



Amazon Q in QuickSight

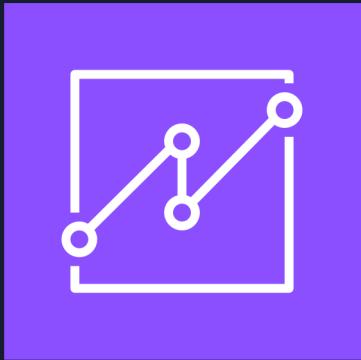
A new generative AI assistant for BI

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Amazon *QuickSight*

UNIFIED BUSINESS
INTELLIGENCE AT
HYPERSCALE



Unified BI for all your
analytics needs



Consistent high performance with
auto scaling



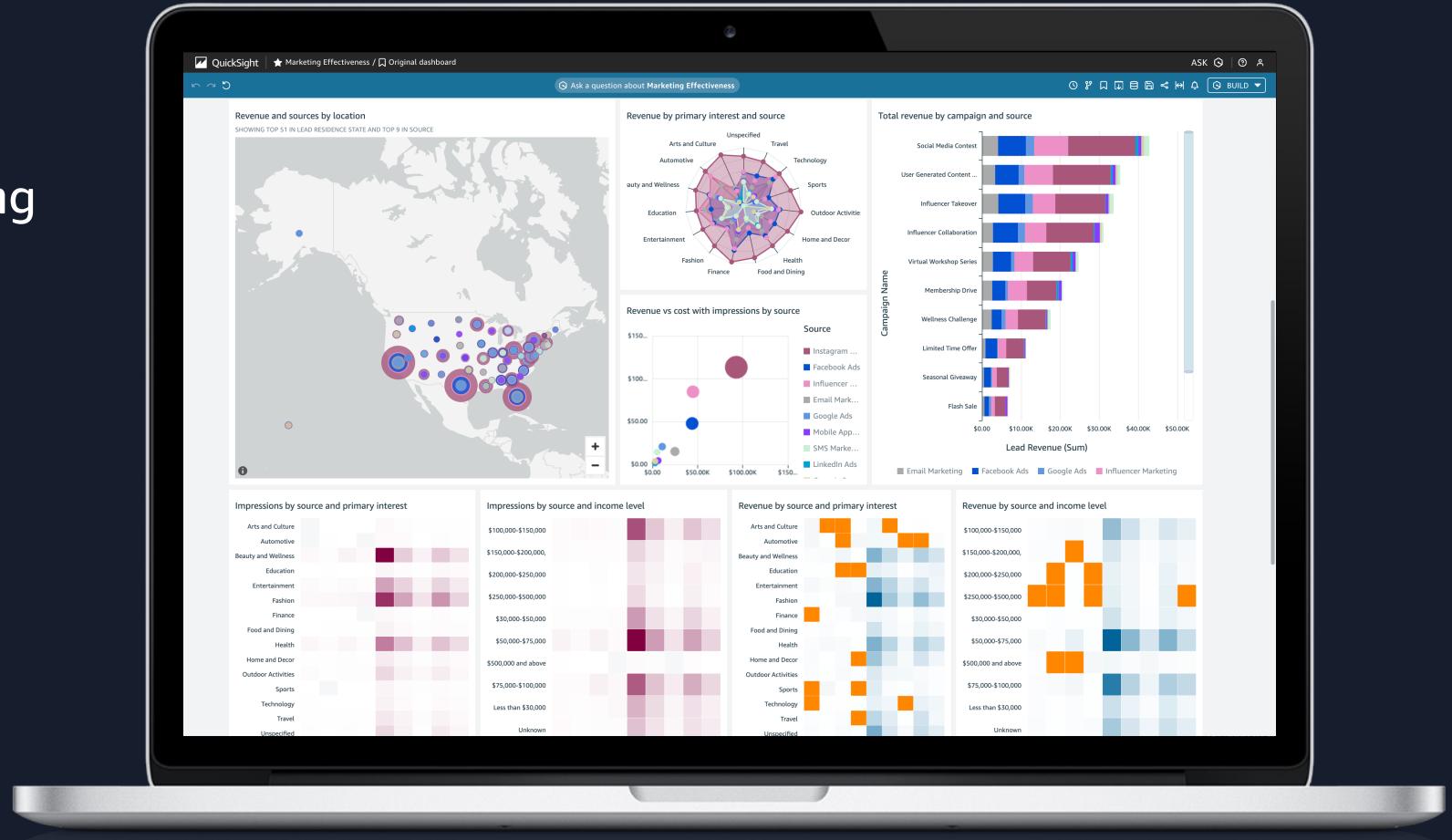
Augmented analytics with
generative AI capabilities



Lower costs by paying for what
you need

Create beautiful, interactive dashboards

- Rich interactivity, including filters, drill-downs, and zooming
- Blazing-fast navigation
- Accessible on any device
- Data refresh
- One-step publishing



QuickSight powers thousands of applications

Outbound Productivity | Customer Central | 888-309-7114

Menu | Outbound Productivity | ? | Switch to Web App

Summary | Fulfillment Status | Productivity | Controls | Customers All | Warehouse All | Pending Order Status Open or Compl... | Start of Day (Hour) 6 | Order Cutoff (Hour) 14 | Fulfillment Cutoff (Hour) 17 | Orders With Pick Jobs All | Pick Ticket Printed All | CV

Pending Orders at Start of Day: 1,231 | New Orders Since Start of Day Before Order Cutoff: 296 | Total Orders Closed Today: 319 | Unfulfilled Pre-Cutoff Orders Before Fulfillment Cutoff: 1,227 | Total Unfulfilled Orders: 1,232

Orders, Lines, and Units

Customer	Orders	Order Lines	Units
The Simple Folk Ltd	544	2,201	2,261
Kryptek	52	728	13,122
Vetchy LLC	6	584	1,180
Deka Lash	18	212	332
Helinox USA, Inc.	15	137	11,849
Odlo USA	5	137	428
Hedge by American Family Ins.	54	133	152
Grangers International Ltd	10	102	4,062
Airblaster, LLC	7	100	264
George & Willy Ltd	53	97	
MountainFLOW eco-wax	21	91	
Woodford Woodworking Tooling LLC	1	86	
Doctor Collector	54	71	

Age of Allocated Orders Open or Complete

Age Group	Count	Percentage
<1 Day	529	42%
1-3 Days	144	11%
4-5 Days	7	1%
3-4 Days	144	11%
5-7 Days	153	12%
>7 Days	109	9%

Allocated Order Status Details

Transaction ID	Customer	Order Created
53479	Fond of Bags	Sep 30, 2021 11:38
200985	Hedge by American Family Ins.	Jun 30, 2022 2:10
200986	Hedge by American Family Ins.	Jun 30, 2022 2:10
200987	Hedge by American Family Ins.	Jun 30, 2022 2:10

Chat with an Expert

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Perform

Strategic Goals | Reports | Engagement | Settings

Company | Groups | Emails | User Import | Notes & Comments | Security | API Access | Succession Planning | Insights

Insights

Strengthening C Performance Insights

Avg. Score of Most Recent Reviews: 72.2 vs. Avg. Score of Prior Period Reviews: 71.3

Performance reviews considered are of employees with more than one archived review. All Review Scores are converted to a 100pt. scale.

Timeliness of Most Recent Reviews: 61% On Time Complete, 39% Past Due Complete

% of Most Recent w/ 360 Reviews: 61% Yes, 39% No

Performance Scores of Most

City	Bottom 20th Percentile	Middle 60th Percentile	Top 20th Percentile
Minneapolis	50.00%	50.00%	50.00%
Los Angeles	36.36%	54.55%	9.09%
Houston	20.00%	60.00%	20.00%
Denver	22.22%	66.67%	11.11%
Cincinnati	50.00%	50.00%	50.00%
Chicago	33.33%	33.33%	33.33%
Charlotte	66.67%	33.33%	33.33%
Boston	37.50%	37.50%	25.00%

Percentile Category: Bottom 20th Percentile, Middle 60th Percentile, Top 20th Percentile

Employees Included in View: 61

Showspace Industries (SE Demo)

Users | Analytics | ? | Share feedback

Analytics > What are users looking for?

Controls | Division My divisions

136% ↑ 2023-03: 614 Search events month over month

-5% ↓ 2023-03: 89% Searches with results month over month

-2.77% ↓ 2023-03: 24.42% Search click rate month over month

Which naming conventions should be introduced to improve user click rate? The subsequent top 5 search terms could result in higher number of click actions. Consider renaming your assets accordingly, to improve general click rate as shown:

- “drone” - 2.9%
- “modern sailing” - 2.28%
- “drone” - 1.79%
- “m1617” - 1.63%
- “derby” - 1.14%

How often do users open search results?

Current search click rate (blue line) vs. Achievable search click rate (purple line). The achievable rate is consistently higher than the current rate.

The click rate is the percentage of searches that led to a user opening a result.

Do searches return results?

Current search success rate (blue line) vs. Achievable search success rate (purple line). The achievable success rate is higher than the current success rate.

What changes to file names could improve search results? The following top 5 search terms do not return any results. If you consider renaming your assets accordingly, your search success rate will improve as shown:

- “dme” - 0.65%



Paginated reporting in the cloud

COST-EFFECTIVELY CONSOLIDATE DASHBOARD AND REPORTING USE CASES

Highly formatted, printable reports

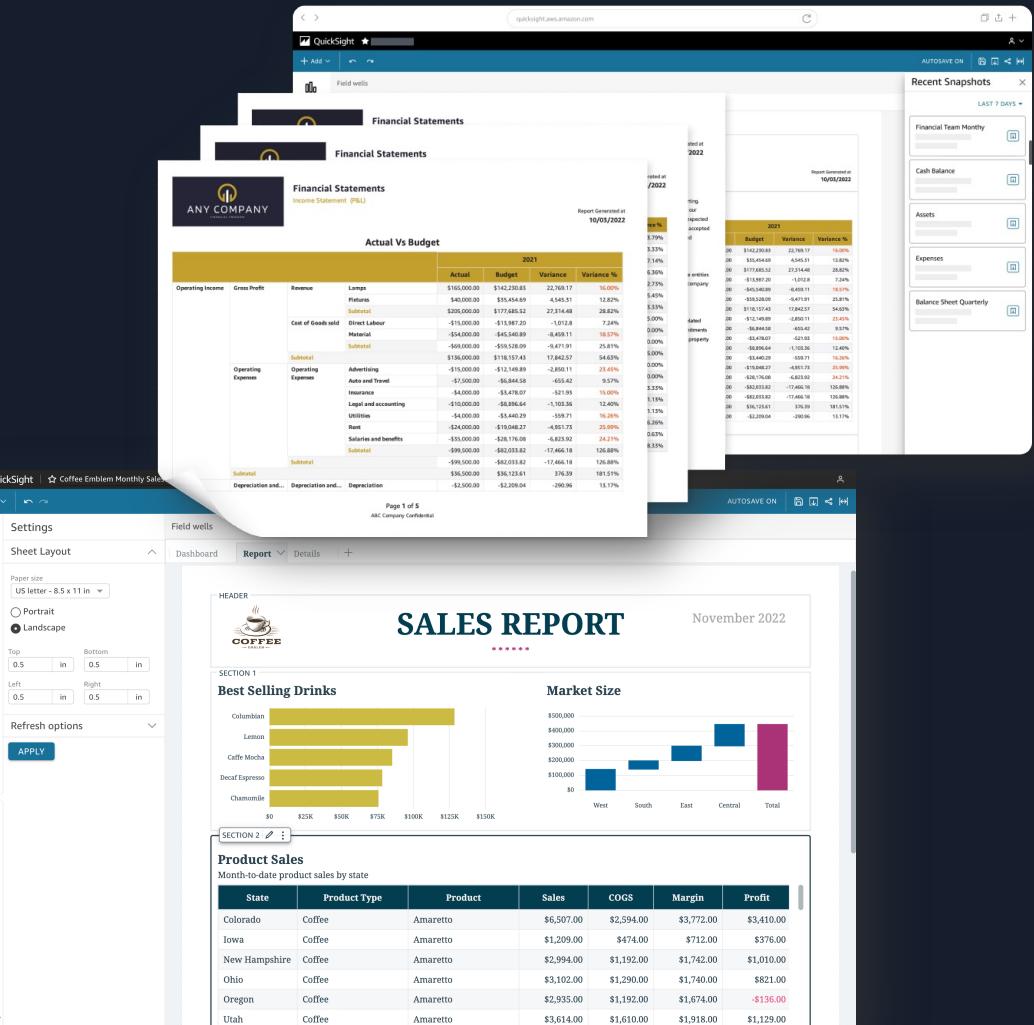
- Multipage PDF reports with rich visuals and images
- Scheduled delivery for PDFs and CSV exports

Unified authoring and consumption

- Same governed data sets between dashboards and reports
- No new learning with familiar interface

Serverless and autoscales to meet demand

- No infrastructure or software management
- Pay for usage with consumption-based pricing





Amazon Q

A generative AI-powered
assistant for work that is
tailored to your business

The collage includes:

- An analysis interface showing a line graph titled "FREE TRIAL BY MONTH" with data from January to December, overlaid with the text "Interpreted as: Total free trials by month".
- A woman smiling, with the Amazon Q logo icon overlaid.
- The Amazon Q web interface with a sidebar for "New Conversation" and "Draft a professional email" (November 15, 2023).
- The Amazon Q web interface showing a conversation with the AI, suggesting tasks like "Draft a professional email", "Summarize a report", etc., and an "Enter a prompt" input field.
- The Amazon Q developer interface showing a sidebar with "Hello! I'm Amazon Q, your AWS generative AI assistant." and various AWS-related questions.

Amazon Q
Business

Amazon Q
Developer

Amazon Q
in QuickSight

Amazon Q
in Connect

Amazon Q
in AWS Supply Chain



Amazon Q in QuickSight capabilities

ACCELERATE THE PATH TO DATA-DRIVEN DECISIONS FOR ALL USERS

AI-powered dashboard authoring experience

empowers business analysts to build faster

AI-assisted data storytelling

allows business users to discover and share findings

On-demand AI answers to questions of data

simplifies extracting insights for business users

Extend custom apps with AI

helps developers quickly add advanced capabilities

*Powered by
Amazon Bedrock*



AI-powered dashboard authoring experience

A NEW DASHBOARD BUILDING EXPERIENCE POWERED BY GENERATIVE BI

Build visuals

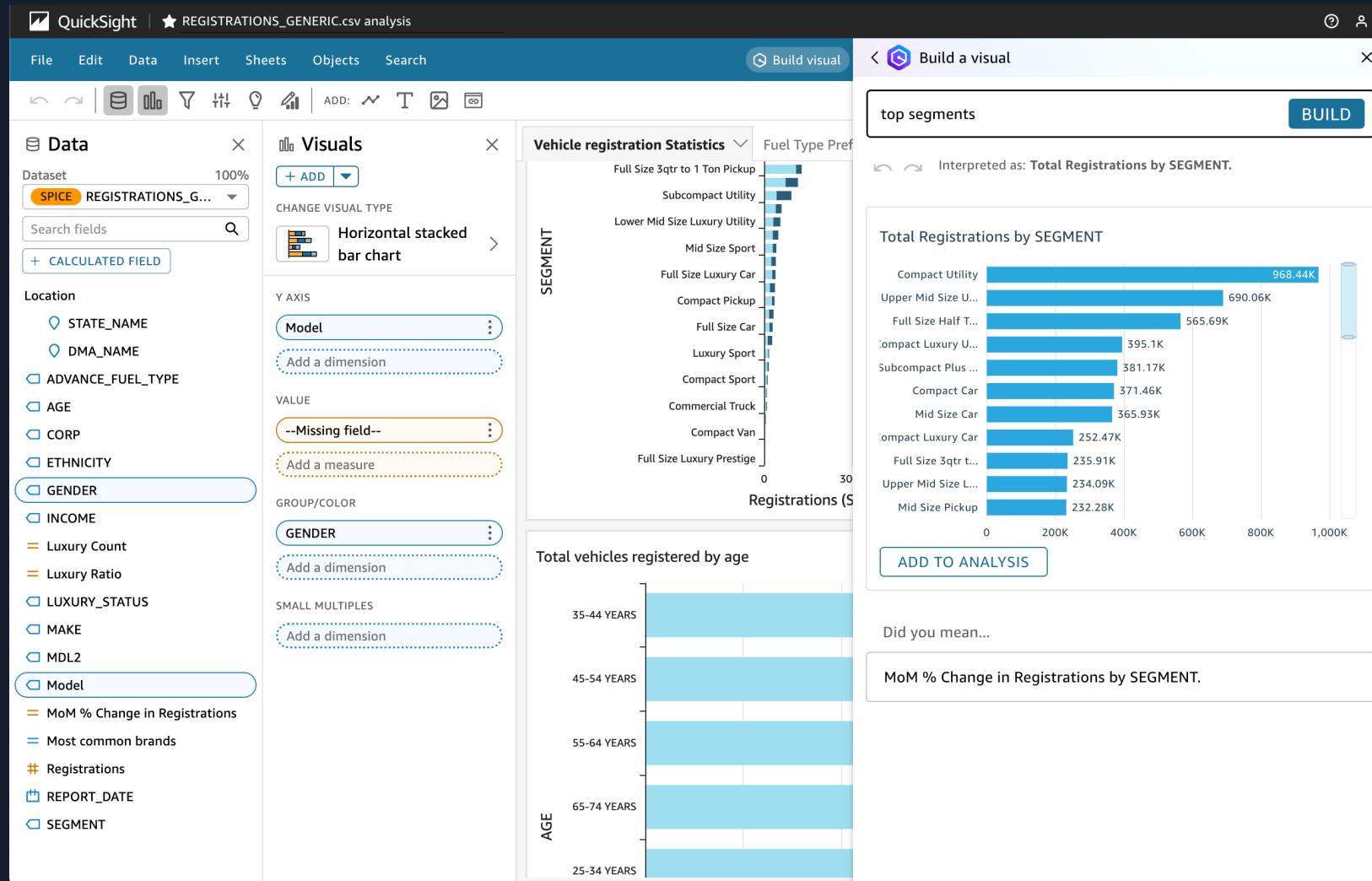
Use natural language to quickly build visuals for dashboards and reports

Create calculations

Build calculations using natural language without looking up or learning specific syntax

Refine visuals

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

Produce cohesive, powerful, and insightful narratives by analyzing only a few words of data

Create refined content

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

Share up-to-date governed data

Quickly update and disseminate data at any time

IMPACTFUL DATA STORYTELLING TO DRIVE ACTIONS

Interests Analysis

Revenue by primary interest and source

As shown in the interests analysis graph, fashion, health, and beauty/wellness generated the highest total lead revenues of \$46,113, \$31,041, and \$29,286, respectively. This suggests interests like fashion and wellness have a significant impact on performance and that marketing campaigns should be tailored to target these high-value interest segments.

Meanwhile, automotive and unspecified interests attracted the lowest revenue. It's important to note that certain interests may have higher revenue but lower engagement or objective completion rates. By understanding these dynamics, marketers can refine their strategies to better engage with their audience and achieve their campaign objectives.

Build story Beta

Describe your data story in simple language and add the visualizations you want to include.

Build a story about marketing campaign performance over time. Describe top campaigns and account managers. How can we improve overall campaign success?

+ ADD VISUALS

BUILD

AI answers to questions of data on demand

DEEP INSIGHTS AT YOUR FINGERTIPS

Executive summaries of dashboards

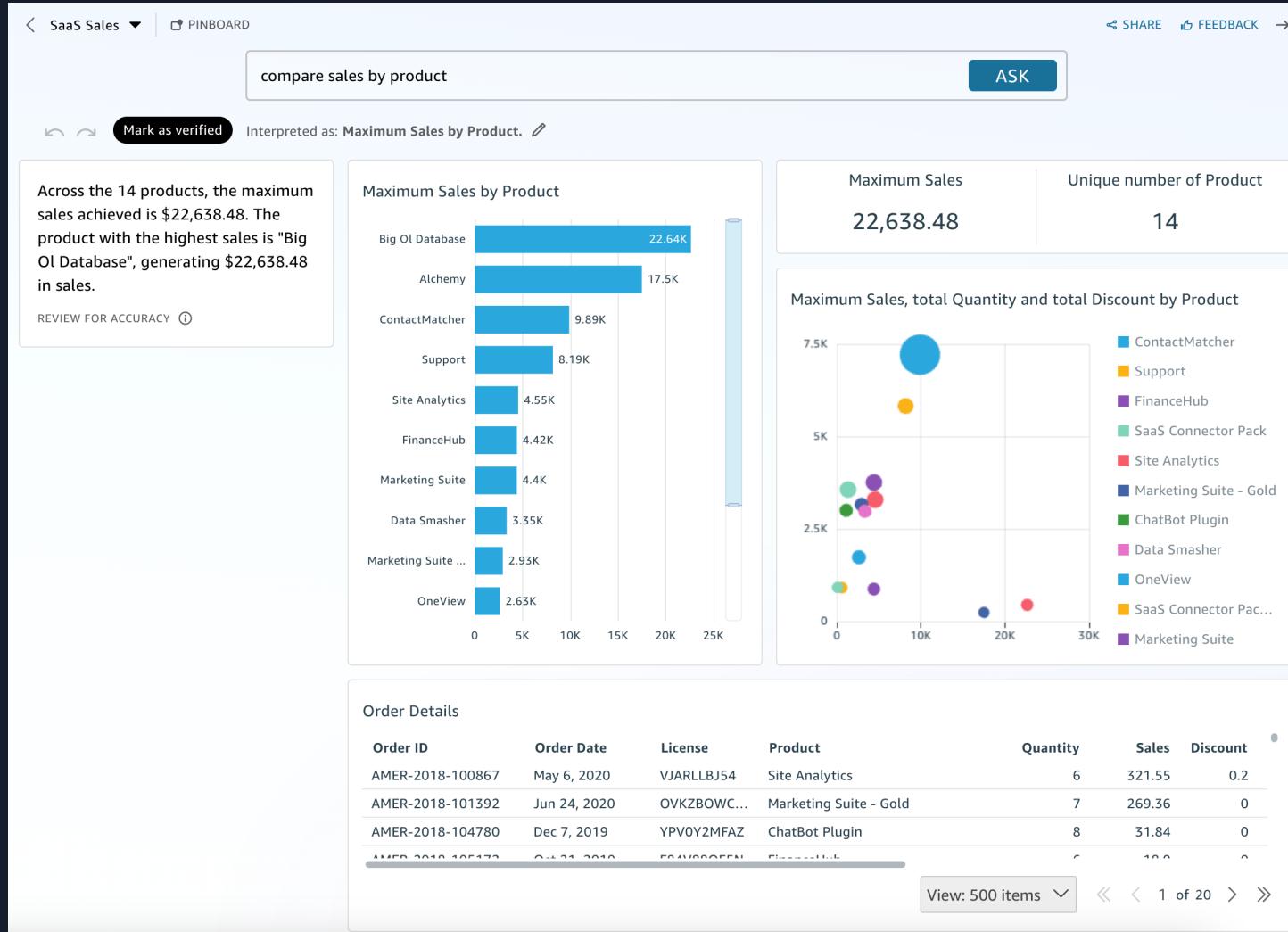
Instant summaries of key dashboard insights in natural language explaining top movers, outliers, and more

Powerful Q&A for nonexperts

Suggested questions and “**what's in my data**” show what can be asked

Multivisual answers with **narrative insight summaries** explain answer context

Support for vague questions and “**did you mean**” alternatives enable iterative fact-finding



Extend custom applications with AI

QUICKLY ADD GENERATIVE BI CAPABILITIES TO WEB APPLICATIONS

Streamlined integration

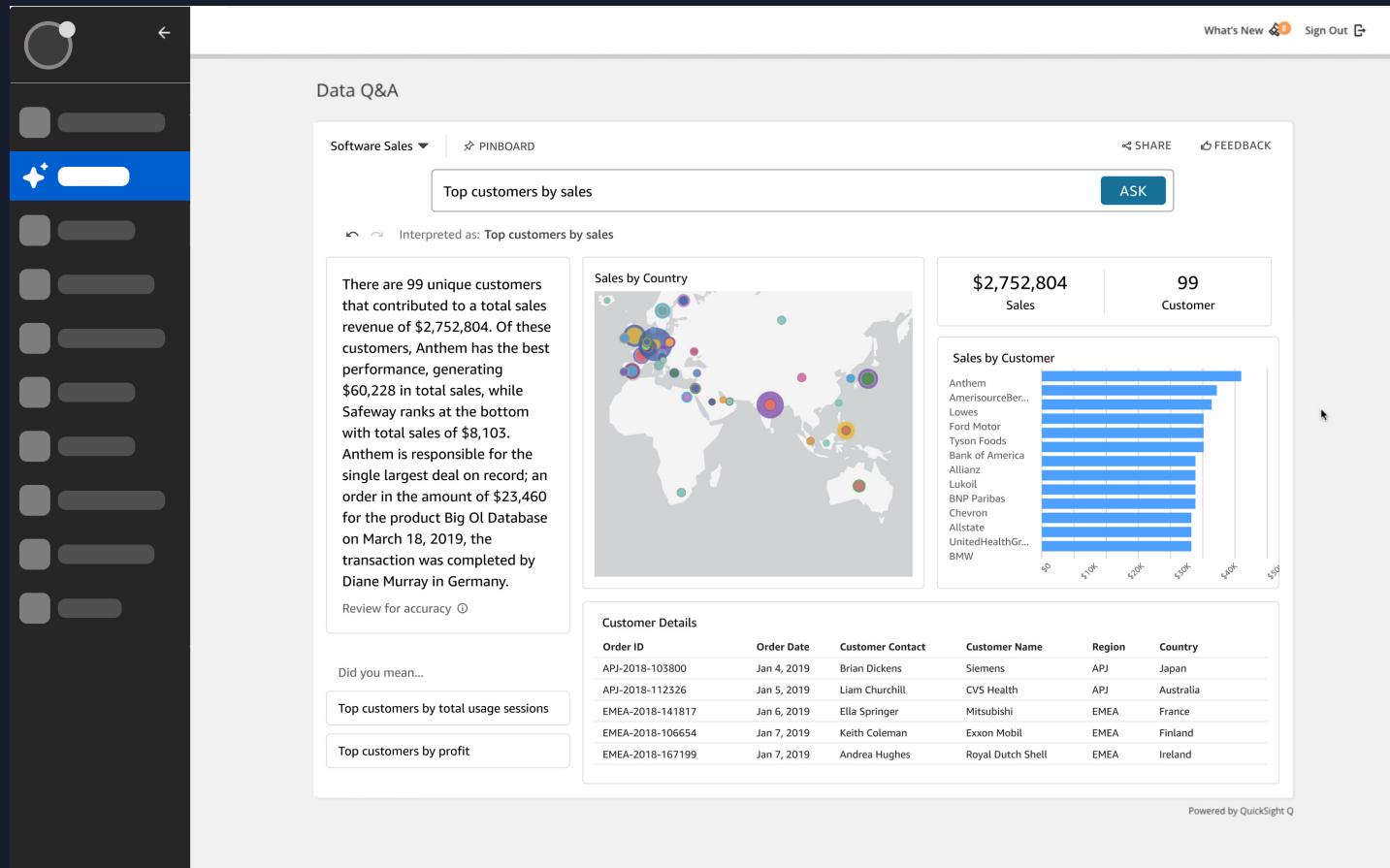
Add generative multivisual Q&A to existing web applications with a few lines of code, no AI expertise required

Works with any data

Refine language understanding to optimize specific use cases and data contexts and provide suggested questions to get users started

Seamless experience

Customize size, placement, theme, and interaction to fit your brand



Thank you!

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