



aws SUMMIT

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ANA002

BigBasket's enterprise BI journey with Amazon QuickSight

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Agenda

- Amazon QuickSight
 - ✓ Unified Serverless BI
 - ✓ Augmented Analytics
 - ✓ Insights Anywhere
- How customers use Amazon QuickSight
- Big Basket's BI journey with Amazon QuickSight
- Call to action

Data-driven



Make better
decisions



Improve
efficiencies



Respond
faster



Uncover
opportunities

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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

Build data-rich experiences fast

Augmented Analytics

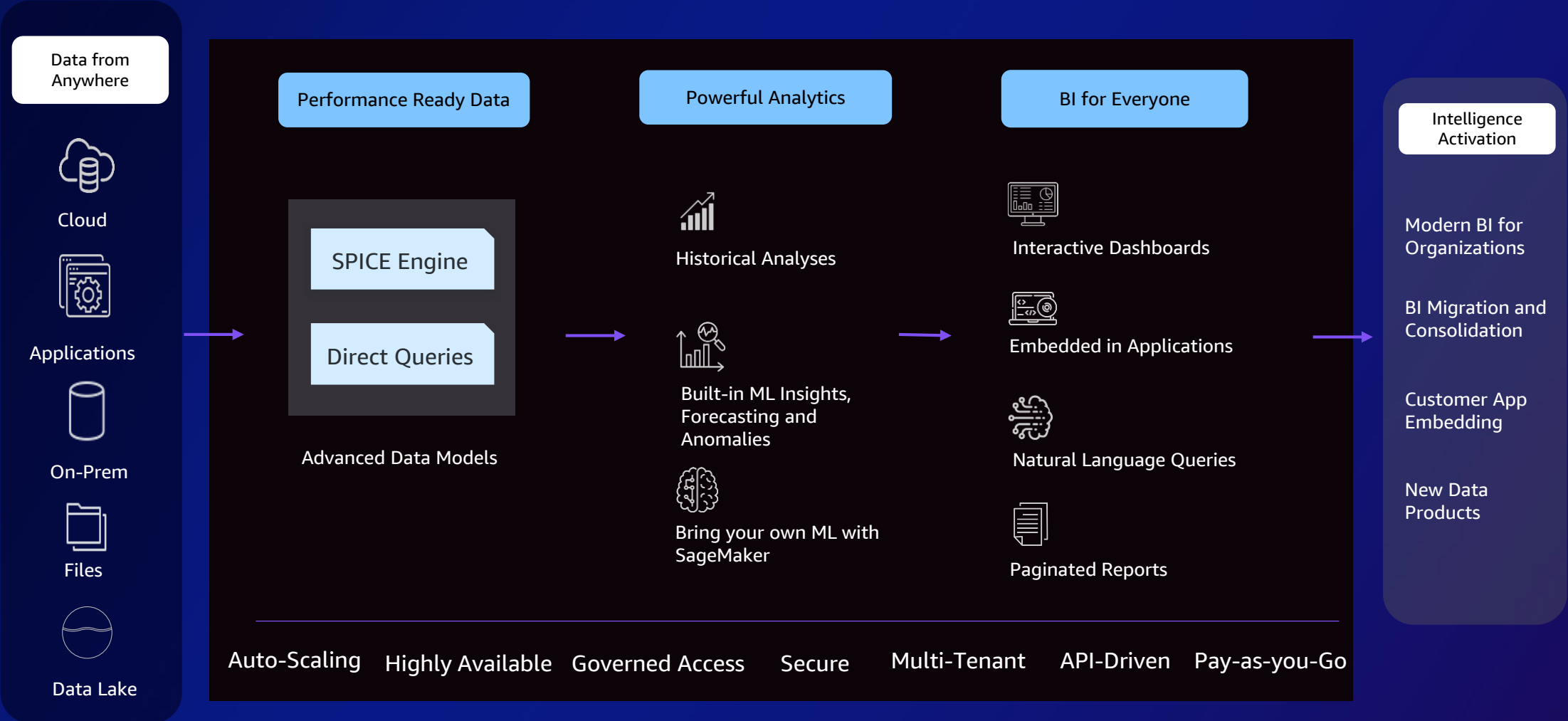
Insights Anywhere

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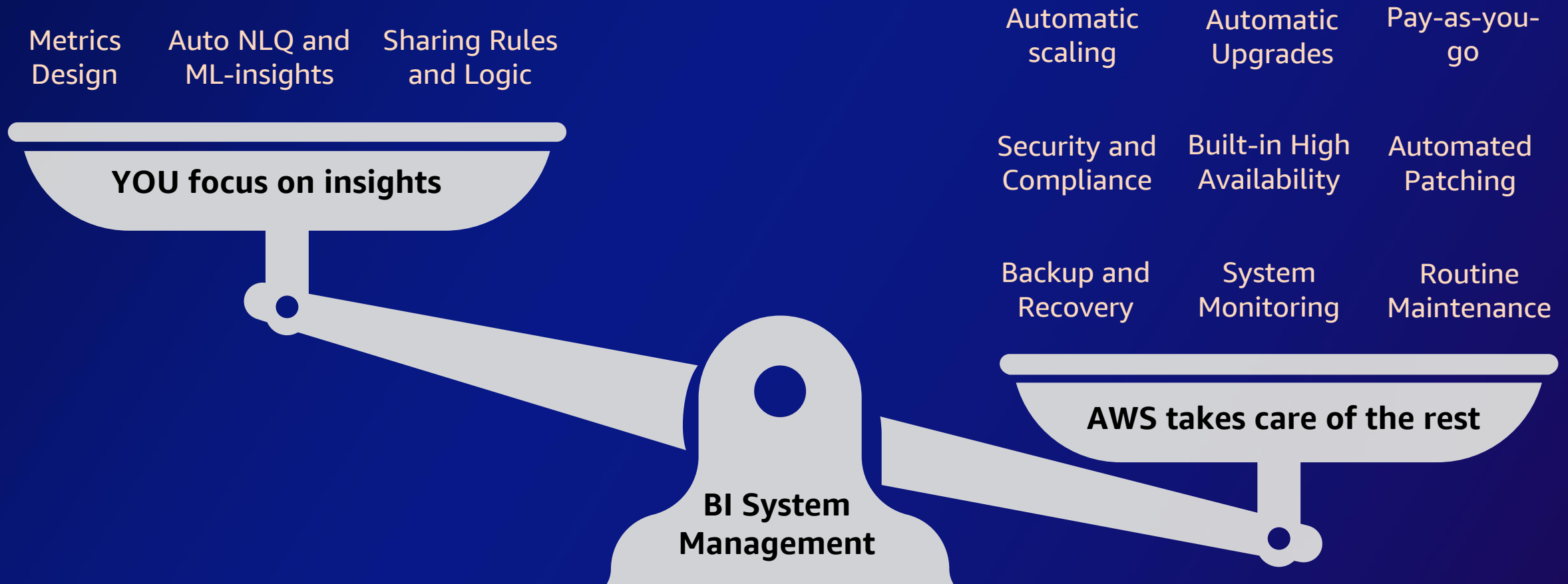
Amazon QuickSight

COMPLETE, UNIFIED BUSINESS INTELLIGENCE SERVICE AT HYPERSCALE

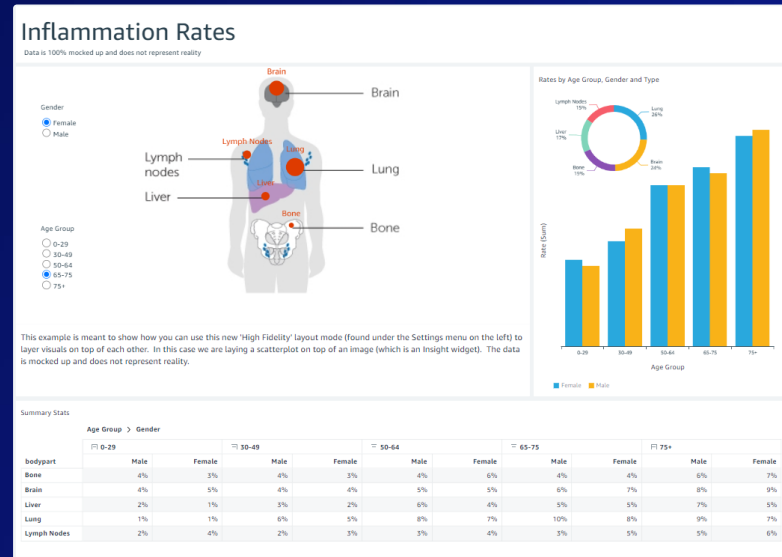


Accelerate insights with serverless BI

SPEND TIME INNOVATING AND DELIVERING INSIGHTS, NOT MANAGING INFRASTRUCTURE



Build and deploy rich, interactive dashboards

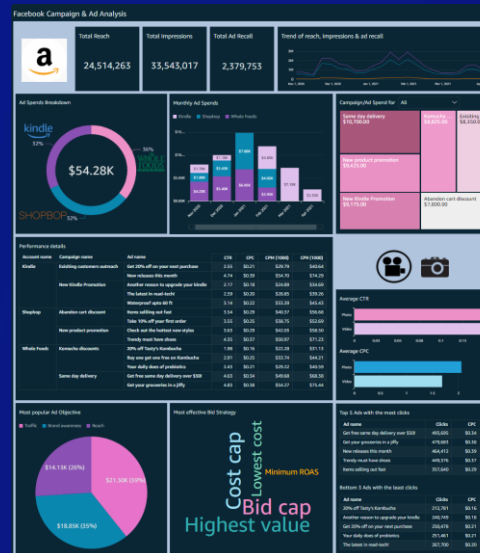


QuickSight

Income Statement

USD in \$ millions

	01-JAN	02-FEB	03-MAR	04-APR	05-MAY	06-JUN	07-JUL	08-AUG	09-SEP	10-OCT	11-NOV	12-DEC	FULL YEAR
Revenue stream 1	587.0	596.3	605.8	615.4	625.2	635.1	645.2	655.4	665.8	676.4	687.1	698.0	7,692.7
Revenue stream 2	145.6	147.9	150.2	152.6	155	157.5	160	162.5	165.1	167.7	170.4	173.1	1,907.6
Total Net Revenue	732.6	744.2	756.0	768.0	780.2	792.6	805.2	817.8	830.9	844.1	857.5	871.1	9,600.3
Cost of Goods Sold	269.6	275.9	278.2	282.7	287.1	291.7	296.3	301	305.8	310.7	315.6	320.6	3,533.2
Gross Profit	463.0	468.3	477.8	485.3	493.1	500.9	508.9	516.8	525.1	533.4	541.9	550.5	6,067.1
Expenses:													0
Advertising & Promotion	18.7	19.1	19.5	19.8	20.2	20.6	21	21.5	21.9	22.3	22.8	23.2	250.6
Rent	5.8	5.9	6	6.2	6.3	6.4	6.5	6.7	6.8	6.9	7.1	7.2	77.8
Salaries, Benefits & Wages	251.2	256.2	261.3	266.5	271.8	277.2	282.7	288.3	294	299.9	305.8	311.9	3,166.8
Travel	2.5	2.5	2.4	2.4	2.5	2.5	2.6	2.6	2.7	2.7	2.8	2.9	30.7
Total Expenses	408.0	414.9	419.3	423.8	428.0	432.5	437.1	441.8	446.5	451.3	456.0	460.6	5,401.2
Earnings Before Interest & Taxes	90.0	93.0	96.0	99.0	102.0	105.0	108.0	111.0	114.0	117.0	120.0	123.0	1,266.9
Interest Expense	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	30
Earnings Before Taxes	87.5	90.5	93.5	96.5	99.5	102.5	105.5	108.5	111.5	114.5	117.5	120.5	1,236.9
Income Taxes	10.0	10.0	10.0	10	9.7	9.3	8.9	8.5	8.1	7.7	7.3	6.8	108.1
Net Earnings	77.5	80.5	83.5	86.5	89.8	93.2	96.6	99.9	103.4	106.8	110.2	113.7	1,128.8



GREENBIRD

QuickSight

Your RSU tax statement is here

Hello Gordon

Good news! On Sep 9, 2018 you were awarded RSUs as part of Grant number [ALL]. Of these 37,873 RSUs, 22,723 have now vested and become yours. Your RSUs were released on Sep 9, 2021 and were valued at \$2,583,597.88.

Value of your shares:	\$2,297,200.86
+ dividend equivalents:	\$286,397.02
= Value of your vested shares:	\$2,583,597.88
- Your total tax withheld:	\$837,849.60
= Value of vested shares after withholding:	\$1,745,748.28*

* Go to your brokerage account to see your up-to-date figure

How we've calculated your tax

United States

Tax description	Taxable gain	Employer reportable	Tax withholding rate	Tax amount
ABC	\$145,193.01	\$145,193.01	10.08%	\$15,942.19
DEF	\$268,690.65	\$268,690.65	10.87%	\$29,096.67
XYZ	\$423,965.94	\$423,965.94	10.05%	\$46,424.27

United States tax: **\$147,501.24**

United Kingdom

Tax description	Taxable gain	Employer reportable	Tax withholding rate	Tax amount
ABC	\$217,584.99	\$0.00	13.22%	\$28,764.74
DEF	\$399,069.34	\$0.00	15.13%	\$45,348.18
XYZ	\$527,232.79	\$0.00	13.85%	\$73,021.74

United Kingdom tax: **\$91,576.96**

France

Tax description	Taxable gain	Employer reportable	Tax withholding rate	Tax amount
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Paginated reporting in the cloud

CONSOLIDATE DASHBOARD AND REPORTING USE CASES COST EFFECTIVELY

Highly formatted, printable reports

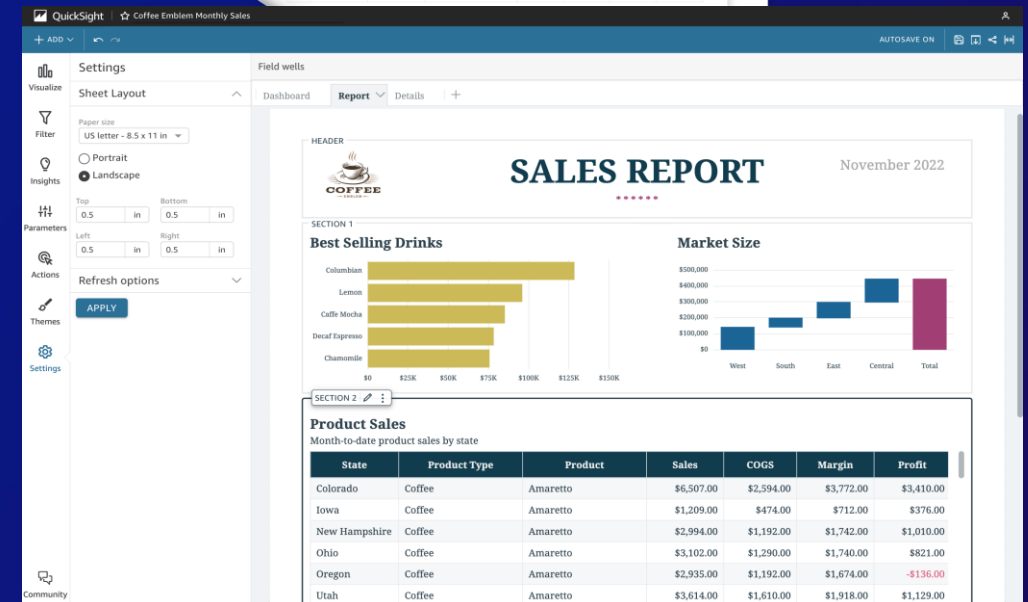
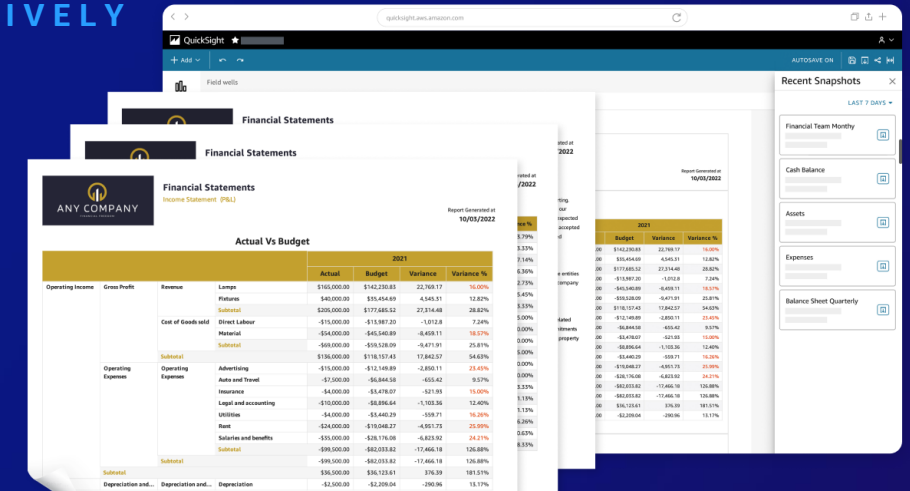
- Multi-page PDF reports with rich visuals and images
- Scheduled delivery for PDFs and CSV exports

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



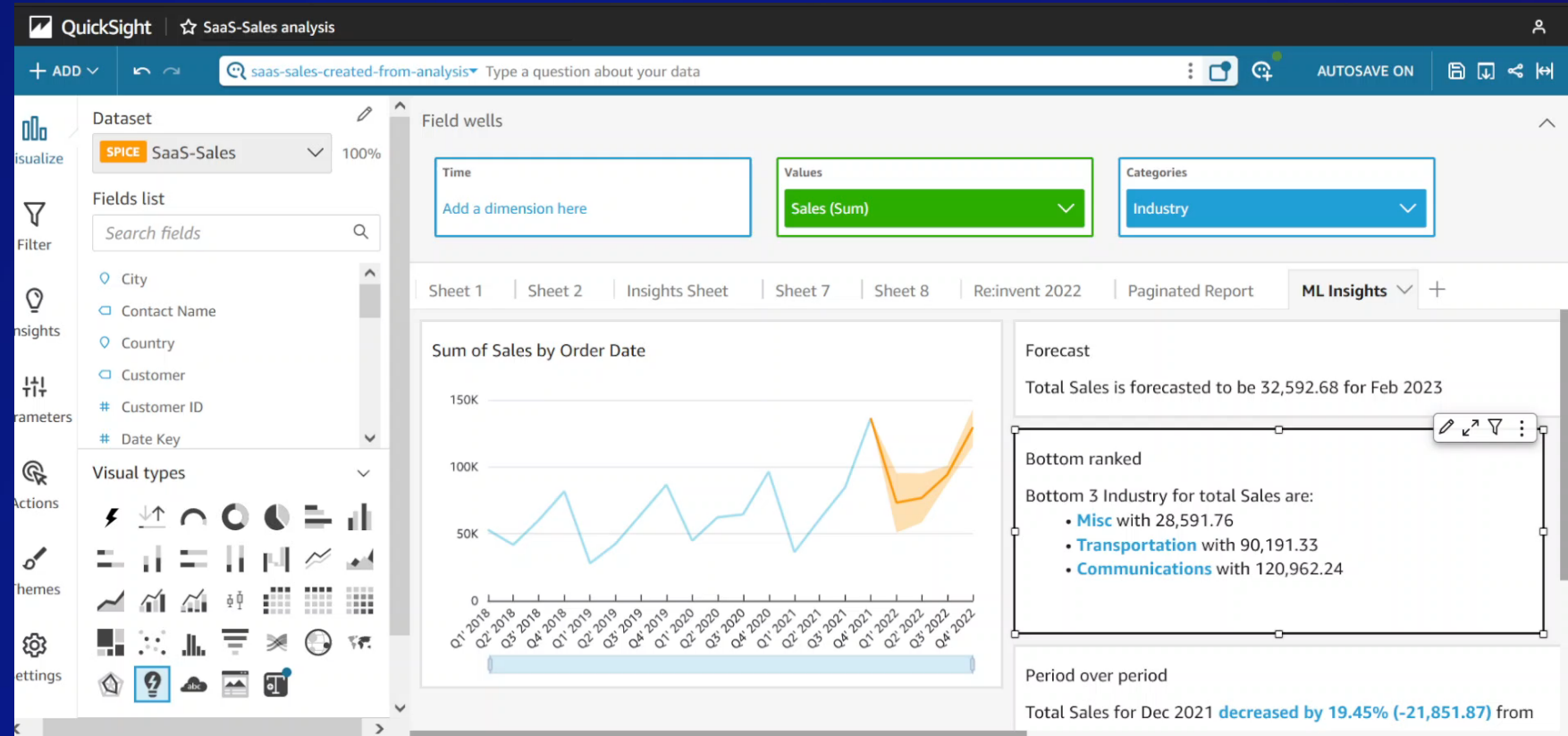
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Machine learning insights

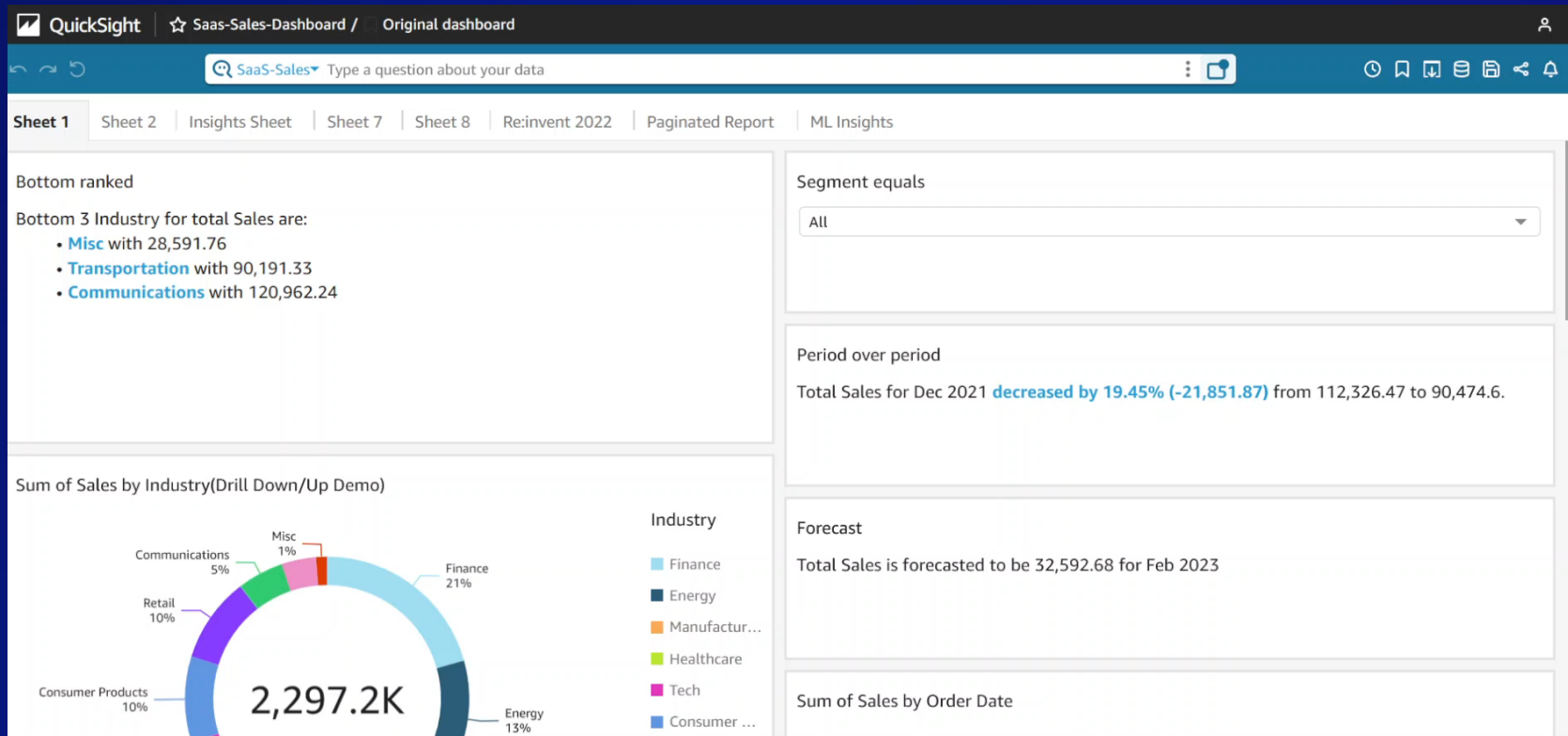
CUTTING EDGE ML TOOLS THAT AUTOMATICALLY DISCOVER POWERFUL INSIGHTS FOR YOUR USERS.

- Anomaly Detection
- Forecasting
- Bring your own model from Amazon SageMaker
- Auto-generated natural language narratives



Foster a data-driven culture with Q

SELF-SERVICE INSIGHTS FOR ANYONE USING ML-POWERED NLQ



Ask questions in natural language

- ML-models interpret user question and intent to generate visualization

Forecast

- See what's likely to happen

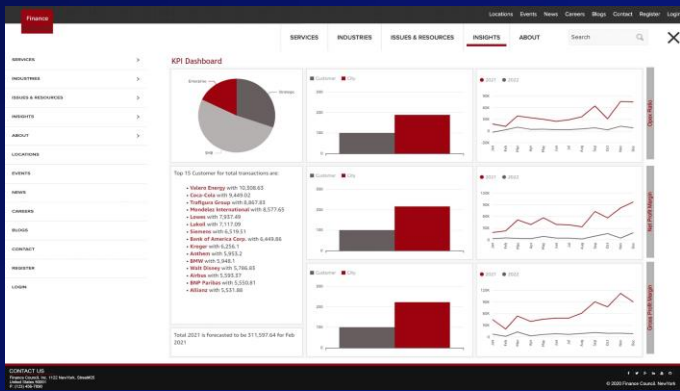
Ask 'Why'?

- Identify key drivers to changes in the data with contribution analysis

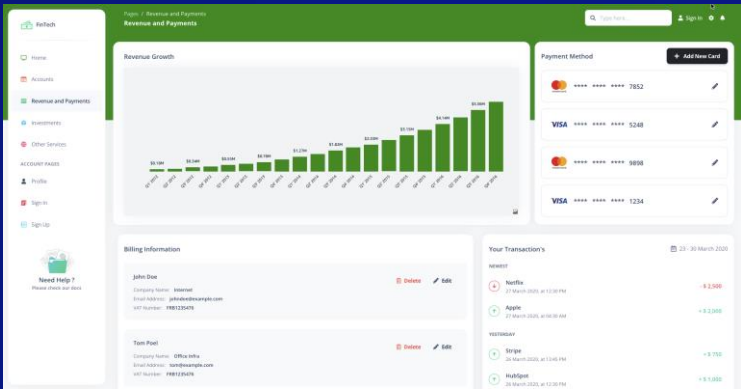
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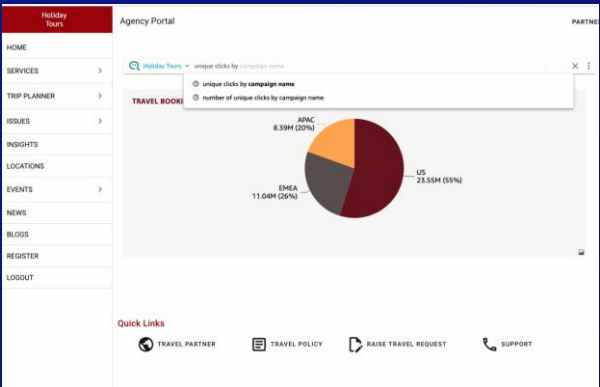
Meet every embedding need



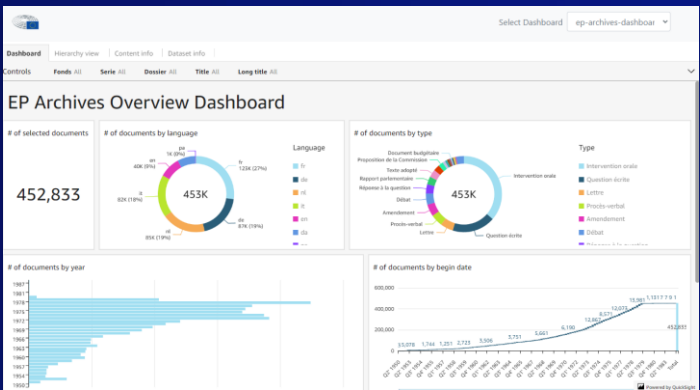
Interactive dashboards



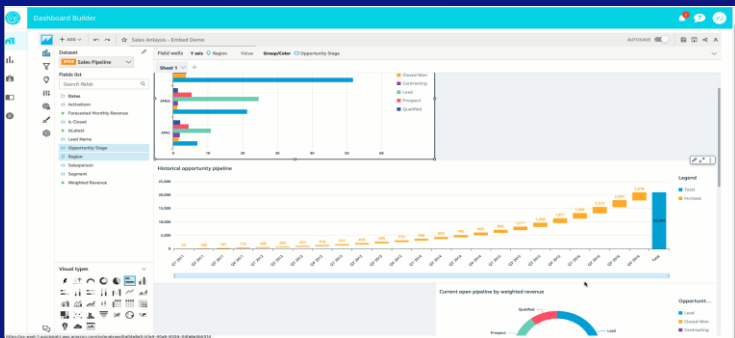
Insightful Visuals



NLQ with Q



Public dashboards



Dashboard authoring

Financial Statements		Balance Sheet				
		2021	2020	2019	2018	2017
Assets						
Current Assets						
Account Receivable		\$55,000.00	\$51,600.00	\$50,000.00	\$67,453.00	\$60,000.00
Cash		\$5,000.00	\$3,000.00	\$7,000.00	\$5,500.00	\$4,800.00
Inventory		\$50,000.00	\$53,500.00	\$52,000.00	\$48,888.00	\$52,000.00
Prepaid Expenses		\$10,000.00	\$8,750.00	\$8,500.00	\$4,500.00	\$5,100.00
Fixed Assets						
Building		\$40,000.00	\$40,612.00	\$51,000.00	\$50,000.00	\$46,000.00
Equipment		\$50,000.00	\$51,857.00	\$43,574.00	\$43,556.00	\$47,500.00
Land		\$75,000.00	\$75,000.00	\$60,000.00	\$43,000.00	\$39,000.00
Vehicles		\$15,000.00	\$0.00	\$2,750.00	\$464.00	\$1,290.00

Paginated reports

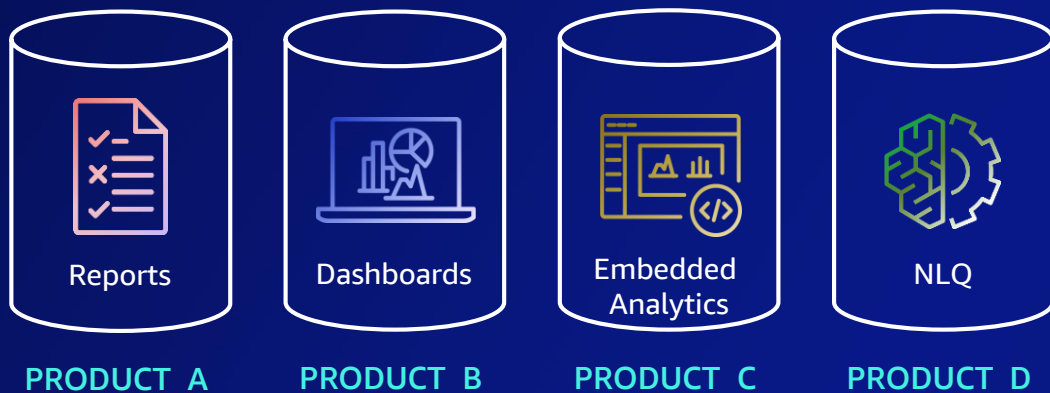


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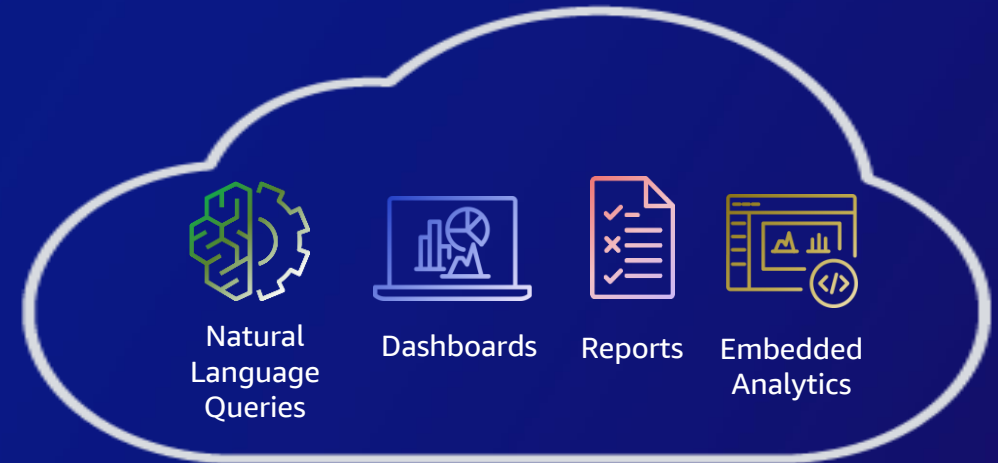
Consolidate and unify approaches

Legacy



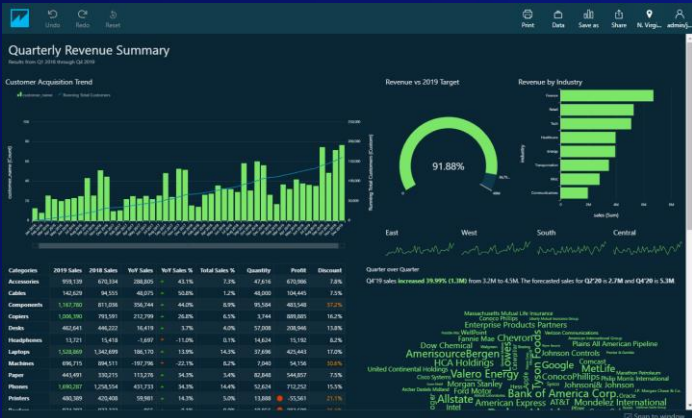
- Silos of BI environments
- Specialized training, staff for each
- Different UI for each platform
- Separate costly licenses and maintenance

QuickSight



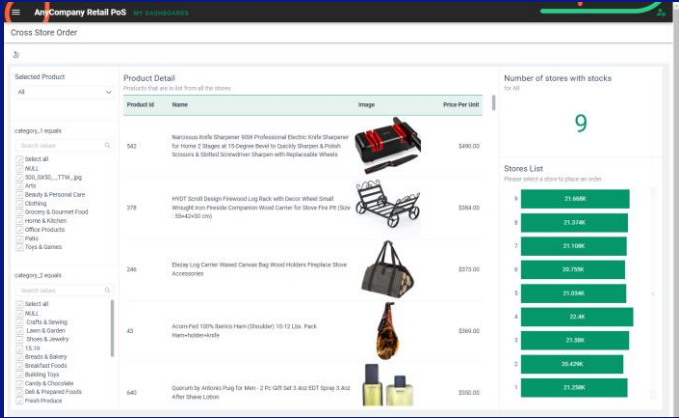
- Unified BI service at hyperscale
- No additional or technical training required
- Same UI, new features every few weeks
- Eliminate costly licenses, pay-as-you-go

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 report shows a 'Purchase Order' for Greenbird. It includes a table with columns: OrderQty, SalesOrderID, SalesOrderDetailID, CustomerID, LineTotal, UnitPrice, and Barcode. The total line total is \$2,507.03.

OrderQty	SalesOrderID	SalesOrderDetailID	CustomerID	LineTotal	UnitPrice	Barcode
1	57418	61802	11000	\$4.99	\$4.99	
1	57418	61801	11000	\$28.99	\$28.99	
1	57418	61803	11000	\$34.99	\$34.99	
1	57418	61804	11000	\$53.99	\$53.99	
1	57418	61800	11000	\$2,584.07	\$2,584.07	
				\$2,507.03	\$2,507.03	

Enterprise reporting

Highly formatted, email-based reporting distributed to large internal or external audiences



Over 100,000 customers use Amazon QuickSight



Panasonic



SIEMENS



BW

Best Western
Hotels & Resorts

asana



Neiman Marcus



Hewlett Packard
Enterprise



ZipRecruiter



BOSCH



kakao

NTT
docomo

petco



CARGOTEC



3M

YAHOO!
JAPAN



AXIS BANK



VIZIO



MINISTRY OF HEALTH
SINGAPORE



airtel



ConexED Rio Tinto

Insightful.Mobi



workiva



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Learn more: <https://aws.amazon.com/quicksight/customers/>

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- Opportunity and Timeline
- Solution Architecture
- Benefits and Next Steps

Opportunity and Timelines

Opportunity

- Growing bigbasket – Quick Commerce, physical stores, T2/T4 expansion; surging data volumes
- Actionable insights for users – speed, reliability, single source of truth
- Reduce time and effort for data delivery

Evaluation Process

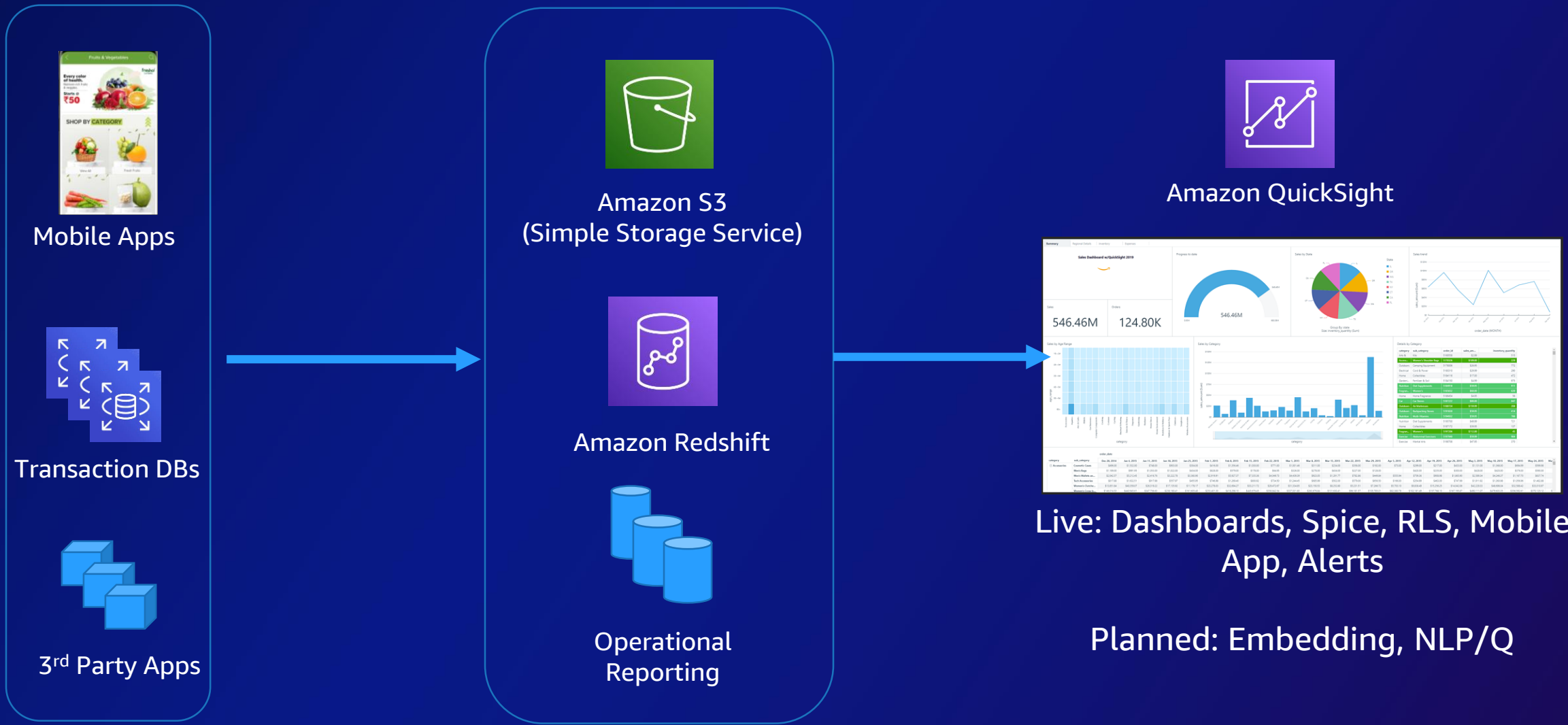
- Evaluation across leading BI products
- Replace custom capabilities of homegrown solutions and offer modern BI capabilities
- Ease of use, deployment and support
- Seamless integration with AWS cloud services – Cloud Data Warehouse and Data Lake
- Lower Total cost of ownership

Amazon QuickSight Solution and Timelines

- **2 Months** – Product evaluation, developer training, deployment, proof of concept, granular data handling in Spice, and technical assessment
- **Next 3 Months** – Piloted new use cases – ex weekly business reviews eliminating manual work, received business sign-off
- **Next 2 month** – Migrated all the legacy reports, onboarded and trained all users, retired legacy solution

Managed internally by Bigbasket with direct support from AWS Product and Solution Architecture teams

Solution Architecture



Benefits and Next Steps

- Amazon QuickSight is now Enterprise BI solution for bigbasket
- **350+ active users** – quick onboarding, department level management, row-level security, mobile app access
- **Easy Administration** - serverless auto scaling, spice delivers speed and eliminates recurring reads to the data warehouse, can load months of granular data, granular visibility of usage
- Retired legacy solution delivered **\$50K annual** recurring savings
- **Next Steps** - Embedded dashboards; External partners; QuickSight Q for NLP Query

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Resources



Stay up to date!

<https://aws.amazon.com/quicksight/>



Quicksight Workshop

<https://catalog.workshops.aws/quicksight/en-US>



Explore Quicksight Features in a predefined sandbox environment

<https://democentral.learnquicksight.online/>



Quicksight Community

<https://community.amazonquicksight.com/>



Documentation

<https://docs.aws.amazon.com/quicksight/>



Partners

[Get help from AWS Partner Network](#)



YouTube:

<https://www.youtube.com/@AmazonQuickSight>

skillbuilder.aws 

Your time is now

Build in-demand cloud skills *your way*



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Thank you!

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