

Amazon Q in QuickSight

A new generative AI assistant for BI

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Unified BI for all your analytics needs



Consistent high performance with auto scaling

Amazon QuickSight

UNIFIED BI SERVICE AT HYPERSCALE



Augmented analytics with generative AI capabilities



Lower costs by paying for what you need

Over 100,000 customers use QuickSight



Business benefits of QuickSight



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

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 Publish to everyone with a click



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?



Time spent by <u>analysts</u> on data reshaping and basic analysis

Data skills and staff shortage

#1 impediment to data and analytics success



Percentage of <u>business users</u> 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





Announcing Amazon Q in QuickSight



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

Al-powered dashboard authoring experience enables business analysts to build faster

AI-assisted data storytelling

enables business users to discover and share findings

Al 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

Al-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

aws

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

aws

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



Al 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 factfinding





Extend Custom Apps with Al

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



Amazon Confidential, shared under NDA



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

QuickSight Q has shown us the power of naturallanguage 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

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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 0	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*.	\$2	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.	\$ 2	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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	Author Pro	Reader Pro	Reader & Author
Data Q&A	Х	X	Х
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* Amazon Q Business access*

x	x	
x	x	

*Requires AWS IAM Identity Center (IDC) user provisioning

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

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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