



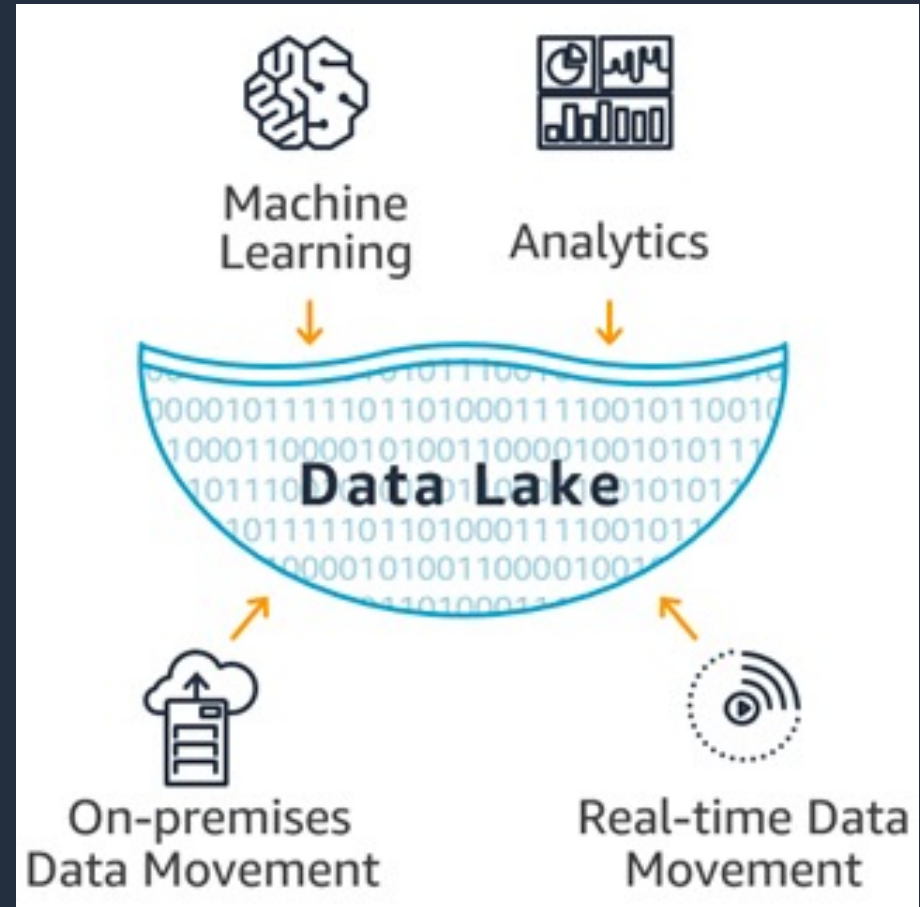
AWS Data Lake and Visualization Workshop

Gabriel Brackman

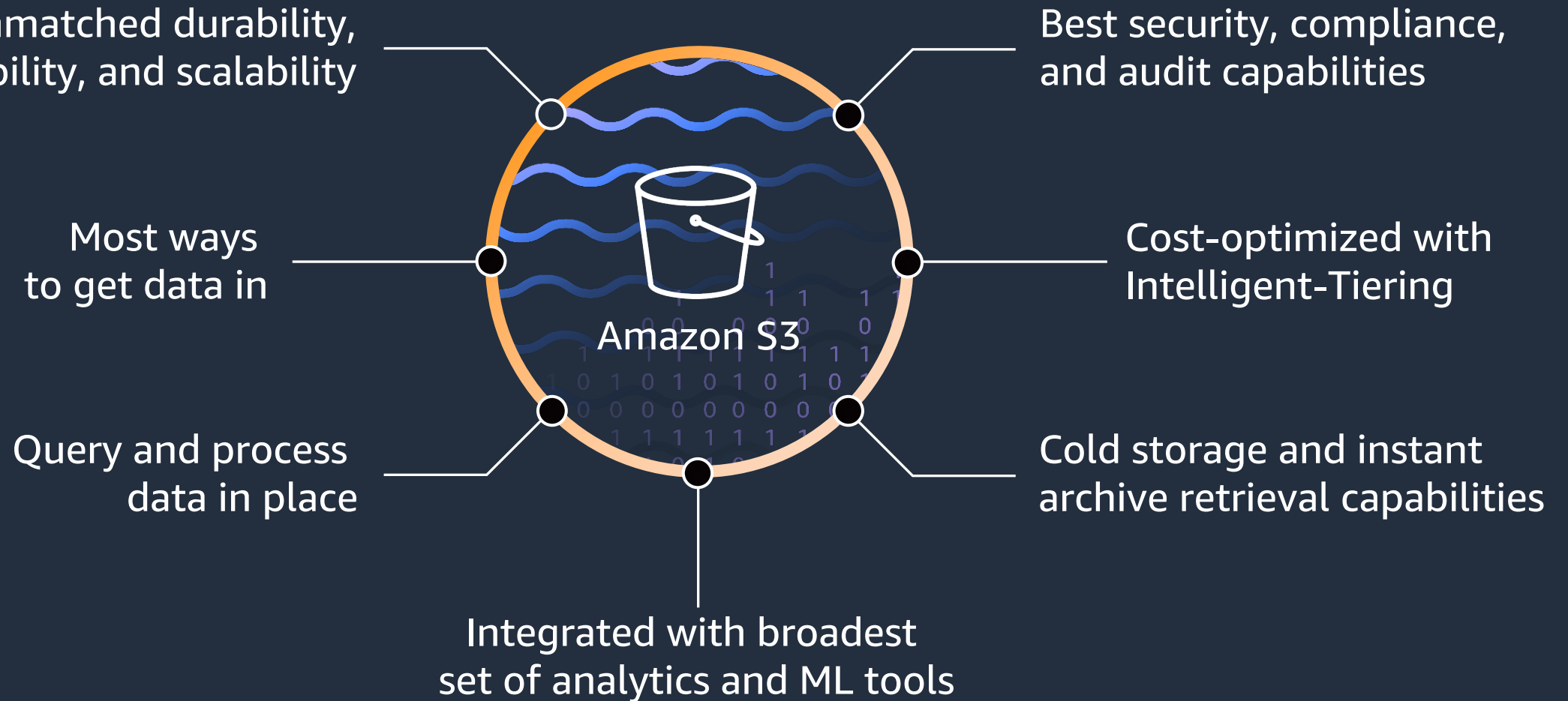
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What is a “data lake”?

- 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



AWS Lake Formation: a data governance foundation

Open file formats

Efficient sharing

Ecosystem of integrated tools

Cost effective

FINE-GRAINED ACCESS CONTROL

Manage permissions at the column, row, and cell level.

SIMPLIFIED PERMISSIONS MANAGEMENT

Centralized permissions management bringing the simplicity of database management to your data lake.

SECURITY AND GOVERNANCE

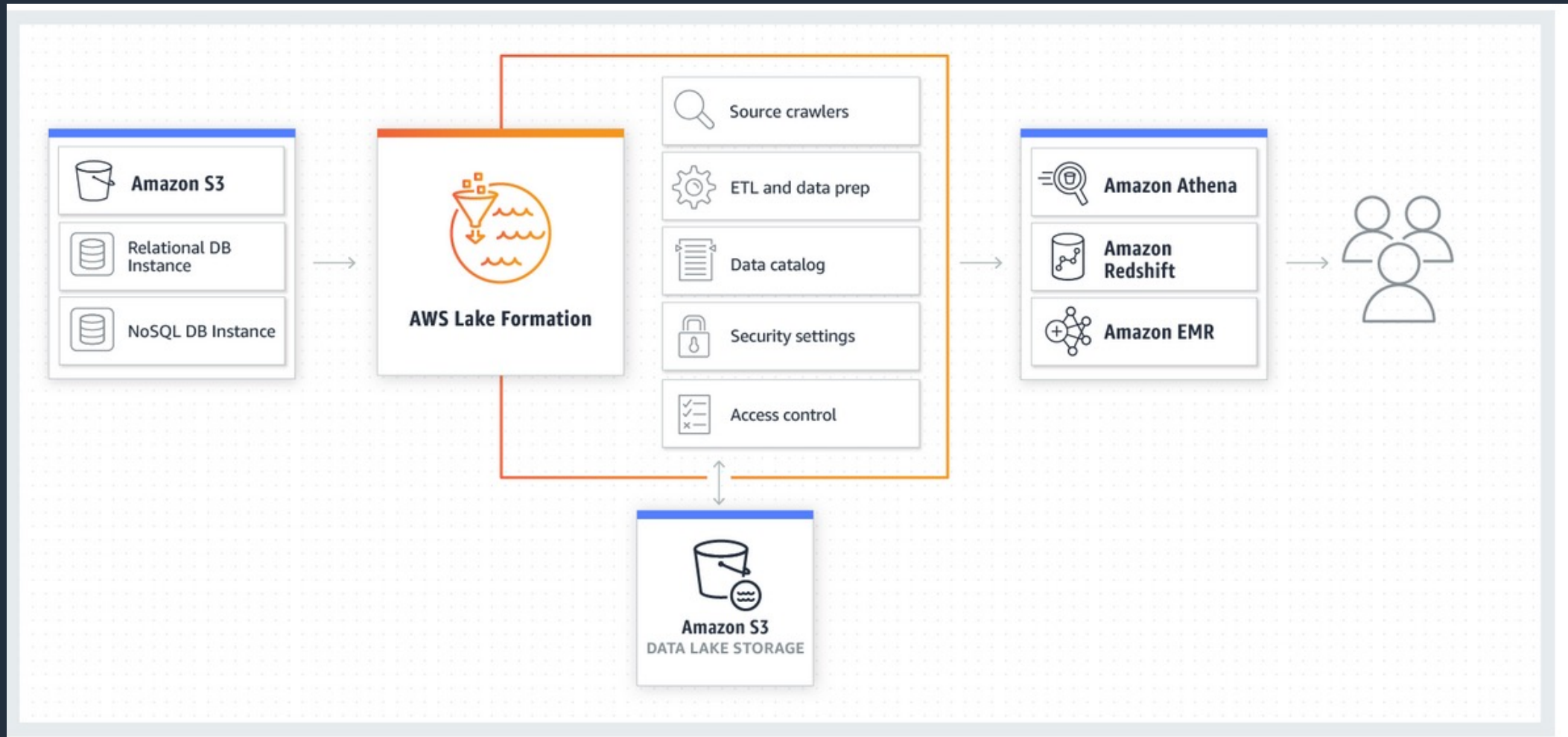
Scale permissions across all users and keep permissions up-to-date as data changes.

COMPREHENSIVE DATA ACCESS AUDITING

Monitor your data access and ensure compliance.



AWS Data Lake Architecture





Amazon QuickSight

UNIFIED BI SERVICE AT HYPERSCALE

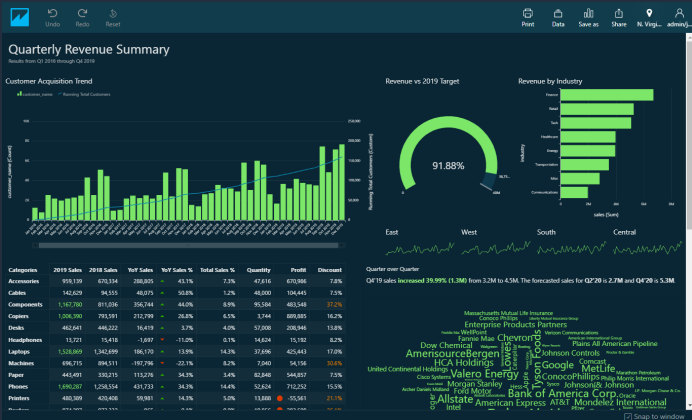
Unified BI for all your analytics needs

Lower costs with
consumption-based pricing

Consistent high performance with
auto scaling

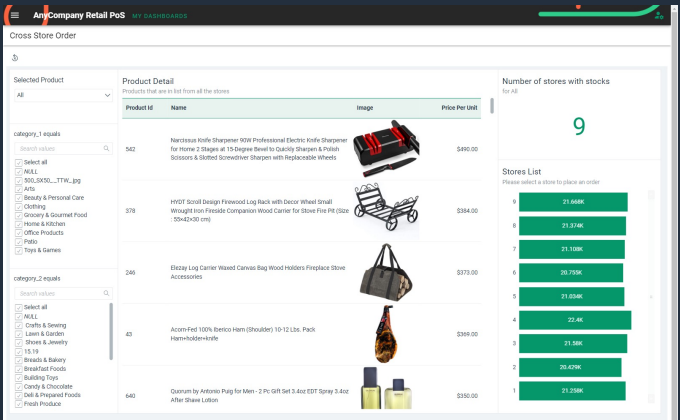
Augmented analytics with ML-
insights and Natural Language Query

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 form displays a 'Purchase Order' for Greenbird. It includes fields for Bill To, Contact, Date, Order Date, Purchase Order, and Tracking Number. Below these fields is a table with columns: OrderQty, SalesOrderID, SalesOrderDetailID, CustomerID, LineTotal, UnitPrice, and Barcode.

OrderQty	SalesOrderID	SalesOrderDetailID	CustomerID	LineTotal	UnitPrice	Barcode
1	57418	63802	11000	\$4.99	\$4.99	
1	57418	63801	11000	\$28.99	\$28.99	
1	57418	63803	11000	\$34.99	\$34.99	
1	57418	63804	11000	\$53.99	\$53.99	
1	57418	63800	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=???>



Thank you!

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Please take the survey:



Data & analytics track
AWS Data Lake and visualization workshop