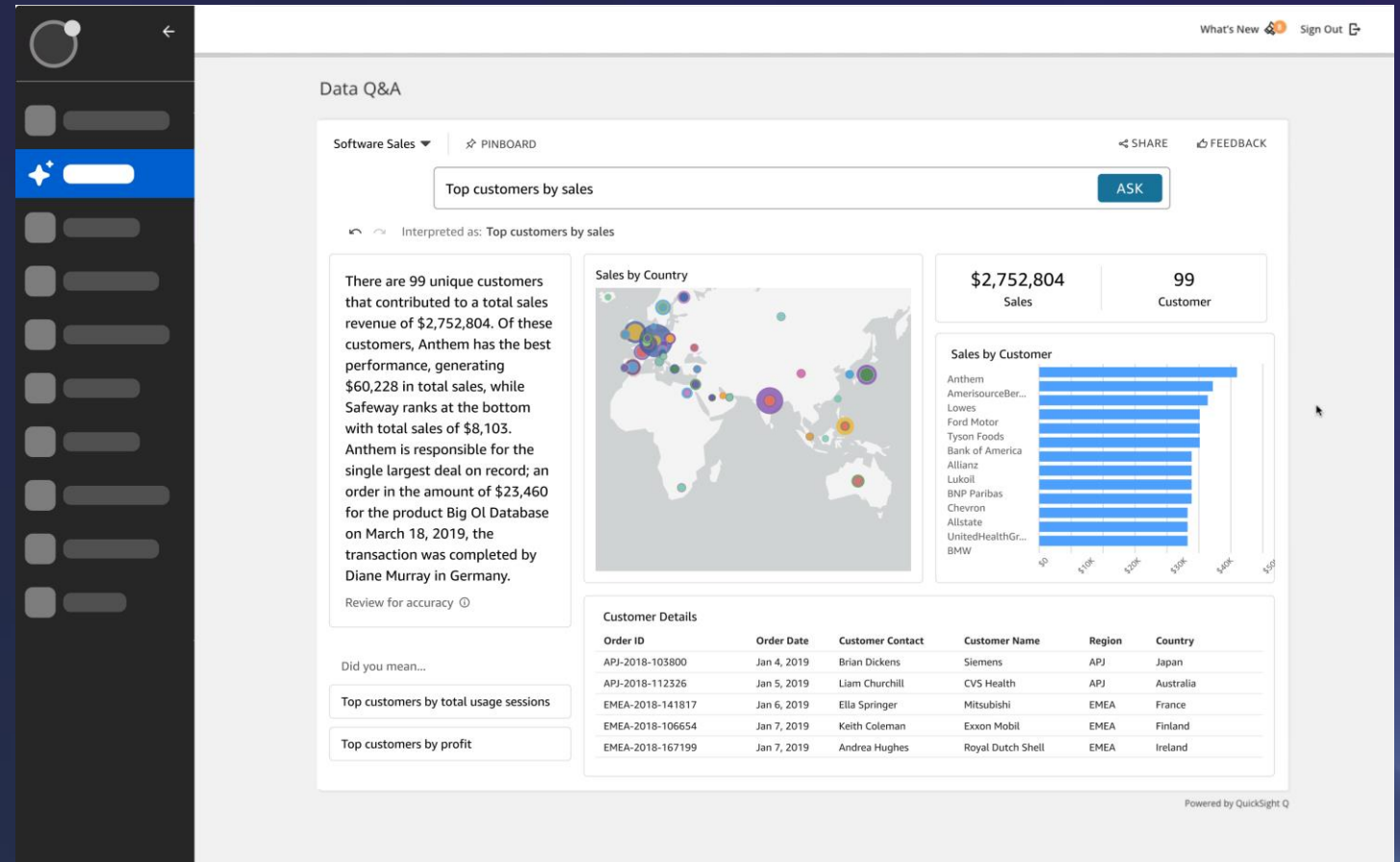
Add generative multi-visual Q & A to existing web apps with a few lines of code, no AI expertise required

## 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 your brand



“ New Amazon Q capabilities in QuickSight help our analysts build dashboards in hours when it used to take days.

We are seeing an even greater impact with our business users, where Amazon Q in QuickSight is accelerating critical business decisions at the highest levels of our organization by enabling on-the-fly answers to time-critical questions.

The stories feature also enables us to present a clear picture of the business for board meetings, building insightful, professionally formatted stories fast. ”



Christoph Albrecht

Data Engineering and Analytics Consultant, BMW



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“ QuickSight enables our operations teams to deliver data to users across a variety of use cases, from distribution-center forecasts to reporting Amazon Connect call-center metrics.

QuickSight Q has shown us the power of natural-language experiences to accelerate data work by helping our business users get insights instantly.

We are excited to see the additional Generative BI capabilities for authors because they can raise our speed to respond to these changing business needs to a new level.”

Corey Savory-Venzke

Vice President of Customer Experience, Traeger Grills



# Demo: Amazon Q in QuickSight



# Pricing





# 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 <b>full access to all capabilities</b> , 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





# 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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# Learn more about Amazon Q in QuickSight



<http://generativebi.com>



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# Sign up for the QuickSight Community

Ask questions

Learn together

Get QuickSight product updates!



# Please provide your feedback



Step 1: Data and Analytics Track  
Step 2: Generative BI in Amazon QuickSight





# Thank you!

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