Step 2: Create a Topic

PDF (amazon-quicksight-user.pdf#create-topic-quicksight-q-walkthrough)
Kindle (https://www.amazon.com/dp/B076453HGY)
RSS (amazon-quicksight-doc-release-notes.rss)

We'll determine potential topics from our list of questions and define the scope of our topic.

1. Determine potential topics.

   For the topic, the scope has been limited to one subject: Stakeholder Activity.

   ⓘNote

   In practice, topics may need to be more narrow. However, due to the minimal calculations and data in the topic, we have included all of the data sets in the data model.

   In order to create a robust topic, we recommend gathering questions you and your organization have about your data. . Refer to step 1 of this walkthrough [link] to learn more.

   For this walkthrough example on music streaming service data, we have created the following list of questions:

   - Which songs were the most popular in 2019?

   - Which platform (mobile, desktop, app) was the most popular in 2019?

   - What was the subscription revenue in 2019?

   - Show me the monthly traffic on each platform.

   - What is the traffic on mobile by country?

   - How many subscribers were recruited in 2019 by month?

   From the above list of questions, consider:

   1. Will the data be analyzed monthly? Quarterly? Yearly?

      For the questions "Which songs were the most popular in 2019?", "Which platform (mobile, desktop, app) was the most popular in 2019?", "What is the traffic on mobile by country?", and "What was the subscription profit in 2019?" the data is analyzed within a single year.

      ⓘNote

      Although data can be analyzed between multiple years, we'll only analyze the 2019 data for this walkthrough.

   2. Is qualitative (categorical) or quantitative (numerical) data being analyzed?

   3. Are some questions analyzing the same/similar data?

      The questions "Which platform was the most popular in 2019?" and "Show me the monthly traffic on each platform" both analyze traffic data for the platform. "Which platform was the most popular in 2019"

determines which platform has the most traffic in a given year (by our definition of platform popularity), while "Show me the monthly traffic on each platform" shows trends in traffic data every month.

Outside of this example, we suggest creating a topic with a specific period of time in mind (2018-2019, Q1 2019, etc.). Over time, the data might change to improve the organization or make the topic inconvenient for users. For platform traffic, it might be inconvenient to consistently list monthly platform traffic data over several years instead of the last 6 months.

4. Is there enough data to answer the question? Is there anything missing?

   Make sure that you have all the data needed to answer your question. You might have to create calculations, or create new fields, or even entire tables. Without sufficient data to answer your question, Q may not be able to answer or give a correct answer. For this example, determining the organization's profit would not be possible, as there is no data on employees or other sources of revenue and costs. However, determining subscription profit is possible, as we have defined it as the subscription revenue subtracted by the streaming costs and campaign costs.

   Topic organization depends on how often you and your organization want to view the data and how specific your list of questions is. We suggest using the considerations above to create topics that cover questions on a single subject and period of time.

2. Upload the data into QuickSight. For this walkthrough, we'll be using the datasets (CSV) that you can download here [link to download]. For more information about creating datasets in QuickSight, see Creating Datasets (https://docs.aws.amazon.com/quicksight/latest/user/creating-data-sets.html).

   1. Open Amazon QuickSight.

   2. In the section on the left-hand side, choose Datasets [icon].

   3. Select Upload CSV.

   4. Select the following datasets:

      - Users 2018-2019.csv

      - Subscribers 2018-2019.csv

      - Artists 2018-2019.csv)

      - Songs 2018-2019.csv

      - Streams 2018-2019.csv

   5. ⓘNote
      Note: If adding from a static data source (CSV, JSON, etc.), add a date to the name of the file (Exp: sales.csv → sales_07_12_21.csv). SPICE/QuickSight Q will not update a pre-existing static data source and will allow files of the same name to co-exist.

3. Add information and datasets for a topic.

   In the navigation bar on the left-hand side, choose Topics ([icon]).

   On the *Q Topics* page that opens, choose *Create topic* at top right.

   In the *Create topic* page that opens, do the following:

1. For *Topic name*, enter a descriptive name for the topic. For this example, let's call this topic *Stakeholder Activity 2018-2019*.

2. For *Description*, enter a specific description. For this example, let's use the following description:

   This topic includes data on users creating accounts, streaming music, accessing the application with mobile, desktop, or the app. You will be able to determine popularity, subscription revenue, and look at trends from 2018-2019.

3. Choose continue.

4. In the *Add Data to Topic* page, do the following to add the CSVs for the walkthrough:

5. Select Datasets

6. Choose the following datasets:

   - Users 2018-2019.csv

   - Subscribers 2018-2019.csv

   - Artists 2018-2019.csv)

   - Songs 2018-2019.csv

   - Streams 2018-2019.csv

7. Scroll to the bottom of the page

8. Choose Add Data. This may take several minutes due to the amount of data. Reloading the page may help.

9. ⓘNote

   Datasets will need to be configured for each topic they are used in. To minimize inconsistency, we recommend keeping track of the metadata used for each dataset and topic with a data dictionary or spreadsheet.