

# Generative BI in Amazon QuickSight

Saunak Chandra *(He/Him)*

Principal, Global QuickSight  
Partner Enablement

Ricardo Arriaga *(He/Him)*

Global Lead, Quicksight G/SI  
Partnerships



# Quick Poll

Have you used Amazon QuickSight in the past year?

- ☐ Yes
- ☐ No

# Agenda

Why generative BI

Generative BI capabilities in Amazon QuickSight

AI-powered data apps

How Generative BI works

Q&A

# Why Generative BI



# 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%

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

GARTNER 2023, TSIA 2018, DATA LITERACY PROJECT 2020

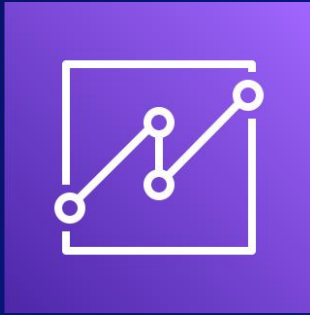
# Generative AI & LLMs



**Broad**

**Hallucinates**

**Cumbersome**



# 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

AI-powered BI

Governance and security

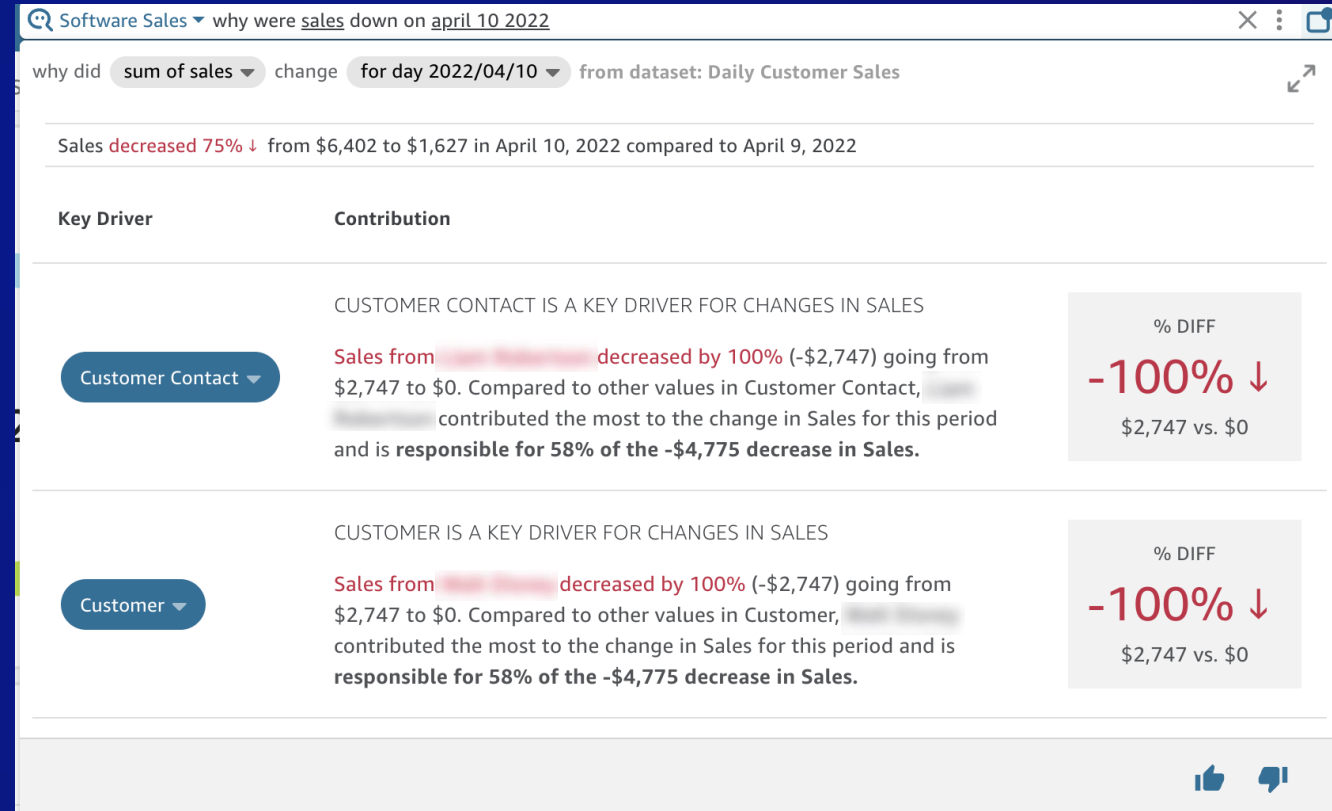


# Leading AI

QuickSight Q Natural Language Query  
Using generative models since 2020

Built-in AI for Dashboards  
Anomaly detection, forecasting, contribution  
analysis, "why" questions

AWS deep roots in AI  
Amazon SageMaker, AWS Trainium and  
AWS Inferentia, Amazon Bedrock LLM APIs,  
Amazon CodeWhisperer





# Over 100,000 customers use QuickSight



Panasonic



SIEMENS



BW

Best Western.  
Hotels & Resorts



Neiman Marcus



Hewlett Packard  
Enterprise



BOSCH



kakao

NTT  
docomo

petco



mlbam

YAHOO!  
JAPAN



eightfold.ai



LIBERTY  
LATIN AMERICA



VIZIO



MINISTRY OF HEALTH  
SINGAPORE



Autotrader



ConexED

RioTinto



Insightful.Mobi



paytm



accelo



workiva



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# QuickSight powers 1,000s of apps



# Generative BI capabilities in Amazon QuickSight

# Generative BI Capabilities

ACCELERATE THE PATH TO DATA-DRIVEN DECISIONS FOR ALL USERS

New AI-powered authoring experience

New generative data stories

AI-powered data apps

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**NEW**

# AI-powered authoring experience



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# How can Generative BI accelerate dashboard and report creation?

**No need to learn specialized tools**

**Work in the language of business**

**Accelerate tasks**



# AI-powered dashboard authoring experience

A NEW DASHBOARD BUILDING EXPERIENCE POWERED BY GENERATIVE BI

## Natural language visual creation

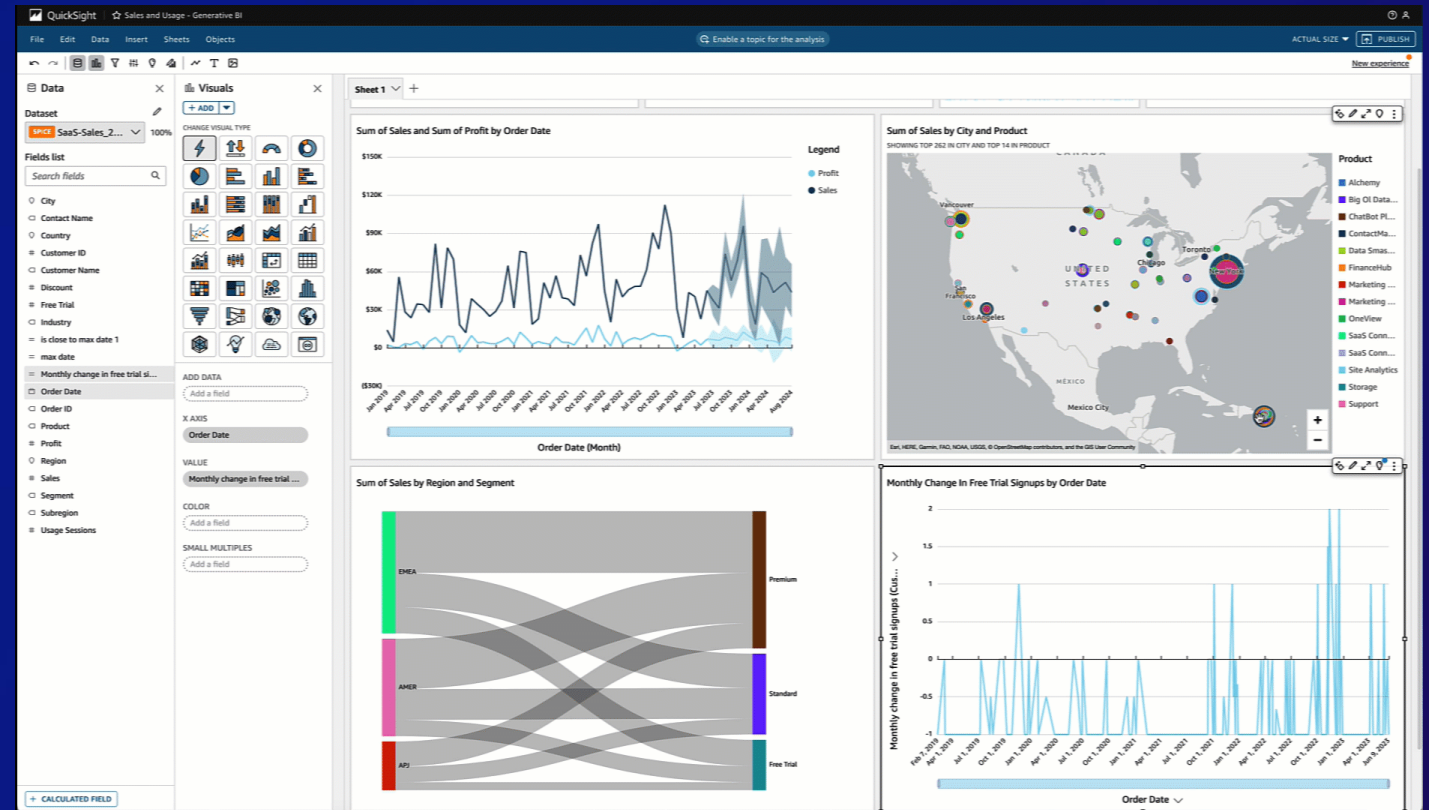
Use vague or precise language to generate and add visuals to a dashboard

## Visual fine-tuning

Tailor visuals by describing the formatting changes in natural language

## Quick calculations

Accelerate analysis by easily creating calculations without looking up or learning specific syntax





# Demo



<https://amazon.awsapps.com/workdocs-preview/index.html#/document/40a1a6f8a9a5063543f5a9acfa7e0b1fe5c08fe5f0940bce3732b258716162d6>



**NEW**

# Data stories in QuickSight



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# How can stories created with Generative BI improve decision-making?

**Discover and  
explain findings  
quickly**

**Governed  
data access**

**Always up to date**

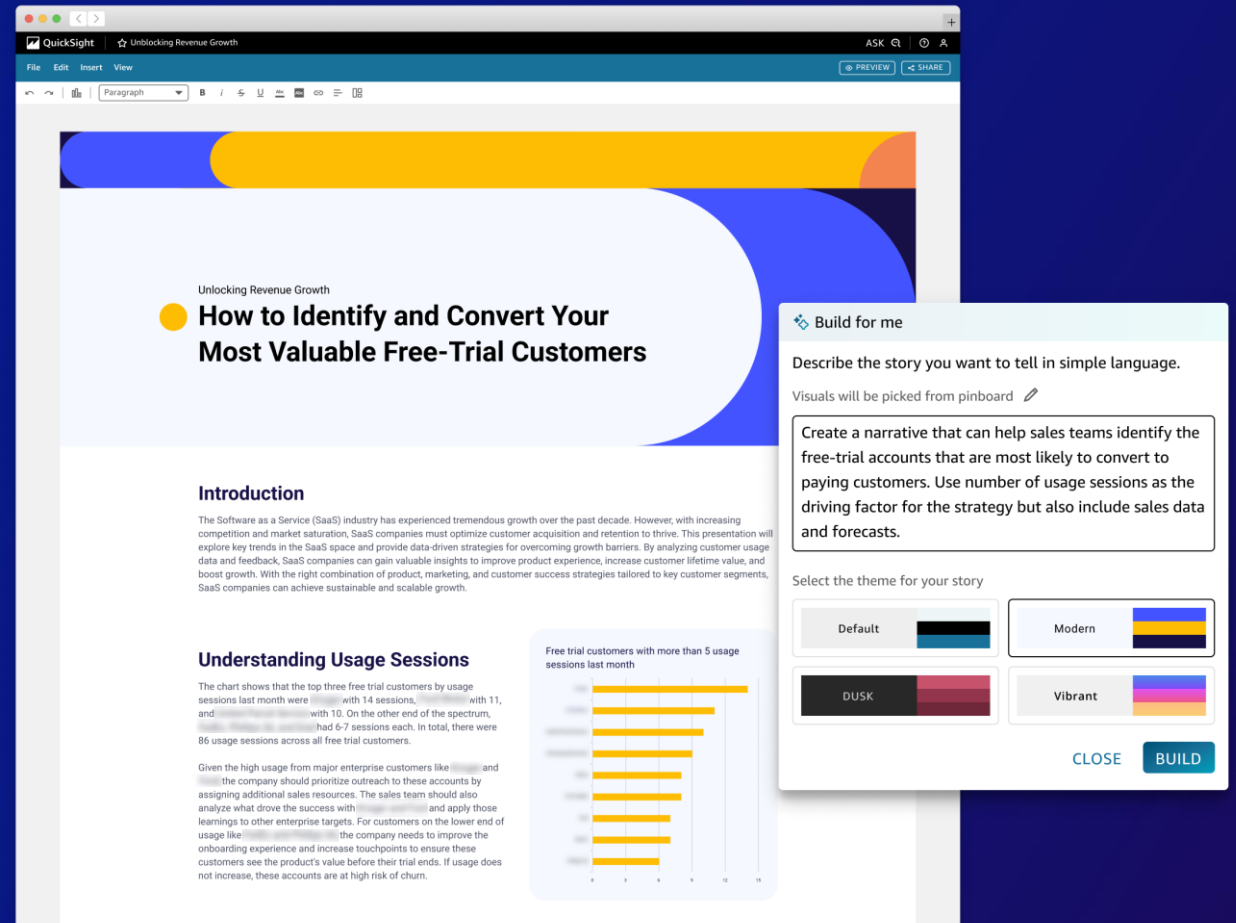
## IMPACTFUL DATA STORYTELLING TO DRIVE ACTIONS

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

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

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

Quickly and easily share with people who already have access to the data and update data any time



# Demo



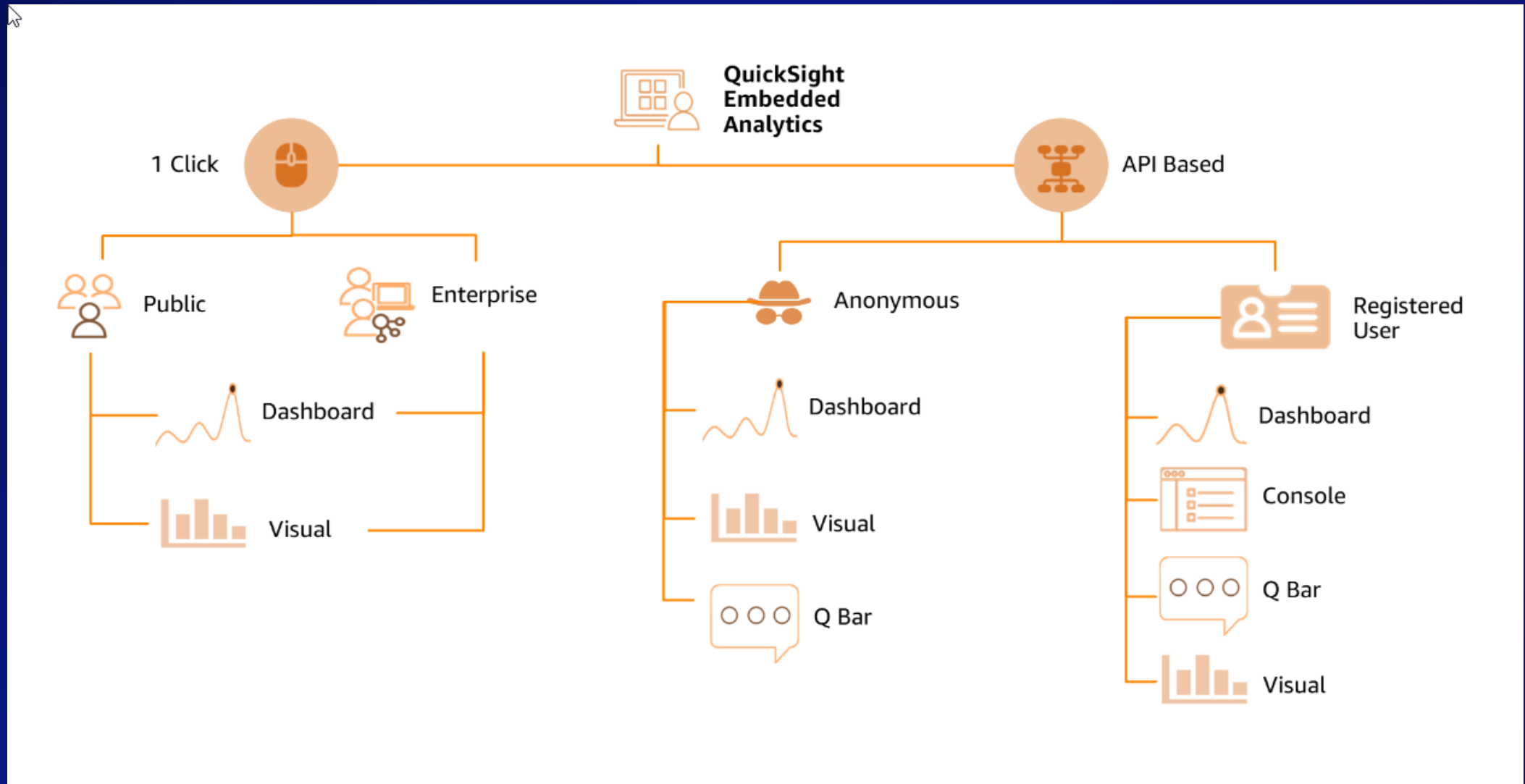
<https://amazon.awsapps.com/workdocs-preview/index.html#/document/0cdfe86f7aaa931f76bf75805a5ed25edee3456d51d247c51ce3b6deedcf9dab>



# AI-powered data apps



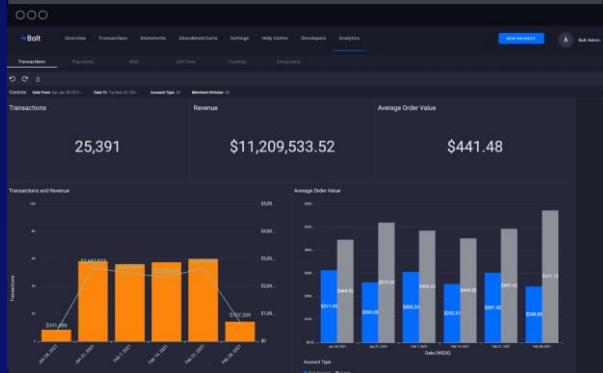
# Get started now building AI powered data apps



# Insights anywhere with embedded analytics

CONTEXT-AWARE DATA EXPERIENCES TO DEMOCRATIZE DATA ACCESS AND MONETIZE DATA

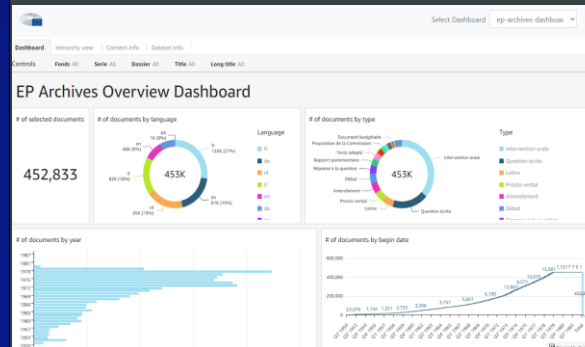
## Value-added applications



## Enterprise and SaaS applications

Seamless in-application insights to democratize data or drive customer-facing product differentiation and stickiness

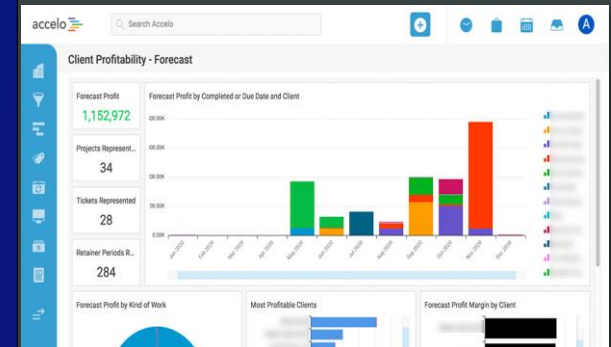
## Insights for anyone



## Public portals

Drive awareness, customer engagement, and thought leadership with public embedding

## New product offerings



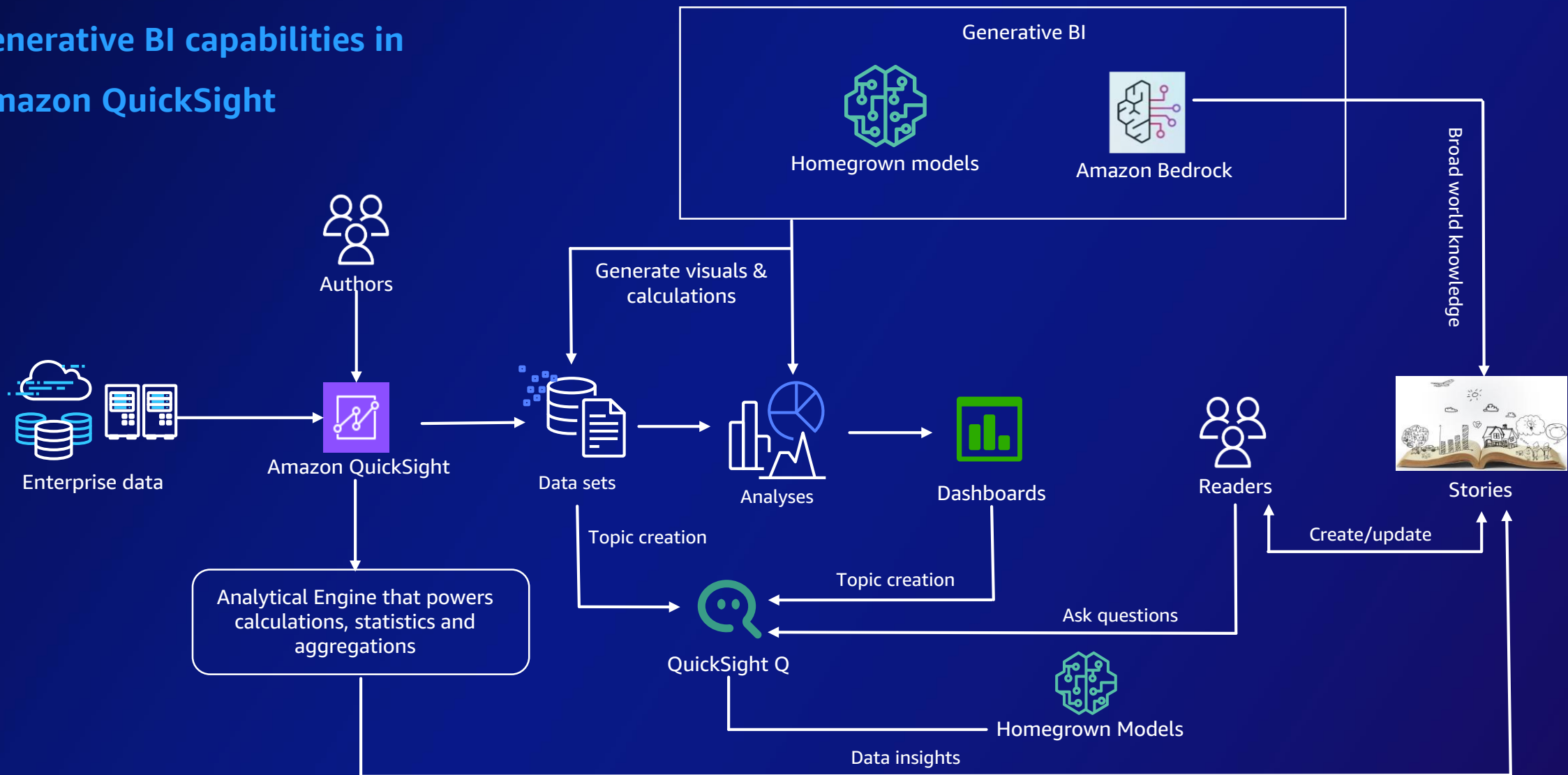
## Data products

Turn data into revenue with white-labeled data products built for prospects and customers

# How Generative BI works



# Generative BI capabilities in Amazon QuickSight



**No customer data is used to train models Customer data never leaves their account**

# Generative BI Capabilities

ACCELERATE THE PATH TO DATA-DRIVEN DECISIONS FOR ALL USERS

**New AI-powered authoring experience**  
enables business analysts to build faster

**New generative data stories**  
enable business users to easily share findings

**AI-powered data apps**  
enable developers to quickly build innovative experiences

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# Learn more about Generative BI



<https://aws.amazon.com/blogs/business-intelligence/announcing-generative-bi-capabilities-in-amazon-quicksight/>



# QuickSight Partner Learning Journey <sup>new</sup>



<https://explore.skillbuilder.aws/learn/course/internal/view/elearning/17557/amazon-quicksight-partner-learning-journey-program-registration-page>

Partner account required



# Upcoming QuickSight Sessions

QuickSight BI Migration (#BIMPP)



QuickSight BI Admin (#BIA)



Amazon QuickSight Latest Features  
Deep Dive



Amazon QuickSight Partner Journey  
and Service Delivery Program



# Thank you!



Please complete the session survey

Saunak Chandra

Principal, Global QuickSight  
Partner Enablement



Ricardo Arriaga

Global Lead, Quicksight G/SI  
Partnerships

