

AmazonQ-dryrun-  
20250318[Event dashboard](#) > Reader experience

# Reader experience

Let's explore how **Amazon Q** helps readers or business users get insights easily using natural language. To learn more about [Amazon Q in QuickSight](#)

In this module, you will learn how to:

1. Ask questions and get answers using natural language (Q&A)
2. Build executive summary on the dashboard
3. Create a data story

## Q&A

coffee sales ▾ PINBOARD SHARE FEEDBACK

top 10 customers who have purchased dark roast **ASK**

Mark as verified Interpreted as: Top 10 Customer Name for Roast Type Dark by total Sales.

For the roast type "Dark", there are 4,378 unique customer names. The total sales for the top 10 customer names amount to \$7662. The customer with the highest sales for this roast type is Maria Rodriguez, with total sales of \$1,200. According to the map, the top customer for Dark roast in Barcelona is Maria Garcia with sales of

Customer Name by total Sales  
Top 10 for Roast Type Dark

Customer Name	Total Sales
Maria Rodriguez	\$1,200
Jane Doe	\$1K
Maria Sanchez	\$1K

Total Sales  
Roast Type Dark and top 10 Customer N...  
**\$7662**

Unique number of Customer Name  
Roast Type Dark  
**4,378**

Total Sales by Customer Name and City  
SHOWING TOP 28 IN CITY AND TOP 10 IN CUSTOMER NAME

Hands-on with Amazon Q in QuickSight: A step-by-step workshop

▶ Initial setup

▼ Authoring experience

Build & refine visuals using natural language

Create calculations using natural language

▼ Reader experience

Ask questions using natural language and get answers

Generate executive summary

Build data story

Scenarios

▶ Unstructured insights

▼ AWS account access

[Open AWS console \(us-east-1\)](#)

[Get AWS CLI credentials](#)

[Exit event](#)



catalog.us-east-1.prod.workshops.aws/event/dashboard/en-US/workshop/3-reader-experience

aws workshop studio

AmazonQ-dryrun-20250318

Hands-on with Amazon Q in QuickSight: A step-by-step workshop

Initial setup

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## Q&A

coffee sales ▾ PINBOARD top 10 customers who have purchased dark roast ASK

Mark as verified Interpreted as: Top 10 Customer Name for Roast Type Dark by total Sales.

For the roast type "Dark", there are 4,378 unique customer names. The total sales for the top 10 customer names amount to \$7662. The customer with the highest sales for this roast type is Maria Rodriguez, with total sales of \$1,200. According to the map, the top customer for Dark roast in Barcelona is Maria Garcia with sales of \$485, followed by Maria Hernandez with sales of \$474.

REVIEW FOR ACCURACY

Did you mean...

Top 10 Customer Name for Roast Type Dark by unique number of Customer ID.

Top 10 Customer Name for Roast Type Dark by unique number of Order ID.

Customer Name by total Sales

Top 10 for Roast Type Dark

Customer Name	Sales
Maria Rodriguez	\$1K
Jane Doe	\$1K
Maria Sanchez	\$1K
Maria Garcia	\$1K
Maria Hernandez	\$1K
Adeleine Degrange	\$1K
Giovanni Martelli	\$1K
Maria Fernandez	\$1K
Sophia Rodriguez	\$1K
Suzanne Dupont	\$0K

Total Sales  
Roast Type Dark and top 10 Customer N...  
**\$7662**

Unique number of Customer Name  
Roast Type Dark  
**4,378**

Total Sales by Customer Name and City  
SHOWING TOP 28 IN CITY AND TOP 10 IN CUSTOMER NAME

Customer Name

- Jane Doe
- Maria Fernandez
- Maria Garcia
- Maria Hernandez
- Maria Sanchez
- Sophia Rodriguez
- Suzanne Dupont

Customer purchase details

Roast Type Dark and top 10 Customer Names by Sales

Customer N...	City	Country	Loyalty Card	Product ID	Roast Type	Coffee Type	Quantity	Sales
Adeleine Deg...	Hartford	United States	Yes	A-D	Dark	Arabica	19	\$166
Giovanni Ma...	Floriana	Italy	Yes	A-D	Dark	Arabica	6	\$57

catalog.us-east-1.prod.workshops.aws/event/dashboard/en-US/workshop/3-reader-experience

aws workshop studio

AmazonQ-dryrun-20250318

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Data story

# Brewing Success: Unlocking Growth Opportunities in Our Coffee Business

Prepared by Amazon

## Introduction

This presentation will provide a comprehensive overview of our coffee business performance to help guide our strategic expansion plans for the coming year. By closely analyzing our sales data, product trends, and customer loyalty, we will uncover valuable insights to identify new growth opportunities and optimize our product portfolio. The insights gathered will inform our recommendations for new product development and implementation of targeted strategies to drive continued success.

## Sales

Sales

\$1,724

According to the graph data, the company's total sales performance saw a significant decrease of 95.07% (\$33,212) from November 2024 to December 2024, dropping from \$34,936 to \$1,724. This sharp decline in sales suggests that the company may have experienced a temporary setback or seasonal slowdown in the final month of the year. To better understand the drivers behind this performance, it will be important to further analyze the sales data.

michael\_tw\_lin

Exit event

AmazonQ-dryrun-  
20250318

Hands-on with Amazon Q in QuickSight: A step-by-step workshop

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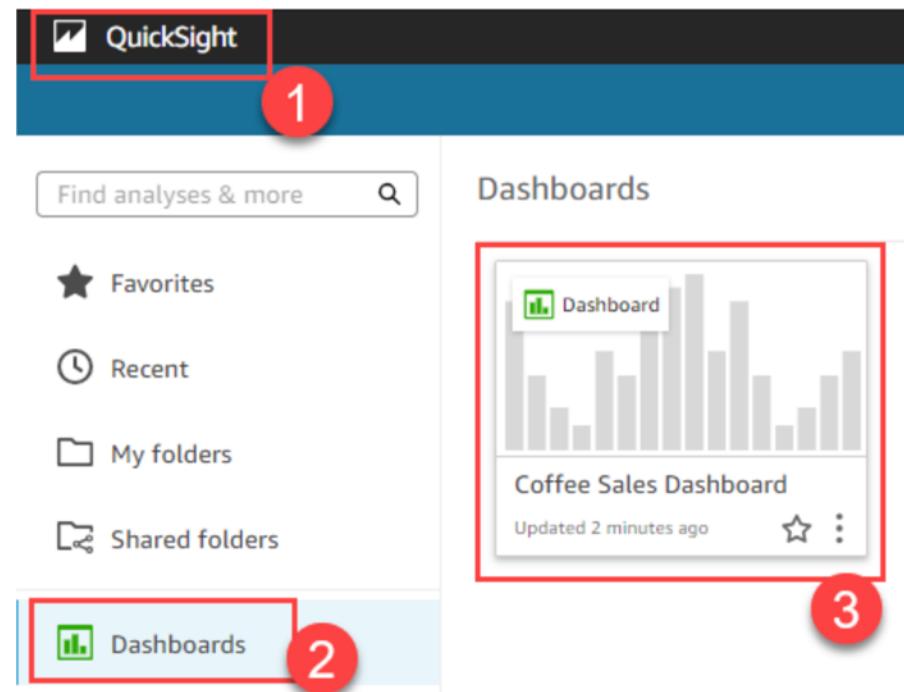
[Event dashboard](#) > [Reader experience](#) > Ask questions using natural language and get answers

(i)

# Ask questions using natural language and get answers

## Steps to access Q:

1. If you are on the **Coffee Sales Dashboard** already, proceed to Step 2. Else from QuickSight **Dashboards** page, Select **Coffee Sales Dashboard**.



2. Click **Ask a question about coffee sales** bar on top pane of the dashboard.

# QuickSight

Find analyses & more

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Shared folders

Dashboards Beta

Data stories

Scenarios

Analyses

Datasets

Community

Topics

**Coffee Sales Dashboard**   
Updated 2 minutes ago



# QuickSight

Find analyses & more

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Data stories

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Topics

**Coffee Sales Dashboard**





Ask a question about coffee sales

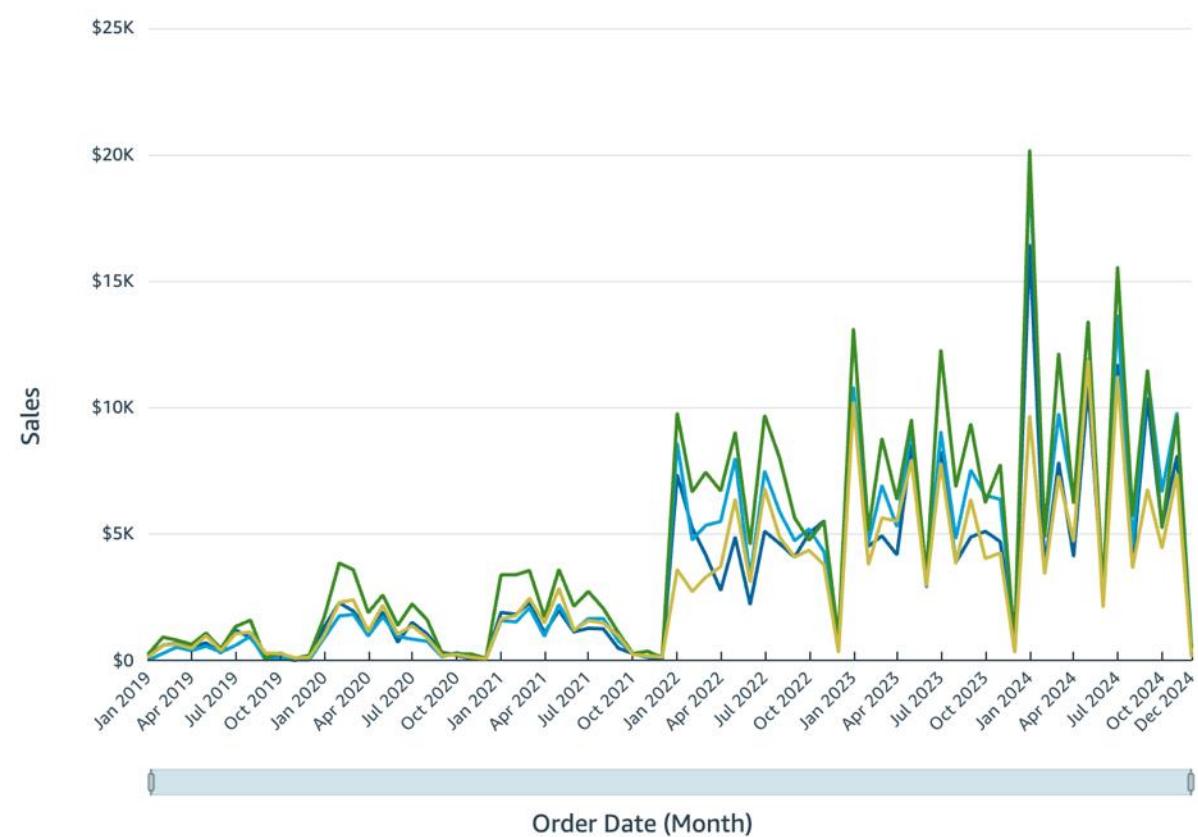


workshop

coffee sales



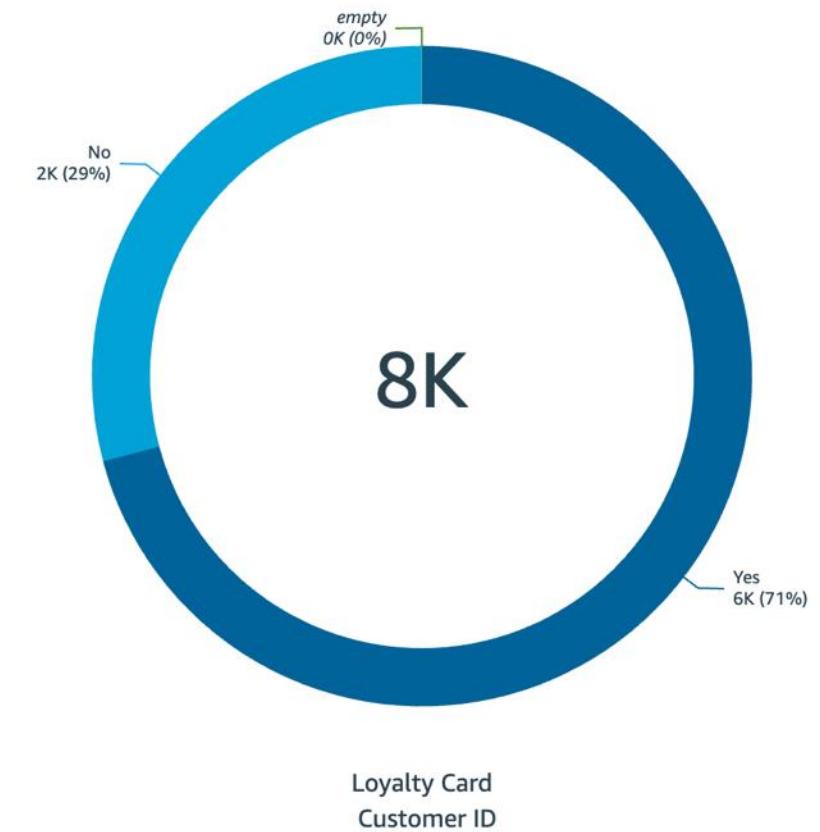
Total Sales by month and Coffee Type



Coffee Type

- Arabica
- Excelsa
- Liberica
- Robusta

Unique number of Customer ID by Loyalty Card



8K

Loyalty Card Customer ID

Unique number of Order ID

Total Sales difference month over month by month

(\$46 468) ↓



Ask a question about coffee sales

BUILD

workshop

coffee sales

Sales

\$1,724

Dec 2024

Nov 2024 \$34,936

▼ (95%)



Profit

\$82

Dec 2024

Nov 2024 \$1,447

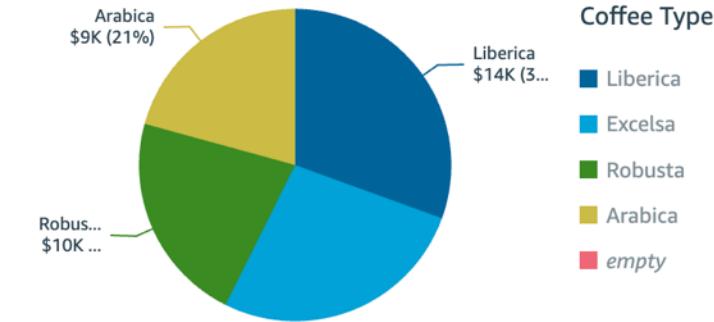
▼ (94%)



Unique Orders

54,781

Total Profit by Coffee Type



Coffee Type

- Liberica
- Excelsa
- Robusta
- Arabica
- empty

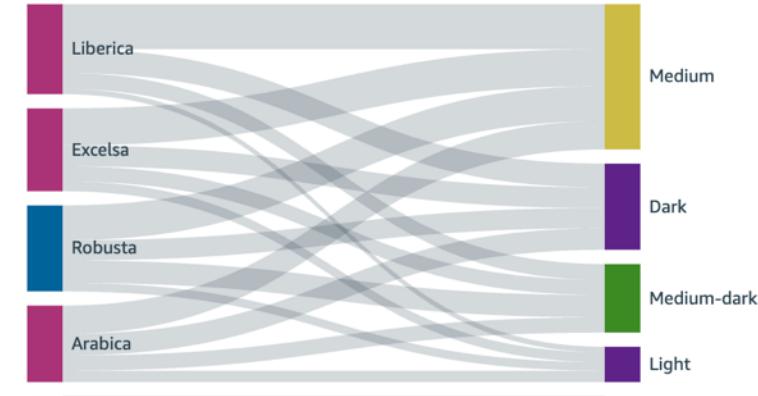
Total Sales by Coffee Type and Roast Type



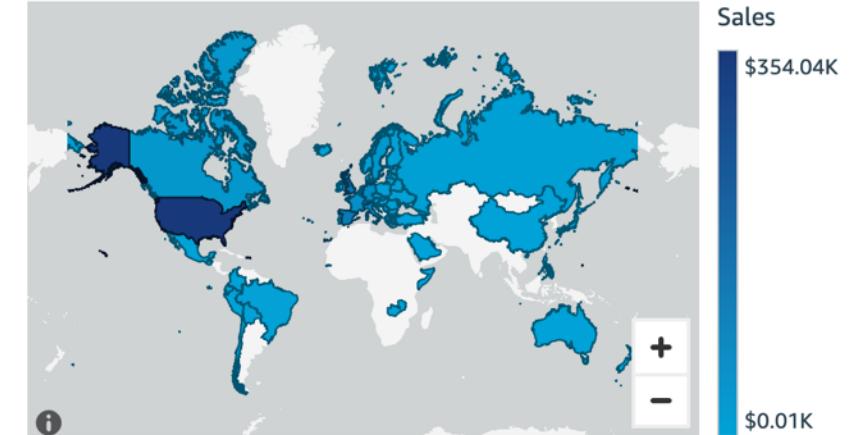
Roast Type

- empty
- Dark
- Light
- Medium
- Medium-dark

Unique number of Customer ID by Coffee Type and Roast Type



Total Sales by Country



Sales

- \$354.04K
- \$0.01K

Total Sales by Month and Coffee Type

Coffee Type

- Arabica
- Excelsa
- Liberica
- Robusta

Total Customers by Country



Customer ID

- 18K
- No 2K (29%)

# customers by loyalty



AmazonQ-dryrun-  
20250318

Hands-on with Amazon Q in QuickSight: A step-by-step workshop

## ▶ Initial setup

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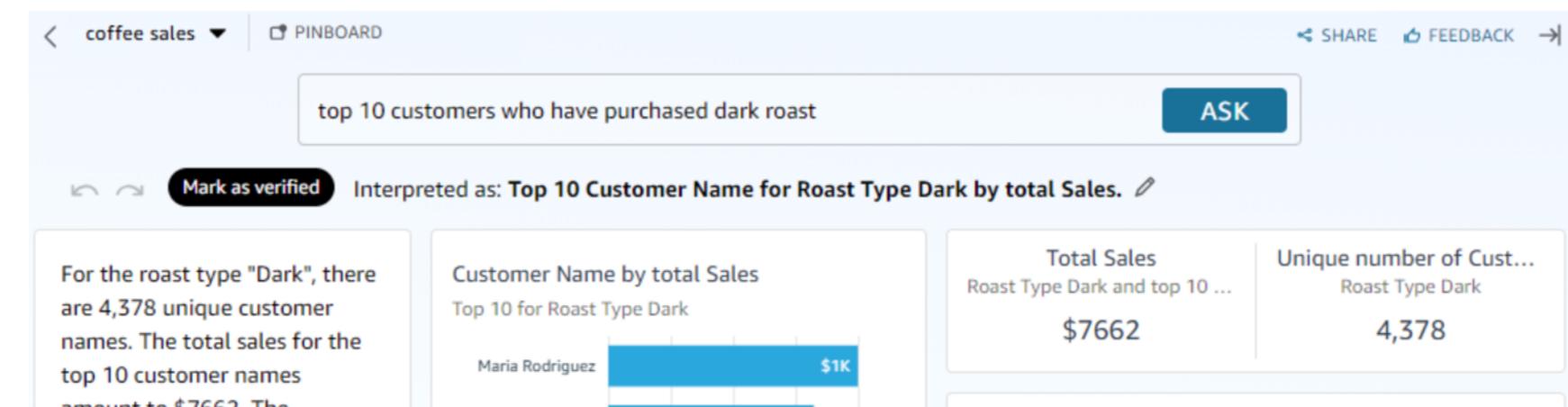
## Exercise 1 – Find top 10 customers who purchased dark roast coffee

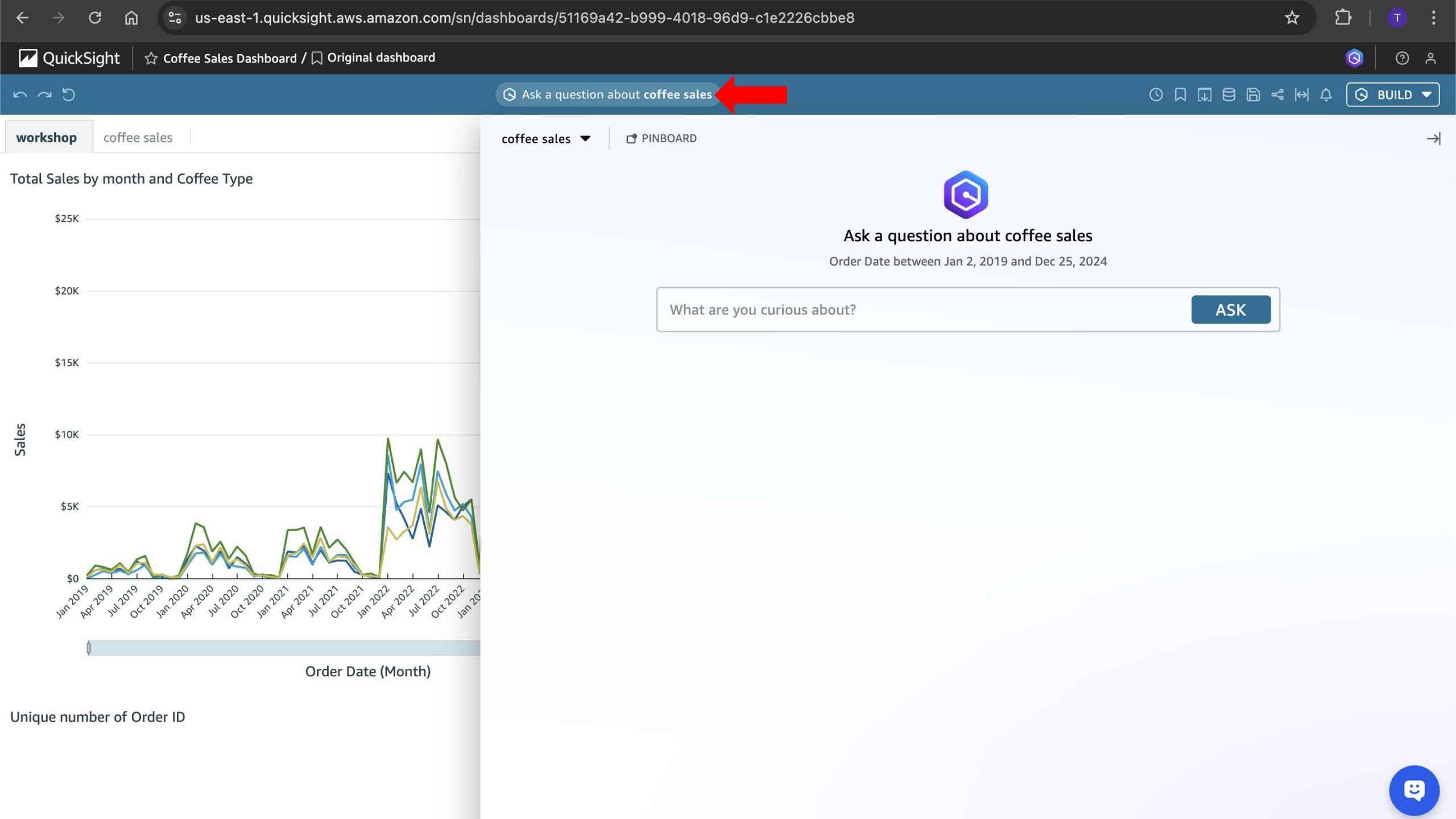
Copied!

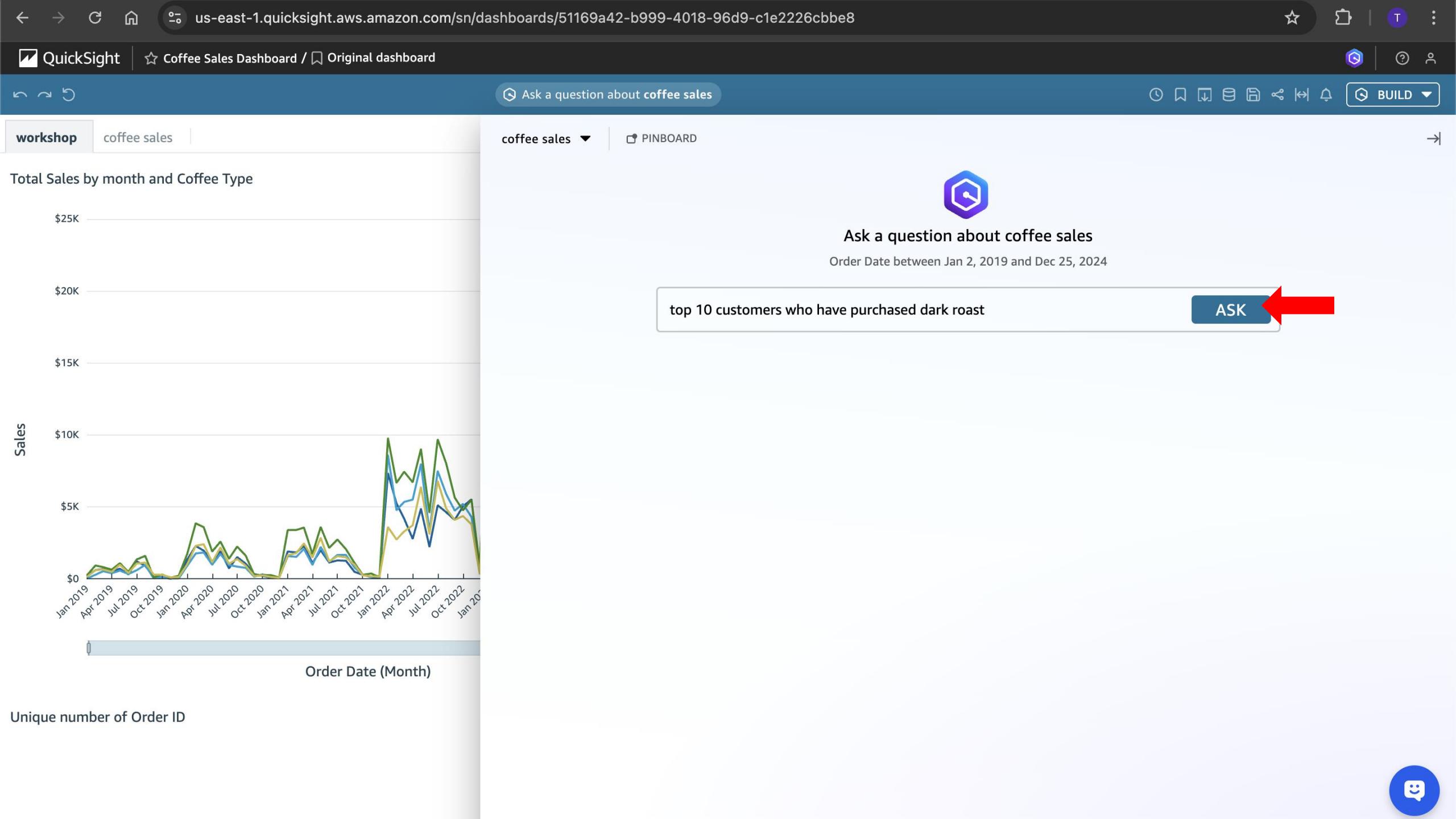
- a. Enter question top 10 customers who have purchased dark roast in the Q bar and click ASK

The screenshot shows the AmazonQ interface. At the top, there's a navigation bar with 'coffee sales' and 'PINBOARD'. Below it is a purple hexagonal logo. The main area has the heading 'Ask a question about coffee sales' and a subtitle 'Order Date between Jan 2, 2019 and Dec 25, 2024'. A text input field contains the question 'top 10 customers who have purchased dark roast'. To the right of the input field is a blue 'ASK' button. A red box surrounds the input field, and a red circle with the number '1' is positioned to its left. Another red box surrounds the 'ASK' button, and a red circle with the number '2' is positioned to its right.

- Q returns a multi-visual response as shown in the image below, with combination of charts and insights for top 10 customer who have purchased dark roast coffee.







us-east-1.quicksight.aws.amazon.com/sn/dashboards/51169a42-b999-4018-96d9-c1e2226cbbe8

# QuickSight | Coffee Sales Dashboard / Original dashboard

Ask a question about coffee sales

coffee sales

Total Sales by month and Coffee Type

Sales

\$25K  
\$20K  
\$15K  
\$10K  
\$5K  
\$0

Order Date (Month)

Unique number of Order ID

top 10 customers who have purchased dark roast

ASK

Mark as verified

Interpreted as: Top 10 Customer Name for Roast Type Dark by total Sales.

For the roast type "Dark", there are 4,378 unique customer names. The total sales for the top 10 customer names amount to \$7662. The customer name with the highest sales for the Dark roast type is Maria Rodriguez, with total sales of \$1,200. According to the map, the top customer for Dark roast sales in Barcelona is Maria Garcia with \$485 in sales, followed by Maria Hernandez with \$474 in sales.

REVIEW FOR ACCURACY

Customer Name by total Sales

TOP 10 FOR ROAST TYPE DARK

Customer Name	Total Sales (\$)
Maria Rodriguez	\$1K
Jane Doe	\$1K
Maria Sanchez	\$1K
Maria Garcia	\$1K
Maria Hernandez	\$1K
Adeleine Degrange	\$1K
Giovanni Martelli	\$1K
Maria Fernandez	\$1K
Sophia Rodriguez	\$1K
Suzanne Dupont	\$0K

Total Sales  
TOP 10 CUSTOMER NAMES...  
\$7662

Unique number of Cust...  
ROAST TYPE DARK  
4,378

Total Sales by Customer Name and City

TOP 10 CUSTOMER NAMES BY SALES ROAST TYPE DARK

Customer purchase details

TOP 10 CUSTOMER NAMES BY SALES AND ROAST TYPE DARK

Customer Name	City	Country	Loyalty Card	Product ID	Roast Type	Co
Adeleine Degrange	Hartford	United States	Yes	A-D	Dark	Ar
Giovanni Martelli	Florence	Italy	Yes	A-D	Dark	Ar
Giovanni Martelli	Rome	Italy	No	A-D	Dark	Ar

View: 500 items

workshop coffee sales PINBOARD SHARE FEEDBACK

Allow additional insight from Q Business to enrich the topic answers.

ENABLE X

1 of 1

us-east-1.quicksight.aws.amazon.com/sn/dashboards/51169a42-b999-4018-96d9-c1e2226cbbe8

# QuickSight | Coffee Sales Dashboard / Original dashboard

Ask a question about coffee sales

coffee sales

Total Sales by month and Coffee Type

Sales

\$25K  
\$20K  
\$15K  
\$10K  
\$5K  
\$0

Order Date (Month)

Unique number of Order ID

top 10 customers who have purchased dark roast

Mark as verified

Interpreted as: Top 10 Customer Name for Roast Type Dark by total Sales.

ASK

For the roast type "Dark", there are 4,378 unique customer names. The total sales for the top 10 customer names amount to \$7662. The customer with the highest sales for the Dark roast type is Maria Rodriguez, with total sales of \$1,200. According to the map, the top customer for Dark roast sales in Barcelona is Maria Garcia with \$485 in sales, followed by Maria Hernandez with \$474 in sales.

REVIEW FOR ACCURACY

Customer Name by total Sales

TOP 10 FOR ROAST TYPE DARK

Customer Name	Total Sales
Maria Rodriguez	\$1K
Jane Doe	\$1K
Maria Sanchez	\$1K
Maria Garcia	\$1K
Maria Hernandez	\$1K
Adeleine Degrange	\$1K
Giovanni Martelli	\$1K
Maria Fernandez	\$1K
Sophia Rodriguez	\$1K
Suzanne Dupont	\$0K

Total Sales  
TOP 10 CUSTOMER NAMES...  
\$7662

Unique number of Cust...  
ROAST TYPE DARK  
4,378

Total Sales by Customer Name and City

TOP 10 CUSTOMER NAMES BY SALES ROAST TYPE DARK

Customer Name

- Jane Doe
- Maria Fernandez
- Maria Garcia
- Maria Hernandez
- Maria Sanchez
- Sophia Rodriguez

Allow additional insight from Q Business to enrich the topic answers.

ENABLE

Customer purchase details

TOP 10 CUSTOMER NAMES BY SALES AND ROAST TYPE DARK

Customer Name	City	Country	Loyalty Card	Product ID	Roast Type	C
Adeleine Degrange	Hartford	United States	Yes	A-D	Dark	Ar
Giovanni Martelli	Florence	Italy	Yes	A-D	Dark	Ar
Giovanni Martelli	Rome	Italy	No	A-D	Dark	Ar

View: 500 items >

SHARE FEEDBACK

BUILD

1 of 1

us-east-1.quicksight.aws.amazon.com/sn/dashboards/51169a42-b999-4018-96d9-c1e2226cbbe8

QuickSight | Coffee Sales Dashboard / Original dashboard

Ask a question about coffee sales

coffee sales | PINBOARD

Total Sales by month and Coffee Type

Sales

\$25K  
\$20K  
\$15K  
\$10K  
\$5K  
\$0

Jan 2019 Apr 2019 Jul 2019 Oct 2019 Jan 2020 Apr 2020 Jul 2020 Oct 2020 Jan 2021 Apr 2021 Jul 2021 Oct 2021 Jan 2022 Apr 2022 Jul 2022 Oct 2022 Jan 2023

Order Date (Month)

Unique number of Order ID

top 10 customers who have purchased dark roast

ASK

Mark as verified | Interpreted as: top 10 customer name for dark by sum of sales from coffee sales dataset

For the roast type "Dark", there are 4,378 unique customer names. The total sales for the top 10 customer names amount to \$7662. The customer with the highest sales for the Dark roast type is Maria Rodriguez, with total sales of \$1,200. According to the map, the top customer for Dark roast sales in Barcelona is Maria Garcia with \$485 in sales, followed by Maria Hernandez with \$474 in sales.

REVIEW FOR ACCURACY

Customer Name by total Sales

TOP 10 FOR ROAST TYPE DARK

Customer Name	Total Sales
Maria Rodriguez	\$1K
Jane Doe	\$1K
Maria Sanchez	\$1K
Maria Garcia	\$1K
Maria Hernandez	\$1K
Adeleine Degrange	\$1K
Giovanni Martelli	\$1K
Maria Fernandez	\$1K
Sophia Rodriguez	\$1K
Suzanne Dupont	\$0K

Total Sales  
TOP 10 CUSTOMER NAMES...  
\$7662

Unique number of Cust...  
ROAST TYPE DARK  
4,378

Total Sales by Customer Name and City

TOP 10 CUSTOMER NAMES BY SALES ROAST TYPE DARK

Customer Name

- Jane Doe
- Maria Fernandez
- Maria Garcia
- Maria Hernandez
- Maria Sanchez
- Sophia Rodriguez

Allow additional insight from Q Business to enrich the topic answers.

ENABLE X

Customer purchase details

TOP 10 CUSTOMER NAMES BY SALES AND ROAST TYPE DARK

Customer Name	City	Country	Loyalty Card	Product ID	Roast Type	C
Adeleine Degrange	Hartford	United States	Yes	A-D	Dark	Ar
Giovanni Martelli	Florence	Italy	Yes	A-D	Dark	Ar
Giovanni Martelli	Rome	Italy	No	A-D	Dark	Ar

View: 500 items >

1 of 1

Share Feedback

us-east-1.quicksight.aws.amazon.com/sn/dashboards/51169a42-b999-4018-96d9-c1e2226cbbe8

# QuickSight | Coffee Sales Dashboard / Original dashboard

Ask a question about coffee sales

workshop coffee sales

Total Sales by month and Coffee Type

Sales

\$25K  
\$20K  
\$15K  
\$10K  
\$5K  
\$0

Jan 2019 Apr 2019 Jul 2019 Oct 2019 Jan 2020 Apr 2020 Jul 2020 Oct 2020 Jan 2021 Apr 2021 Jul 2021 Oct 2021 Jan 2022 Apr 2022 Jul 2022 Oct 2022 Jan 2023

Order Date (Month)

Unique number of Order ID

top 10 customers who have purchased dark roast

ASK

Mark as verified Interpreted as: top 10 Change Visual Type for dark by sum of sales from coffee sales dataset

For the roast type "Dark", there are 4,378 unique customer names. The total sales for the top 10 customer names amount to \$7662. The customer with the highest sales for the Dark roast type is Maria Rodriguez, with total sales of \$1,200. According to the map, the top customer for Dark roast sales in Barcelona is Maria Garcia with \$485 in sales, followed by Maria Hernandez with \$474 in sales.

REVIEW FOR ACCURACY ⓘ

Customer Name by total Sales

TOP 10 FOR ROAST TYPE DARK

Customer Name	Total Sales (\$)
Maria Rodriguez	\$1K
Jane Doe	\$1K
Maria Sanchez	\$1K
Maria Garcia	\$1K
Maria Hernandez	\$1K
Adeleine Degrange	\$1K
Giovanni Martelli	\$1K
Maria Fernandez	\$1K
Sophia Rodriguez	\$1K
Suzanne Dupont	\$0K

Total Sales  
TOP 10 CUSTOMER NAMES...  
\$7662

Unique number of Cust...  
ROAST TYPE DARK  
4,378

Total Sales by Customer Name and City

TOP 10 CUSTOMER NAMES BY SALES ROAST TYPE DARK

Customer Name

- Jane Doe
- Maria Fernandez
- Maria Garcia
- Maria Hernandez
- Maria Sanchez
- Sophia Rodriguez

Allow additional insight from Q Business to enrich the topic answers.

ENABLE ×

Customer purchase details

TOP 10 CUSTOMER NAMES BY SALES AND ROAST TYPE DARK

Customer Name	City	Country	Loyalty Card	Product ID	Roast Type	Co
Adeleine Degrange	Hartford	United States	Yes	A-D	Dark	Ar
Giovanni Martelli	Florence	Italy	Yes	A-D	Dark	Ar
Giovanni Martelli	Rome	Italy	No	A-D	Dark	Ar

View: 500 items > 1 of 1

us-east-1.quicksight.aws.amazon.com/sn/dashboards/51169a42-b999-4018-96d9-c1e2226cbbe8

# QuickSight | Coffee Sales Dashboard / Original dashboard

Ask a question about coffee sales

coffee sales

Total Sales by month and Coffee Type

Sales

Order Date (Month)

Unique number of Order ID

top 10 customers who have purchased dark roast

ASK

Mark as verified

Interpreted as: top 10 customer name for dark by sum of sales from coffee sales dataset

For the roast type "Dark", there are 4,378 unique customer names. The total sales for the top 10 customer names amount to \$7662. The customer with the highest sales for the Dark roast type is Maria Rodriguez, with total sales of \$1,200. According to the map, the top customer for Dark roast sales in Barcelona is Maria Garcia with \$485 in sales, followed by Maria Hernandez with \$474 in sales.

REVIEW FOR ACCURACY

Pie chart

Total Sales  
TOP 10 CUSTOMER NAMES BY SALES ROAST TYPE DARK  
\$7662

Unique number of Cust...  
ROAST TYPE DARK  
4,378

Total Sales by Customer Name and City  
TOP 10 CUSTOMER NAMES BY SALES ROAST TYPE DARK

Customer purchase details  
TOP 10 CUSTOMER NAMES BY SALES AND ROAST TYPE DARK

Customer Name	City	Country	Loyalty Card	Product ID	Roast Type
Adeleine Degrange	Hartford	United States	Yes	A-D	Dark
Giovanni Martelli	Florence	Italy	Yes	A-D	Dark
Giovanni Martelli	Rome	Italy	No	A-D	Dark

Allow additional insight from Q Business to enrich the topic answers.

ENABLE

View: 500 items

SHARE FEEDBACK

workshop coffee sales

PINBOARD

SHARE FEEDBACK

BUILD

1 of 1

us-east-1.quicksight.aws.amazon.com/sn/dashboards/51169a42-b999-4018-96d9-c1e2226cbbe8

# QuickSight | Coffee Sales Dashboard / Original dashboard

Ask a question about coffee sales

coffee sales

Total Sales by month and Coffee Type

Sales

\$25K  
\$20K  
\$15K  
\$10K  
\$5K  
\$0

Order Date (Month)

Unique number of Order ID

top 10 customers who have purchased dark roast

ASK

Mark as verified

Interpreted as: Top 10 Customer Name for Roast Type Dark by total Sales.

For the roast type "Dark", there are 4,378 unique customer names. The total sales from the top 10 customer names amount to \$7662. The customer with the highest sales for the Dark roast type is Maria Rodriguez, with sales of \$1200. According to the map, the top customer for Dark roast in Barcelona is Maria Garcia with sales of \$485, followed by Maria Hernandez with sales of \$474.

REVIEW FOR ACCURACY

Customer Name by total Sales

TOP 10 FOR ROAST TYPE DARK

Maria Rodriguez, Jane Doe, Maria Sanchez, Maria Garcia, Maria Hernandez, Adeleine Degrange, Giovanni Martelli, Maria Fernandez, Sophia Rodriguez, Suzanne Douglas

Total Sales  
TOP 10 CUSTOMER NAMES...  
\$7662

Unique number of Cust...  
ROAST TYPE DARK  
4,378

Total Sales by Customer Name and City

TOP 10 CUSTOMER NAMES BY SALES ROAST TYPE DARK

Jane Doe, Maria Fernandez, Maria Garcia, Maria Hernandez, Maria Sanchez, Sophia Rodriguez

Customer purchase details

TOP 10 CUSTOMER NAMES BY SALES AND ROAST TYPE DARK

Customer Name	City	Country	Loyalty Card	Product ID	Roast Type	C
Adeleine Degrange	Hartford	United States	Yes	A-D	Dark	Ar
Giovanni Martelli	Florence	Italy	Yes	A-D	Dark	Ar
Giovanni Martelli	Rome	Italy	No	A-D	Dark	Ar

Allow additional insight from Q Business to enrich the topic answers.

ENABLE X

View: 500 items >

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AmazonQ-dryrun-  
20250318

Hands-on with Amazon Q in QuickSight: A step-by-step workshop

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[Get AWS CLI credentials](#)

Exit event

## Exercise 2 – Find bottom 3 products

Copied!

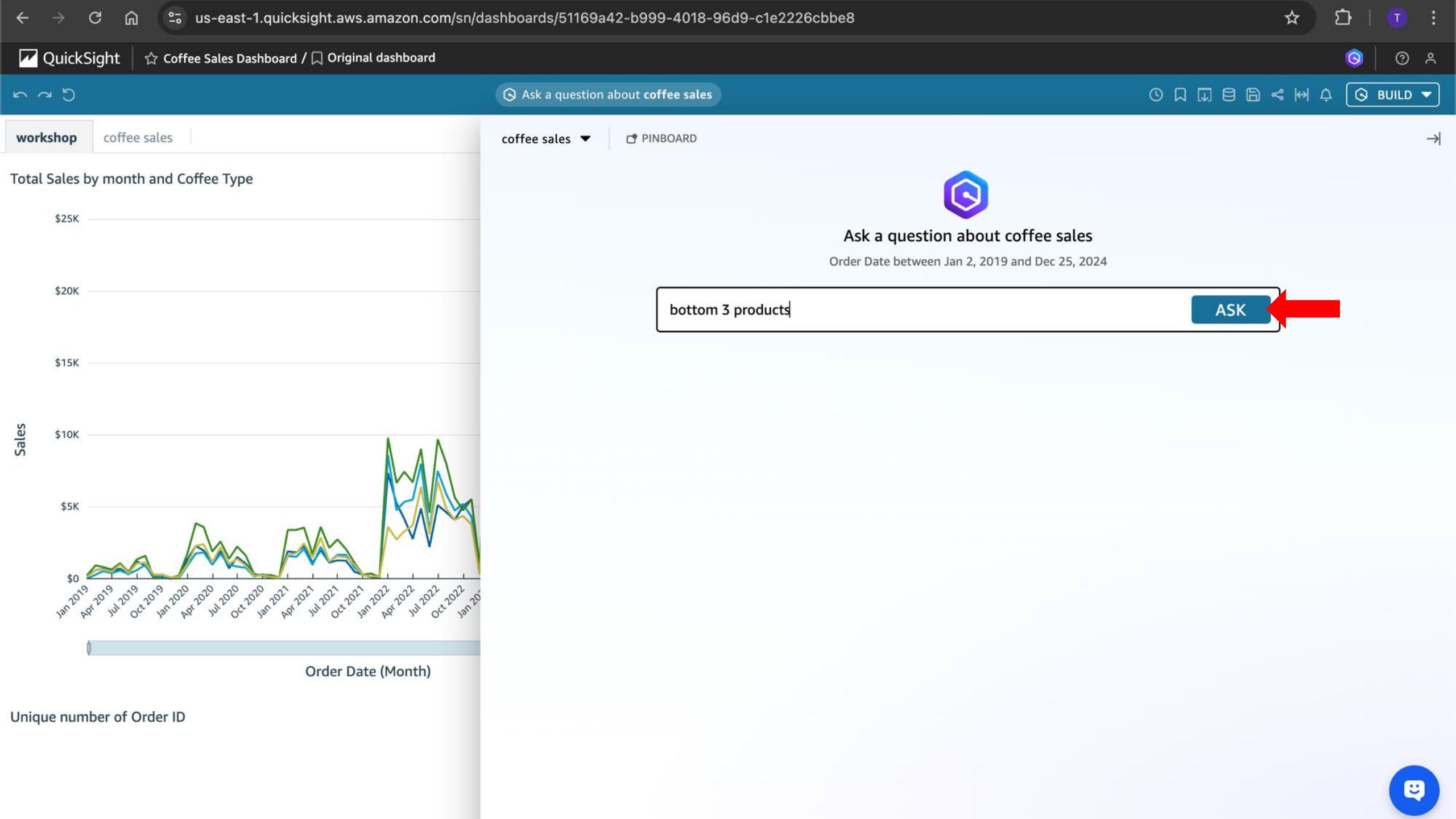
a. Enter question bottom 3 products in the Q bar and click ASK

- Q's response for **bottom 3 products** is by **total quantity** as shown in the **Interpreted as** section.

The screenshot shows the Amazon Q interface with the following details:

- Q bar:** The input "bottom 3 products" is highlighted with a red box. To its right is the "ASK" button.
- Interpreted as:** The text "Interpreted as: Bottom 3 Product ID by total Quantity." is highlighted with a red box.
- Left Panel:** A text box states: "There are 17 unique product IDs. The total quantity for the bottom 3 product IDs is 4,620. The product ID with the lowest total quantity is "L-L" with 1,759 units. The customer with the lowest total quantity is Aubrey Dewitt with only 1 unit." Below it is a "REVIEW FOR ACCURACY" link.
- Bottom 3 Product ID by total Quantity:** A bar chart showing the total quantity for three product IDs:
  - L-L: 1.75K
  - R-L: 2.87K
  - E-L: 2.88K
- Total Quantity by Customer Name and Product ID:** A bar chart showing the total quantity by customer name and product ID. The legend indicates:
  - E-L (Blue)
  - L-L (Orange)
  - R-L (Purple)Customer names listed include Aaron Black, Aaron O'Conner, Abigail Araujo, Abigail Duarte, Abigail Jones, Abigail McAuley, Abigail McMullen, Abigail McCall, Abigail Pacheco, Abigail Stone, and Abraham Akers. Each customer has one bar representing their total quantity.
- Did you mean...:** A suggestion box lists:
  - Bottom 3 Product ID by total Sales.
  - Bottom 3 Product ID by total Size.





Ask a question about coffee sales

Clock Share Download Print Refresh BUILD

workshop

coffee sales

## Total Sales by month and Coffee Type



## Unique number of Order ID

Customer Name	City	Country	Loyalty Card	Product ID	Roas
Aaron Adams	Manchester	United Kingdom	Yes	A-L	
Aaron Black	Portland	United States	Yes	A-D	

Did you mean...

Bottom 3 Product ID by total Quantity.

bottom 3 products

ASK

Mark as verified

Interpreted as: Bottom 3 Coffee Type by total Quantity.

There are 5 unique coffee types. The total quantity of the bottom 3 coffee types is 53,820. The coffee type with the lowest total quantity is Excelsa, with 26,019 units sold. The customer with the lowest total amount spent is Aubrey Dewitt, with only 1 unit purchased.

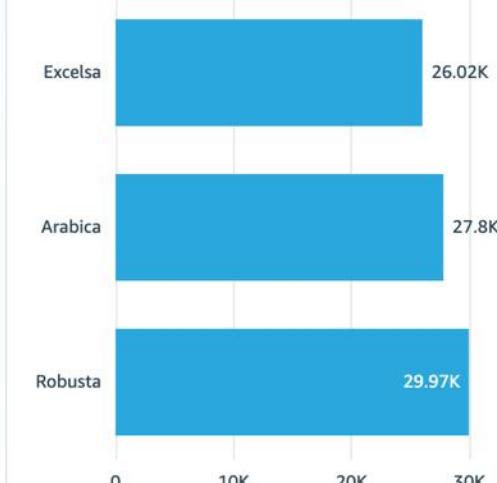
REVIEW FOR ACCURACY ⓘ

Allow additional insight from Q Business to enrich the topic answers.

ENABLE X

## Coffee Type by total Quantity

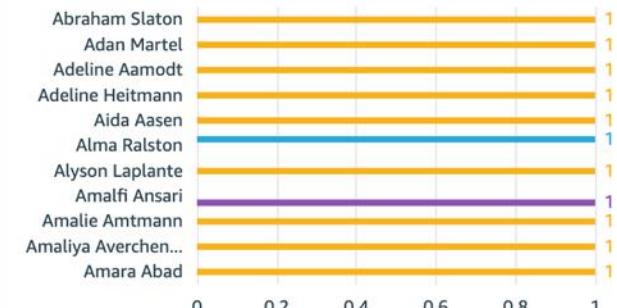
BOTTOM 3

Total Quantity  
BOTTOM 3 COFFEE TYPES ...

53,820

Unique number of Coff...

5

Total Quantity by Customer Name and Coffee Type  
BOTTOM 3 COFFEE TYPES BY QUANTITY

## Customer purchase details

BOTTOM 3 COFFEE TYPES BY QUANTITY

Customer Name	City	Country	Loyalty Card	Product ID	Roas
Aaron Adams	Manchester	United Kingdom	Yes	A-L	
Aaron Black	Portland	United States	Yes	A-D	

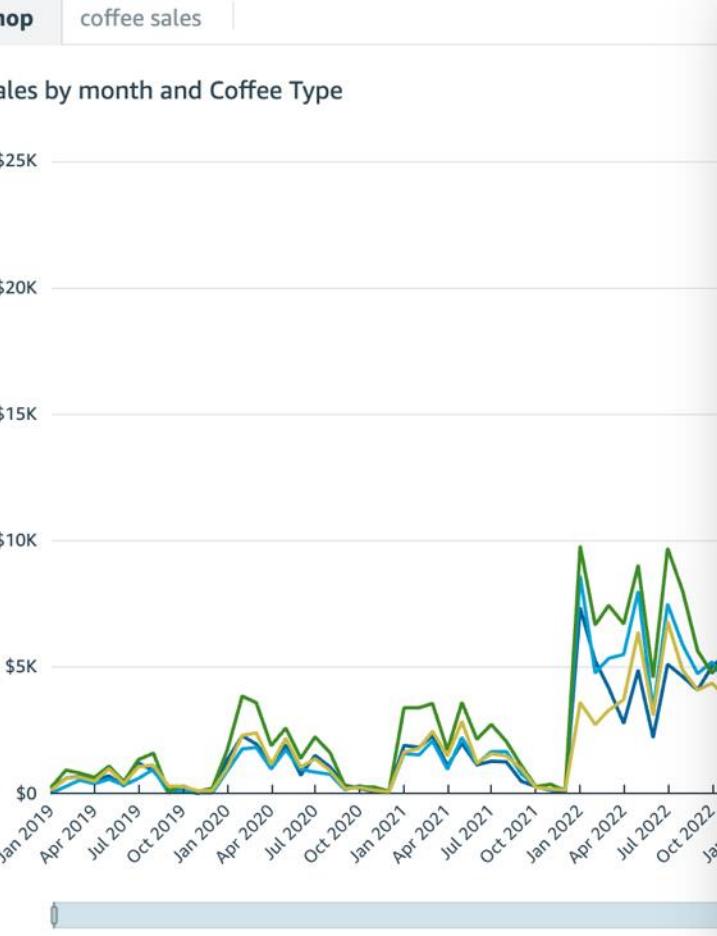
View: 500 items ▾

&lt; &lt; 1 of 41 &gt; &gt;



**workshop** coffee sales

### Total Sales by month and Coffee Type



Sales

Order Date (Month)

### Unique number of Order ID

Ask a question about coffee sales

< coffee sales ▾ PINBOARD

bottom 3 products ASK

Mark as verified Interpreted as: **Bottom 3 Coffee Type by total Quantity.** ✎

bottom 3 coffee types is 53,820. The coffee type with the lowest total quantity is Excelsa, with 26,019 units sold. The customer with the lowest total amount spent is Aubrey Dewitt, with only 1 unit purchased.

REVIEW FOR ACCURACY  ⓘ

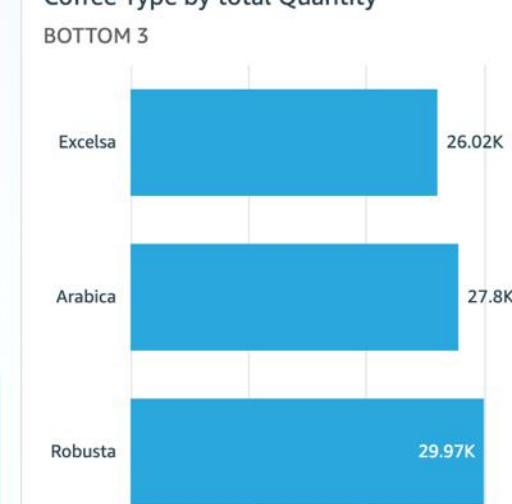
ⓘ Allow additional insight from Q Business to enrich the topic answers. ENABLE X

Did you mean...

Bottom 3 Product ID by total Quantity.

Bottom 3 Product ID by total Sales. ←

**Coffee Type by total Quantity**  
BOTTOM 3



Coffee Type	Quantity
Excelsa	26.02K
Arabica	27.8K
Robusta	29.97K

**Total Quantity**  
BOTTOM 3 COFFEE TYPES ...

53,820

**Total Quantity by Customer Name and Coffee Type**  
BOTTOM 3 COFFEE TYPES BY QUANTITY

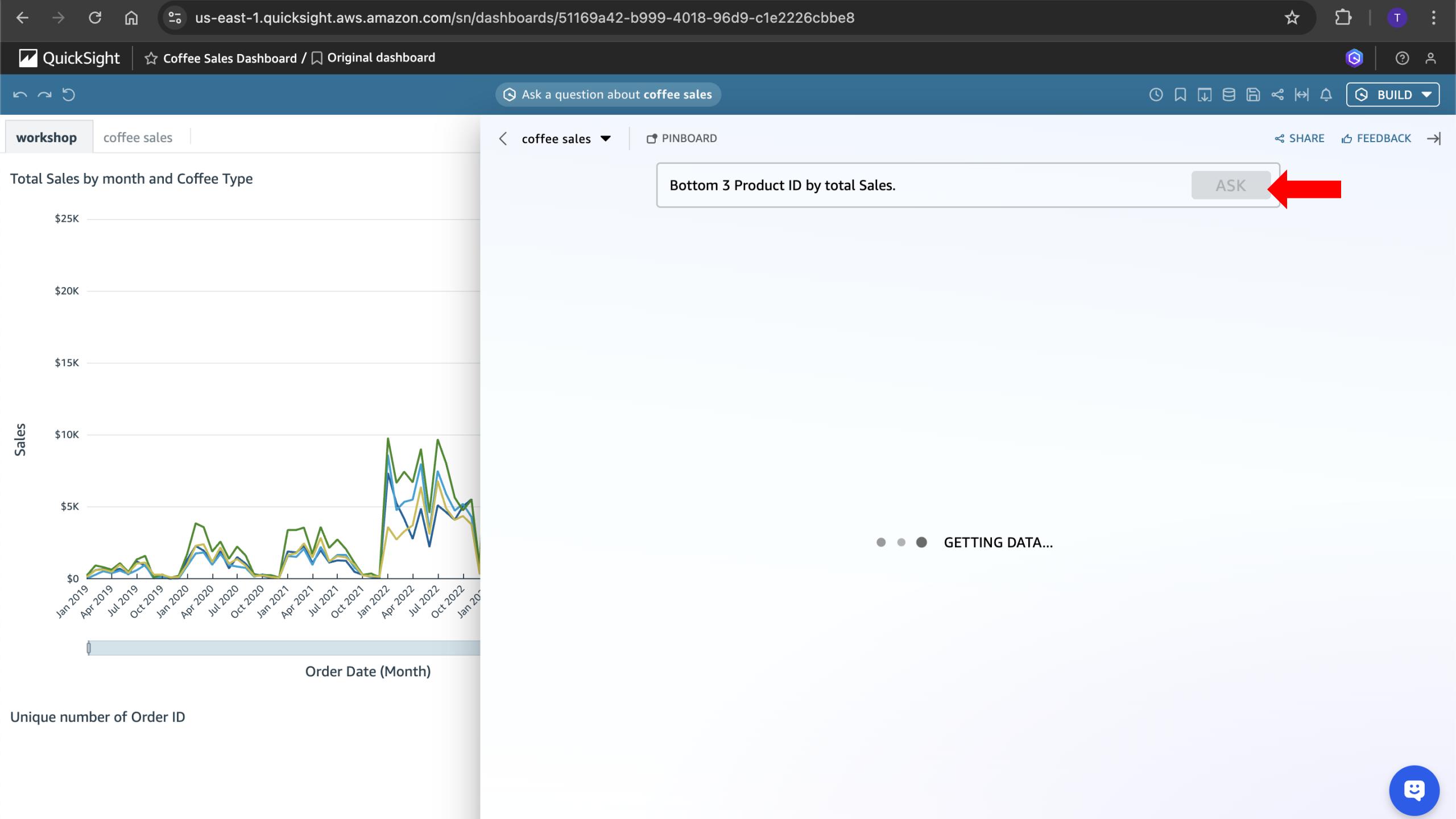
Customer Name	Coffee Type	Quantity
Abraham Slaton	Excelsa	26.019
Adan Martel	Arabica	27.800
Adeline Aamodt	Robusta	29.970
Adeline Heitmann	Excelsa	26.019
Aida Aasen	Arabica	27.800
Alma Ralston	Robusta	29.970
Alyson Laplante	Excelsa	26.019
Amalfi Ansari	Arabica	27.800
Amalie Amtmann	Robusta	29.970
Amaliya Averchen...	Excelsa	26.019
Amara Abad	Arabica	27.800

**Customer purchase details**  
BOTTOM 3 COFFEE TYPES BY QUANTITY

Customer Name	City	Country	Loyalty Card	Product ID	Roas
Aaron Adams	Manchester	United Kingdom	Yes	A-L	
Aaron Black	Portland	United States	No	Δ-D	

View: 500 items ▼ « < 1 of 41 > »

💬



Ask a question about coffee sales

workshop

coffee sales

## Total Sales by month and Coffee Type

\$25K

\$20K

\$15K

\$10K

\$5K

\$0

Sales

Order Date (Month)

## Unique number of Order ID

&lt; coffee sales ▾

PINBOARD

Bottom 3 Product ID by total Sales.

ASK

Mark as verified

Interpreted as: Bottom 3 Product ID by total Sales.

There are 17 unique product IDs in total. The bottom 3 product IDs in terms of total sales generated \$34403 in revenue. Additionally, the customer "Aubrey Dewitt" had the lowest total sales across all customers, with only \$7 in purchases.

REVIEW FOR ACCURACY

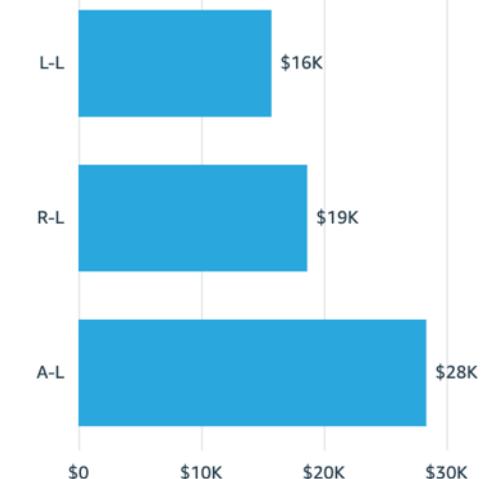
Allow additional insight from Q Business to enrich the topic answers.

ENABLE

X

## Product ID by total Sales

BOTTOM 3



Total Sales  
BOTTOM 3 PRODUCT IDS BY SALES  
\$34403

Unique number of Prod...

17

Total Sales by Customer Name and Product ID  
BOTTOM 3 PRODUCT IDS BY SALES

Abigail McMurray	\$7
Abigail McCall	\$7
Abraham Lachance	\$7
Adaline Loeffler	\$7
Adaline Pacheco	\$7
Adaline Weinrich	\$7
Adalyn Meza	\$7
Adelaide West	\$7
Adelina Abruzzini	\$7
Aidan McMahon	\$7
Ailin O'Reilly	\$7

## Customer purchase details

BOTTOM 3 PRODUCT IDS BY SALES

Customer Name	City	Country	Loyalty Card	Product I
Abigail Adams	Portland	United States	Yes	L-L
Abigail Coffey	Houston	United States	No	I-I

View: 500 items ▾

&lt; &lt; 1 of 4 &gt; &gt;&gt;



## Hands-on with Amazon Q in QuickSight: A step-by-step workshop

▶ Initial setup

▼ Authoring experience

Build & refine visuals using natural language

Create calculations using natural language

▼ Reader experience

**Ask questions using natural language and get answers**

Generate executive summary

Build data story

Scenarios

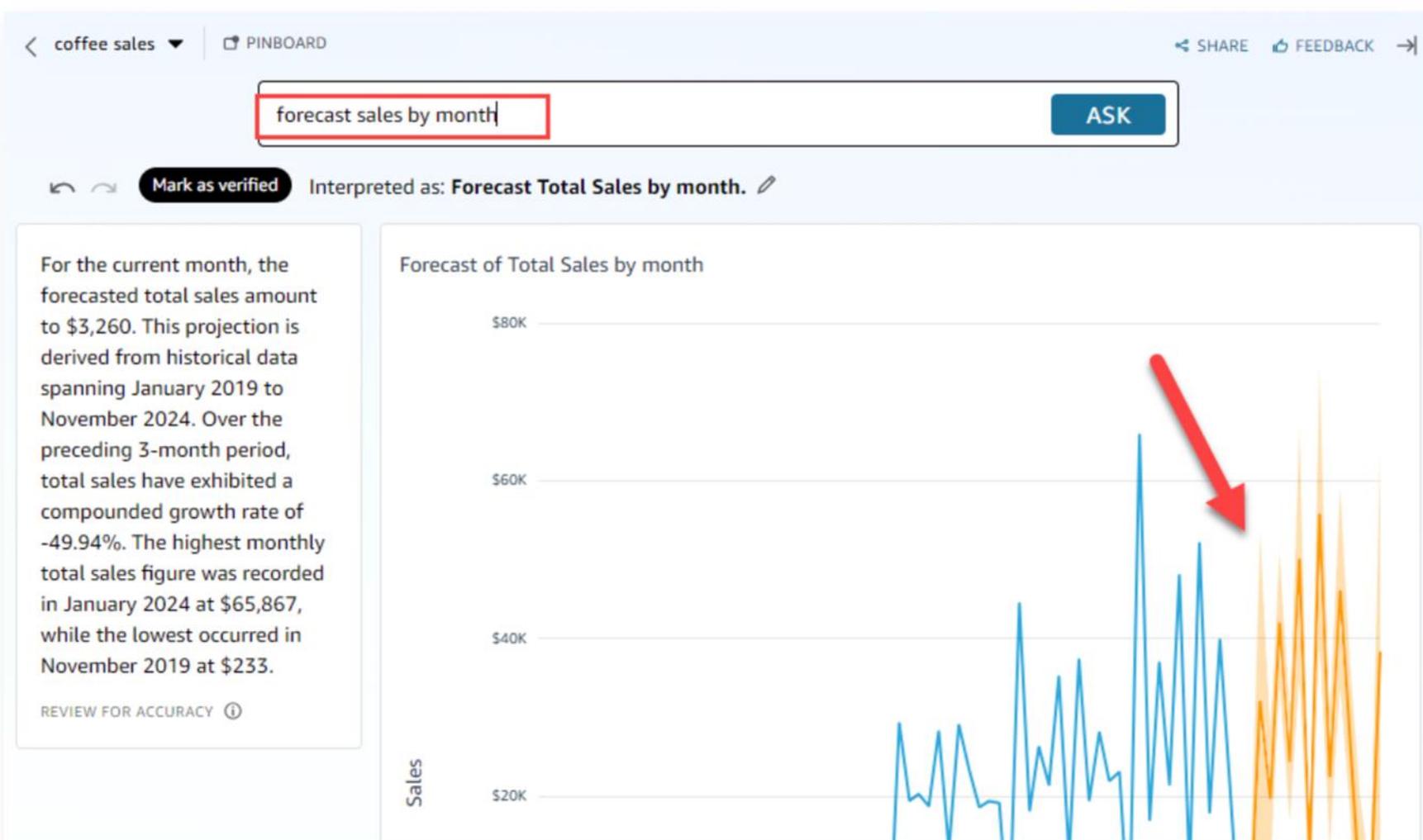
▶ Unstructured insights

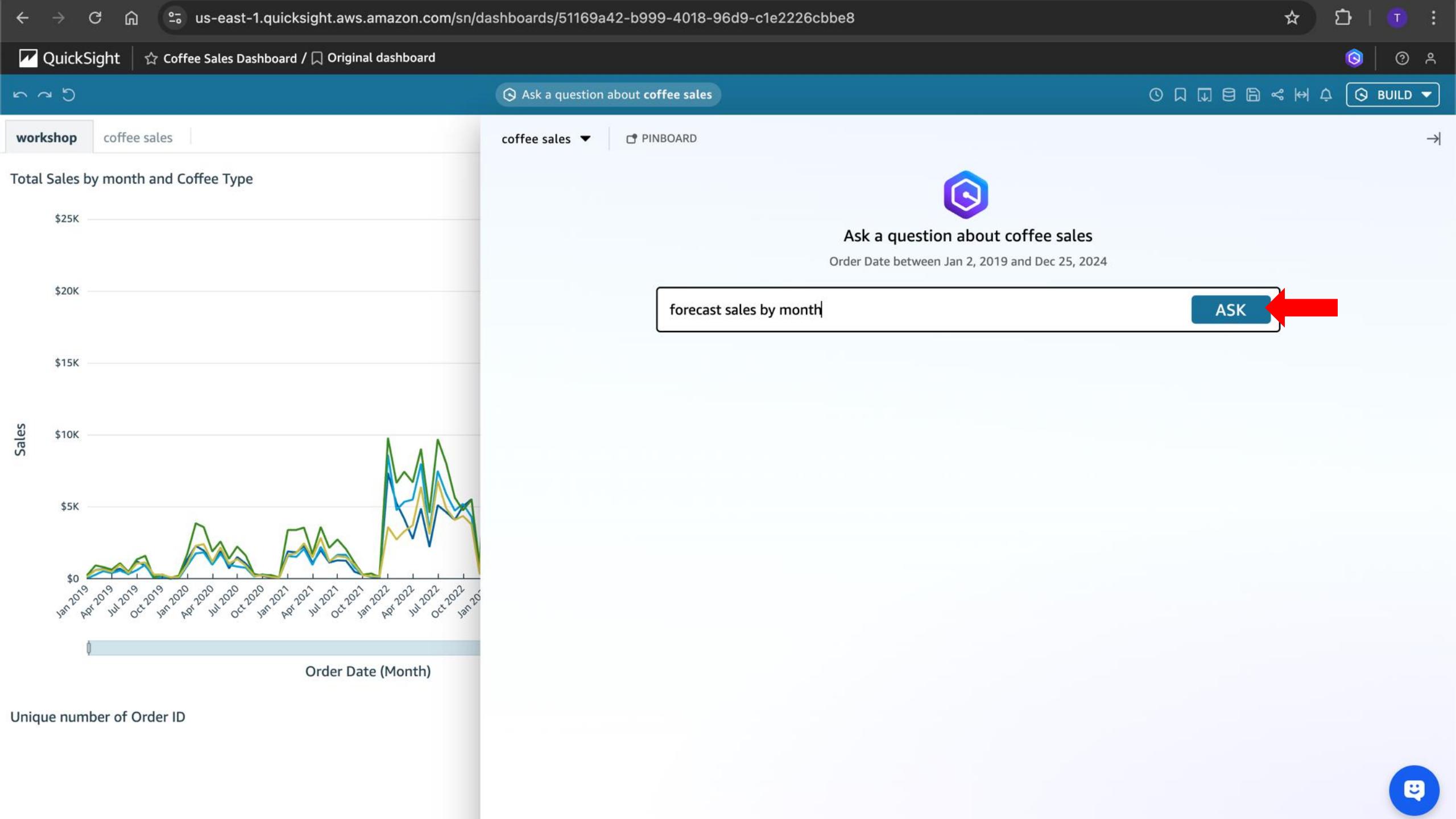
### Exercise 3 – Lets find forecast of sales

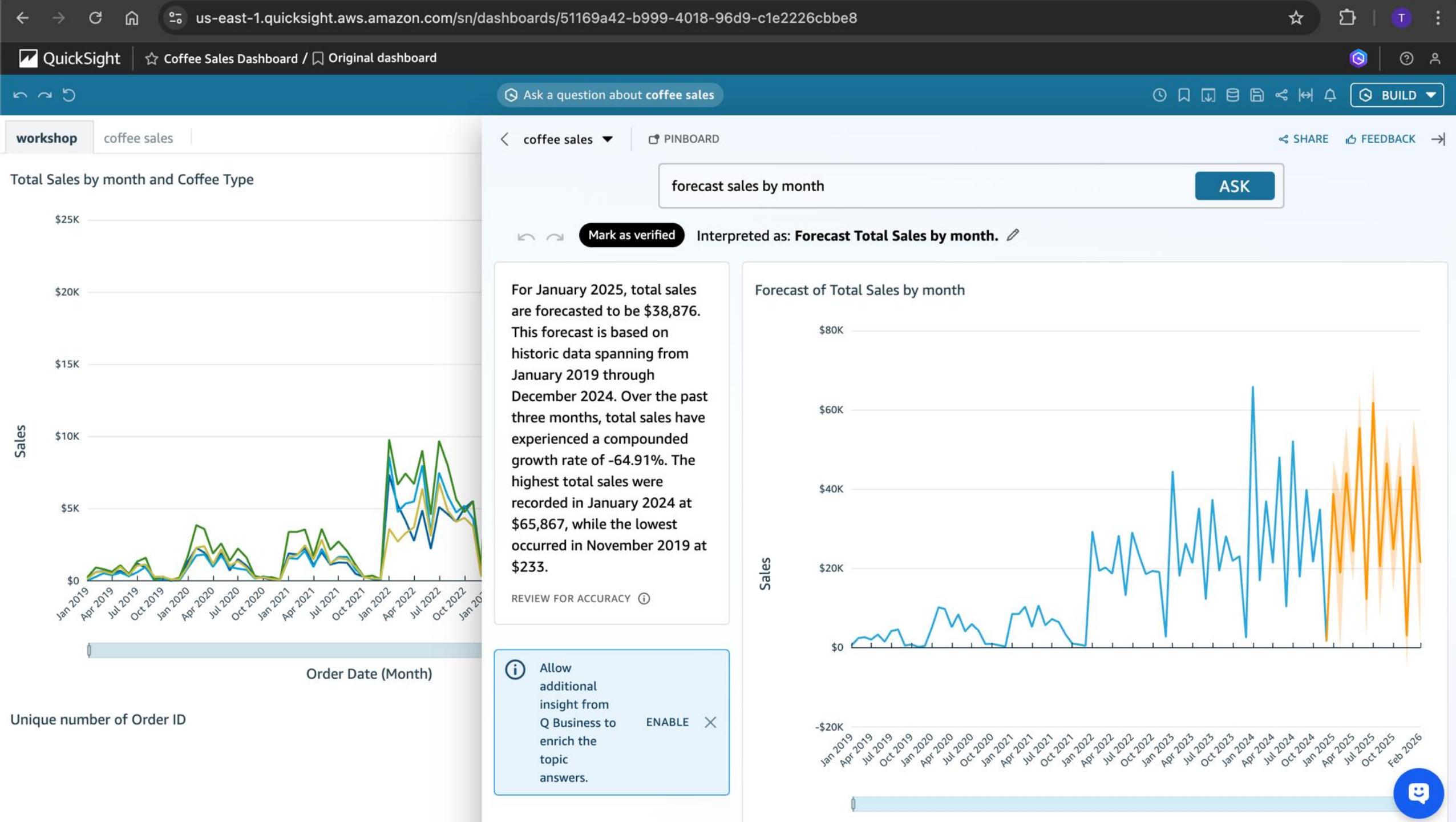
Copied!

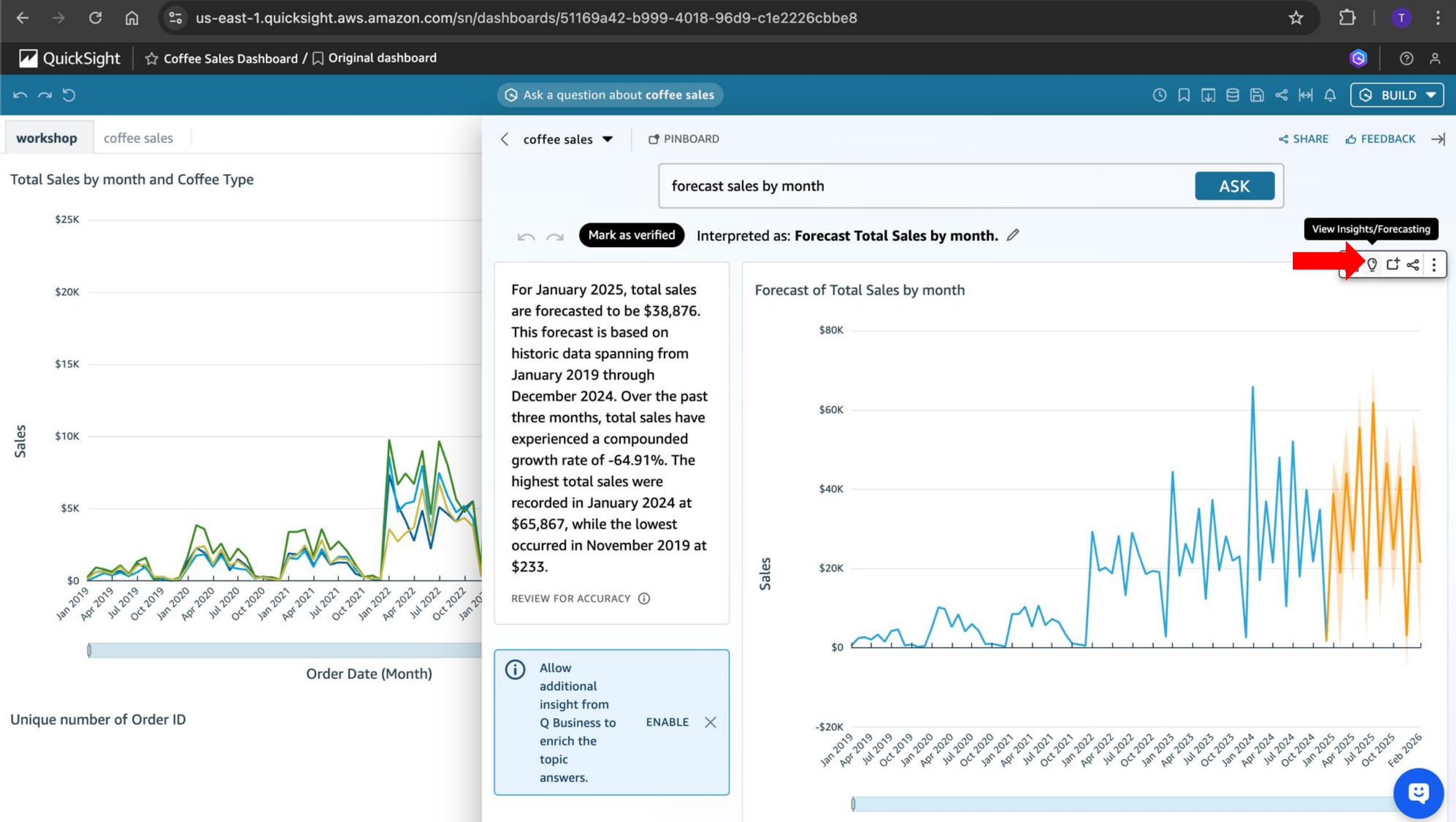
- a. Enter question forecast sales by month in the Q bar and click ASK

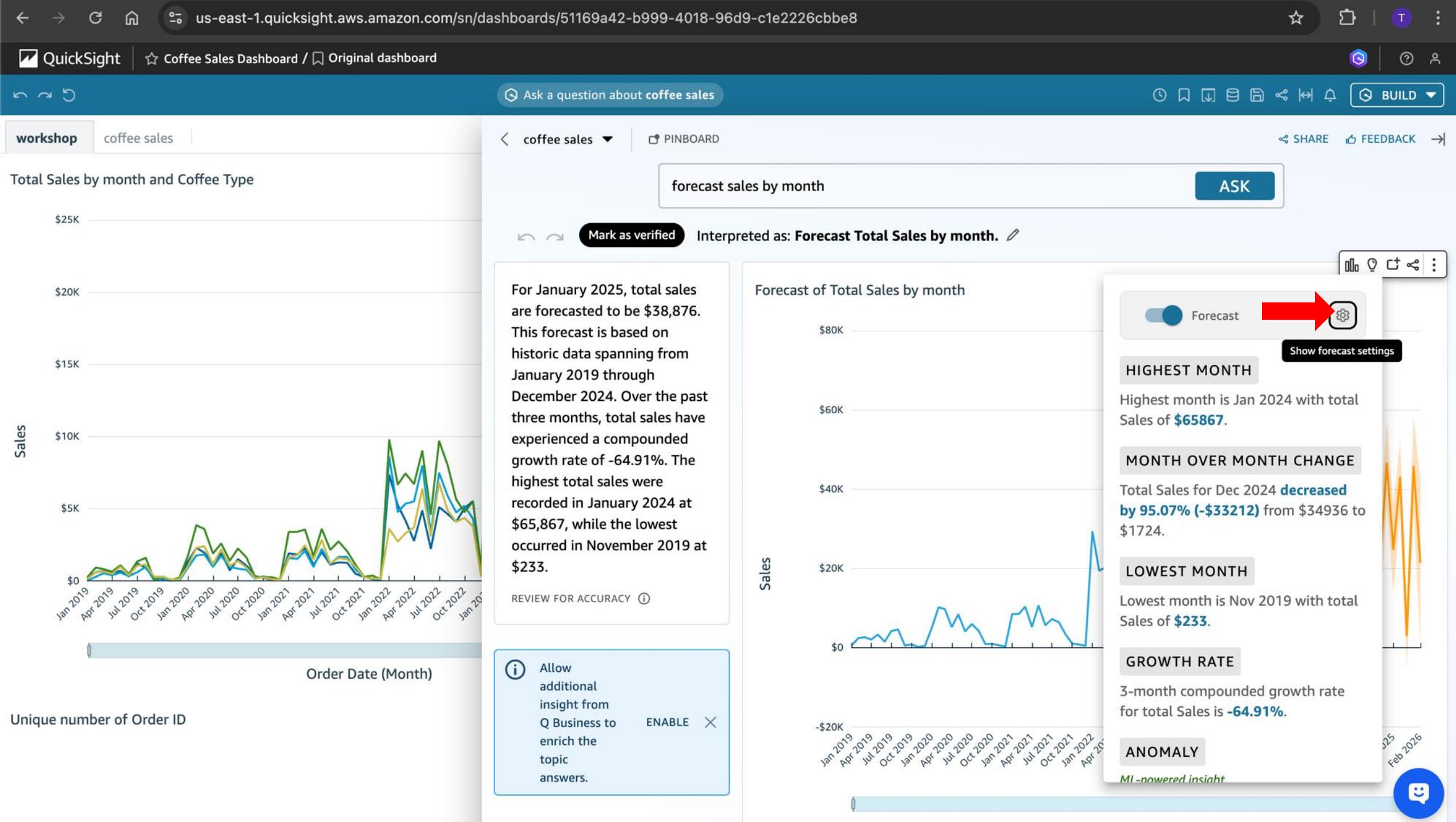
- You will find Q generates line chart visual with forecast of sales and highlighted in orange.

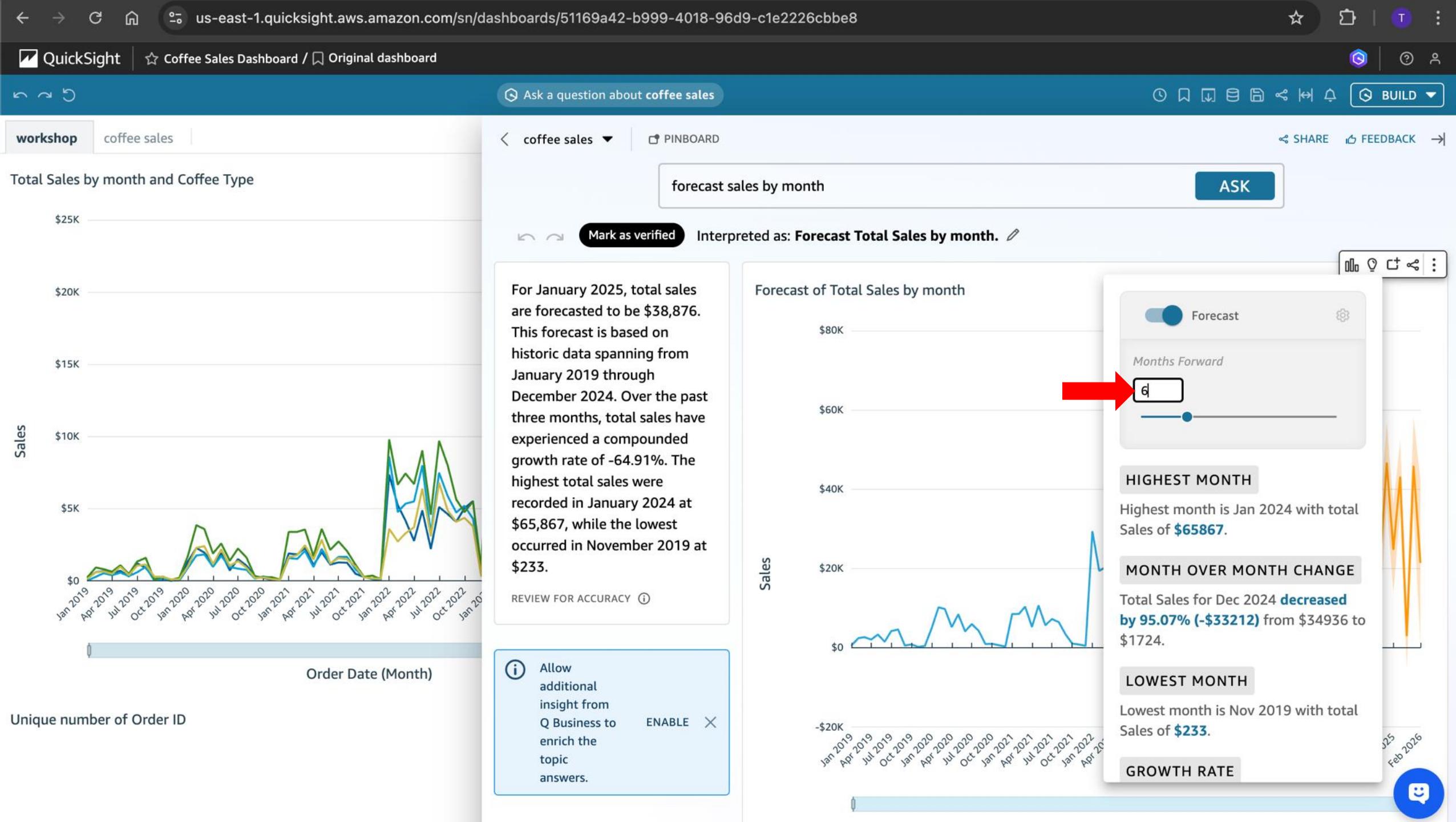


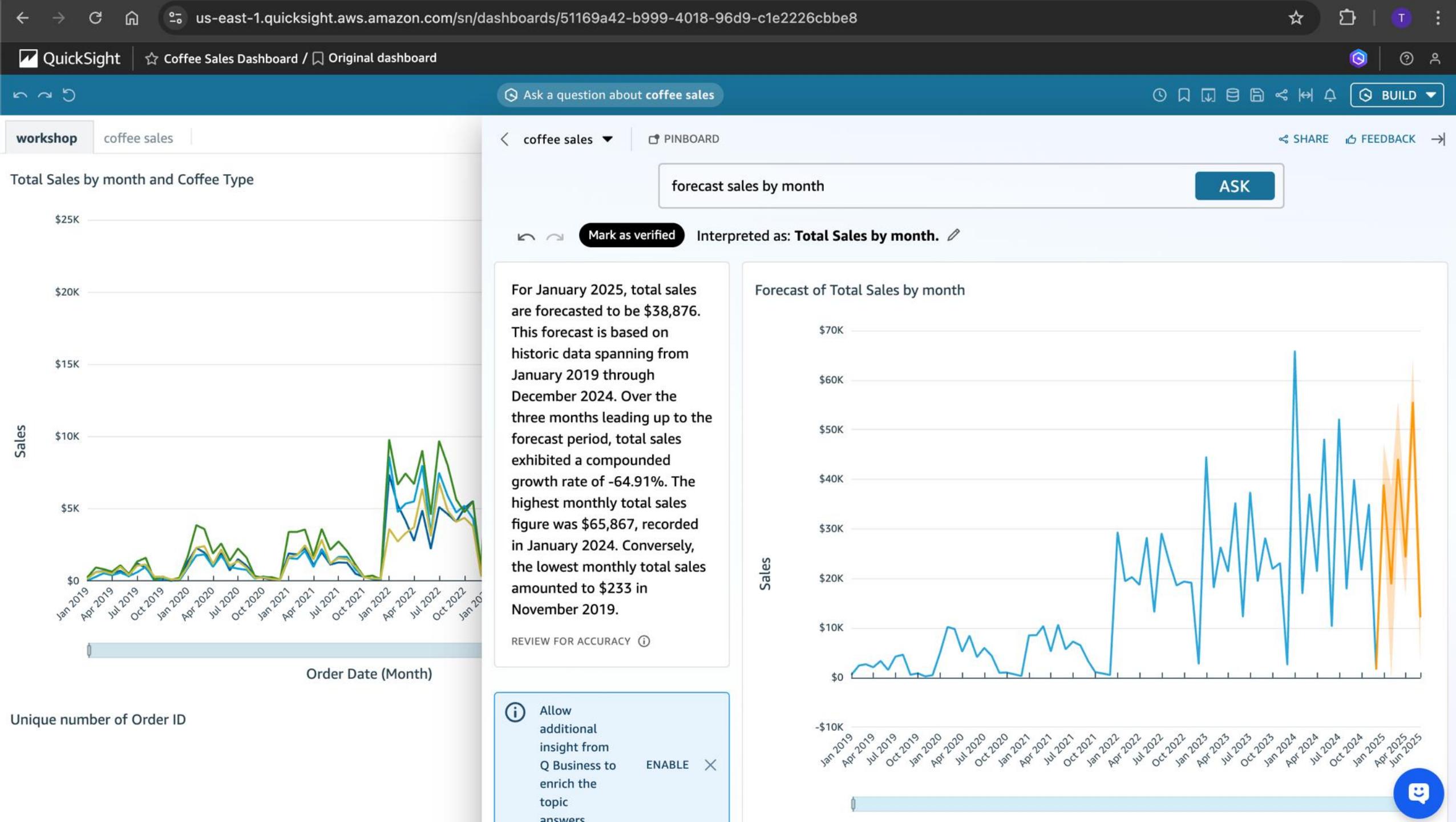












AmazonQ-dryrun-  
20250318

Hands-on with Amazon Q in QuickSight: A step-by-step workshop

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## ▼ AWS account access

[Open AWS console  
\(us-east-1\)](#)

[Get AWS CLI credentials](#)

[Exit event](#)

## Exercise 4 – Lets find out why sales decreased in Aug

Copied!

a. Enter question why did sales decrease in Aug 2024? in the Q bar and click ASK

- With **why** questions, we can dive deeper to find out what contributed to the increase or decrease in sales. Q shows up to 4 key drivers.

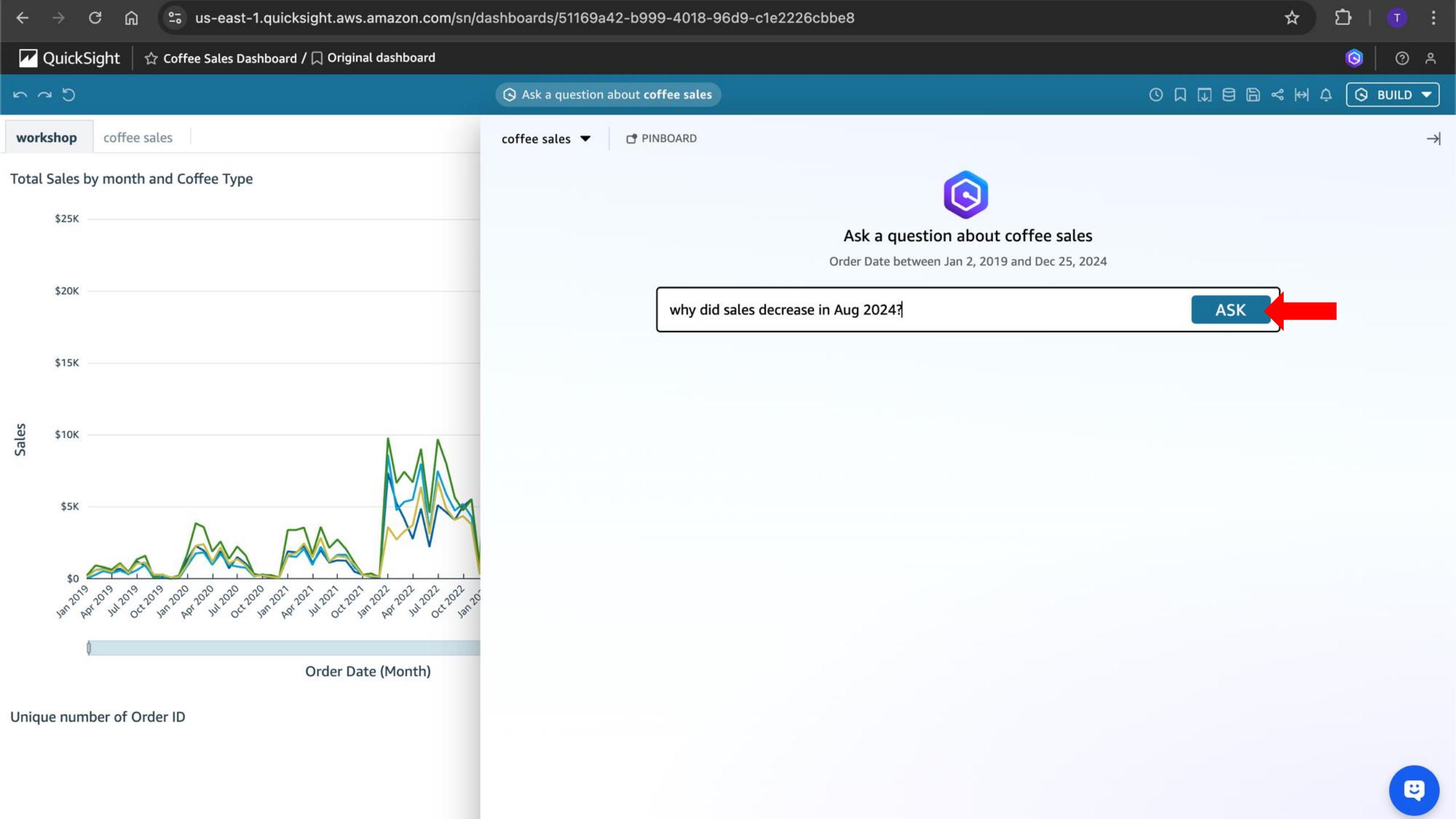
The screenshot shows the Amazon Q interface with the following details:

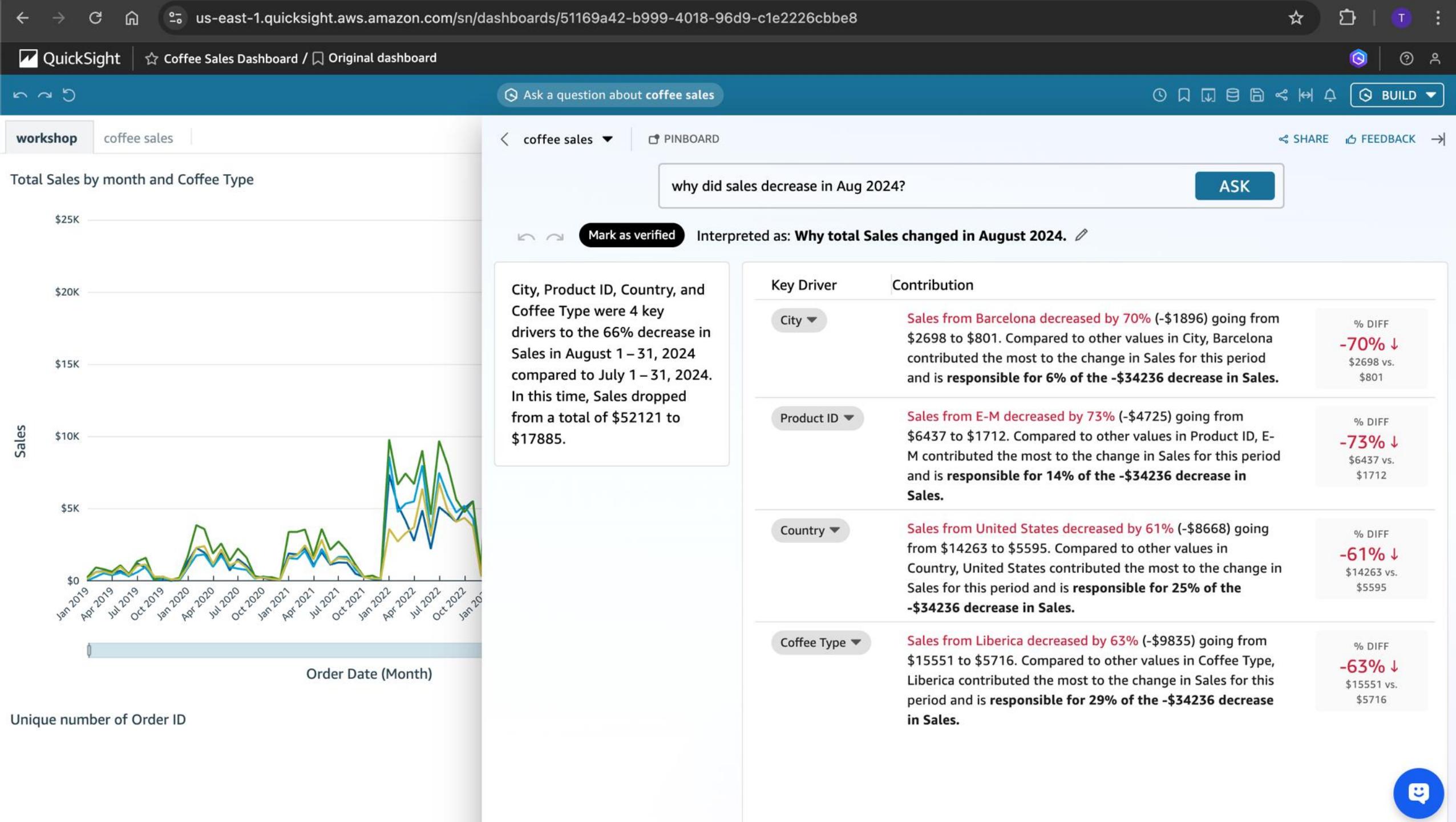
**Q Bar:** The input field contains "why did sales decrease in Aug 2024?" and a green "Copied!" message is displayed above it. A red arrow points to the "Copied!" message.

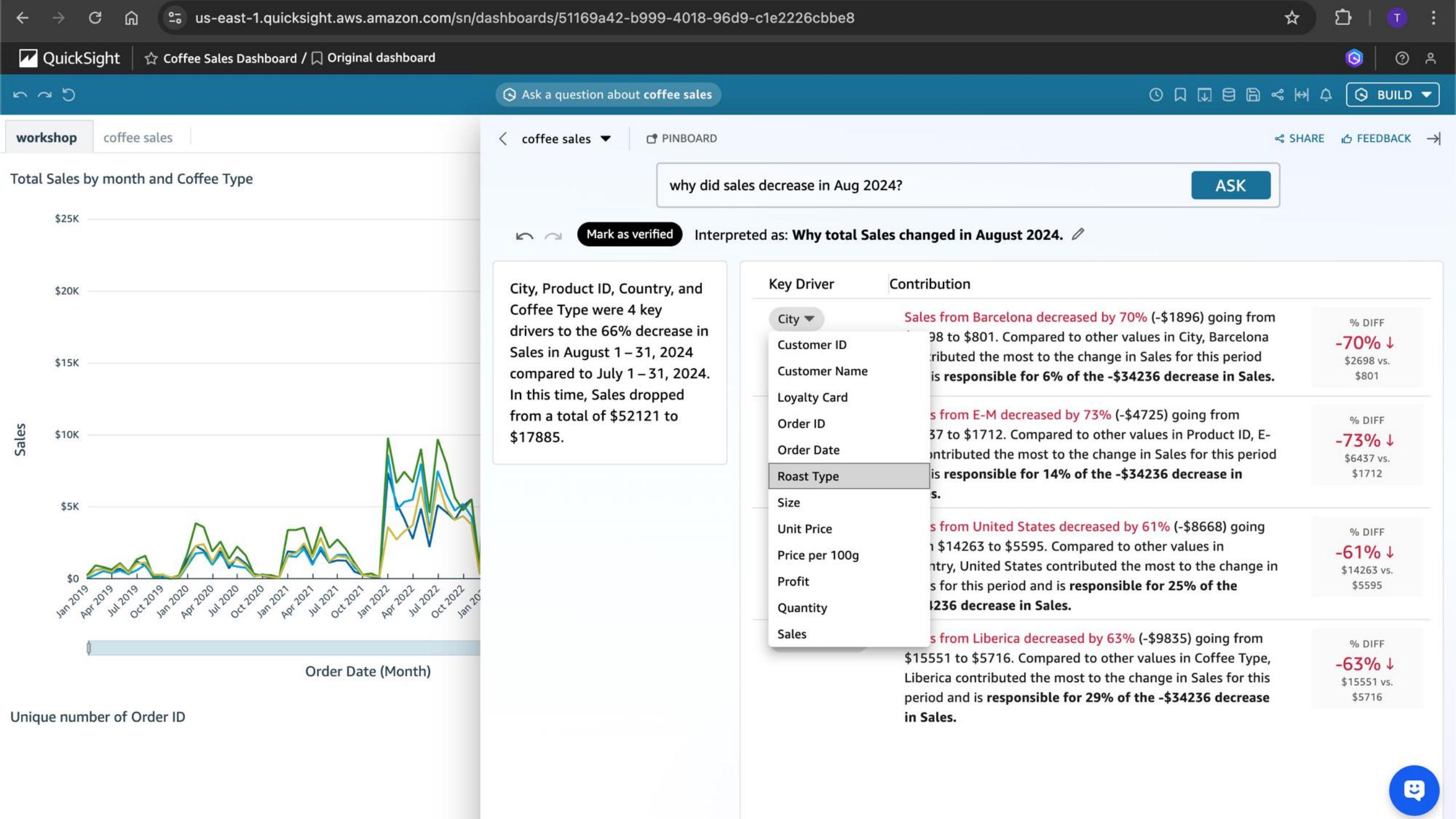
**Interpretation:** The question is interpreted as "Why total Sales changed in August 2024."

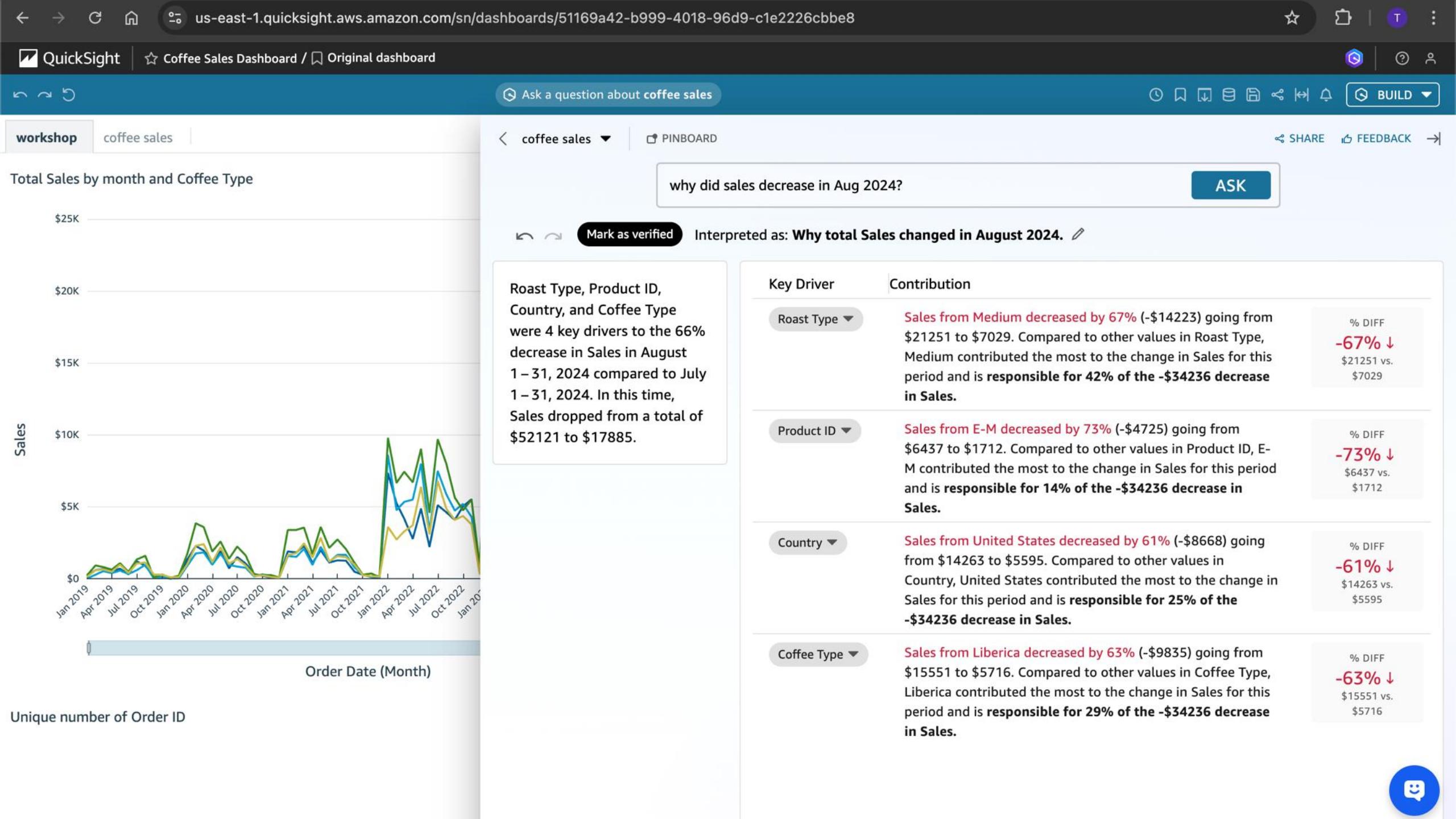
**Key Driver Contribution Table:**

Key Driver	Contribution	% DIFF
City	Sales from Barcelona decreased by 70% (-\$1896) going from \$2698 to \$801. Compared to other values in City, Barcelona contributed the most to the change in Sales for this period and is responsible for 6% of the -\$34236 decrease in Sales.	-70% ↓ \$2698 vs. \$801
Product ID	Sales from E-M decreased by 73% (-\$4725) going from \$6437 to \$1712. Compared to other values in Product ID, E-M contributed the most to the change in Sales for this period and is responsible for 14% of the -\$34236 decrease in Sales.	-73% ↓ \$6437 vs. \$1712
Country	Sales from United States decreased by 61% (-\$8668) going from \$14263 to \$5595. Compared to other values in Country, United States contributed the most to the change in Sales for this period and is responsible for 25% of the -\$34236 decrease in Sales.	-61% ↓ \$14263 vs. \$5595
Coffee Type	Sales from Liberica decreased by 63% (-\$9835) going from \$15551 to \$5716. Compared to other values in Coffee Type, Liberica contributed the most to the change in Sales for this period and is responsible for 29% of the -\$34236 decrease in Sales.	-63% ↓ \$15551 vs. \$5716









AmazonQ-dryrun-  
20250318

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## ▼ AWS account access

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Exit event

## Exercise 5 – Cities that have the highest sales in dark roast

Copied!

a. Enter question which cities sold the most dark roast in the Q bar and click ASK

- Q generates the answer in the bar chart and also shows a **Points on map** visual with total sales grouped by city and customer name and several other visuals to support key insights.

coffee sales ▾ PINBOARD SHARE FEEDBACK →

which cities sold the most dark roast ASK

Mark as verified Interpreted as: Total Sales by City for Roast Type Dark.

For the dark roast type, the total sales amounted to \$233141 across 400 unique cities. The city with the highest sales for dark roast coffee was Barcelona, generating \$14,199 in revenue. The top customers in Barcelona were Maria Garcia with \$485 in sales and Maria Hernandez with \$474 in sales.

[REVIEW FOR ACCURACY](#)

Did you mean...  
Total Quantity by City for Roast Type Dark.

Total Sales by City SHOWING TOP 100 IN CITY

City	Sales
Barcelona	\$14K
Madrid	\$13K
Portland	\$8K
Stockholm	\$8K
Milan	\$8K
Birmingham	\$7K
Paris	\$5K
Manchester	\$5K
Berlin	\$5K

Total Sales  
Roast Type Dark  
\$233141

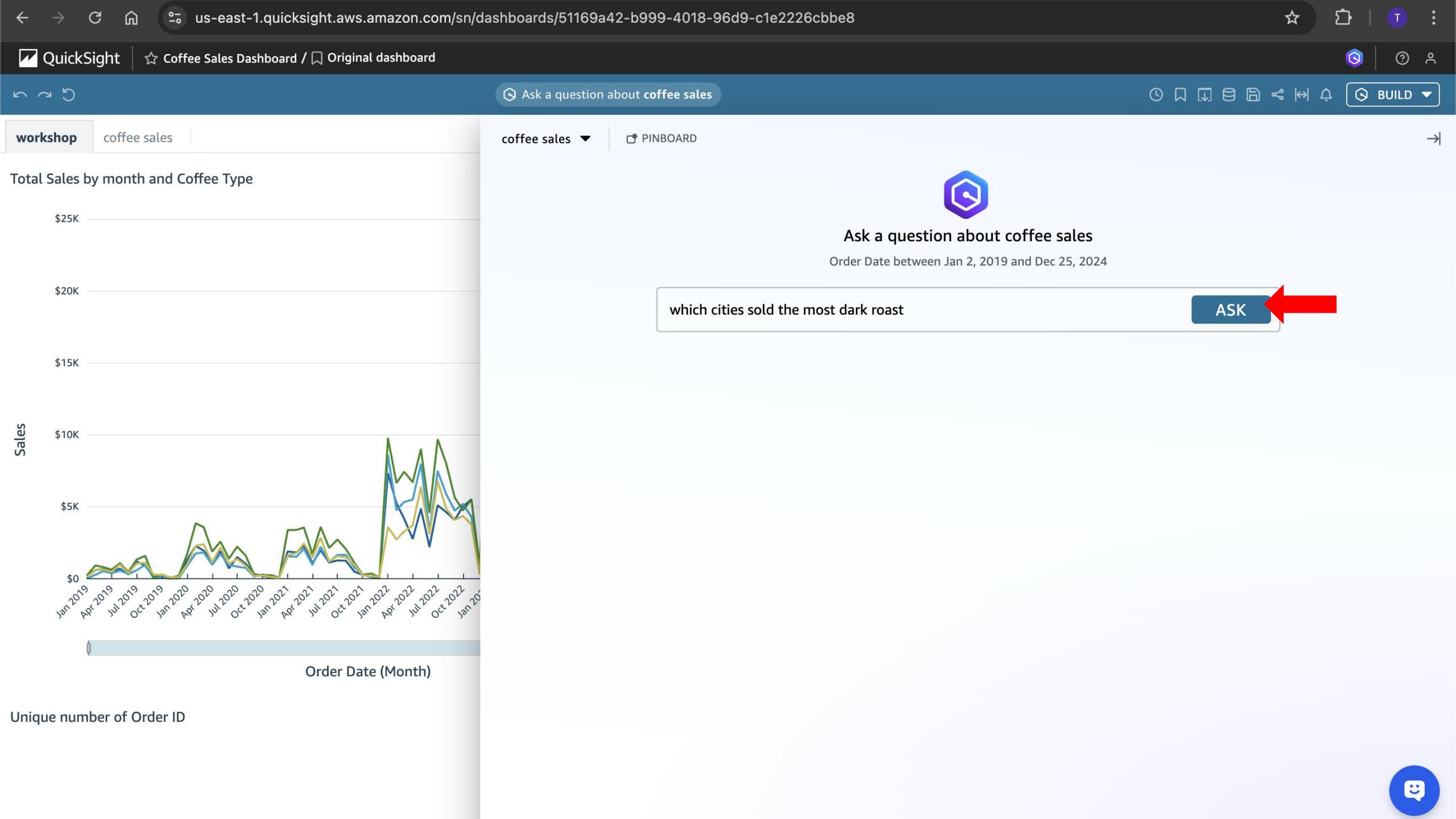
Unique number of City  
Roast Type Dark  
400

Total Sales by City and Customer Name  
SHOWING TOP 400 IN CITY AND TOP 1166 IN CUSTOMER NAME

Customer Name

- Abelardo A...
- Abigail De ...
- Abigail Mc...
- Abigail O'H...
- Abigail Smith
- Abraham A...
- Abraham A...





us-east-1.quicksight.aws.amazon.com/sn/dashboards/51169a42-b999-4018-96d9-c1e2226cbbe8

QuickSight | Coffee Sales Dashboard / Original dashboard

Ask a question about coffee sales

coffee sales | PINBOARD

workshop coffee sales

Total Sales by month and Coffee Type

Sales

\$25K  
\$20K  
\$15K  
\$10K  
\$5K  
\$0

Order Date (Month)

Jan 2019 Apr 2019 Jul 2019 Oct 2019 Jan 2020 Apr 2020 Jul 2020 Oct 2020 Jan 2021 Apr 2021 Jul 2021 Oct 2021 Jan 2022 Apr 2022 Jul 2022 Oct 2022 Jan 2023

Unique number of Order ID

which cities sold the most dark roast

ASK

Mark as verified Interpreted as: Total Sales by City for Roast Type Dark.

For the dark roast type, the total sales amounted to \$233141 across 400 unique cities. The city with the highest sales was Barcelona, generating \$14,199 in revenue. The table shows that in Barcelona, the top customers were Maria Garcia with \$485 in sales and Maria Hernandez with \$474 in sales.

REVIEW FOR ACCURACY

Allow additional insight from Q Business to enrich the topic answers.

ENABLE X

Total Sales by City

ROAST TYPE DARK

City	Sales
Barcelona	\$14K
Madrid	\$13K
Portland	\$8K
Stockholm	\$8K
Milan	\$8K
Birmingham	\$7K
Paris	\$5K
Manchester	\$5K
Berlin	\$5K
London	\$4K
Rome	\$4K

Total Sales ROAST TYPE DARK \$233141

Unique number of City ROAST TYPE DARK 400

Total Sales by City and Customer Name

ROAST TYPE DARK

Customer purchase details

ROAST TYPE DARK

Customer Name	City	Country	Loyalty Card	Product ID
Aaron Black	Portland	United States	Yes	A-D
Aaron Dempster	Portland	United States	Yes	A-D
Aaron McIver	Dublin	Ireland	No	A-D

Did you mean...

Unique number of Product ID

View: 500 items >

SHARE FEEDBACK

BUILD

1 of 22

**AmazonQ-dryrun-20250318**

Hands-on with Amazon Q in QuickSight: A step-by-step workshop

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## ▼ AWS account access

[Open AWS console \(us-east-1\)](#)

[Get AWS CLI credentials](#)

Exit event

**Exercise 6 – Find month over month change in sales****Copied!**

- a. Enter question mom change in sales for last 6 months  in the Q bar and click ASK

coffee sales ▾ PINBOARD SHARE FEEDBACK

mom change in sales for last 6 months **ASK**

Mark as verified Interpreted as: Total Sales difference month over month from June to November 2024. 

From June to November 2024, the total sales amounted to \$176854. July 2024 experienced the highest month-over-month sales increase at \$41,791. In contrast, August 2024 saw the lowest month-over-month sales, with a decrease of \$34,236.

[REVIEW FOR ACCURACY](#) 

Did you mean...

MTD total Sales difference month over month from June to November 2024.

MTD total Sales difference month over month.

**\$13256 ↑**

Oct 2024 \$21680 Nov 2024 \$34936

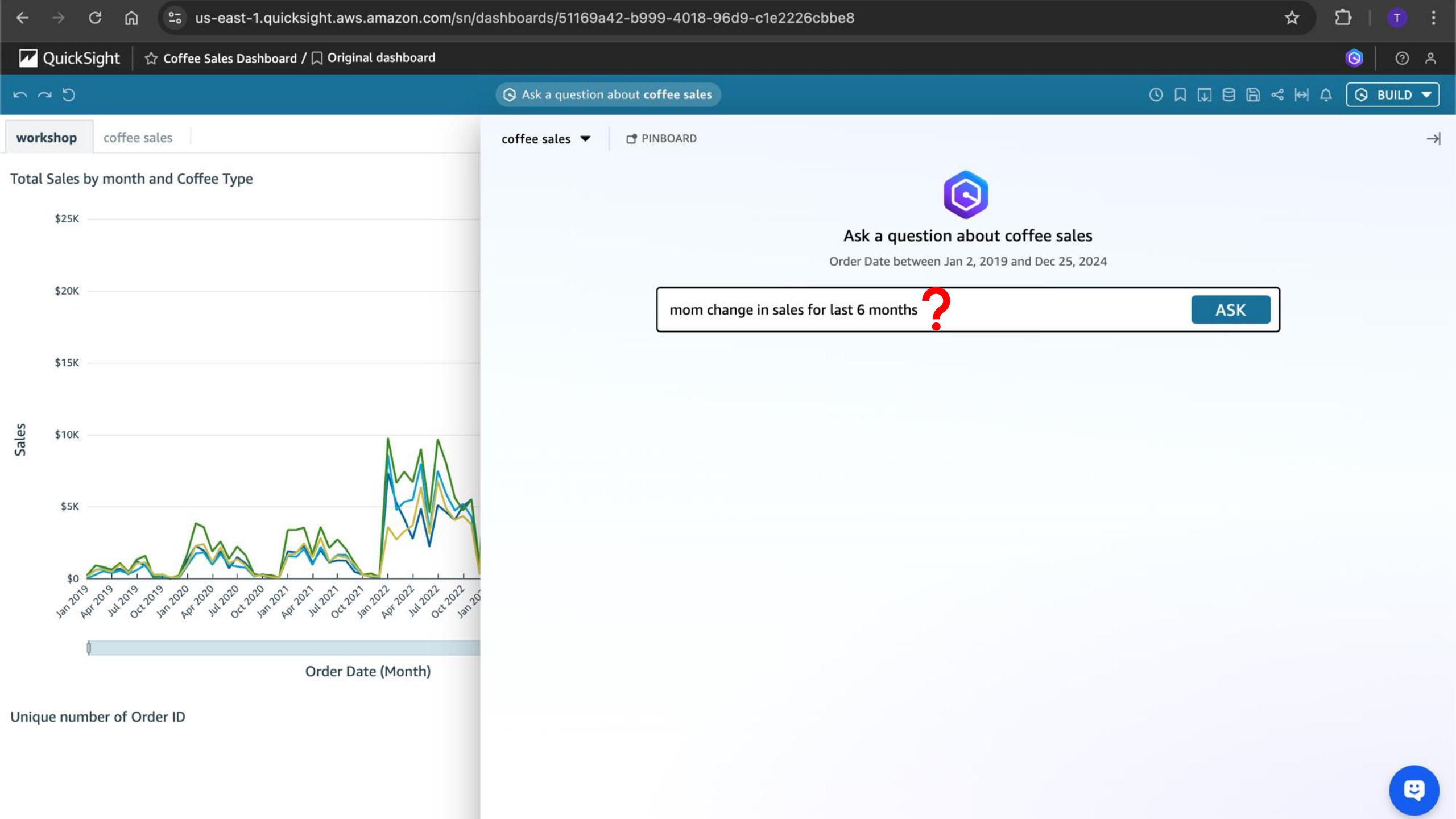
Total Sales  
From June to November 2024  
**\$176854**

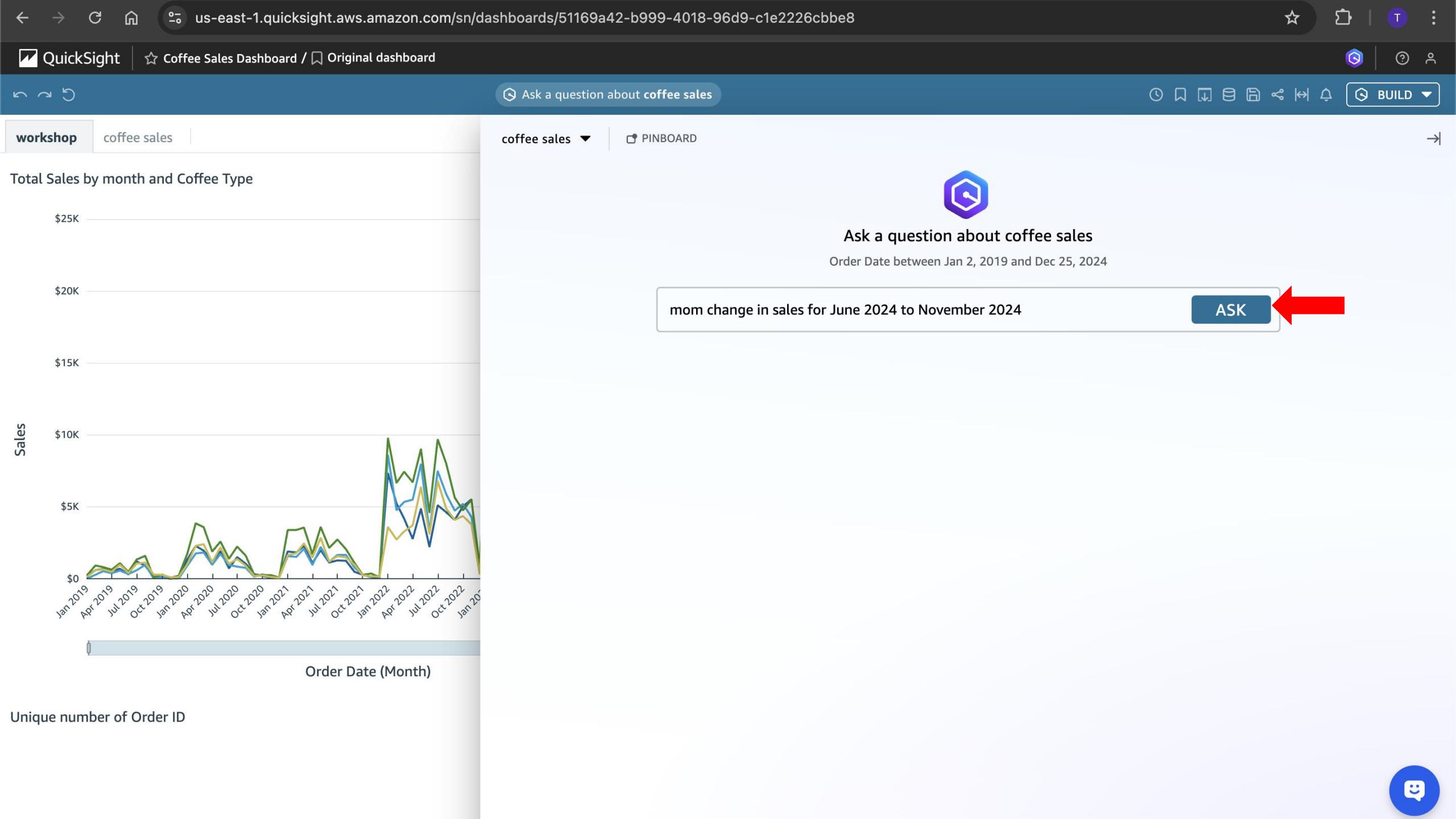
Total Sales difference month over month by month  
From June to November 2024



Jul 2024 Aug 2024 Sep 2024 Oct 2024 Nov 2024







us-east-1.quicksight.aws.amazon.com/sn/dashboards/51169a42-b999-4018-96d9-c1e2226cbbe8

QuickSight | Coffee Sales Dashboard / Original dashboard

Ask a question about coffee sales

coffee sales

Total Sales by month and Coffee Type

Sales

\$25K  
\$20K  
\$15K  
\$10K  
\$5K  
\$0

Jan 2019 Apr 2019 Jul 2019 Oct 2019 Jan 2020 Apr 2020 Jul 2020 Oct 2020 Jan 2021 Apr 2021 Jul 2021 Oct 2021 Jan 2022 Apr 2022 Jul 2022 Oct 2022 Jan 2023

Order Date (Month)

Unique number of Order ID

coffee sales PINBOARD

SHARE FEEDBACK

mom change in sales for June 2024 to November 2024

Mark as verified Interpreted as: Total Sales difference month over month from June to November 2024.

From June to November 2024, the total sales amounted to \$176854. July 2024 experienced the highest month-over-month sales increase at \$41,791. In contrast, August 2024 saw the lowest month-over-month sales, with a decrease of \$34,236.

REVIEW FOR ACCURACY

i Allow additional insight from Q Business to enrich the topic answers. ENABLE X

Customer purchase details

Customer Name	City	Country	Loyalty Card	Product ID	Roa
Aaron Adams	Manchester	United Kingdom	Yes	A-L	Light
Aaron Black	Portland	United States	Yes	A-D	

Did you mean...  
Total Sales difference as percent month over month

ASK

Total Sales difference month over month FROM JUNE TO NOVEMBER 2024

\$13256 ↑

Oct 2024 \$21680 Nov 2024 \$34936

Total Sales FROM JUNE TO NOVEMBER 2024 \$176854

Total Sales difference month over month by month FROM JUNE TO NOVEMBER 2024

\$60K  
\$30K  
\$0  
-\$30K  
-\$60K

Jul 2024 Aug 2024 Sep 2024 Oct 2024 Nov 2024

View: 500 items

1 of 85

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85

AmazonQ-dryrun-  
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## ▶ Unstructured insights

## ▼ AWS account access

Open AWS console  
(us-east-1)

Get AWS CLI credentials

Exit event

## Exercise 7 – Find loyal customers

Copied!

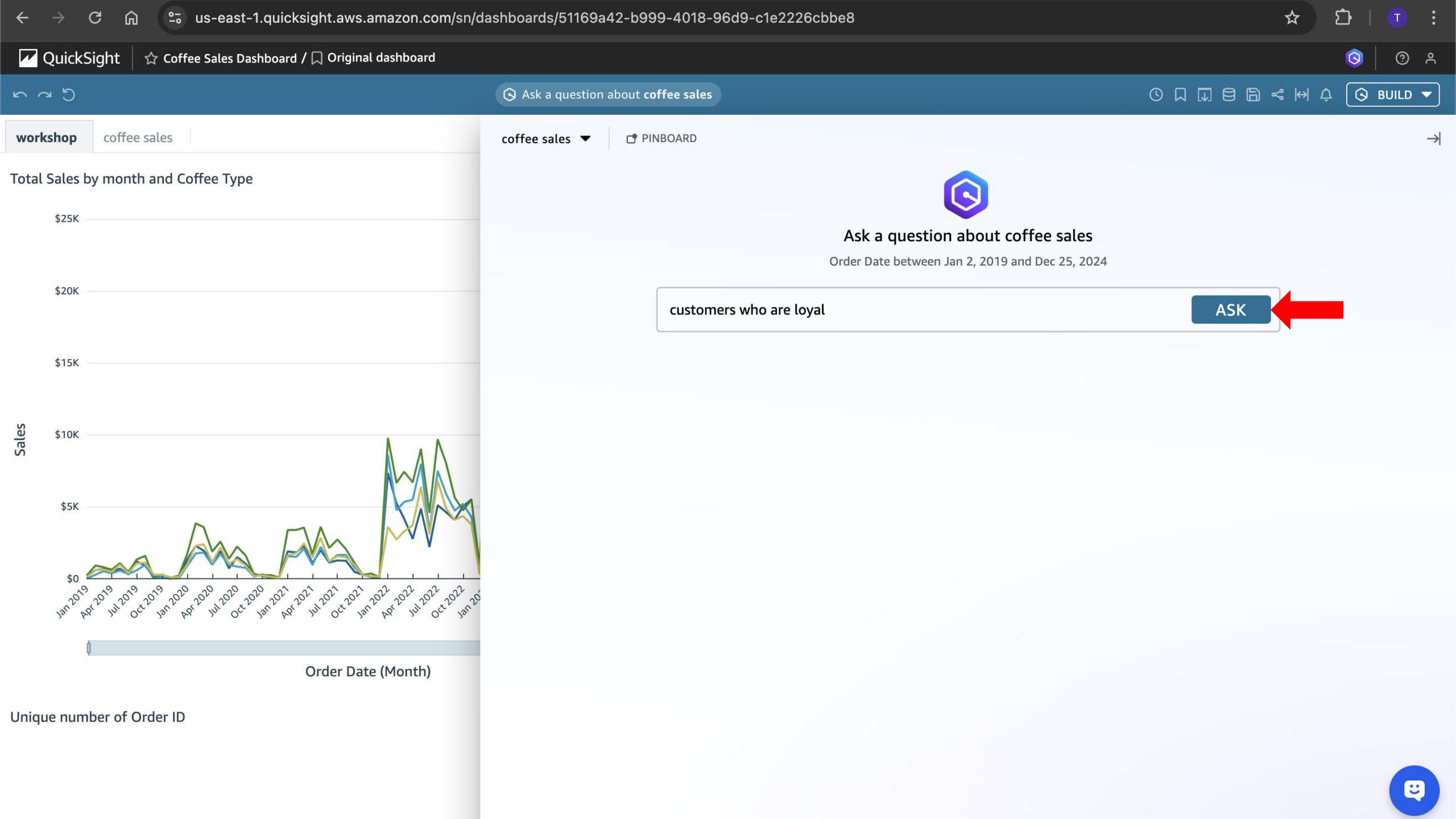


- a. Enter question customers who are loyal in the Q bar and click ASK

The screenshot shows the Amazon Q interface with the following details:

- Q Bar:** The input "customers who are loyal" is highlighted with a red box. A green "Copied!" message is displayed above the bar.
- Interpretation:** The query is interpreted as "Customer Name for Loyalty Card Yes." with a small edit icon.
- Left Panel:** A text box states: "There are 5,354 unique customer names for loyalty card holders. The customer with the highest quantity purchased is Maria Garcia from Barcelona, with 176 units. This is followed by Maria Sanchez, also from Barcelona, with 139 units purchased." Below it is a "REVIEW FOR ACCURACY" button.
- Middle Panel:** A list of customer names starting with Aaron Abbott, followed by Aaron Adams, Aaron Black, Aaron Blythe, Aaron Cline, Aaron Dempster, Aaron Hewett, Aaron McIver, and Aaron McCarthy. Navigation arrows indicate there are 11 pages of results.
- Right Panel:** A summary box shows "Unique number of Customer Name Loyalty Card Yes 5,354". Below it is a map titled "Total Quantity by Customer Name and City SHOWING TOP 446 IN CITY AND TOP 1324 IN CUSTOMER NAME". A legend lists customer names with corresponding colored dots: Abelardo A..., Abelardo A..., Abelardo V..., Abigail De ..., Abigail Mc..., Abigail O'H..., and Abigail Smith.
- Bottom Panel:** A table titled "Customer purchase details" with columns for Customer Name, City, Country, Loyalty Card, Product ID, and Roas. The first row shows "Loyalty Card Yes" for the first customer listed in the middle panel.





us-east-1.quicksight.aws.amazon.com/sn/dashboards/51169a42-b999-4018-96d9-c1e2226cbbe8

QuickSight | Coffee Sales Dashboard / Original dashboard

Ask a question about coffee sales

coffee sales

Total Sales by month and Coffee Type

Sales

\$25K  
\$20K  
\$15K  
\$10K  
\$5K  
\$0

Order Date (Month)

Jan 2019 Apr 2019 Jul 2019 Oct 2019 Jan 2020 Apr 2020 Jul 2020 Oct 2020 Jan 2021 Apr 2021 Jul 2021 Oct 2021 Jan 2022 Apr 2022 Jul 2022 Oct 2022 Jan 2023

Unique number of Order ID

customers who are loyal

ASK

Mark as verified Interpreted as: Customer Name for Loyalty Card Yes.

There are 5,354 unique customer names for loyalty card holders. The customer with the highest quantity purchased is Maria Garcia from Barcelona, with 176 units. This is followed by Maria Sanchez, also from Barcelona, with 139 units purchased.

REVIEW FOR ACCURACY

Allow additional insight from Q Business to enrich the topic answers.

ENABLE X

Customer Name  
LOYALTY CARD YES

Aaron Abbott  
Aaron Adams  
Aaron Black  
Aaron Blythe  
Aaron Cline  
Aaron Dempster  
Aaron Hewett  
Aaron McIver  
Aaron McCarthy

Customer purchase details  
LOYALTY CARD YES

Customer Name	City	Country	Loyalty Card	Product ID	Roa
{USERNAME} Winters	Bordeaux	France	Yes	A-M	Medi
{USERNAME} Winters	Bordeaux	France	Yes	E-M	Medi
{USERNAME} Winters	Bordeaux	France	Yes	I-M	Medi

View: 500 items

SHARE FEEDBACK

customers who are loyal

Unique number of Customer Name  
LOYALTY CARD YES

5,354

Total Quantity by Customer Name and City  
LOYALTY CARD YES

Customer Name

- Abelardo A...
- Abelardo A...
- Abelardo V...
- Abigail De ...
- Abigail Mc...
- Abigail O'H...

1 of 11

Customer purchase details  
LOYALTY CARD YES

Customer Name	City	Country	Loyalty Card	Product ID	Roa
{USERNAME} Winters	Bordeaux	France	Yes	A-M	Medi
{USERNAME} Winters	Bordeaux	France	Yes	E-M	Medi
{USERNAME} Winters	Bordeaux	France	Yes	I-M	Medi

View: 500 items

1 of 59

us-east-1.quicksight.aws.amazon.com/sn/dashboards/51169a42-b999-4018-96d9-c1e2226cbbe8

QuickSight | Coffee Sales Dashboard / Original dashboard

Ask a question about coffee sales

coffee sales | PINBOARD

workshop coffee sales

Total Sales by month and Coffee Type

Sales

\$25K  
\$20K  
\$15K  
\$10K  
\$5K  
\$0

Order Date (Month)

Jan 2019 Apr 2019 Jul 2019 Oct 2019 Jan 2020 Apr 2020 Jul 2020 Oct 2020 Jan 2021 Apr 2021 Jul 2021 Oct 2021 Jan 2022 Apr 2022 Jul 2022 Oct 2022 Jan 2023

Unique number of Order ID

customers who are loyal

ASK

Mark as verified Interpreted as: Customer Name for Loyalty Card Yes.

There are 5,354 unique customer names for loyalty card holders. The customer with the highest quantity purchased is Maria Garcia from Barcelona, with 176 units. This is followed by Maria Sanchez, also from Barcelona, with 139 units purchased.

REVIEW FOR ACCURACY

Allow additional insight from Q Business to enrich the topic answers.

ENABLE X

Customer Name  
LOYALTY CARD YES

Aaron Abbott  
Aaron Adams  
Aaron Black  
Aaron Blythe  
Aaron Cline  
Aaron Dempster  
Aaron Hewett  
Aaron McIver  
Aaron McCarthy

Customer purchase details  
LOYALTY CARD YES

Customer Name	City	Country	Loyalty Card	Product ID	Roa
{USERNAME} Winters	Bordeaux	France	Yes	A-M	Medi
{USERNAME} Winters	Bordeaux	France	Yes	E-M	Medi
{USERNAME} Winters	Bordeaux	France	Yes	I-M	Medi

View: 500 items >

Unique number of Customer Name  
LOYALTY CARD YES

5,354

Total Quantity by Customer Name and City  
LOYALTY CARD YES

Customer Name

- Abelardo A...
- Abelardo A...
- Abelardo V...
- Abigail De ...
- Abigail Mc...
- Abigail O'H...

1 of 11

Customer ID for Loyalty Card Yes.

Did you mean...

View: 500 items >

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AmazonQ-dryrun-  
20250318

Event dashboard &gt; Reader experience &gt; Generate executive summary



# Generate executive summary

Hands-on with Amazon Q in QuickSight: A step-by-step workshop

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**Generate executive summary**

Build data story

Scenarios

▶ Unstructured insights

▼ AWS account access

Open AWS console  
(us-east-1)

[Get AWS CLI credentials](#)

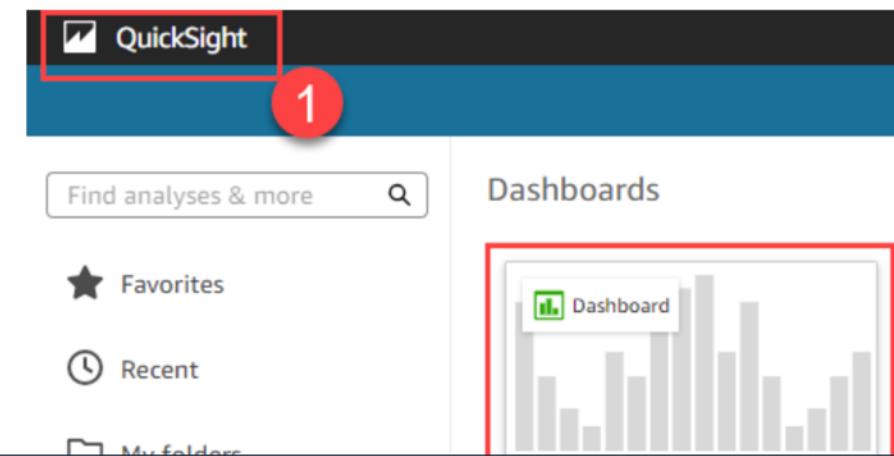
Exit event

With Amazon Q in QuickSight, you can leverage large language models (LLMs) to generate executive summaries of dashboards. **Executive summaries** are based on QuickSight's suggested insights for a dashboard. **Executive summaries** help readers find key insights at a glance without the need to pinpoint specific data from a dashboard's visuals.

## Exercise:

If you are already on the **Coffee Sales Dashboard**, start at Step 4

1. Click QuickSight icon on top left of console, to navigate to start screen
2. Click **Dashboard** from left pane
3. Select **Coffee Sales Dashboard**



# QuickSight

Find analyses & more

Dashboards

Favorites

Recent

My folders

Shared folders

Dashboards

Data stories

Scenarios

Analyses

Datasets

Community

Topics

Coffee Sales Dashboard

Updated an hour ago



# QuickSight

Find analyses & more

Dashboards

Favorites

Recent

My folders

Shared folders

Dashboards Last published (newest first)

Data stories

Scenarios Beta

Analyses

Datasets

Community

Topics

**Coffee Sales Dashboard**



Ask a question about coffee sales

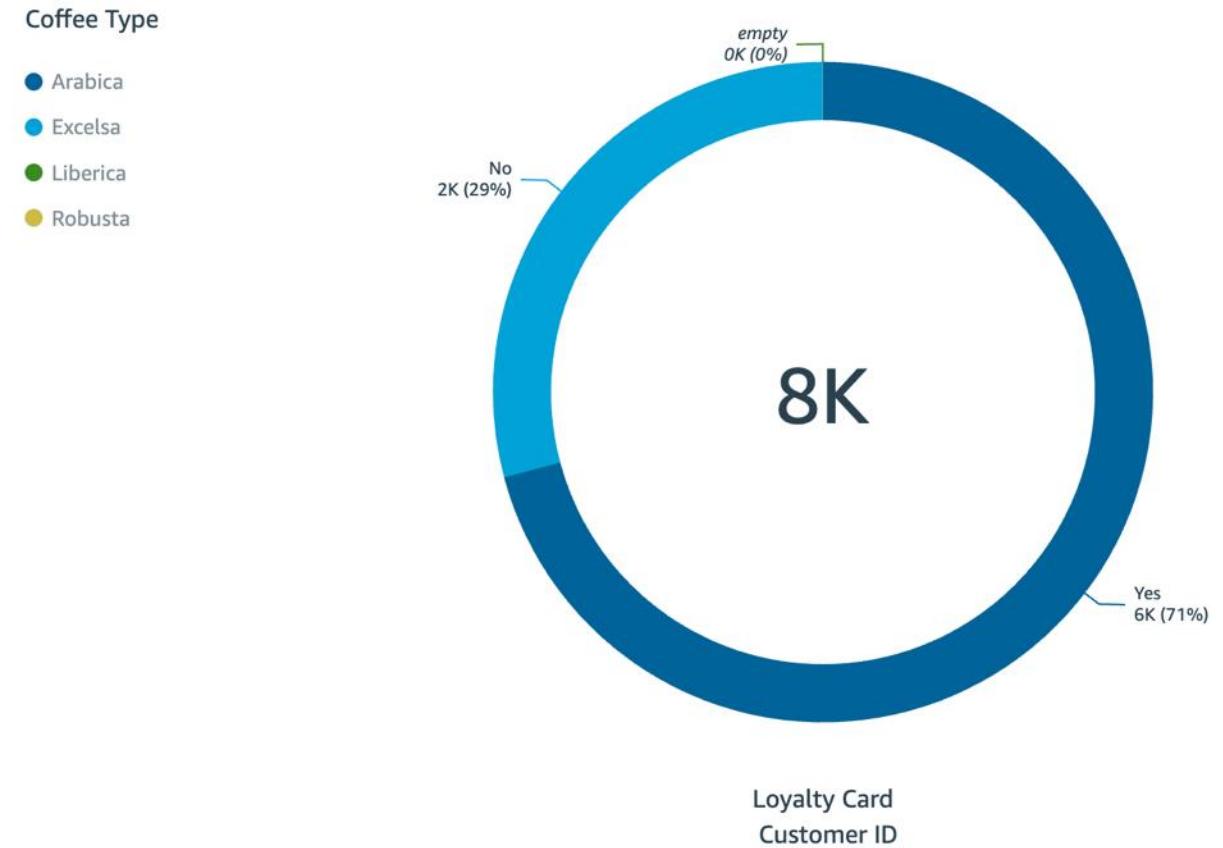
workshop

coffee sales

Total Sales by month and Coffee Type



Unique number of Customer ID by Loyalty Card



Unique number of Order ID

Total Sales difference month over month by month

(\$46,468) ↓





Ask a question about coffee sales



BUILD ▾

workshop

coffee sales

Sales

\$1,724

Dec 2024

Nov 2024 \$34,936

▼ (95%)



Profit

\$82

Dec 2024

Nov 2024 \$1,447

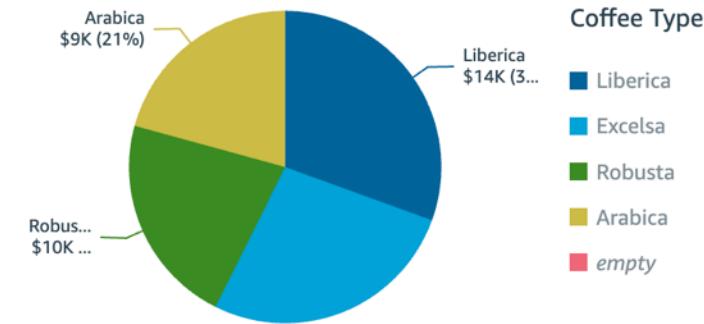
▼ (94%)



Unique Orders

54,781

Total Profit by Coffee Type



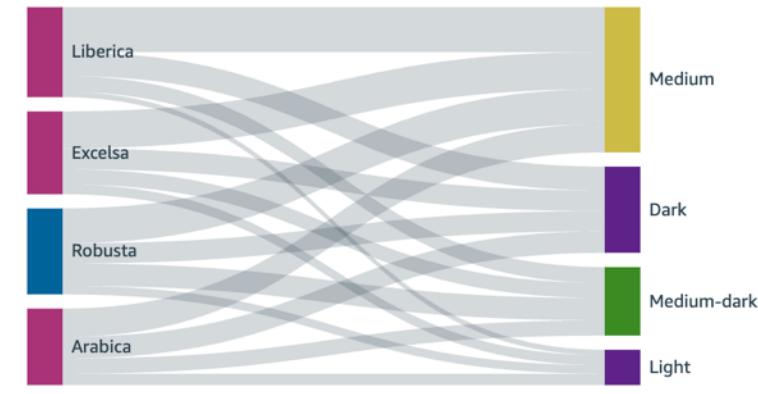
Total Sales by Coffee Type and Roast Type



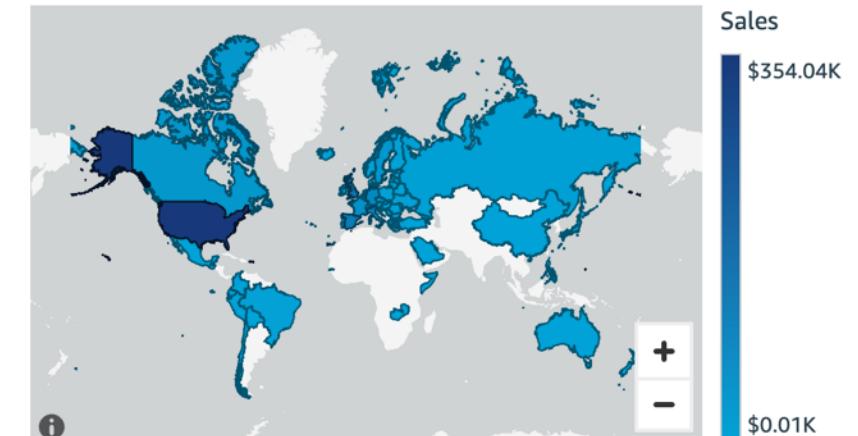
Roast Type

- empty
- Dark
- Light
- Medium
- Medium-dark

Unique number of Customer ID by Coffee Type and Roast Type



Total Sales by Country



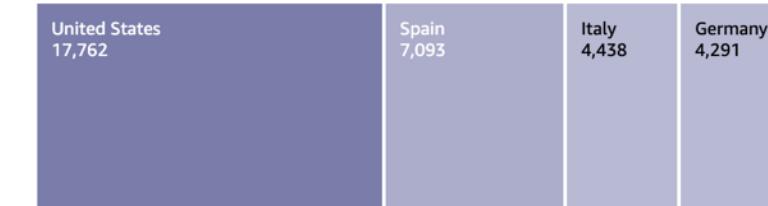
Sales



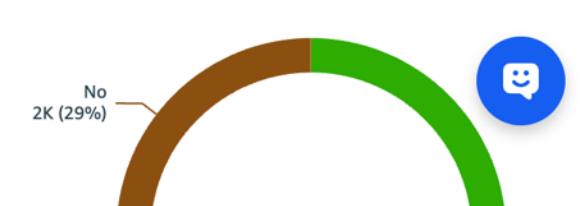
Total Sales by Month and Coffee Type



Total Customers by Country



# customers by loyalty



Ask a question about coffee sales

Clock Book Copy Print Share Refresh BUILD ▾

Executive summary

Data story

Scenario

Coffee Type

- Liberica
- Excelsa
- Robusta
- Arabica
- empty

Sales

\$1,724

Dec 2024

Nov 2024 \$34,936

▼ (95%)



Profit

\$82

Dec 2024

Nov 2024 \$1,447

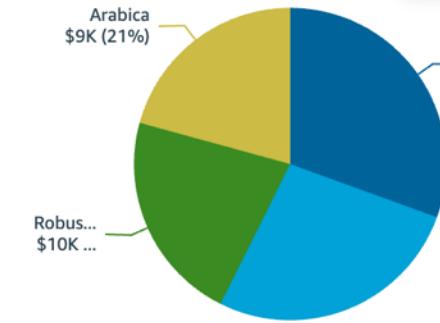
▼ (94%)



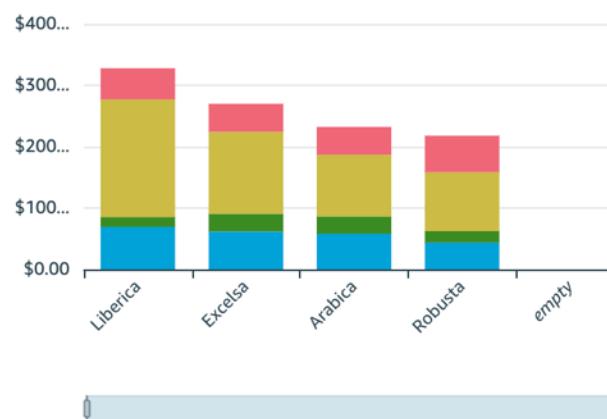
Unique Orders

54,781

Total Profit by Coffee Type



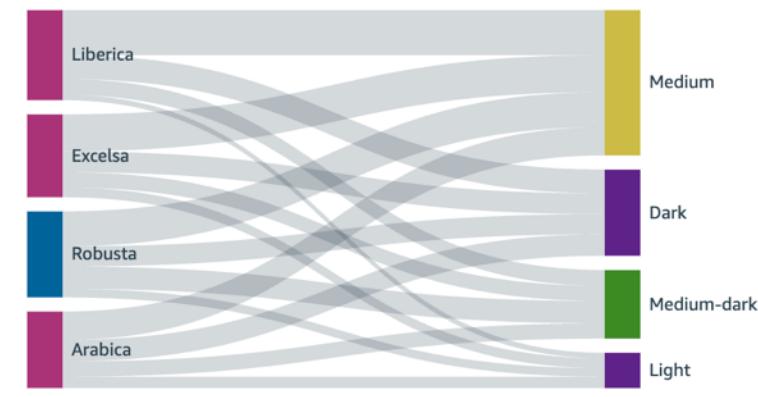
Total Sales by Coffee Type and Roast Type



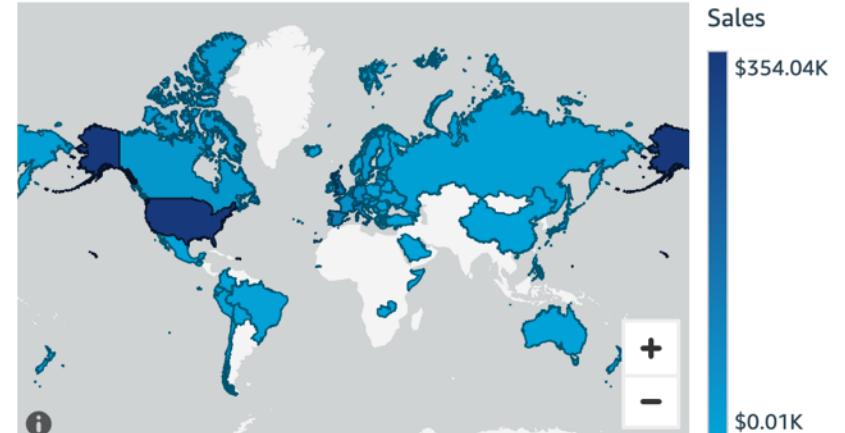
Roast Type

- empty
- Dark
- Light
- Medium
- Medium-dark

Unique number of Customer ID by Coffee Type and Roast Type



Total Sales by Country



Sales

+ -

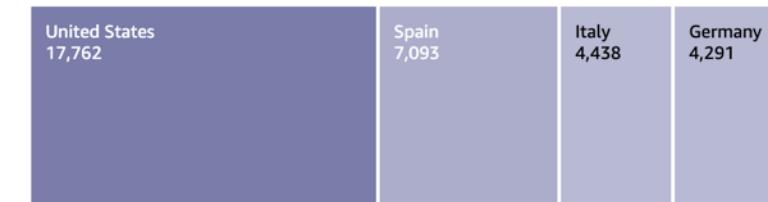
\$0.01K

Total Sales by Month and Coffee Type

Coffee Type

- Arabica
- Excelsa
- Liberica
- Robusta
- Medium

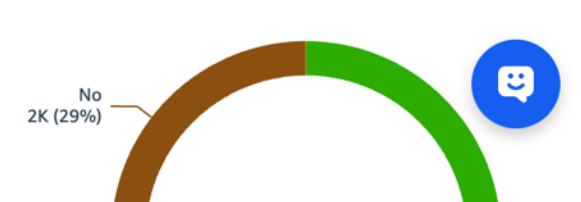
Total Customers by Country



Customer ID

18K

# customers by loyalty



Ask a question about coffee sales

BUILD

workshop

coffee sales

Sales

\$1,724

Dec 2024

Nov 2024 \$34,936

▼ (95%)



Profit

\$82

Dec 2024

Nov 2024 \$1,447

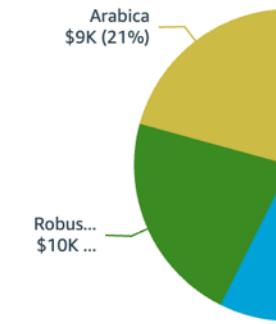
▼ (94%)



Unique Orders

54,781

Total Profit by Coffee Ty



Executive summary

coffee sales

The sheet provides an overview of sales, profit, and customer data related to different coffee types, roast types, and geographic regions.

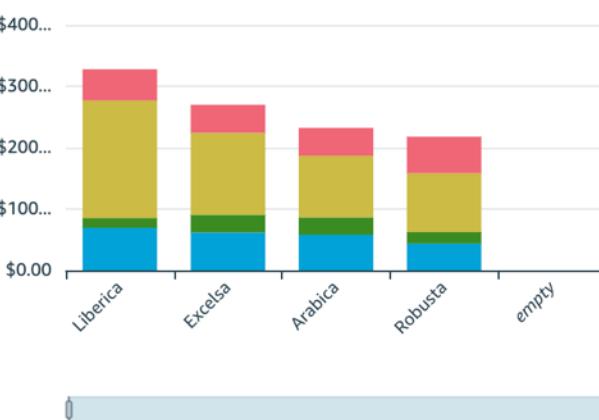
- The total distinct order count was 54,781, with the United States, United Kingdom, and Spain having the highest number of customers.

- Liberica, Excelsa, and Arabica were the top coffee types by total sales, while Medium, Dark, and Medium-dark were the top roast types.

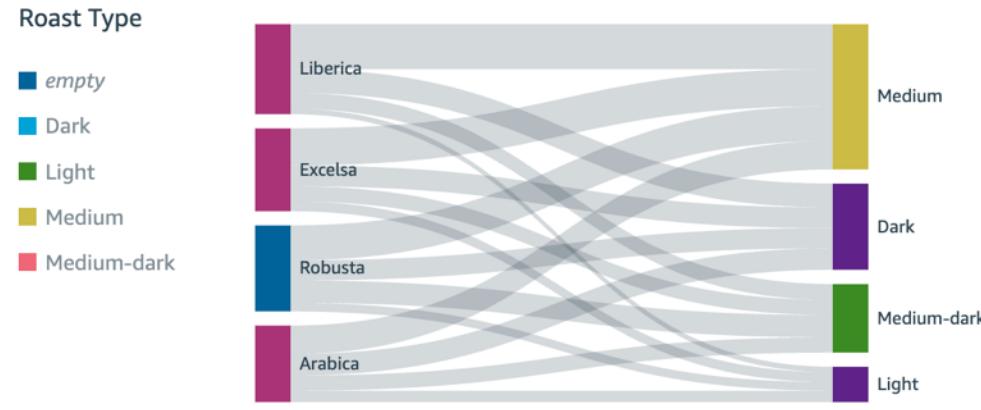
- Total sales decreased by 64.91% over 3 months, with a 95.07% drop from November to December 2024, and the highest sales month was January 2024 (\$65,867).

- Profit followed a similar trend, with the highest month being January 2024 (\$2,691) and a 94.34% decrease from December 2024 to November 2024.

Total Sales by Coffee Type and Roast Type



Unique number of Customer ID by Coffee Type and Roast Type



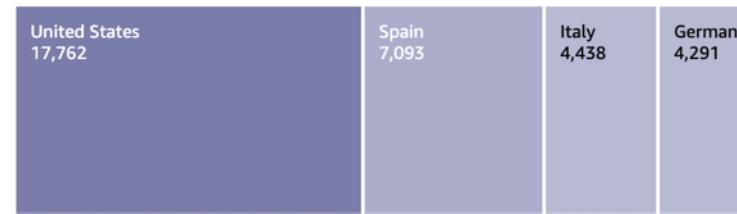
Total Sales by Country



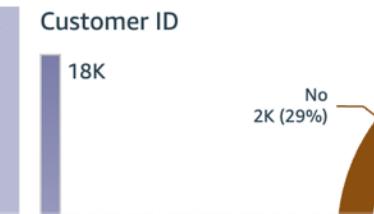
Total Sales by Month and Coffee Type



Total Customers by Country



# customers



Review for accuracy



AmazonQ-dryrun-  
20250318

Event dashboard &gt; Reader experience &gt; Build data story



# Build data story

The new **Data story** capability in QuickSight helps business users interpret data and share insights through compelling narratives. Stories bring together data-driven insights with real-world expertise and artificial intelligence.

**Exercise:**

If you are already on the **Coffee Sales Dashboard**, start at Step 4

1. Click QuickSight icon on top left of console, to navigate to start screen
2. Click **Dashboards** from left pane
3. Select **Coffee Sales Dashboard**

The screenshot shows the Amazon QuickSight console interface. At the top, there's a dark header bar with the "QuickSight" logo and a red-bordered "QuickSight" button. A large red circle with the number "1" is overlaid on the "QuickSight" button. Below the header is a search bar labeled "Find analyses & more" with a magnifying glass icon. To the right of the search bar is a "Dashboards" section. This section has a heading "Dashboards" and displays a card for the "Coffee Sales Dashboard". The card features a bar chart and the text "Dashboard" and "Coffee Sales Dashboard". On the left side of the main content area, there are three navigation options: "Favorites" (with a star icon), "Recent" (with a clock icon), and "My folders" (with a folder icon).



Ask a question about coffee sales

BUILD

workshop

coffee sales

Sales

\$1,724

Dec 2024

Nov 2024 \$34,936

▼ (95%)



Profit

\$82

Dec 2024

Nov 2024 \$1,447

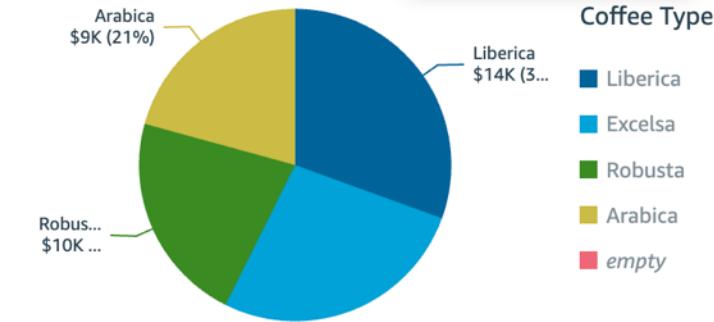
▼ (94%)



Unique Orders

54,781

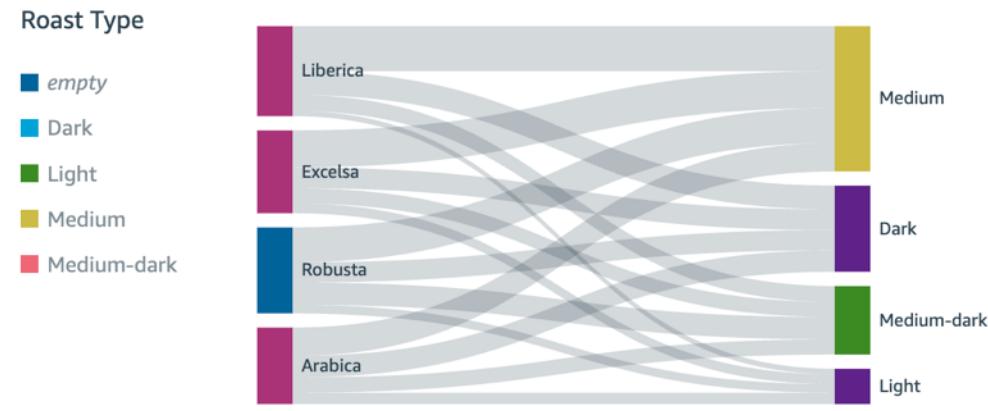
Total Profit by Coffee Type



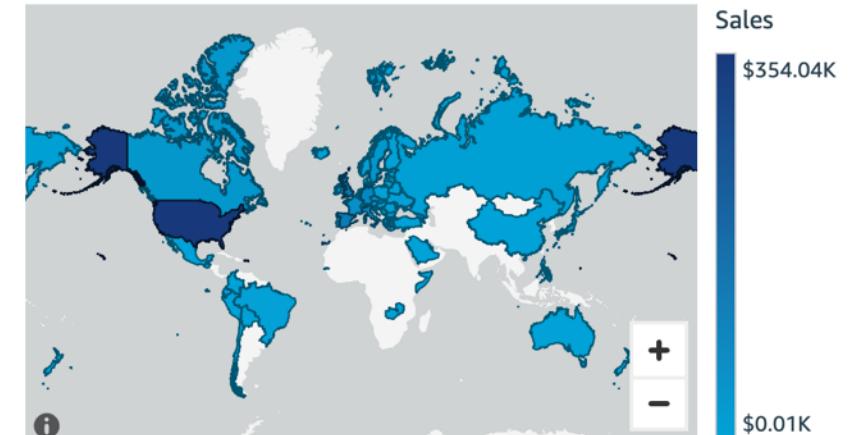
Total Sales by Coffee Type and Roast Type



Unique number of Customer ID by Coffee Type and Roast Type



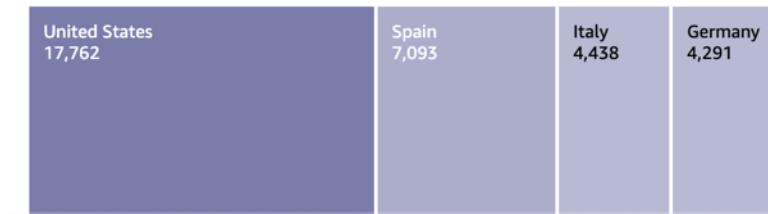
Total Sales by Country



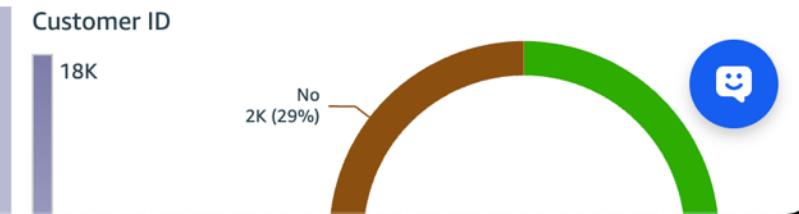
Total Sales by Month and Coffee Type



Total Customers by Country



# customers by loyalty



Executive summary

Data story

Scenario



AmazonQ-dryrun-20250318 x My Story x +

us-east-1.quicksight.aws.amazon.com/sn/stories/13f99d63-90a3-493c-82a9-871f6df0b53e

QuickSight | My Story PREVIEW SHARE

File Edit Insert Paragraph B i U Abc Abc C E + Visuals + ADD X

Browse your dashboards and add visuals.

Type "/" to insert

Enter story title

Enter story subtitle

Describe your data story

Write a marketing strategy that uses regional sales trends to uncover opportunities that increase revenue...

Select visuals ⓘ + ADD

BUILD Learn more

PREVIEW SHARE

Visuals + ADD X

Browse your dashboards and add visuals.

Type "/" to insert

Enter story title

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Write a marketing strategy that uses regional sales trends to uncover opportunities that increase revenue...

Select visuals ⓘ + ADD

BUILD Learn more

AmazonQ-dryrun-20250318 x My Story x +

us-east-1.quicksight.aws.amazon.com/sn/stories/13f99d63-90a3-493c-82a9-871f6df0b53e

QuickSight | My Story PREVIEW SHARE

File Edit Insert Paragraph B i U Abc Abc C E + Visuals + ADD X

Browse your dashboards and add visuals.

Enter story title

Type "/" to insert

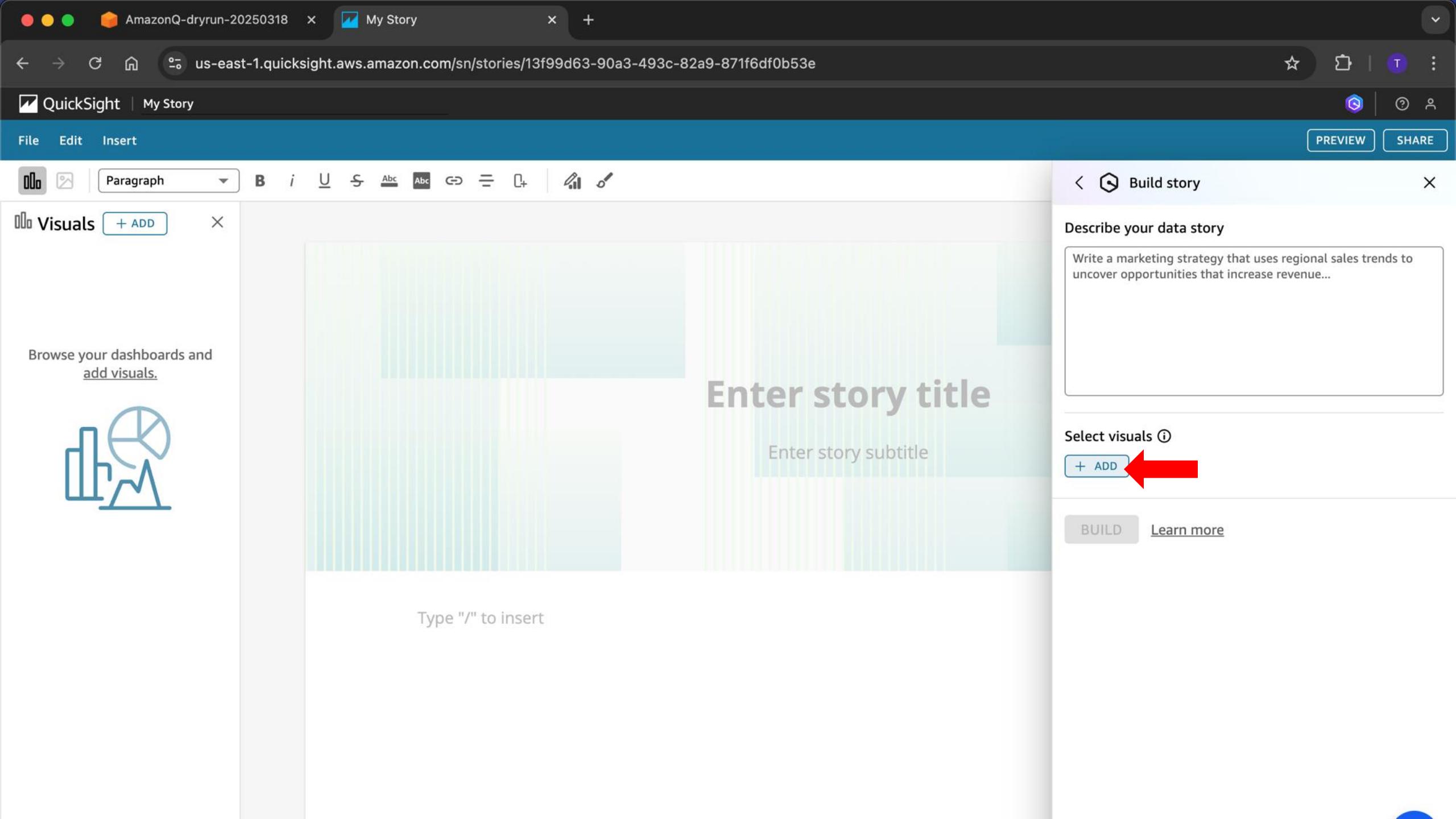
Enter story subtitle

Describe your data story

Write a marketing strategy that uses regional sales trends to uncover opportunities that increase revenue...

Select visuals ⓘ + ADD 

BUILD Learn more

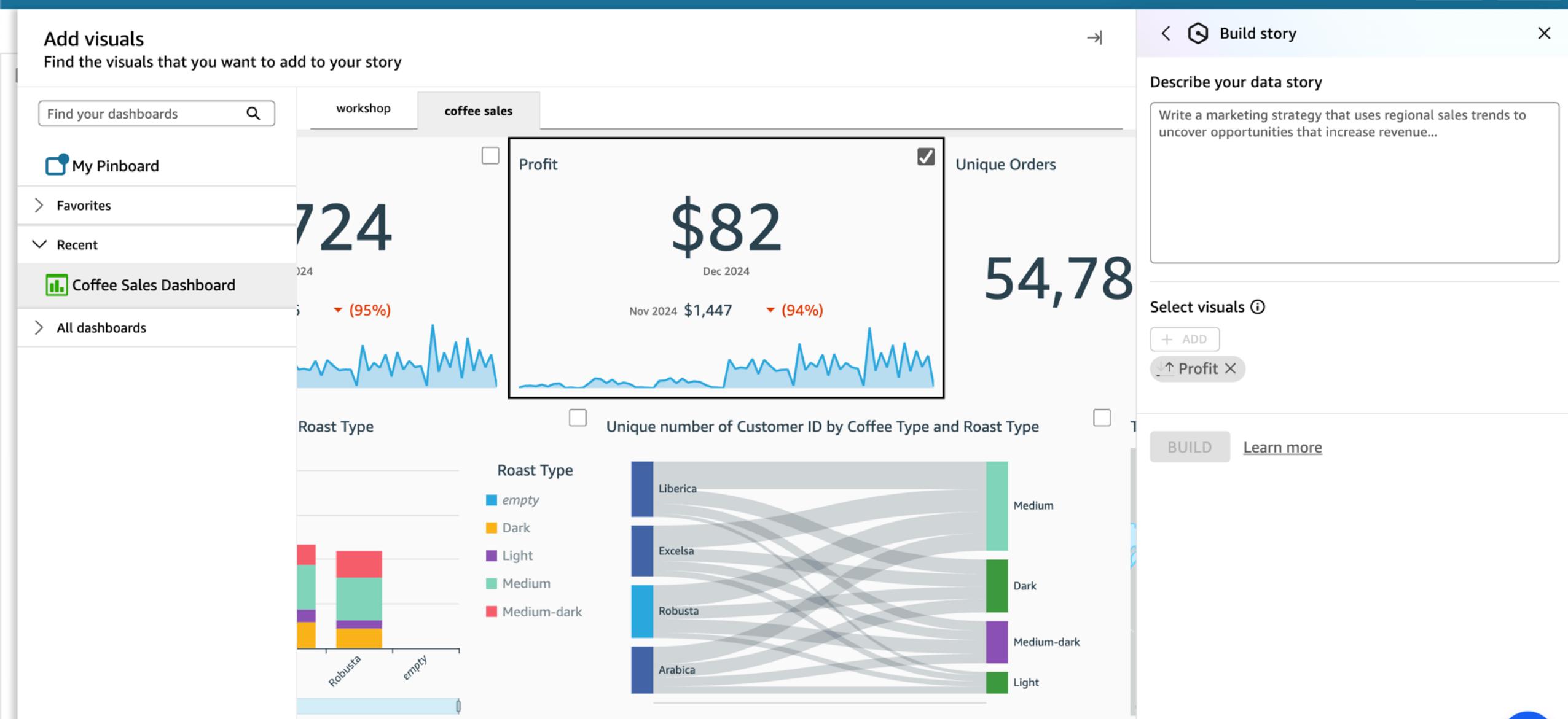


AmazonQ-dryrun-20250318 x My Story x +

us-east-1.quicksight.aws.amazon.com/sn/stories/13f99d63-90a3-493c-82a9-871f6df0b53e

QuickSight | My Story PREVIEW SHARE

File Edit Insert



## Add visuals

Find the visuals that you want to add to your story

Find your dashboards



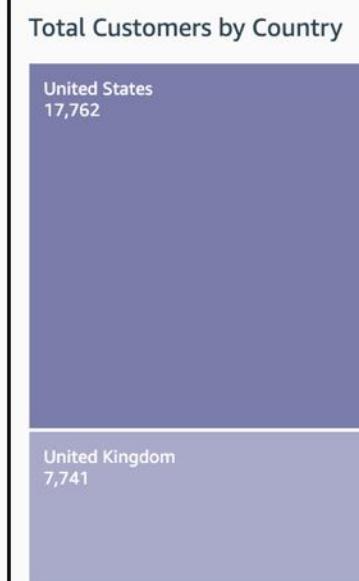
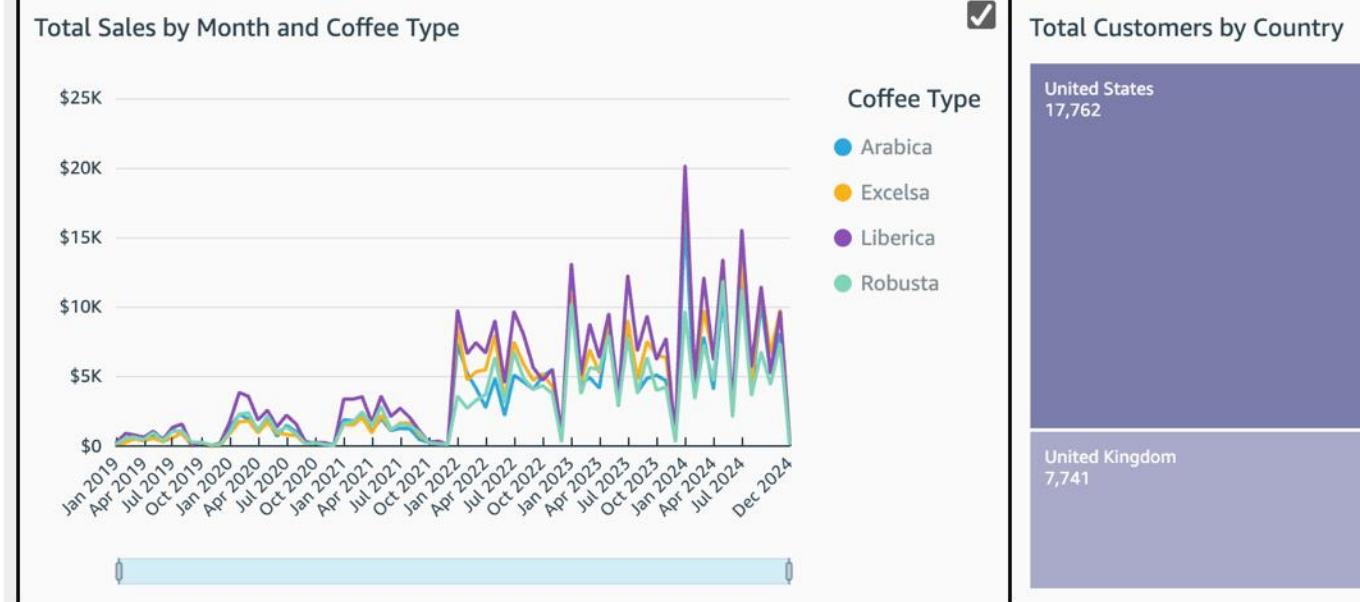
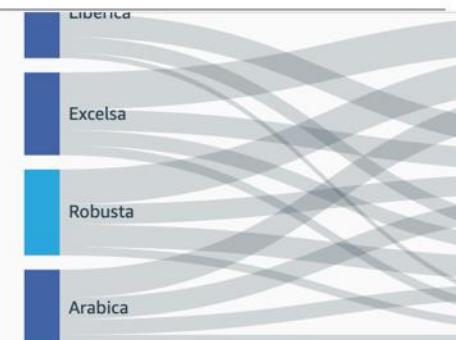
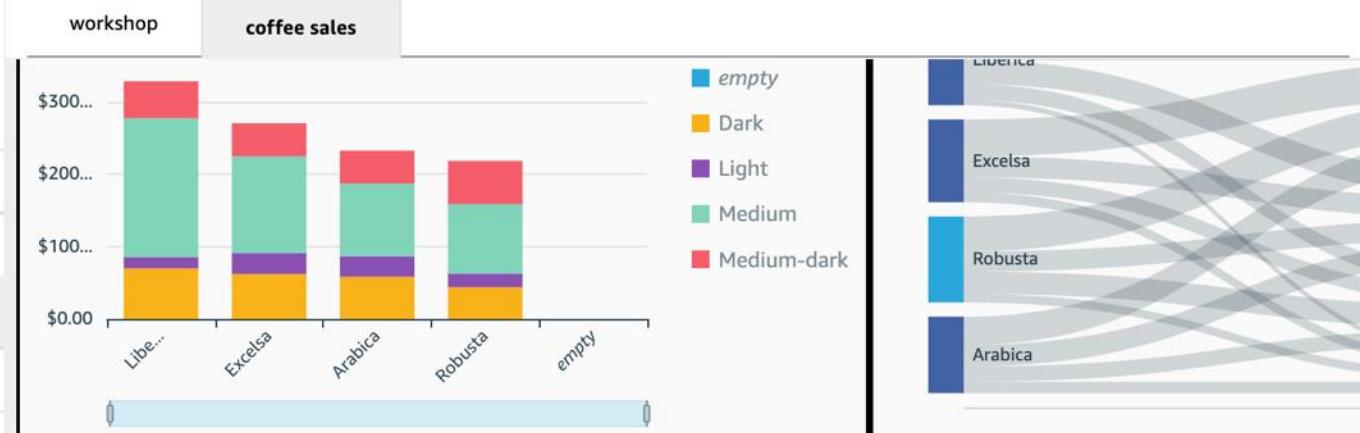
My Pinboard

&gt; Favorites

Recent

Coffee Sales Dashboard

&gt; All dashboards



Customer purchase details

&lt; Build story

X

## Describe your data story

Write a marketing strategy that uses regional sales trends to uncover opportunities that increase revenue...

## Select visuals

+ ADD

↑ Profit X

Total Sales by Coffee Type and Roast Type X

Unique number of Customer ID by Coffee T... X

Total Sales by Country X

Total Sales by Month and Coffee Type X

BUILD

Learn more



AmazonQ-dryrun-  
20250318

Hands-on with Amazon Q in QuickSight: A step-by-step workshop

▶ Initial setup

▼ Authoring experience

Build & refine visuals using natural language

Create calculations using natural language

▼ Reader experience

Ask questions using natural language and get answers

Generate executive summary

**Build data story**

Scenarios

▶ Unstructured insights

▼ AWS account access

[Open AWS console  
\(us-east-1\)](#)

[Get AWS CLI credentials](#)

Exit event

**Option-1:**

Where should I focus expanding the business next year? Give me insights on coffee types and roasts that performed well. What are my top and bottom products? Show me breakdown by loyalty? Provide recommendations for new products as well.

Copied!

What

**Option-2:**

Build me a story on how my business has been performing over the years. Include insights on customer loyalty and purchase patterns. Where should I continue to invest for next year?

Enter the prompt and click **BUILD**. Prompt from Option-1 is used in this example below.

The screenshot shows the 'Build story' interface. At the top, there's a navigation bar with a back arrow, a 'Build story' button, a help icon, and a user profile icon. Below the navigation is a text input field with the placeholder 'Describe the data story you need.' Inside this field is the prompt from Option-1, which is also highlighted with a red rectangular border. Below the text input is a large red circle containing the number '1'. Further down, there's a section titled 'Add the visuals that support your story.' with a '+ ADD VISUALS' button and three visual items listed: 'Total Sales by Coffee Type and Roast Type', 'Unique number of Customer ID by Coffee T...', and '# customers by loyalty'. At the very bottom right of the interface is a blue circular icon with a white speech bubble and a smiley face.

## Add visuals

Find the visuals that you want to add to your story

Find your dashboards



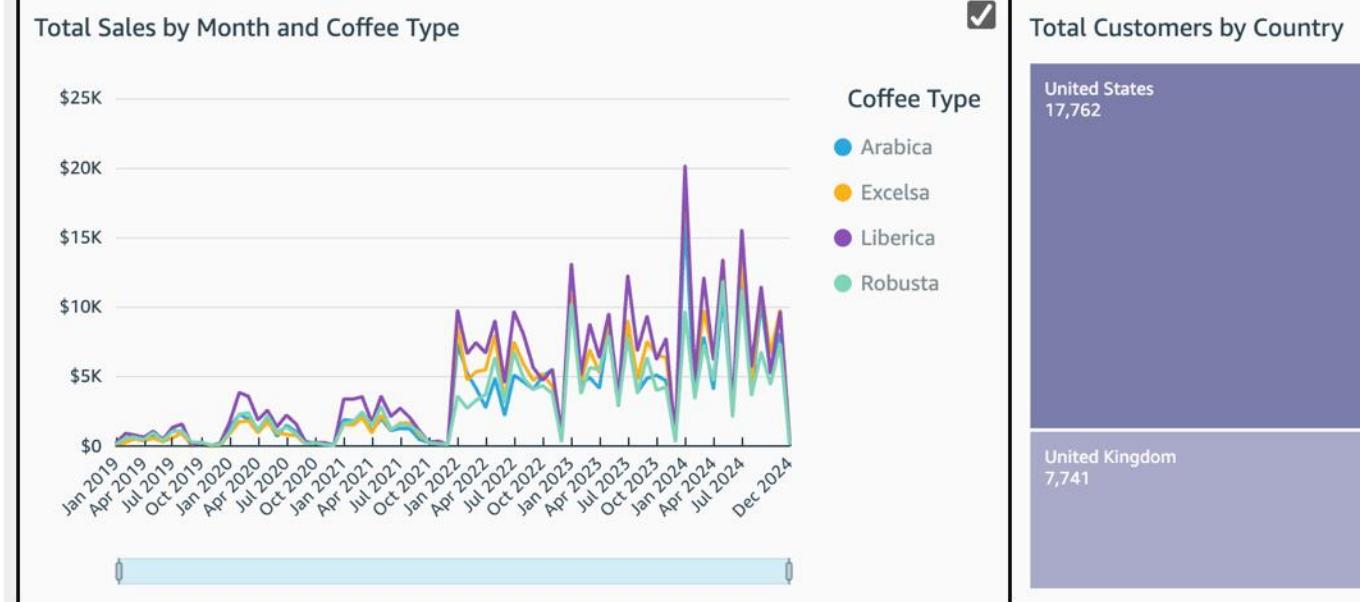
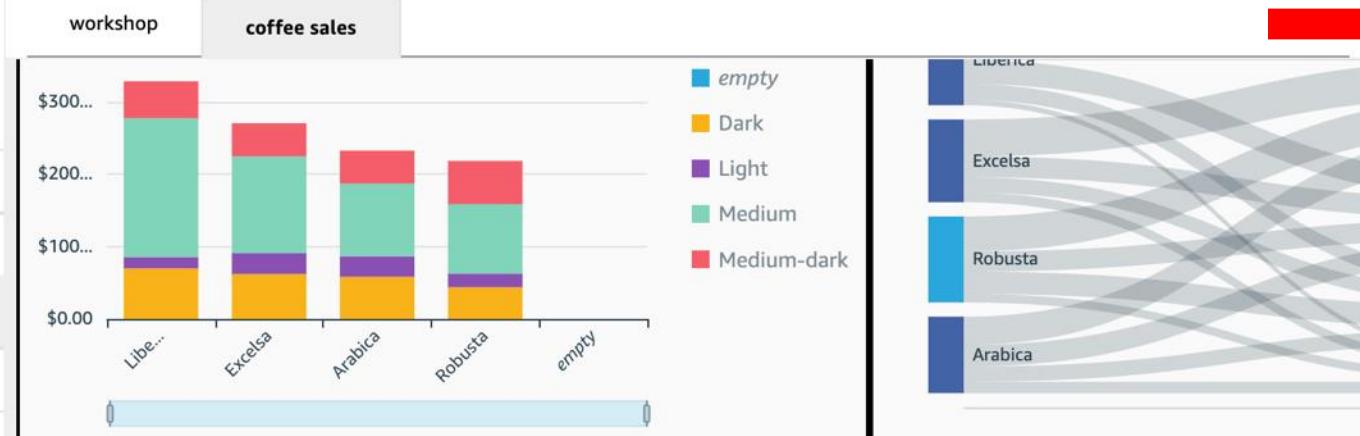
My Pinboard

Favorites

Recent

Coffee Sales Dashboard

All dashboards



&lt; Build story



## Describe your data story

Where should I focus expanding the business next year? Give me insights on coffee types and roasts that performed well. What are my top and bottom products? Show me breakdown by loyalty? Provide recommendations for new products as well!

## Select visuals

+ ADD

↑ Profit X

■ Total Sales by Coffee Type and Roast Type X

✖ Unique number of Customer ID by Coffee T... X

✖ Total Sales by Country X

↗ Total Sales by Month and Coffee Type X

BUILD

Learn more



## Add visuals

Find the visuals that you want to add to your story

Find your dashboards



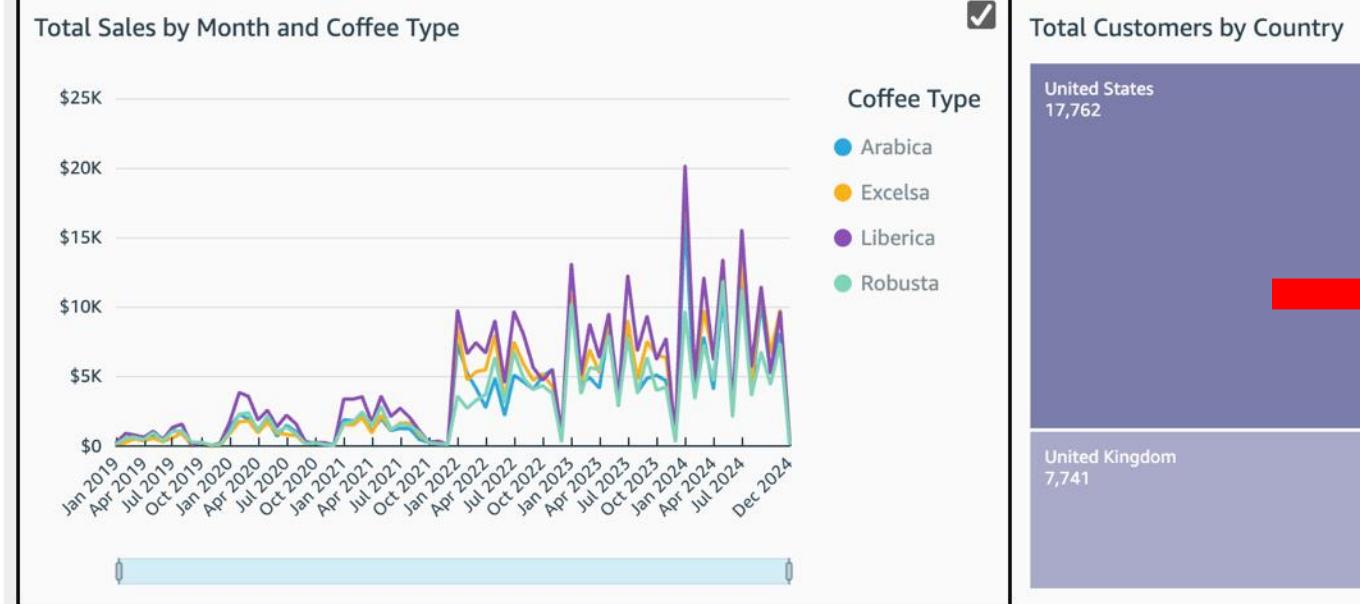
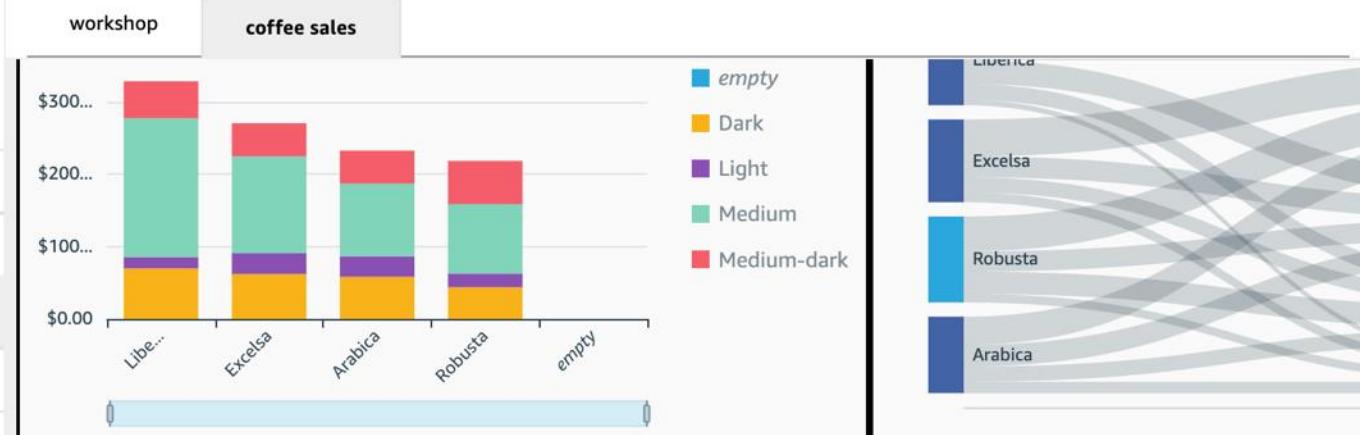
My Pinboard

Favorites

Recent

Coffee Sales Dashboard

All dashboards



< Build story



Describe your data story

Where should I focus expanding the business next year? Give me insights on coffee types and roasts that performed well. What are my top and bottom products? Show me breakdown by loyalty? Provide recommendations for new products as well!

Select visuals

+ ADD

↑ Profit X

■ Total Sales by Coffee Type and Roast Type X

➤ Unique number of Customer ID by Coffee T... X

▼ Total Sales by Country X

↗ Total Sales by Month and Coffee Type X

BUILD

Learn more



us-east-1.quicksight.aws.amazon.com/sn/stories/13f99d63-90a3-493c-82a9-871f6df0b53e

QuickSight | Brewing Success: A Data-Driven Roadmap for Coff...

File Edit Insert

Paragraph **i** U **Abc** **Abc** **Abc** **Abc**

Visuals + ADD X

Total Sales by Month and ...

Total Sales by Country

Unique number of Custom...

Total Sales by Coffee Type ...

Dashboards

Re-build your story

Brewing Success: A Data-Driven Roadmap for Coffee Business Growth

Prepared by [Name]

DONE

Review the result for accuracy and modify your description to build again if needed.

Dusk

Lush

ANIMATIONS

None

Fade

Slide

Speed

Medium

Introduction

This presentation will provide a detailed analysis of the company's coffee product performance to identify strategic growth opportunities. By examining sales trends, customer preferences, and loyalty insights across different coffee types and roasts, we will uncover valuable data-driven insights to guide business decisions and drive expansion in the coming year. The insights presented will equip the leadership team with the information needed to make informed choices about where to focus the company's resources for maximum impact.



Visuals show live data. Click Preview to view current visual snapshots.

## Visuals + ADD X

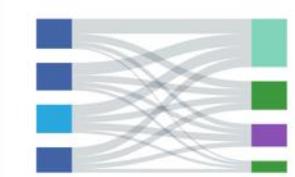
Total Sales by Month and ...



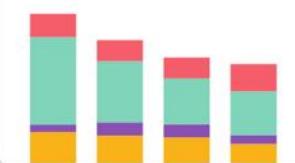
Total Sales by Country



Unique number of Custom...



Total Sales by Coffee Type ...



# Brewing Success: A Data-Driven Roadmap for Coffee Business Growth

Prepared by [Name]

## Introduction

This presentation will provide a detailed analysis of the company's coffee product performance to identify strategic growth opportunities. By examining sales trends, customer preferences, and loyalty insights across different coffee types and roasts, we will uncover valuable data-driven insights to guide business decisions and drive expansion in the coming year. The insights presented will equip the leadership team with the information needed to make informed choices about where to focus the company's resources for maximum impact.

## Story style

### THEMES

Minimal

Modern

Dynamic, vibrant, energetic, and bold.



Lush

### ANIMATIONS

 None Fade Slide

### Speed

Medium

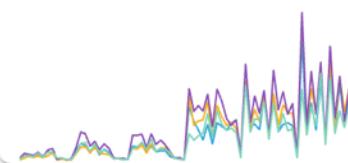




Visuals show live data. Click Preview to view current visual snapshots.

## Visuals + ADD

Total Sales by Month and ...



Total Sales by Country



Unique number of Custom...



Total Sales by Coffee Type ...



Profit

# Brewing Success: A Data-Driven Roadmap for Coffee Business Growth

Prepared by [Name]

## Introduction

This presentation will provide a detailed analysis of the company's coffee product performance to identify strategic growth opportunities. By examining sales trends, customer preferences, and loyalty insights across different coffee types and roasts, we will uncover valuable data-driven insights to guide business decisions and drive expansion in the coming year. The insights presented will equip the leadership team with the information needed to make informed choices about where to focus the company's resources for maximum impact.



## Story style

### THEMES

Minimal

Modern

Vivid

Dusk

Earthy, organic, natural, and harmonious.



### ANIMATIONS

None

Fade

Slide

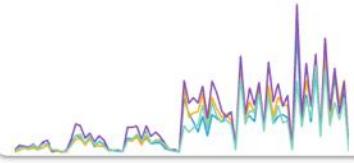
### Speed

Medium



Visuals + ADD X

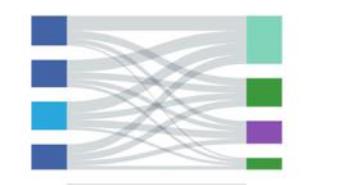
Total Sales by Month and ...



Total Sales by Country



Unique number of Custom...



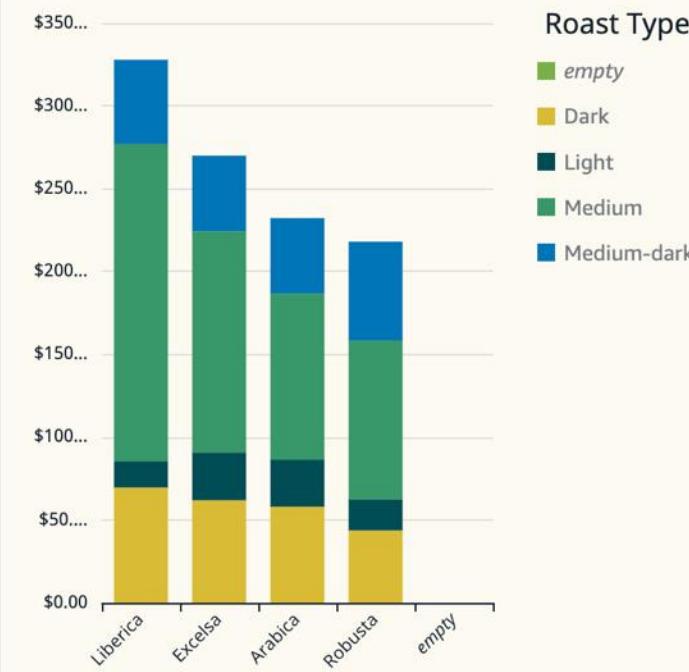
Total Sales by Coffee Type ...



Profit

# Total Sales by Coffee Type and Roast Type

Total Sales by Coffee Type and Roast Type



Our analysis of total sales by coffee type and roast reveals some key insights. According to the data in the graph, the top 3 coffee types in terms of total sales are Liberica (\$327,825.00), Excelsa (\$269,941.50) and Arabica (\$232,258.77). For roast types, the top 3 performers are Medium (\$521,662.50), Dark (\$233,141.25), and Medium-Dark (\$201,652.15). These findings suggest that customers have a strong preference for Liberica coffee as well as medium roasts. To capitalize on these trends, we should ensure adequate supply and inventory of these top-selling products. Additionally, we may want to explore opportunities to expand our medium roast offerings or introduce new Liberica-based products to meet growing customer demand.

## Story style X

## THEMES



Minimal



Modern



Vivid



Dusk



Lush

## ANIMATIONS

- None
- Fade
- Slide

## Speed

Medium



Visuals + ADD X

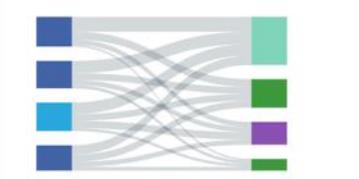
Total Sales by Month and ...



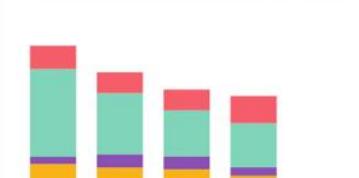
Total Sales by Country



Unique number of Custom...



Total Sales by Coffee Type ...



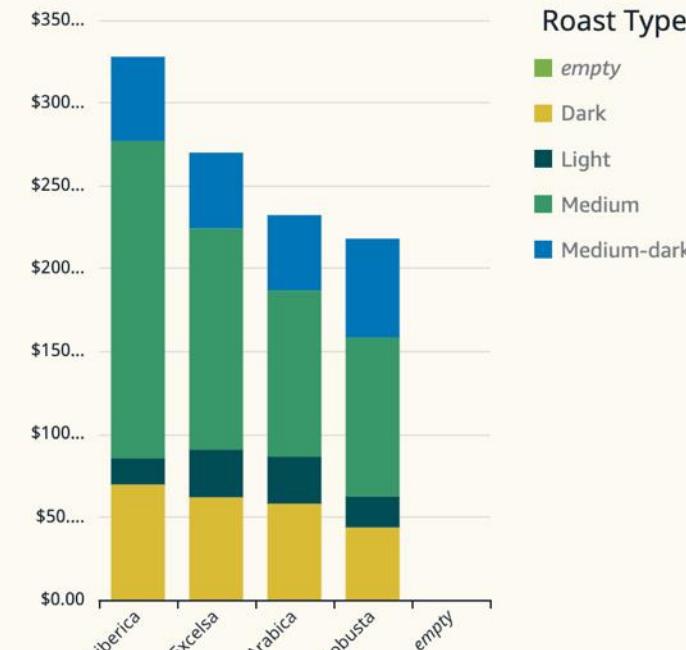
Profit

## Total Sales by Coffee Type and Roast Type

Edit narrative



Total Sales by Coffee Type and Roast Type



Paragraph

B i U S Abc Abc

Our analysis of total sales by coffee type and roast reveals some key insights. According to the data in the graph, the top 3 coffee types in terms of total sales are Liberica (\$327,825.00), Excelsa (\$269,941.50) and Arabica (\$232,258.77). For roast types, the top 3 performers are Medium (\$521,662.50), Dark (\$233,141.25), and Medium-Dark (\$201,652.15). These findings suggest that customers have a strong preference for Liberica coffee as well as medium roasts. To capitalize on these trends, we should ensure adequate supply and inventory of these top-selling products. Additionally, we may want to explore opportunities to expand our medium roast offerings or introduce new Liberica-based products to meet growing customer demand.

## Story style

THEMES

Minimal

Modern

Vivid

Dusk

Lush

ANIMATIONS

- None
- Fade
- Slide

Speed

Medium



File Edit Insert PREVIEW SHARE

Paragraph

Visuals X

Total Sales by Month and ...

Total Sales by Country

Unique number of Custom...

Total Sales by Coffee Type ...

Profit

# Total Sales by Coffee Type and Roast Type

Total Sales by Coffee Type and Roast Type

Roast Type

- empty
- Dark
- Light
- Medium
- Medium-dark

Coffee Type	Roast Type	Sales (\$)
Liberica	empty	~280
Excelsa	empty	~270
Arabica	empty	~230
Robusta	empty	~220
Liberica	Dark	~70
Excelsa	Dark	~60
Arabica	Dark	~55
Robusta	Dark	~45
Liberica	Light	~10
Excelsa	Light	~10
Arabica	Light	~10
Robusta	Light	~10
Liberica	Medium	~180
Excelsa	Medium	~140
Arabica	Medium	~120
Robusta	Medium	~110
Liberica	Medium-dark	~50
Excelsa	Medium-dark	~40
Arabica	Medium-dark	~30
Robusta	Medium-dark	~30

Make longer  
Expand on the narrative

Make shorter  
Summarize into fewer lines

Change to bullets  
Summarize into bullet points

y coffee type and roast  
according to the data in  
types in terms of total  
00), Excelsa (\$269,941.50  
and Arabica (\$232,258.77). For roast types, the top 3  
performers are Medium (\$521,662.50), Dark  
(\$233,141.25), and Medium-Dark (\$201,652.15). These  
findings suggest that customers have a strong  
preference for Liberica coffee as well as medium  
roasts. To capitalize on these trends, we should  
ensure adequate supply and inventory of these top-  
selling products. Additionally, we may want to explore  
opportunities to expand our medium roast offerings  
or introduce new Liberica-based products to meet  
growing customer demand.

Story style

THEMES

- Minimal
- Modern
- Vivid
- Dusk
- Lush

ANIMATIONS

- None
- Fade
- Slide

Speed

Medium

Visuals + ADD

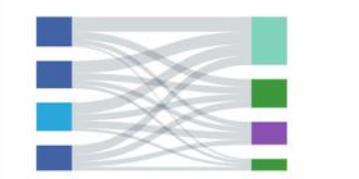
Total Sales by Month and ...



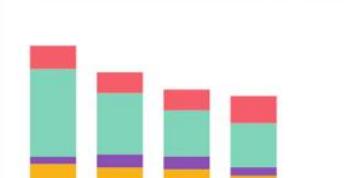
Total Sales by Country



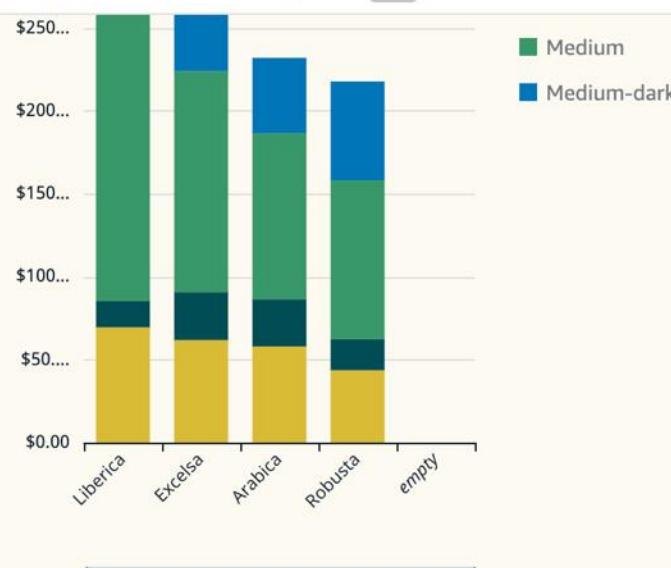
Unique number of Custom...



Total Sales by Coffee Type ...



Profit



## Unique number of Customer ID Type

Unique number of Customer ID by Coffee Type and ...

performers are Medium (\$521,662.50), Dark (\$233,141.25), and Medium-Dark (\$201,652.15). These findings suggest that customers have a strong preference for Liberica coffee as well as medium roasts. To capitalize on these trends, we should ensure adequate supply and inventory of these top-selling products. Additionally, we may want to explore opportunities to expand our medium roast offerings or introduce new Liberica-based products to meet growing customer demand.

### Edit narrative

Arabica (\$232,258.77).

- The top 3 performing roast types are Medium (\$521,662.50), Dark (\$233,141.25), and Medium-Dark (\$201,652.15).
- Customers have a strong preference for Liberica coffee and medium roasts.
- To capitalize on these trends, the company should ensure adequate supply and inventory of these top-selling products.
- The company may want to explore opportunities to expand their medium roast offerings or introduce new Liberica-based products to meet growing customer demand.

Review for accuracy



DISCARD

TRY AGAIN

KEEP

### Story style

## THEMES

Minimal

Modern

Vivid

Dusk

Lush

## ANIMATIONS

None

Fade

Slide

## Speed

Medium



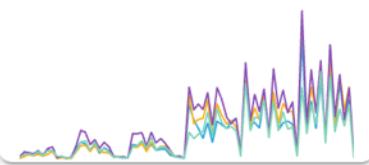
File Edit Insert

PREVIEW

SHARE

Visuals + ADD X

Total Sales by Month and ...



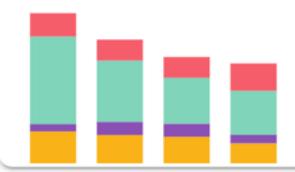
Total Sales by Country



Unique number of Custom...

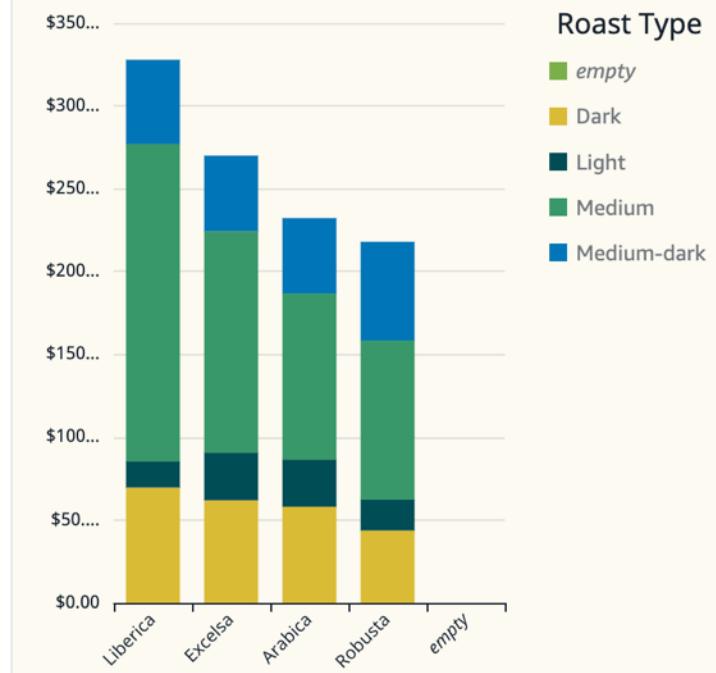


Total Sales by Coffee Type ...



Profit

Total Sales by Coffee Type and Roast Type



- The top 3 coffee types in terms of total sales are Liberica (\$327,825.00), Excelsa (\$269,941.50), and Arabica (\$232,258.77).
- The top 3 performing roast types are Medium (\$521,662.50), Dark (\$233,141.25), and Medium-Dark (\$201,652.15).
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## Story style X

## THEMES



Minimal



Modern



Vivid



Dusk



Lush

## ANIMATIONS

 None Fade Slide

## Speed

Medium

**Unique number of Customer ID by Coffee Type and Roast**

AmazonQ-dryrun-  
20250318

Hands-on with Amazon Q in QuickSight: A step-by-step workshop

- ▶ Initial setup
- ▶ Authoring experience
- ▶ Reader experience
- Scenarios
- ▼ Unstructured insights

Admin setup

Data Q&A

Data story

## ▼ AWS account access

[Open AWS console  
\(us-east-1\)](#)

[Get AWS CLI credentials](#)

Exit event

## Data Q&amp;A with unstructured data

< coffee sales ▾ PINBOARD

bottom performing products

Interpreted as: **Bottom 10 Product ID by total Profit.**

The total profit across the bottom 10 product IDs is \$14,064. There are 17 unique product IDs in total. The product ID with the lowest profit is "L-L" with \$671 in profit.

## INSIGHTS FROM Q BUSINESS

The key insights from the provided information indicate that the coffee company should focus on optimizing the performance of its underperforming product "L-L", which has the lowest total quantity sold at 1,749 units. To improve the sales of this light roast Liberica coffee, the company should analyze customer feedback, sales trends, and competitor offerings to identify improvement opportunities or potential discontinuation. At the same time, the

[Show more](#)

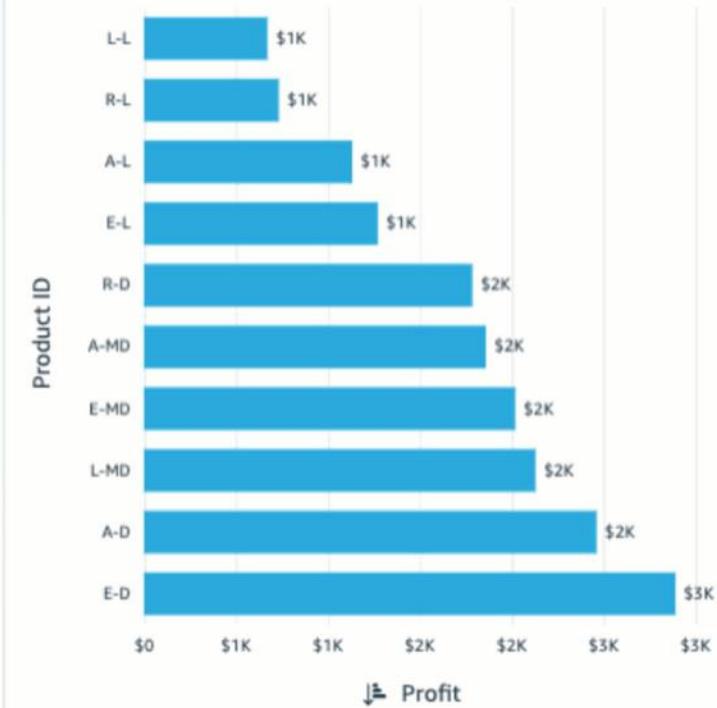
## ▼ SOURCES

1 Coffee Growth Plan for 2025.docx

REVIEW FOR ACCURACY

## Product ID by total Profit

BOTTOM 10

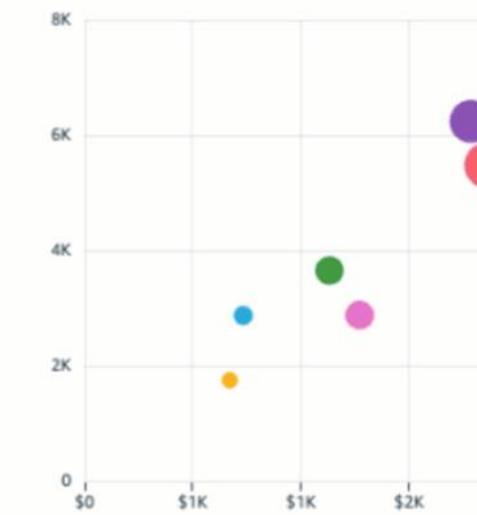


Customize visualization

Total Profit  
BOTTOM 10 PRODUCT IDS BY PROFIT

**\$14,064**

Total Profit, total Quantity and total Sales by  
BOTTOM 10 PRODUCT IDS BY PROFIT



Did you mean...



## AmazonQ-dryrun-20250318

Hands-on with Amazon Q in QuickSight: A step-by-step workshop

- ▶ Initial setup
- ▶ Authoring experience
- ▶ Reader experience

Scenarios

### Unstructured insights

Admin setup

Data Q&A

Data story

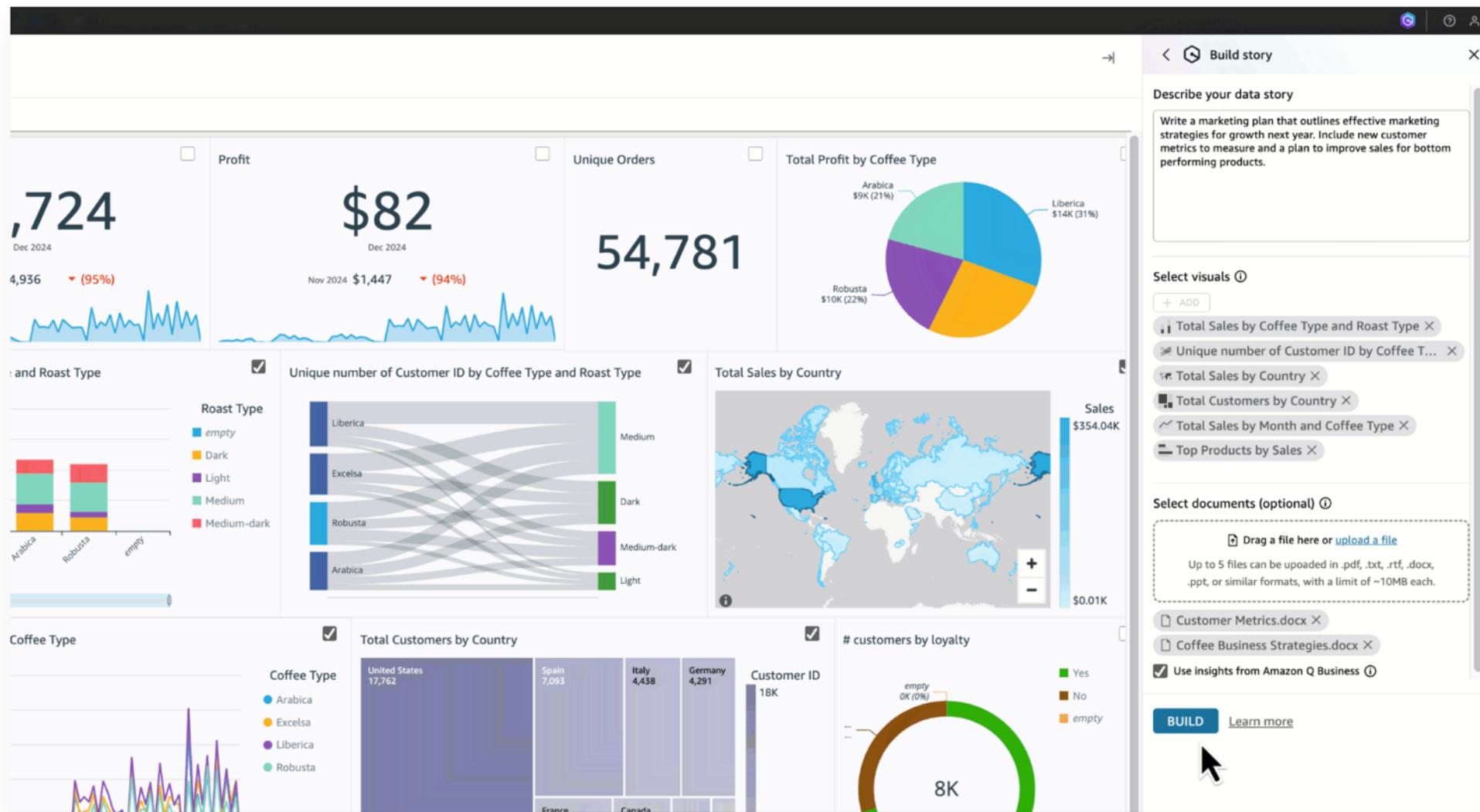
### AWS account access

[Open AWS console  
\(us-east-1\)](#)

[Get AWS CLI credentials](#)

[Exit event](#)

## Data stories with unstructured data



AmazonQ-dryrun-  
20250318

Hands-on with Amazon Q in QuickSight: A step-by-step workshop

- ▶ Initial setup
- ▶ Authoring experience
- ▶ Reader experience
- Scenarios
- ▼ Unstructured insights

Admin setup

Data Q&A

Data story

## ▼ AWS account access

[Open AWS console  
\(us-east-1\)](#)

[Get AWS CLI credentials](#)

[Exit event](#)

[Event dashboard](#) > Unstructured insights



# Unstructured insights

**Enhanced Q&A with Amazon Q Business integration:** Amazon Q in QuickSight data Q&A now presents summarized insights from Amazon Q Business as part of multi-visual answers, enriching multi-visual responses with additional business context.

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[Download Coffee Sales.docx](#)

[Download Coffee Growth Plan for 2025.docx](#)

[Download Coffee Type Definitions.docx](#)

## In this module, you will learn how to:

1. Create an Amazon Q Business application from QuickSight
2. Use unstructured documents as sources in data Q&A
3. Integrate unstructured insights in data stories.



AmazonQ-dryrun-  
20250318

Hands-on with Amazon Q in QuickSight: A step-by-step workshop

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- ▶ Authoring experience
- ▶ Reader experience
- Scenarios
- ▼ Unstructured insights

Admin setup

Data Q&A

Data story

## ▼ AWS account access

[Open AWS console  
\(us-east-1\)](#)

[Get AWS CLI credentials](#)

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[Event dashboard](#) > Unstructured insights



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AmazonQ-dryrun-20250318 x Brewing Success: A Data-Driven Approach x +

catalog.us-east-1.prod.workshops.aws/event/dashboard/en-US/workshop/6-unstructured-insights

aws workshop studio

Coffee Sales.docx  
14.5 KB • Done

Open

AmazonQ-dryrun-20250318 <

Event dashboard > Unstructured insights

# Unstructured insights

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Hands-on with Amazon Q in QuickSight: A step-by-step workshop

- Initial setup
- Authoring experience
- Reader experience
- Scenarios
- Unstructured insights**

- Admin setup
- Data Q&A
- Data story

AWS account access

- Open AWS console (us-east-1)
- Get AWS CLI credentials

Exit event

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## Coffee Sales

### Coffee Type definitions

Arabica is the most popular type of coffee bean, known for its smooth, mild flavor. Arabica beans are native to Ethiopia.

Robusta is the second most popular type of coffee bean, known for its bold, bitter flavor and high caffeine content. Robusta beans are tolerant of a wide range of climates and altitudes, and were first discovered in the Democratic Republic of Congo in the late 19th century.

Liberica is a rare type of coffee bean with a fruity and floral aroma, and a woody, full-bodied taste. Liberica beans have the lowest caffeine content of the four types of coffee beans.

Excelsa is a member of the Liberica family. Excelsa beans have a tart, fruity flavor and are grown primarily in Southeast Asia. Excelsa beans are often used in blends to add flavor and complexity

### Customer Retention

For customers with a loyalty card, the total sales amount is \$813,179.10 across 4 different coffee varieties. The top-selling coffee type is Liberica, generating \$258,853 in revenue.

1. Loyalty Program Optimization: Enhance the existing loyalty program by offering personalized rewards, exclusive deals, and experiences based on individual customer purchase data and preferences. Increase loyalty program awareness and enrollment through targeted marketing campaigns.
2. Customer Engagement: Implement targeted retention strategies for high-value customers.

Page 1 of 2 638 words English (United States) Focus Copilot - + 154%

Leverage top selling products like L-M (likely a medium roast Liberica coffee) to drive sales in new markets. For example, introduce limited-edition flavors or specialty blends of this variant to reinvigorate interest among existing customers and attract new ones.

#### Geographic Expansion

Target expansion in the European market, specifically countries like Portugal, where current sales seem relatively low based on the customer data shown. Develop localized marketing strategies and partnerships to increase brand awareness and availability in these untapped regions.

#### Customer Metrics

##### Incorporate new metrics

1. Customer Acquisition Cost (CAC): Track the cost of acquiring each new customer through various marketing and sales efforts. Aim to reduce CAC over time through optimized campaigns and referral programs.

2. Customer Lifetime Value (CLV): Measure the projected revenue a customer will generate over their entire relationship with the company. Focus on increasing CLV by improving customer retention and encouraging higher purchase frequencies/quantities.

3. Net Promoter Score (NPS): Implement an NPS system to gauge customer loyalty and likelihood of recommending the brand. Use NPS insights to identify areas for improvement and enhance the overall customer experience.

4. Repeat Purchase Rate: Monitor the percentage of customers who make multiple purchases within a given period (e.g., quarterly, annually). Increase repeat purchase rate through targeted promotions, loyalty programs, and personalized recommendations.

By focusing on optimizing underperforming products, leveraging top sellers for new market

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aws workshop studio

Coffee Growth Plan for 202  
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AmazonQ-dryrun-  
20250318

Hands-on with Amazon Q in QuickSight: A step-by-step workshop

- ▶ Initial setup
- ▶ Authoring experience
- ▶ Reader experience
- Scenarios

▼ Unstructured insights

- Admin setup
- Data Q&A
- Data story

▼ AWS account access

- Open AWS console (us-east-1)
- Get AWS CLI credentials

Exit event

Event dashboard > Unstructured insights

# Unstructured insights

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## Coffee Growth Plan

### Coffee Type definitions

Arabica is the most popular type of coffee bean, known for its smooth, mild flavor. Arabica beans are native to Ethiopia. Robusta is the second most popular type of coffee bean, known for its bold, bitter flavor and high caffeine content. Robusta beans are tolerant of a wide range of climates and altitudes, and were first discovered in the Democratic Republic of Congo in the late 19th century. Liberica is a rare type of coffee bean with a fruity and floral aroma, and a woody, full-bodied taste. Liberica beans have the lowest caffeine content of the four types of coffee beans. Excelsa is a member of the Liberica family. Excelsa beans have a tart, fruity flavor and are grown primarily in Southeast Asia. Excelsa beans are often used in blends to add flavor and complexity

### Expansion

1. Geographic Expansion: Target new markets and regions where sales are currently low or non-existent. Use the sales by country data to identify potential growth opportunities, especially in countries with high coffee consumption but low current sales.
2. Product Line Expansion: Leverage the sales data by coffee type and roast to identify top-selling variants. Introduce new flavors, blends, or limited editions to cater to evolving customer preferences and attract new customer segments.
3. Channel Expansion: Explore new sales channels beyond the current brick-and-mortar and online presence. Consider partnerships with hospitality industry (hotels, airlines, etc.), subscription-based models, or presence in specialty retail outlets.

### Customer Retention

1. Loyalty Program Optimization: Enhance the existing loyalty program by offering personalized

### 3. Strategic Partnerships and Co-Marketing

Explore partnerships with complementary brands or businesses (e.g., bakeries, cafes, lifestyle brands) to cross-promote and reach new potential customers through co-marketing efforts.

4. Experiential Marketing: Invest in experiential marketing initiatives, such as pop-up events, sampling campaigns, or immersive brand experiences, to create memorable interactions and drive brand awareness among new audiences.

Incorporating the additional data on bottom 3 products, here are some specific recommendations and metrics to include in the 2025 growth plan:

#### Plan to improve product sales

##### L-L

Evaluate bottom performing products like L-L (likely a light roast Liberica coffee) which has the lowest total quantity sold at 1,749 units. Analyze customer feedback, sales trends, and competitor offerings to identify improvement opportunities or potential discontinuation.

##### L-M

Leverage top selling products like L-M (likely a medium roast Liberica coffee) to drive sales in new markets. For example, introduce limited-edition flavors or specialty blends of this variant to reinvigorate interest among existing customers and attract new ones.

#### Geographic Expansion

Target expansion in the European market, specifically countries like Portugal, where current sales seem relatively low based on the customer data shown. Develop localized marketing strategies and partnerships to increase brand awareness and availability in these untapped regions.

#### Customer Metrics

Incorporate new metrics

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aws workshop studio

Coffee Type Definitions.docx  
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AmazonQ-dryrun-  
20250318

Hands-on with Amazon Q in QuickSight: A step-by-step workshop

▶ Initial setup

▶ Authoring experience

▶ Reader experience

Scenarios

▼ Unstructured insights

Admin setup

Data Q&A

Data story

▼ AWS account access

Open AWS console  
(us-east-1)

Get AWS CLI credentials

Exit event

Event dashboard > Unstructured insights

# Unstructured insights

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[Download Coffee Growth Plan for 2025.docx](#)

[Download Coffee Type Definitions.docx](#)

In this module, you will learn how to:

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2. Use unstructured documents as sources in data Q&A
3. Integrate unstructured insights in data stories.

Chat icon

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## Coffee Type definitions

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## QuickSight | Brewing Success: A Data-Driven Roadmap for Coffe...

File Edit Insert

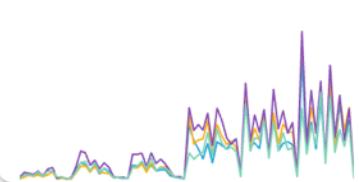
Paragraph

B i U S Abc Abc



## Visuals + ADD X

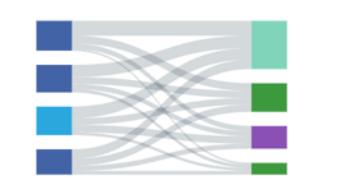
## Total Sales by Month and ...



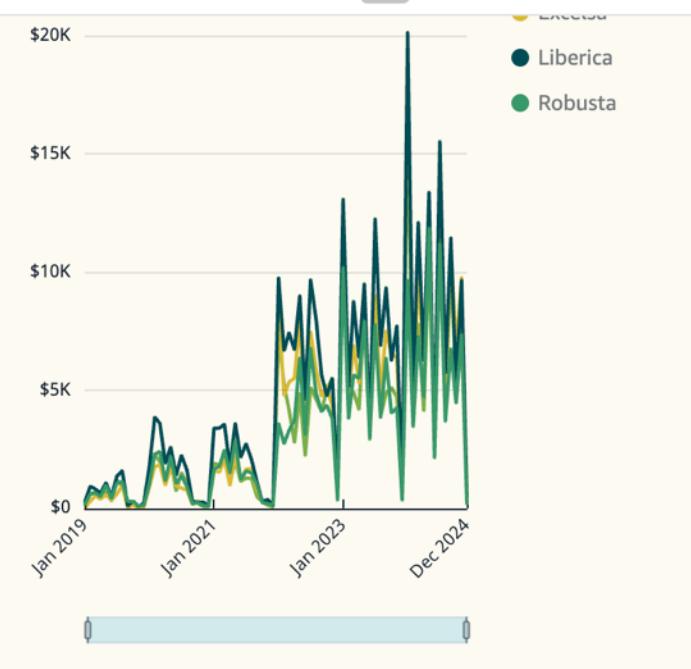
## Total Sales by Country



## Unique number of Custom...



## Total Sales by Coffee Type ...



Indicating a significant decline in recent months

Comparing November 2024 to December 2024, total sales for December 2024 decreased by 95.07% (from \$34,936 to \$1,724), with the biggest declines seen in Robusta (97.74% decrease), Liberica (95.24% decrease), and Excelsa (94.25% decrease). However, the top 3 coffee types for total sales over the period are Liberica with \$327,825, Excelsa with \$269,942, and Arabica with \$232,259. These insights can help the business anticipate and prepare for seasonal fluctuations in demand to optimize production and inventory levels.

## Top Performing Products

The data analysis has revealed that the Medium Roast Arabica Blend and the Dark Roast Single Origin are the company's top-selling coffee products. These premium offerings have consistently generated the highest sales revenue and should be the focus of the company's production and marketing efforts going forward. Continued

Username  
WSPParticipantRole/Participant  
Account name  
005786021828

[Manage QuickSight](#)

English >

N. Virginia >

Help

Sign out

Modern

Vivid

Dusk

Lush

## ANIMATIONS

- None
- Fade
- Slide

## Speed

Medium



Account name: 005786021828

Edition: Enterprise

[Manage users](#)

Manage groups

Manage assets

Manage pricing

SPICE capacity

Account settings

Security &amp; permissions

[New](#)

Augment Q&amp;A and Data Stories narratives with insights from documents and websites

Get insights from business documents with Amazon Q Business

[GET STARTED](#)

## Manage users

Invite new users, manage roles for users accessing the QuickSight account. [Learn More](#)[Invite users](#)[Manage permissions](#) Search for a user

Role: All

Activity: All

Username	Email	Role	Permissions	Last active	Action
WSParticipantRole/Participant	abc@amazon.com	Admin Pro	▼	2025-03-18 17:14	

Mobile settings

Showing 1 - 1 of 1 users.

Domains and Embedding

Account customization

Single sign-on (SSO)

KMS keys

Customize application [New](#)

Account name: 005786021828  
Edition: Enterprise

Manage users

Manage groups

Manage assets

Manage pricing

SPICE capacity

Account settings

Security & permissions New

Manage VPC connections

Mobile settings

Domains and Embedding

Account customization

Single sign-on (SSO)

KMS keys

Customize application New

# Security & permissions

QuickSight can control access to AWS resources for the entire account in addition to individual users and groups

## QuickSight access to AWS services

By configuring access to AWS services, QuickSight can access the data in those services. Access by users and groups can be controlled through the options below.



Augment Q&A and Data Stories narratives with insights from documents and websites

Get insights from business documents with Amazon Q Business

[GET STARTED](#)

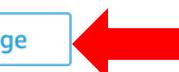
X

## IAM role in use

Quicksight-managed role (default)

There is no AWS resource permission settings

[Manage](#)



## Default resource access

ⓘ Users and groups have access to all connected resources.



QuickSight can allow or deny access to all users and groups by default. When an individual access control is not in effect for a particular user or group

# QuickSight access to AWS services

Make your existing AWS data and users available in QuickSight. [Learn More](#)

## IAM Role

- Use QuickSight-managed role (default)
- Use an existing role

## Create or access Amazon Q Business applications

-  Amazon Q Business   
To augment Q&A and Data Stories with insights from documents and websites, link an Amazon Q Business application.  
[Select application](#)

## Allow access and autodiscovery for these resources

-  Amazon Redshift
-  Amazon RDS
-  IAM
-  Amazon S3  
[Select S3 buckets](#)
-  Amazon Athena  
Make sure you've chosen the right Amazon S3 buckets for QuickSight access
-  Amazon S3 Storage Analytics



# QuickSight account

Make your existing AWS data and user groups available to your QuickSight account.

## IAM Role

- Use QuickSight-managed role (recommended)
- Use an existing role

Select Amazon Q Business applications

Augment Amazon Q in QuickSight experiences by providing context from uploaded documents, approved sources, and linked websites.

Region name	Amazon Q Business application	KMS key
US East (N. Virginia)	Select	
US West (Oregon)	Select	—

[Cancel](#) [Done](#)

## Create or access Amazon Q Business applications

- Amazon Q Business  
To augment Q&A and Data Stories with insights from documents and websites, link an Amazon Q Business application.  
[Select application](#)

## Allow access and autodiscovery for these resources

- Amazon Redshift
- Amazon RDS
- IAM
- Amazon S3  
[Select S3 buckets](#)

- Amazon Athena  
Make sure you've chosen the right Amazon S3 buckets for QuickSight access
- Amazon S3 Storage Analytics



# QuickSight account

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## IAM Role

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Augment Amazon Q in QuickSight experiences by providing context from uploaded documents, approved sources, and linked websites.

Region name	Amazon Q Business application	KMS key
US East (N. Virginia)	Select	—
US West (Oregon)	None	—

[+ Create](#)

[Cancel](#) [Done](#)

## Create or access Amazon Q Business applications

- Amazon Q Business**  
To augment Q&A and Data Stories with insights from documents and websites, link an Amazon Q Business application.  
[Select application](#)

## Allow access and autodiscovery for these resources

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- Amazon RDS
- IAM
- Amazon S3  
[Select S3 buckets](#)

- Amazon Athena  
Make sure you've chosen the right Amazon S3 buckets for QuickSight access
- Amazon S3 Storage Analytics



# QuickSight acc

Make your existing AWS data and us

## IAM Role

- Use QuickSight-managed role (de
- Use an existing role

Select Amazon Q Business applications

Augment Amazon Q in QuickSight experiences by providing context from uploaded documents, approved sources, and linked websites.

Region name	Amazon Q Business application	KMS key
US East (N. Virginia)	New_QuickSight_application <span>X</span>	Default key <span>▼</span>
US West (Oregon)	Select <span>▼</span>	—

Cancel Done ←

## Create or access Amazon Q Business applications

- Amazon Q Business
  - To augment Q&A and Data Stories with insights from documents and websites, link an Amazon Q Business application.
  - [Select application](#)

## Allow access and autodiscovery for these resources

- Amazon Redshift
- Amazon RDS
- IAM
- Amazon S3
  - [Select S3 buckets](#)

- Amazon Athena
  - Make sure you've chosen the right Amazon S3 buckets for QuickSight access
- Amazon S3 Storage Analytics



us-east-1.console.aws.amazon.com/amazonq/business/applications/ee3c1b6e-6128-4994-9335-9e5ce895aefc/details?region=us-east-1#

aws Search [Option+S] United States (N. Virginia) WSParticipantRole/Participant @ 0057-8602-1828

Support

Amazon Q Business Applications New\_QuickSight\_application Application details

Amazon Q Business <

Applications

New\_QuickSight\_application

Enhancements

Data sources Admin controls and guardrails

Documentation

Introducing QuickSight answers in Amazon Q Business  
Get insights from databases, data lakes, and data warehouses with Amazon QuickSight answers in Amazon Q Business. [Learn more](#)

## New\_QuickSight\_application [Info](#)

Applications using the QuickSight Identity Provider access management method have limited admin functionality.

### Q Recommendations

Recommendations to enhance this application.

 Add data sources Optimize your application by connecting to your enterprise data. [Data sources](#)

 Set preferences Define guardrails, feature settings and LLM knowledge controls. [Admin controls and guardrails](#)

 Monitor usage Get a comprehensive view of key metrics to help you understand usage of this application. [Analytics dashboard](#)

Application settings Tags

Application settings [Edit](#)

us-east-1.console.aws.amazon.com/amazonq/business/applications/ee3c1b6e-6128-4994-9335-9e5ce895aefc/details?region=us-east-1#

aws Support Search [Option+S] United States (N. Virginia) WSParticipantRole/Participant @ 0057-8602-1828

Amazon Q Business Applications New\_QuickSight\_application Application details

New\_QuickSight\_application Info QuickSight Edit Delete

Amazon Q Business Applications < Applications New\_QuickSight\_application Enhancements Data sources Admin controls and guardrails Documentation

**New\_QuickSight\_application**

Applications using the QuickSight Identity Provider access management method have limited admin functionality.

**Q Recommendations**

Recommendations to enhance this application.

**Add data sources**  Optimize your application by connecting to your enterprise data.

**Data sources** 

**Set preferences**  Define guardrails, feature settings and LLM knowledge controls.

**Admin controls and guardrails**

**Monitor usage**  Get a comprehensive view of key metrics to help you understand usage of this application.

**Analytics dashboard**

**Application settings** Tags

**Application settings**

Application name: New\_QuickSight\_application

Application ID: ee3c1b6e-6128-4994-9335-9e5ce895aefc

Application status: ✓ Created successfully

Edit

us-east-1.console.aws.amazon.com/amazonq/business/applications/ee3c1b6e-6128-4994-9335-9e5ce895aefc/datasources?region=us-east-1

aws Support Search [Option+S] United States (N. Virginia) WSParticipantRole/Participant @ 0057-8602-1828

Amazon Q Business Applications New\_QuickSight\_application Data sources

## Data sources Info

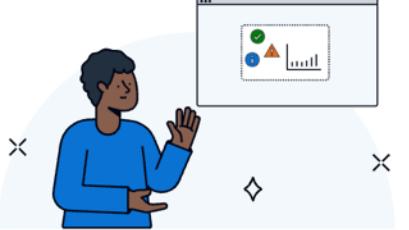
▼ How it works

- 

### 1. Add an index

Add an index before connecting your data sources. An index stores and retrieves content from any data sources you connect.
- 

### 2. Connect and sync data sources

Connect data sources and define a data sync schedule to keep your application updated.
- 

### 3. Monitor data source usage

Access data sync histories to monitor and manage data source performance.

 **No index has been added to this application. An index helps find answers in your data.**  
An index retrieves responses from your data sources. You can create a new index, or connect an existing one.

[Add an index](#)

### Data sources (0) Info

Sync now Stop sync Actions ▾ Add data source

Search data sources

Name	Source	Data source ...	Last sync time	Last sync st...	Current syn...	Access Contr...
------	--------	-----------------	----------------	-----------------	----------------	-----------------

< 1 > 

us-east-1.console.aws.amazon.com/amazonq/business/applications/ee3c1b6e-6128-4994-9335-9e5ce895aefc/datasources?region=us-east-1

aws Support Search [Option+S] United States (N. Virginia) WSParticipantRole/Participant @ 0057-8602-1828

Amazon Q Business Applications New\_QuickSight\_application Data sources

## Data sources Info

▼ How it works

- 

### 1. Add an index

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**Add an index**

### Data sources (0) Info

Sync now Stop sync Actions ▾ Add data source

Search data sources

Name	Source	Data source ...	Last sync time	Last sync st...	Current syn...	Access Contr...
------	--------	-----------------	----------------	-----------------	----------------	-----------------

< 1 > ⏪

A red arrow points to the "Add an index" button.

## Add an index Info

### Index Info

Create a new index or use an existing index to retrieve responses from data sources.

#### Index name

You can include hyphens (-), but not spaces. Maximum of 1000 alphanumeric characters.

#### Index provisioning

Choose an index to optimize your application's needs. The index cannot be changed after creating the application. Note that once index units are provisioned, you are charged regardless of whether the provisioned units are used. Please see more details on the [Amazon Q Business pricing document](#).

##### Enterprise

Ideal for production workloads needing maximum uptime and encrypted data storage.

- Multi-availability zone deployment for enhanced fault tolerance
- Scales up to 1 million documents

##### Starter

Well-suited for non-production workloads such as a proof of concepts, development, and testing.

- Single availability zone deployment
- Scales up to 100,000 documents

#### Number of units Info

Each unit is 20,000 documents or 200 MB, whichever comes first.

Available index unit range is 1 to 50 units.

CancelAdd an index

## Add an index Info

### Index Info

Create a new index or use an existing index to retrieve responses from data sources.

#### Index name

You can include hyphens (-), but not spaces. Maximum of 1000 alphanumeric characters.

#### Index provisioning

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Available index unit range is 1 to 5 units.

[Cancel](#)[Add an index](#)

## Add an index Info

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us-east-1.console.aws.amazon.com/amazonq/business/applications/ee3c1b6e-6128-4994-9335-9e5ce895aefc/datasources?region=us-east-1

aws Support Search [Option+S] United States (N. Virginia) WSParticipantRole/Participant @ 0057-8602-1828

Amazon Q Business Applications New\_QuickSight\_application Data sources

**Amazon Q Business**

Applications

New\_QuickSight\_application

Enhancements

Data sources Admin controls and guardrails Document enrichments Relevance tuning

Documentation

**Index creation in progress**  
Amazon Q Business index "QBusiness-index-1223" is in creating. This process will take approximately 20 minutes to complete. Once the index is created, you can add data sources to it.

**Data sources** Info

▶ How it works

▼ Index

Index name	Index provisioning	Index ID
QBusiness-index-1223	1	a1f6b048-2697-41a4-93ca-a70434c3976d
Index status	Document count	Retriever ID
Index creation in progress	0	52dd1b5b-361e-4a58-9dfa-9b72d6442fe3
Last modified time	Storage used	Retriever
March 18, 2025, 17:21 (UTC+08:00)	0 Bytes	Native retriever: Starter

Delete Edit

**Data sources (0)** Info

Sync now Stop sync Actions Add data source

Search data sources

< 1 > ⚙️

Name	Source	Data source ...	Last sync time	Last sync st...	Current syn...	Access Contr...
------	--------	-----------------	----------------	-----------------	----------------	-----------------

Feedback icon

us-east-1.console.aws.amazon.com/amazonq/business/applications/ee3c1b6e-6128-4994-9335-9e5ce895aefc/datasources?region=us-east-1

aws Support Search [Option+S] United States (N. Virginia) WSParticipantRole/Participant @ 0057-8602-1828

Amazon Q Business Applications New\_QuickSight\_application Data sources

Amazon Q Business <

Applications

New\_QuickSight\_application

Enhancements

Data sources (selected)

Admin controls and guardrails

Document enrichments

Relevance tuning

Documentation

## Data sources Info

▶ How it works

### ▼ Index

Index name	Index provisioning	Index ID
QBusiness-index-1223	1	a1f6b048-2697-41a4-93ca-a70434c3976d
Index status	Document count	Retriever ID
<input checked="" type="checkbox"/> Active	0	52dd1b5b-361e-4a58-9dfa-9b72d6442fe3
Last modified time	Storage used	Retriever
March 18, 2025, 17:21 (UTC+08:00)	0 Bytes	Native retriever: Starter

**Delete** **Edit**

### Data sources (0) Info

Sync now Stop sync Actions Add data source

< 1 > 1 item

Name	Source	Data source ...	Last sync time	Last sync st...	Current syn...	Access Contr...
------	--------	-----------------	----------------	-----------------	----------------	-----------------

You don't have any data sources.

Add data source

Chat icon

us-east-1.console.aws.amazon.com/amazonq/business/applications/ee3c1b6e-6128-4994-9335-9e5ce895aefc/datasources?region=us-east-1

aws Support Search [Option+S] United States (N. Virginia) WSParticipantRole/Participant @ 0057-8602-1828

Amazon Q Business Applications New\_QuickSight\_application Data sources

## Data sources Info

▶ How it works

### ▼ Index

Index name	Index provisioning	Index ID
QBusiness-index-1223	1	a1f6b048-2697-41a4-93ca-a70434c3976d
Index status	Document count	Retriever ID
Active	0	52dd1b5b-361e-4a58-9dfa-9b72d6442fe3
Last modified time	Storage used	Retriever
March 18, 2025, 17:21 (UTC+08:00)	0 Bytes	Native retriever: Starter

Delete Edit

### Data sources (0) Info

Sync now Stop sync Actions Add data source

Search data sources

Name	Source	Data source ...	Last sync time	Last sync st...	Current syn...	Access Contr...
------	--------	-----------------	----------------	-----------------	----------------	-----------------

You don't have any data sources.

Add data source

Documentation

Enhancements

- Data sources
- Admin controls and guardrails
- Document enrichments
- Relevance tuning

Documentation

Red arrow pointing to the "Add data source" button in the "Data sources" section.

## Add data source

### Data sources (0) Info

Select the data source that you want to configure. You can configure up to 50 data sources per application.

#### Most popular

**Amazon S3**

Cloud

**Web crawler****Upload files**[All](#)[Cloud](#)[On-prem](#)

Search

**Asana - Preview**

Cloud

**Box**

Cloud

**Confluence**

Cloud

On-prem

**Custom data source****Dropbox**

Cloud

**GitHub**

Cloud

On-prem

**Gmail**

Cloud

**Google Calendar - Preview**

Cloud

**Google Drive**

Cloud



← → C ⌘ us-east-1.console.aws.amazon.com/amazonq/business/applications/ee3c1b6e-6128-4994-9335-9e5ce895aefc/indices/a1f6b048-2697-41a4-93ca-a70... ☆ ⌂ | ⌂ T :

aws | Search [Option+S] | United States (N. Virginia) | WSParticipantRole/Participant @ 0057-8602-1828 ▾

Support

Amazon Q Business > Applications > New\_QuickSight\_application > Data sources > Add data source > Add files

Add File uploader Info

Select files

Supports text by default. Opt in for images, and visual-rich documents, audio and video files could incur additional charge.

Drag & drop or browse files



Maximum file size is 50MB. Supported file types: .html, .ppt, .docx, .txt, .pdf, .csv, .xlsx, .xml, .json, .md, .rtf, .xslt, .mp3, .wav, .m4a, .flac, .ogg, .mp4, .mov, .m4v.  
Text extraction enabled by default. See advanced settings for multi-modal indexing options.

▼ Multi-media content configuration - optional

**Default indexing** | Info

Text-based content  
Indexes text from common documents. [View supported format](#) 

**Advanced indexing** | Info  
Enable advanced processing of visual elements, audio, and video files. [View pricing details](#) 

**Visual content in documents**  
Process, extract and index content from the embedded visuals in the documents.  
Supported format: .pdf, .docx, .ppt, .pptx

**Audio files**  
Process, extract and index content from the supported audio files.  
Supported format: .mp3, .wav, .m4a, .flac, .ogg

**Video files**  
Process, extract and index content from the supported video files.  
Supported format: .mp4, .mov, .m4v



Favorites

- mba
- Applications
- Downloads
- On My Mac

Select

Drag

Maxim

Text e

▼ M

D

T

In

A

E

Media

Music

Process, extract and index content from the embedded visuals in the documents.

Supported format: .pdf, .docx, .ppt, .pptx

Audio files

Process, extract and index content from the supported audio files.

Supported format: .mp3, .wav, .m4a, .flac, .ogg

Video files

Process, extract and index content from the supported video files.

Supported format: .mp4, .mov, .m4v

Downloads

Name

Size

Kind

Date Added

Coffee Type Definitions.docx  
13 KB Micros...(docx) Today at 5:00 PM

Coffee Sales.docx  
15 KB Micros...(docx) Today at 4:59 PM

Coffee Growth Plan for 2025.docx  
15 KB Micros...(docx) Today at 5:00 PM

Show Options

Cancel Open

 **Add File uploader** [Info](#)**Select files**

Supports text by default. Opt in for images, and visual-rich documents, audio and video files could incur additional charge.

**Drag & drop or browse files** [Choose files](#)

Maximum file size is 50MB. Supported file types: .html, .ppt, .docx, .txt, .pdf, .csv, .xlsx, .xml, .json, .md, .rtf, .xslt, .mp3, .wav, .m4a, .flac, .ogg, .mp4, .mov, .m4v.  
Text extraction enabled by default. See advanced settings for multi-modal indexing options.

Coffee Type Definitions.docx

12.81 KB

2025-03-18T17:00:46



Coffee Sales.docx

14.80 KB

2025-03-18T16:59:23



Coffee Growth Plan for 2025.docx

15.24 KB

2025-03-18T17:00:00

**▼ Multi-media content configuration - optional**

**Default indexing** | [Info](#)

Text-based content

Indexes text from common documents. [View supported format](#)

**Advanced indexing** | [Info](#)

Enable advanced processing of visual elements, audio, and video files. [View pricing details](#)



← → C ⌘ us-east-1.console.aws.amazon.com/amazonq/business/applications/ee3c1b6e-6128-4994-9335-9e5ce895aefc/indices/a1f6b048-2697-41a4-93ca-a70... ☆ | ↗ | ↘ | T :

aws | Search [Option+S] | United States (N. Virginia) | WSParticipantRole/Participant @ 0057-8602-1828 ▾

Support

Amazon Q Business > Applications > New\_QuickSight\_application > Data sources > Add data source > Add files

Text-based content  
Indexes text from common documents. [View supported format](#)

**Advanced indexing** | [Info](#)  
Enable advanced processing of visual elements, audio, and video files. [View pricing details](#)

**Visual content in documents**  
Process, extract and index content from the embedded visuals in the documents.  
Supported format: .pdf, .docx, .ppt, .pptx

**Audio files**  
Process, extract and index content from the supported audio files.  
Supported format: .mp3, .wav, .m4a, .flac, .ogg

**Video files**  
Process, extract and index content from the supported video files.  
Supported format: .mp4, .mov, .m4v

## Uploaded Documents

Name	Type	Size	Indexing type	Status	Details
No uploaded documents No resources to display					

Back  Upload

← → C ⌘ us-east-1.console.aws.amazon.com/amazonq/business/applications/ee3c1b6e-6128-4994-9335-9e5ce895aefc/indices/a1f6b048-2697-41a4-93ca-a70... ☆ ⌂ | ⌂ T :

aws Search [Option+S] United States (N. Virginia) WSParticipantRole/Participant @ 0057-8602-1828

Support

Amazon Q Business > Applications > New\_QuickSight\_application > Data sources > Add data source > Add files

Advanced indexing | Info

Enable advanced processing of visual elements, audio, and video files. [View pricing details](#)

Visual content in documents  
Process, extract and index content from the embedded visuals in the documents.  
Supported format: .pdf, .docx, .ppt, .pptx

Audio files  
Process, extract and index content from the supported audio files.  
Supported format: .mp3, .wav, .m4a, .flac, .ogg

Video files  
Process, extract and index content from the supported video files.  
Supported format: .mp4, .mov, .m4v

### Uploaded Documents

Name	Type	Size	Indexing type	Status	Details
Coffee Growth Plan for 2025.docx	docx	14.89 KiB	Default indexing	<span>✓ Success</span>	-
Coffee Sales.docx	docx	14.45 KiB	Default indexing	<span>✓ Success</span>	-
Coffee Type Definitions.docx	docx	12.51 KiB	Default indexing	<span>✓ Success</span>	-

Back Upload Done

us-east-1.console.aws.amazon.com/amazonq/business/applications/ee3c1b6e-6128-4994-9335-9e5ce895aefc/indices/a1f6b048-2697-41a4-93ca-a70... ☆

aws Search [Option+S] United States (N. Virginia) WSParticipantRole/Participant @ 0057-8602-1828

Support

Amazon Q Business > Applications > New\_QuickSight\_application > Data sources > Add data source > Add files

Advanced indexing | Info

Enable advanced processing of visual elements, audio, and video files. [View pricing details](#)

Visual content in documents  
Process, extract and index content from the embedded visuals in the documents.  
Supported format: .pdf, .docx, .ppt, .pptx

Audio files  
Process, extract and index content from the supported audio files.  
Supported format: .mp3, .wav, .m4a, .flac, .ogg

Video files  
Process, extract and index content from the supported video files.  
Supported format: .mp4, .mov, .m4v

## Uploaded Documents

Name	Type	Size	Indexing type	Status	Details
Coffee Growth Plan for 2025.docx	docx	14.89 KiB	Default indexing	Success	-
Coffee Sales.docx	docx	14.45 KiB	Default indexing	Success	-
Coffee Type Definitions.docx	docx	12.51 KiB	Default indexing	Success	-

Back Upload Done

← → ⌂ us-east-1.console.aws.amazon.com/amazonq/business/applications/ee3c1b6e-6128-4994-9335-9e5ce895aefc/datasources/indices/a1f6b048-2697-41... ☆ ⌂ | ⌂ | T :

aws | Search [Option+S] | United States (N. Virginia) | WSParticipantRole/Participant @ 0057-8602-1828 ▾

Support

Amazon Q Business > Applications > New\_QuickSight\_application > Data sources > Uploaded files

Amazon Q Business <

Applications

New\_QuickSight\_application

Enhancements

Data sources

Admin controls and guardrails

Document enrichments

Relevance tuning

Documentation

Uploaded files Info

Uploaded files (3)

Search files

< 1 > | ⚙️

Delete files Add files

<input type="checkbox"/> Document name	Upload time	Upload status	Status details
<input type="checkbox"/> Coffee Growth Plan for 2025.docx	Mar 18, 2025, 5:40 PM GMT+8	Processing 	Preparing file to use as a source
<input type="checkbox"/> Coffee Sales.docx	Mar 18, 2025, 5:40 PM GMT+8	Processing 	Preparing file to use as a source
<input type="checkbox"/> Coffee Type Definitions.docx	Mar 18, 2025, 5:40 PM GMT+8	Processing 	Preparing file to use as a source

A red arrow points to the "Processing" status column for the first file.

← → ⌂ us-east-1.console.aws.amazon.com/amazonq/business/applications/ee3c1b6e-6128-4994-9335-9e5ce895aefc/datasources/indices/a1f6b048-2697-41... ☆ ⌂ | ⌂ | ⌂ | ⌂

aws | Search [Option+S] | United States (N. Virginia) | WSParticipantRole/Participant @ 0057-8602-1828

Support

Amazon Q Business > Applications > New\_QuickSight\_application > Data sources > Uploaded files

Amazon Q Business <

Applications

New\_QuickSight\_application

Enhancements

Data sources

Admin controls and guardrails

Document enrichments

Relevance tuning

Documentation

## Uploaded files Info

### Uploaded files (3)

Search files

<input type="checkbox"/> Document name	Upload time	Upload status	Status details
<input type="checkbox"/> Coffee Growth Plan for 2025.docx	Mar 18, 2025, 5:41 PM GMT+8	Indexed	Ready to use as a source
<input type="checkbox"/> Coffee Type Definitions.docx	Mar 18, 2025, 5:41 PM GMT+8	Indexed	Ready to use as a source
<input type="checkbox"/> Coffee Sales.docx	Mar 18, 2025, 5:41 PM GMT+8	Indexed	Ready to use as a source

**Delete files** **Add files**

< 1 >

A red arrow points to the "Indexed" status column for the first file.

Use QuickSight-managed role (default)

Use an existing role

#### Create or access Amazon Q Business applications

Amazon Q Business (1 applications selected)

To augment Q&A and Data Stories with insights from documents and websites, link an Amazon Q Business application.

[Select application](#)

#### Allow access and autodiscovery for these resources

Amazon Redshift

Amazon RDS

IAM

Amazon S3  
[Select S3 buckets](#)

Amazon Athena  
Make sure you've chosen the right Amazon S3 buckets for QuickSight access

Amazon S3 Storage Analytics

AWS IoT Analytics

Amazon OpenSearch Service

Amazon SageMaker

Amazon Timestream

AWS SecretsManager  
[Select secrets](#)

[Save](#)

[Cancel](#)



Account name: 005786021828  
Edition: Enterprise

Manage users

Manage groups

Manage assets

Manage pricing

SPICE capacity

Account settings

Security & permissions New

Manage VPC connections

Mobile settings

Domains and Embedding

Account customization

Single sign-on (SSO)

KMS keys

Customize application New

# Security & permissions

QuickSight can control access to AWS resources for the entire account in addition to individual users and groups

## QuickSight access to AWS services

By configuring access to AWS services, QuickSight can access the data in those services. Access by users and groups can be controlled through the options below.



Augment Q&A and Data Stories narratives with insights from documents and websites

Get insights from business documents with Amazon Q Business

GET STARTED

X

### IAM role in use

Quicksight-managed role (default)

### Access granted to 1 services

 Amazon Q Business



Manage

### Default resource access

 Users and groups have access to all connected resources.

QuickSight can allow or deny access to all users and groups by default, when an individual access control is not in effect for a particular user or group.



AmazonQ-dryrun-  
20250318

Event dashboard &gt; Unstructured insights &gt; Data Q&amp;A



# Data Q&A

Please note that this feature requires a topic to be created. To learn how to create a topic, see [Creating Amazon QuickSight Q topics](#)

For this workshop, we have pre-built a topic called **coffee sales** and under topic details, have enabled **Allow insight summaries from Amazon Q Business in Q&A** as shown below

**coffee sales**

[Summary](#) [Data](#) [User Activity](#) [Suggested Questions](#)

**Topic details**

**Name** coffee sales

**Description** This topic contains customer coffee sales data across the globe.

**Last modified** Oct 14, 2024, 16:32 by

**Last refresh** Oct 14, 2024, 16:30

Allow sharing data stories

Allow insight summaries from Amazon Q Business in Q&A

This topic is on the new Amazon Q experience. [Learn more](#)

Hands-on with Amazon Q in QuickSight: A step-by-step workshop

▶ Initial setup

▶ Authoring experience

▶ Reader experience

Scenarios

▼ Unstructured insights

Admin setup

**Data Q&A**

Data story

▼ AWS account access

[Open AWS console](#)  
(us-east-1)

[Get AWS CLI credentials](#)

[Exit event](#)

## Exercise 1 - Lets use Q&A to explore insights from both structured and unstructured data sources

1. Open **Coffee Sales Dashboard** and access **Ask a question about coffee sales**
2. Enter question top performing products



Find analyses &amp; more

## Amazon Q Topics

NEW SAMPLE TOPIC

NEW TOPIC

Favorites

Recent

My folders

Shared folders

Dashboards

Data stories

 Scenarios Beta

Analyses

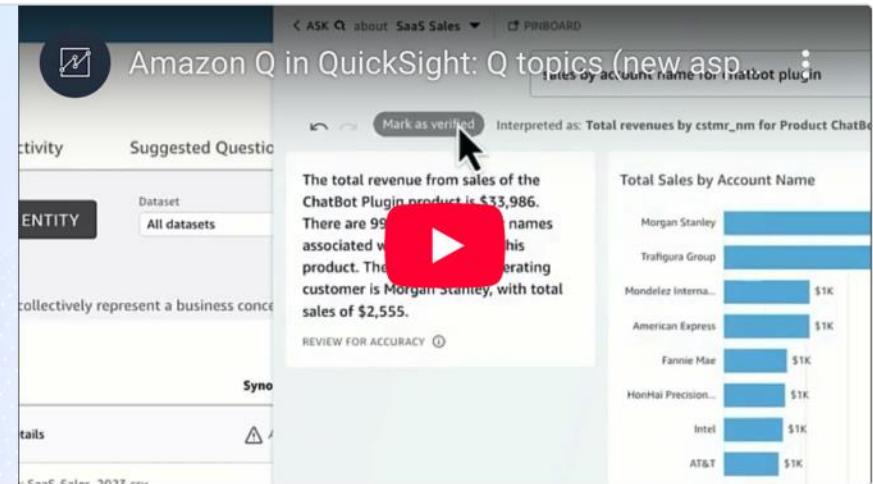
Datasets

Community

Topics

## Instant multi-visual answers to your data questions

To introduce the generative Q&A experience for your users, create a new generative topic. Then publish your dashboards with all the new generative capabilities enabled.



Name	Owner	Status	Last Modified	Usage	Actions
coffee sales	Me	Refreshed 6 hours ago	4 hours ago	25 questions  0  0	

1-1 of 1



us-east-1.quicksight.aws.amazon.com/sn/topics/x9NbB0FywpL2ptLWrnRhOBIZGvBdOzlu/summary

QuickSight | coffee sales

Ask a question about coffee sales

< All topics

# coffee sales

OPEN Q&A    SHARE

Summary    Data    User Activity    Suggested Questions

Improve your topic

Review your Topic settings to improve performance!

START REVIEW

## Topic details

Name coffee sales

Description --

Last modified Mar 18, 2025, 13:41 by WSParticipantRole/Participant

Last refresh Mar 18, 2025, 11:43

Allow sharing data stories

Allow insight summaries from Amazon Q Business in Q&A

## Statistics

7 days    30 days    90 days    120 days    12 months    Options

### Feedback over time

From Mar 12, 2025 to Mar 18, 2025

25  
20  
15

Ask a question about coffee sales

&lt;All topics

## coffee sales

OPEN Q&amp;A

SHARE

Summary

Data

User Activity Suggested Questions

DATASETS DATA FIELDS NAMED ENTITY

Dataset

coffee sales dataset

BULK ACTIONS ADD CALCULATED FIELD ADD FILTER

Filter by:



Review your topic for improved Q performance!

START REVIEW

Include	Friendly name	Synonyms	Details
<input type="checkbox"/>	City	town X location X +	Dimension, Location
<input type="checkbox"/>	Coffee Type	coffee kind X coffee product X coffee variety X +	Dimension
<input type="checkbox"/>	Country	nation X geo X +	Dimension, Location
<input type="checkbox"/>	Customer ID	client id X consumer id X buyer id X +	Dimension, Identifier
<input type="checkbox"/>	Customer Name	client name X buyer name X customer X +	Dimension, Person
<input type="checkbox"/>	Order Date	purchase date X buy date X +	Dimension, Date
<input type="checkbox"/>	Loyalty Card	rewards card X loyalty program X loyalty plan X +	Dimension



Ask a question about coffee sales

&lt;All topics

## coffee sales

OPEN Q&amp;A

SHARE

Summary

Data

User Activity

Suggested Questions

DATASETS

DATA FIELDS

NAMED ENTITY

Dataset

coffee sales dataset

BULK ACTIONS

ADD CALCULATED FIELD

ADD FILTER

Filter by: All fields

Search fields



Include	Friendly name	Synonyms	Details
<input type="checkbox"/>	<input checked="" type="checkbox"/> # Price per 100g	price to 100g X cost for 100g X +	Measure
<input type="checkbox"/>	<input checked="" type="checkbox"/> Product ID	product X +	Dimension, Identifier
<input type="checkbox"/>	<input checked="" type="checkbox"/> # Profit	gain X earnings X +	Measure, Currency, USD, Currency
<input type="checkbox"/>	<input checked="" type="checkbox"/> # Quantity	amount X number X volume X +	Measure
<input type="checkbox"/>	<input checked="" type="checkbox"/> Roast Type	roast kind X +	Dimension
<input type="checkbox"/>	<input checked="" type="checkbox"/> # Sales	revenue X sold X spend X +	Measure, Currency, USD, Currency
<input type="checkbox"/>	<input checked="" type="checkbox"/> # Size	Add alternate names for field	Measure
<input type="checkbox"/>	<input checked="" type="checkbox"/> # Unit Price	Add alternate names for field	Measure



us-east-1.quicksight.aws.amazon.com/sn/topics/x9NbB0FywpL2ptLWrnRhOBIZGvBdOzlu/summary

QuickSight | coffee sales

Ask a question about coffee sales

< All topics

# coffee sales

OPEN Q&A    SHARE

Summary    Data    User Activity    Suggested Questions

Improve your topic

Review your Topic settings to improve performance!

START REVIEW

Topic details

Name coffee sales 

Description -- 

Last modified Mar 18, 2025, 13:41 by WSParticipantRole/Participant

Last refresh snapshots of the Q visuals from this topic, with other users.

Allow sharing data stories  Allow viewers of this topic to share data stories, that include

Allow insight summaries from Amazon Q Business in Q&A  Allow snapshots of the Q visuals from this topic, with other users.

Statistics

7 days    30 days    90 days    120 days    12 months    Options ▾

Feedback over time

From Mar 12, 2025 to Mar 18, 2025

25  
20  
15





Ask a question about coffee sales

< All topics

# coffee sales

OPEN Q&A

SHARE

Summary

Data

User Activity

Suggested Questions

Improve your topic

Review your Topic settings to improve performance!

START REVIEW

## Topic details

Name coffee sales 

Description -- 

Last modified Mar 18, 2025, 13:41 by WSParticipantRole/Participant

Last refresh Mar 18, 2025, 11:43 

Allow sharing data stories 

Allow additional insights generated with sources from Amazon Q Business to be surfaced in Q&A answers

Allow insight summaries from Amazon Q Business in Q&A 

## Statistics

7 days

30 days

90 days

120 days

12 months

Options 

### Feedback over time

From Mar 12, 2025 to Mar 18, 2025

25  
20  
15



Ask a question about coffee sales

Successfully edited topic details

&lt; All topics

# coffee sales

[Summary](#)[Data](#)[User Activity](#)[Suggested Questions](#)[OPEN Q&A](#)[SHARE](#)

Improve your topic

Review your Topic settings to improve performance!

[START REVIEW](#)

## Topic details

**Name** coffee sales **Description** -- **Last modified** Mar 18, 2025, 17:49 by WSParticipantRole/Participant**Last refresh** Mar 18, 2025, 11:43  Allow sharing data stories  Allow insight summaries from Amazon Q Business in Q&A 

## Statistics

[7 days](#)[30 days](#)[90 days](#)[120 days](#)[12 months](#)[Options](#) 

### Feedback over time

From Mar 12, 2025 to Mar 18, 2025

25  
20  
15  
10 This topic is on the new Amazon Q experience. [Learn more](#)

AmazonQ-dryrun-  
20250318

Hands-on with Amazon Q in QuickSight: A step-by-step workshop

## ▶ Initial setup

## ▶ Authoring experience

## ▼ Reader experience

Ask questions using natural language and get answers

Generate executive summary

Build data story

## Scenarios

## ▼ Unstructured insights

Admin setup

## Data Q&amp;A

Data story

## ▼ AWS account access

Open AWS console  
(us-east-1)

Get AWS CLI credentials

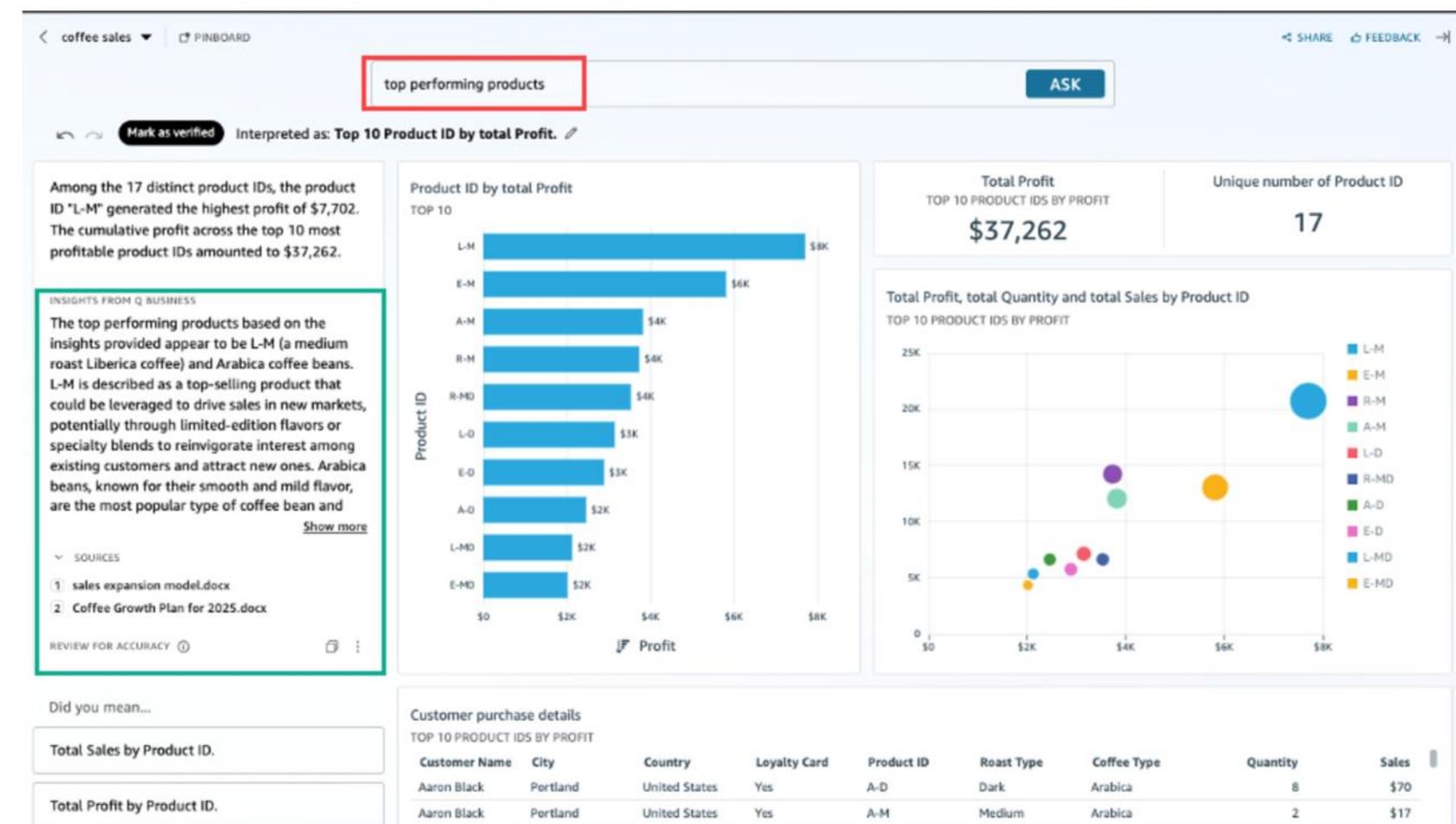
Exit event

## Exercise 1 - Lets use Q&amp;A to explore insights from both structured and unstructured data sources

1. Open Coffee Sales Dashboard and ask a question about coffee sales

2. Enter question top performing products Copied!

- Insights from documents uploaded in Q Business are summarized and presented as shown below.



Find analyses & more 

Dashboards   

 Favorites

 Recent

 My folders

 Shared folders

 Dashboards 

 Data stories

 Scenarios 

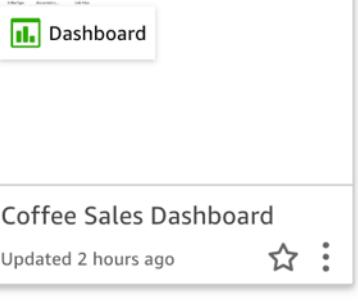
 Analyses

 Datasets

 Community

 Topics

## Dashboards



Coffee Sales Dashboard  
Updated 2 hours ago  



# QuickSight

Find analyses & more

Dashboards

Favorites

Recent

My folders

Shared folders

**Dashboards**

Data stories

Scenarios

Analyses

Datasets

Community

Topics

**Coffee Sales Dashboard**





Ask a question about coffee sales



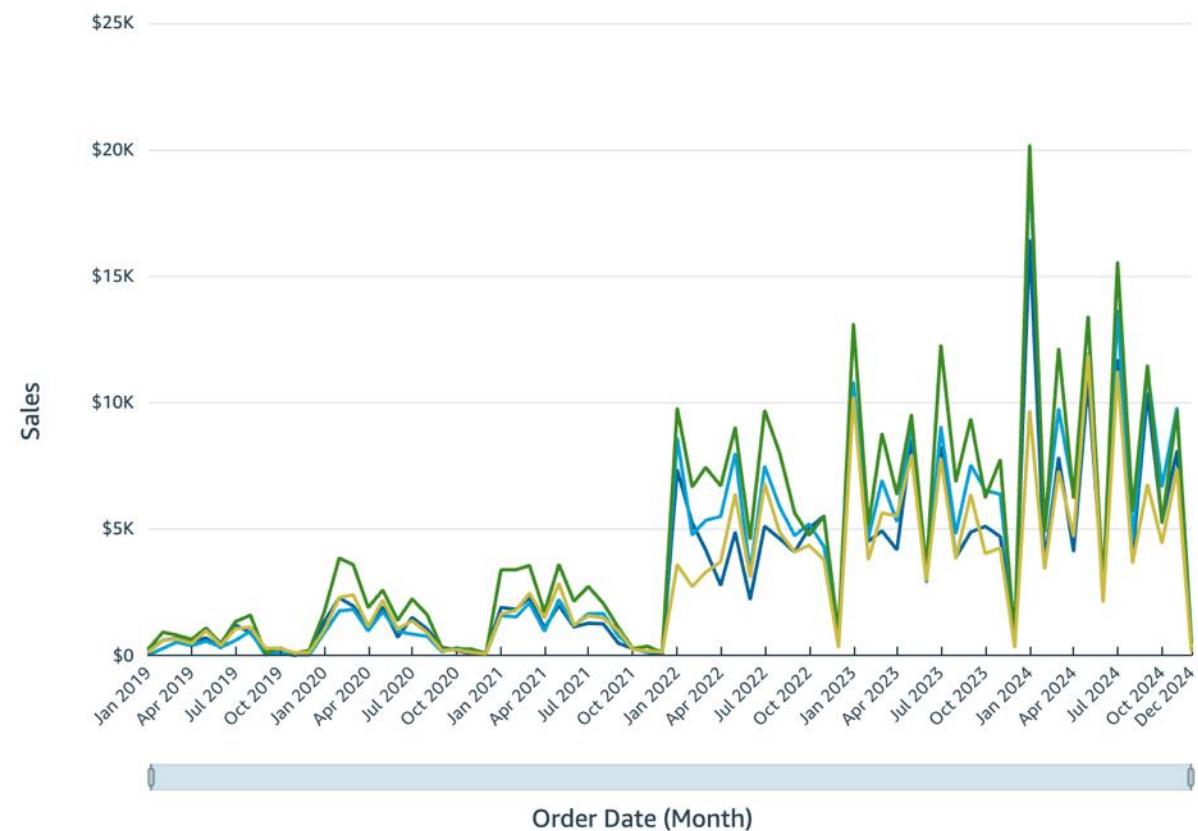
BUILD ▾

workshop

coffee sales



Total Sales by month and Coffee Type



Unique number of Customer ID by Loyalty Card



Unique number of Order ID

Total Sales difference month over month by month



(\$46 468) ↓

Ask a question about coffee sales

workshop

coffee sales

## Sales

\$1,724

Dec 2024

Nov 2024 \$34,936

▼ (95%)



## Profit

\$82

Dec 2024

Nov 2024 \$1,447

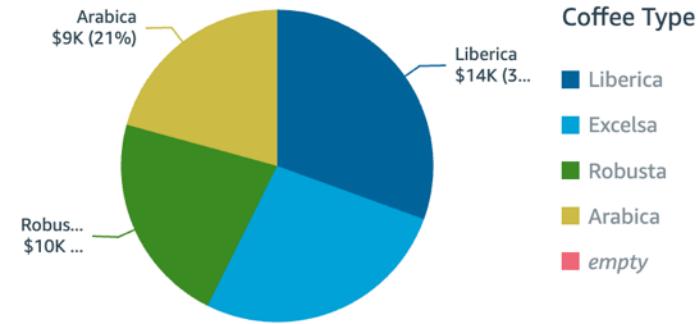
▼ (94%)



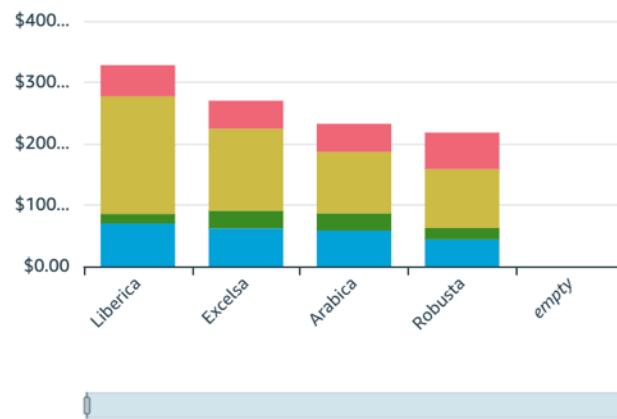
## Unique Orders

54,781

## Total Profit by Coffee Type



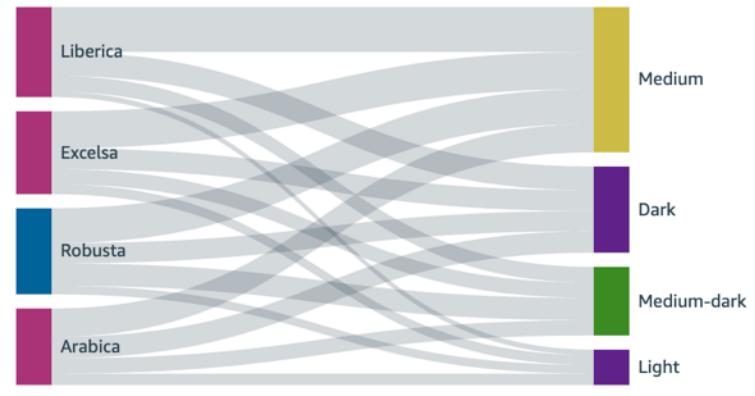
## Total Sales by Coffee Type and Roast Type



## Unique number of Customer ID by Coffee Type and Roast Type

## Roast Type

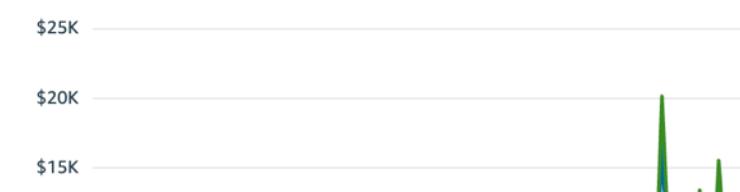
- empty
- Dark
- Light
- Medium
- Medium-dark



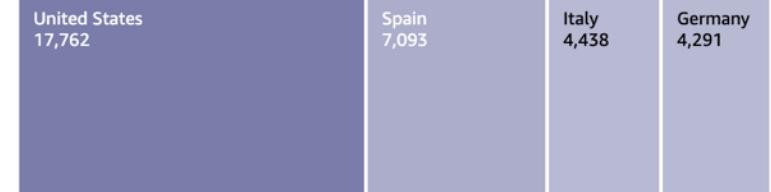
## Total Sales by Country



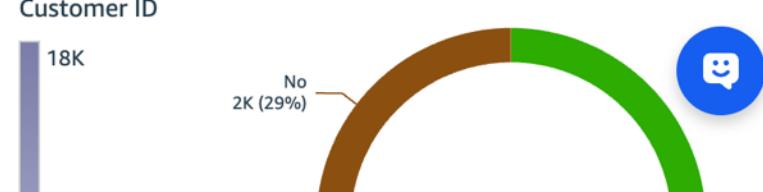
## Total Sales by Month and Coffee Type



## Total Customers by Country



## # customers by loyalty



us-east-1.quicksight.aws.amazon.com/sn/dashboards/51169a42-b999-4018-96d9-c1e2226cbbe8/sheets/51169a42-b999-4018-96d9-c1e2226cbbe8\_f...

QuickSight | Coffee Sales Dashboard / Original dashboard (Modified)

Ask a question about coffee sales

Sales

\$1,724

Dec 2024

Nov 2024 \$34,936 ▾ (95%)

Total Sales by Coffee Type and Roast Type

Roast Type

- empty
- Dark
- Light
- Medium
- Medium-dark

Coffee Type	empty	Dark	Light	Medium	Medium-dark	Total
Liberica	~80	~70	~150	~120	~50	~320
Excelsa	~60	~50	~100	~100	~30	~240
Arabica	~50	~40	~100	~100	~30	~220
Robusta	~40	~30	~80	~80	~20	~210
empty	~0	~0	~0	~0	~0	~0

Total Sales by Month and Coffee Type

Co

What are you curious about?

ASK

This screenshot shows the Amazon QuickSight interface for a 'Coffee Sales Dashboard'. On the left, there's a large summary section with a bold '\$1,724' for December 2024, a comparison to November 2024 (\$34,936, -95%), and a line chart showing monthly sales trends. Below it is a stacked bar chart titled 'Total Sales by Coffee Type and Roast Type', showing sales for five coffee types (Liberica, Excelsa, Arabica, Robusta, empty) broken down by roast type (empty, Dark, Light, Medium, Medium-dark). A legend on the right maps colors to roast types. At the bottom, there's another chart titled 'Total Sales by Month and Coffee Type' which is partially cut off. On the right side of the dashboard, there's an AI-powered feature titled 'Ask a question about coffee sales' with a red arrow pointing to it. This feature includes a date range from Jan 2, 2019, to Dec 25, 2024, a text input field asking 'What are you curious about?', and a blue 'ASK' button. The overall interface is clean with a blue header and light gray background.

us-east-1.quicksight.aws.amazon.com/sn/dashboards/51169a42-b999-4018-96d9-c1e2226cbbe8/sheets/51169a42-b999-4018-96d9-c1e2226cbbe8\_f...

# QuickSight | Coffee Sales Dashboard / Original dashboard (Modified)

Ask a question about coffee sales

coffee sales

Sales

\$1,724

Dec 2024

Nov 2024 \$34,936 ▾ (95%)

Total Sales by Coffee Type and Roast Type

Roast Type

- empty
- Dark
- Light
- Medium
- Medium-dark

Coffee Type	empty	Dark	Light	Medium	Medium-dark	Total
Liberica	~100	~50	~150	~50	~50	~350
Excelsa	~50	~50	~50	~100	~50	~250
Arabica	~50	~50	~50	~100	~50	~250
Robusta	~50	~50	~50	~100	~50	~250
empty	~50	~50	~50	~100	~50	~250

Total Sales by Month and Coffee Type

Co

top performing products

ASK

A red arrow points to the "ASK" button.

The image shows a side-by-side comparison of two parts of an Amazon QuickSight dashboard. On the left, there's a 'workshop' section with a large '\$1,724' sales figure for December 2024, a comparison to November 2024 (\$34,936) showing a 95% decrease, and a line chart. Below it is a stacked bar chart titled 'Total Sales by Coffee Type and Roast Type' showing sales for Liberica, Excelsa, Arabica, Robusta, and empty categories across five roast types: empty, Dark, Light, Medium, and Medium-dark. On the right, there's a 'PINBOARD' section with a purple hexagonal logo, a title 'Ask a question about coffee sales', a date range 'Order Date between Jan 2, 2019 and Dec 25, 2024', and a text input field containing 'top performing products'. A blue 'ASK' button is highlighted with a red arrow pointing to it. At the bottom right is a blue circular icon with a white speech bubble.



Ask a question about coffee sales



workshop

coffee sales

Sales

\$1,724

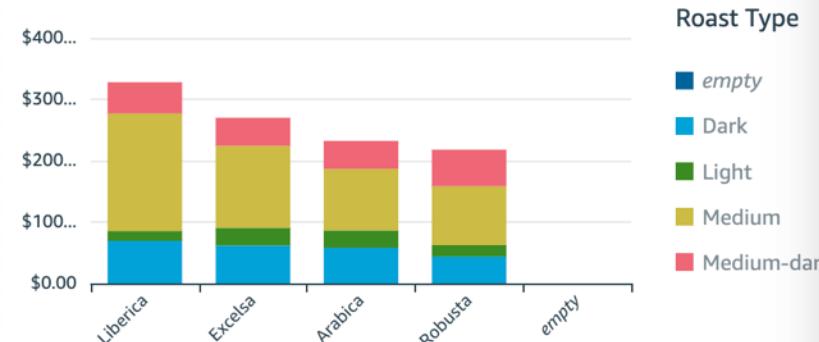
Dec 2024

Nov 2024 \$34,936

▼ (95%)



## Total Sales by Coffee Type and Roast Type



## Total Sales by Month and Coffee Type



&lt; coffee sales ▾

PINBOARD

SHARE FEEDBACK →

## top performing products

ASK

Mark as verified

Interpreted as: Top 10 Coffee Type by total Profit.

The total profit across the top 10 coffee types is \$44716. There are 5 unique coffee types in the data. The coffee type with the highest profit is Liberica, generating \$13,654 in profit.

## INSIGHTS FROM Q BUSINESS

According to the sales data, the top-performing product is L-M, a medium roast Liberica coffee, which generated \$191,644.75 in revenue, the highest among all 17 unique product IDs. The company recommends leveraging this top-selling product to drive sales in new markets by

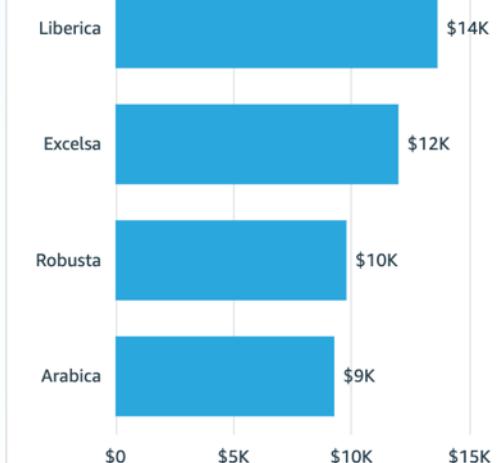
[Show more](#)

## ▼ SOURCES

- 1 Coffee Sales.docx
- 2 Coffee Sales.docx
- 3 Coffee Sales.docx
- 4 Coffee Growth Plan for 2025.docx
- 5 Coffee Sales.docx

## Coffee Type by total Profit

TOP 10



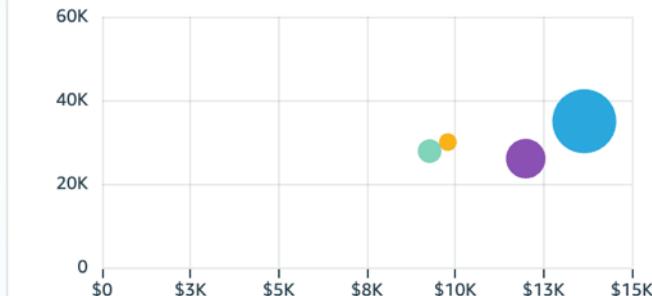
Total Profit  
TOP 10 COFFEE TYPES BY P...

\$44716

Unique number of Coff...

5

Total Profit, total Quantity and total Sales by Coffee ...  
TOP 10 COFFEE TYPES BY PROFIT



## Customer purchase details

TOP 10 COFFEE TYPES BY PROFIT

Customer Name	City	Country	Loyalty Card	Product ID	Roas
Aaron Adams	Manchester	United Kingdom	Yes	A-L	Light
Aaron Black	Portland	United States	No	B-D	Dark
View: 500 items					More



&lt; &lt; 1 of 85 &gt; &gt;



Ask a question about coffee sales



workshop

coffee sales

Sales

\$1,724

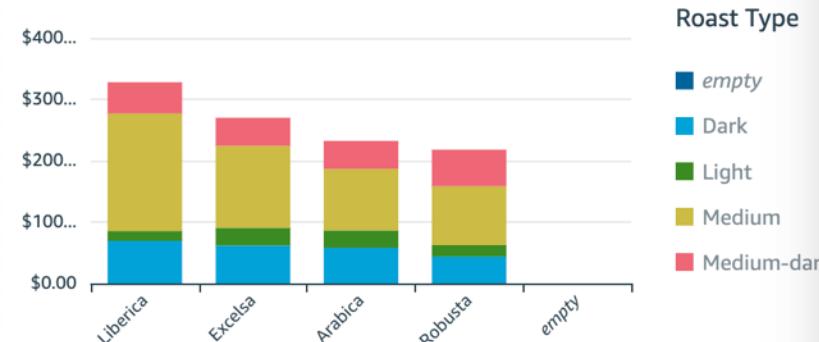
Dec 2024

Nov 2024 \$34,936

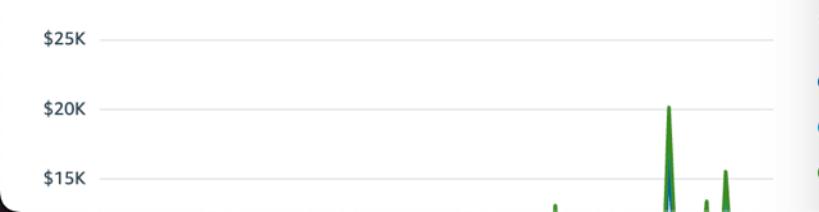
▼ (95%)



## Total Sales by Coffee Type and Roast Type



## Total Sales by Month and Coffee Type



coffee sales

PINBOARD

## top performing products

ASK

Mark as verified

Interpreted as: Top 10 Coffee Type by total Profit.

The total profit across the top 10 coffee types is \$44716. There are 5 unique coffee types in the data. The coffee type with the highest profit is Liberica, generating \$13,654 in profit.

## INSIGHTS FROM Q BUSINESS

According to the sales data, the top-performing product is L-M, a medium roast Liberica coffee, which generated \$191,644.75 in revenue, the highest among all 17 unique product IDs. The company recommends leveraging this top-selling product to drive sales in new markets by

[Show more](#)

## SOURCES

- 1 Coffee Sales.docx
- 2 Coffee Sales.docx
- 3 Coffee Sales.docx
- 4 Coffee Growth Plan for 2025.docx
- 5 Coffee Sales.docx

## Coffee Type by total Profit

## TOP 10



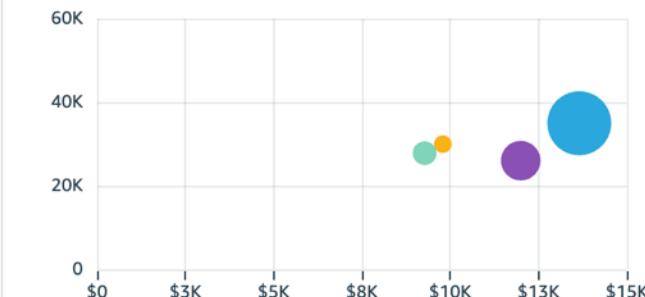
Total Profit  
TOP 10 COFFEE TYPES BY P...

\$44716

Unique number of Coff...

5

Total Profit, total Quantity and total Sales by Coffee ...  
TOP 10 COFFEE TYPES BY PROFIT



## Customer purchase details

## TOP 10 COFFEE TYPES BY PROFIT

Customer Name	City	Country	Loyalty Card	Product ID	Roas
Aaron Adams	Manchester	United Kingdom	Yes	A-L	Medium
Aaron Black	Portland	United States	No	B-D	Light
Aaron Green	London	United Kingdom	No	C-E	Medium
Aaron White	New York	United States	No	F-H	Dark
View: 500 items					>>



1 of 85 &gt;&gt;

AmazonQ-dryrun-  
20250318

Hands-on with Amazon Q in QuickSight: A step-by-step workshop

- ▶ Initial setup
- ▶ Authoring experience
- ▼ Reader experience
  - Ask questions using natural language and get answers
  - Generate executive summary
  - Build data story
- Scenarios
- ▼ Unstructured insights
  - Admin setup
  - Data Q&A**
  - Data story

## ▼ AWS account access

Open AWS console  
(us-east-1)

**Get AWS CLI credentials**

Exit event

## Exercise 2 - Bottom performing products

Copied!

Enter question bottom performing products



coffee sales ▾ PINBOARD SHARE FEEDBACK →

bottom performing products

Mark as verified Interpreted as: **Bottom 10 Product ID by total Profit.**

The total profit across the bottom 10 product IDs is \$14,064. There are 17 unique product IDs in total. The product ID with the lowest profit is "L-L" with \$671 in profit.

**INSIGHTS FROM Q BUSINESS**  
 The key insights from the provided information indicate that the coffee company should focus on optimizing the performance of its underperforming product "L-L", which has the lowest total quantity sold at 1,749 units. To improve the sales of this light roast Liberica coffee, the company should analyze customer feedback, sales trends, and competitor offerings to identify improvement opportunities or potential discontinuation. At the same time, the [Show more](#)

**SOURCES**  
[1 Coffee Growth Plan for 2025.docx](#)

REVIEW FOR ACCURACY

Did you mean...  
 Total Sales by Product ID.  
 Total Quantity by Product ID.

**Product ID by total Profit**  
**BOTTOM 10**

Product ID	Profit
L-L	\$1K
R-L	\$1K
A-L	\$1K
E-L	\$1K
R-D	\$2K
A-MD	\$2K
E-MD	\$2K
L-MD	\$2K
A-D	\$2K
E-D	\$3K

**Total Profit**  
**BOTTOM 10 PRODUCT IDS BY PROFIT**  
**\$14,064**

**Unique number of Product ID**  
**17**

**Total Profit, total Quantity and total Sales by Product ID**  
**BOTTOM 10 PRODUCT IDS BY PROFIT**

Legend:

- A-D
- E-D
- R-D
- L-MD
- A-MD
- E-MD
- A-L
- E-L
- R-L
- L-L

**Customer purchase details**  
**BOTTOM 10 PRODUCT IDS BY PROFIT**

Customer Name	City	Country	Loyalty Card	Product ID	Roast Type	Coffee Type	Quantity	Sales
Aaron Adams	Manchester	United Kingdom	Yes	A-L	Light	Arabica	2	\$16



us-east-1.quicksight.aws.amazon.com/sn/dashboards/51169a42-b999-4018-96d9-c1e2226cbbe8/sheets/51169a42-b999-4018-96d9-c1e2226cbbe8\_f...

# QuickSight | Coffee Sales Dashboard / Original dashboard (Modified)

Ask a question about coffee sales

coffee sales ▾ PINBOARD

Sales

\$1,724

Dec 2024

Nov 2024 \$34,936 ▼ (95%)

Total Sales by Coffee Type and Roast Type

Roast Type

- empty
- Dark
- Light
- Medium
- Medium-dark

Coffee Type	empty	Dark	Light	Medium	Medium-dark	Total
Liberica	~100	~50	~150	~50	~50	~350
Excelsa	~50	~50	~50	~50	~50	~250
Arabica	~50	~50	~50	~50	~50	~250
Robusta	~50	~50	~50	~50	~50	~250
empty	~50	~50	~50	~50	~50	~250

Total Sales by Month and Coffee Type

Co

bottom performing products

ASK

Feedback icon

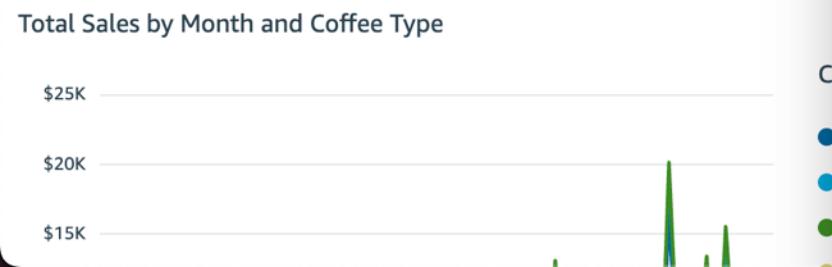
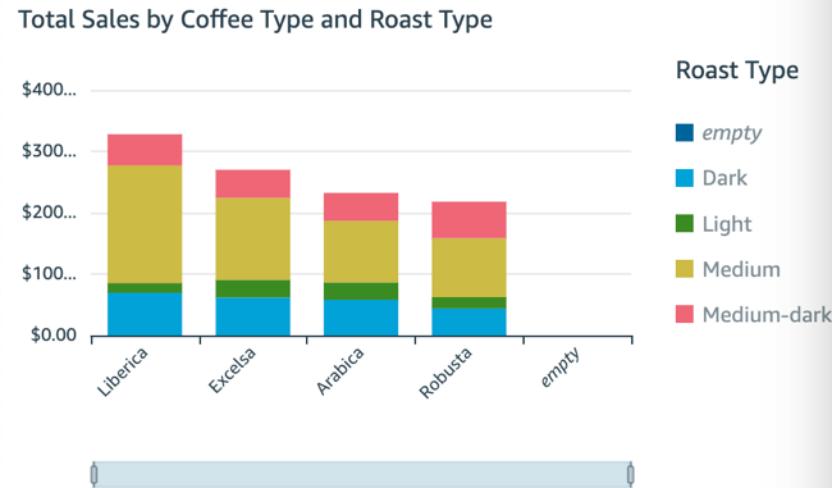


Ask a question about coffee sales



workshop

coffee sales



&lt; coffee sales ▾

PINBOARD

SHARE FEEDBACK →

bottom performing products

ASK

Mark as verified Interpreted as: Total Sales by Coffee Type.

The total sales across all coffee types amounted to \$1048007. There are 5 unique coffee types offered. The coffee type with the lowest sales revenue was Robusta, generating \$217,981 in sales.

INSIGHTS FROM Q BUSINESS

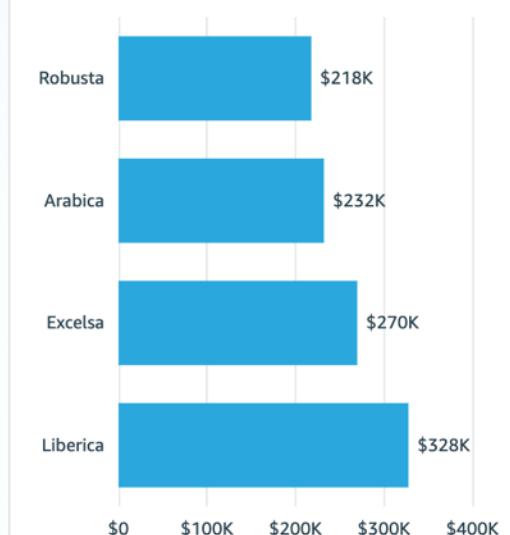
The lowest performing product is L-L, a light roast Liberica coffee with the lowest total quantity sold at 1,749 units and the lowest sales revenue at \$15,741. To address this underperforming product, the company should analyze customer feedback, sales trends, and competitor

[Show more](#)

## ▼ SOURCES

- 1 Coffee Sales.docx
- 2 Coffee Growth Plan for 2025.docx
- 3 Coffee Sales.docx
- 4 Coffee Sales.docx
- 5 Coffee Growth Plan for

## Total Sales by Coffee Type



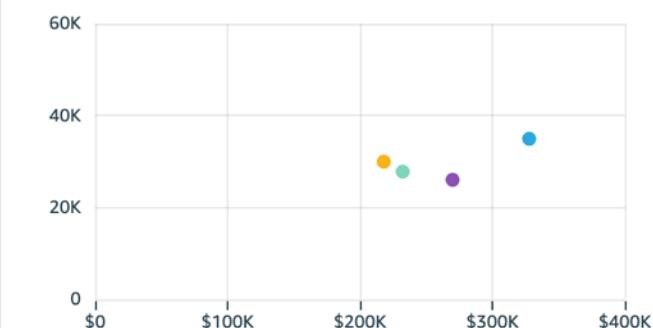
Total Sales

\$1048007

Unique number of Coff...

5

## Total Sales and total Quantity by Coffee Type



## Customer purchase details

Customer Name	City	Country	Loyalty Card	Product ID	Roas
Aaron Adams	Manchester	United Kingdom	Yes	A-L	Light
Aaron Black	Portland	United States	Yes	A-D	Dark

View: 500 items ▾

&lt; &lt; 1 of 85 &gt; &gt;



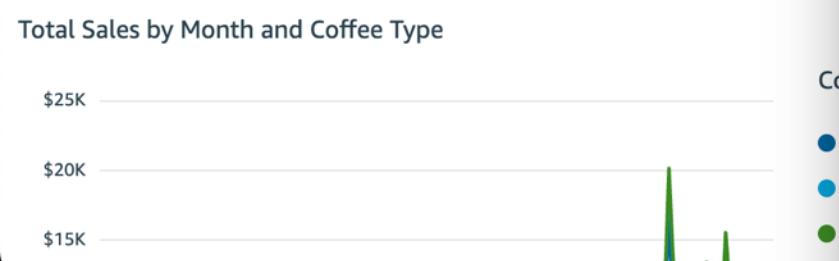
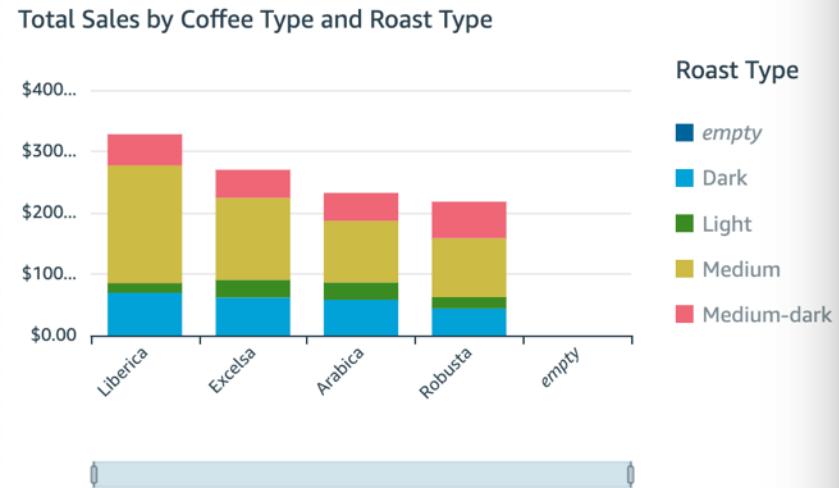


Ask a question about coffee sales



workshop

coffee sales



&lt; coffee sales ▾

PINBOARD

SHARE FEEDBACK →

bottom performing products

ASK

Mark as verified

Interpreted as: Total Sales by Coffee Type.

The total sales across all coffee types amounted to \$1048007. There are 5 unique coffee types offered. The coffee type with the lowest sales revenue was Robusta, generating \$217,981 in sales.

INSIGHTS FROM Q BUSINESS

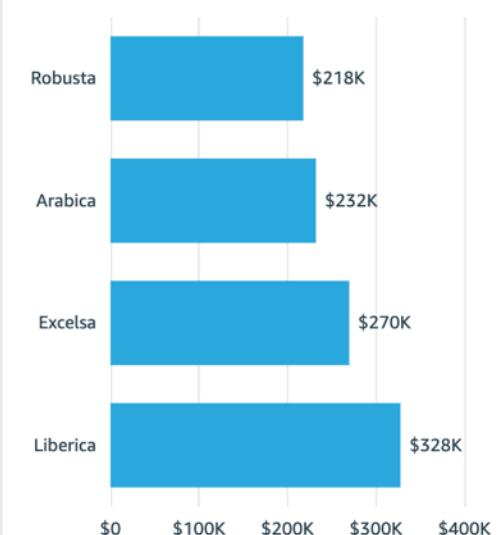
The lowest performing product is L-L, a light roast Liberica coffee with the lowest total quantity sold at 1,749 units and the lowest sales revenue at \$15,741. To address this underperforming product, the company should analyze customer feedback, sales trends, and competitor

[Show more](#)

## ▼ SOURCES

- 1 [Coffee Sales.docx](#)
- 2 [Coffee Growth Plan for 2025.docx](#)
- 3 [Coffee Sales.docx](#)
- 4 [Coffee Sales.docx](#)
- 5 [Coffee Growth Plan for 2025.docx](#)

## Total Sales by Coffee Type



Total Sales

\$1048007

Unique number of Coff...

5

## Total Sales and total Quantity by Coffee Type



## Customer purchase details

Customer Name	City	Country	Loyalty Card	Product ID	Roas
Aaron Adams	Manchester	United Kingdom	Yes	A-L	Light
Aaron Black	Portland	United States	Yes	A-D	Dark

View: 500 items

&lt;&lt; &lt; 1 of 85 &gt; &gt;&gt;



AmazonQ-dryrun-  
20250318

Hands-on with Amazon Q in QuickSight: A step-by-step workshop

- ▶ Initial setup
- ▶ Authoring experience
- ▼ Reader experience
  - Ask questions using natural language and get answers
  - Generate executive summary
  - Build data story
- Scenarios
- ▼ Unstructured insights
  - Admin setup
  - Data Q&A
  - Data story**

## ▼ AWS account access

Open AWS console  
(us-east-1)

Get AWS CLI credentials

Exit event



# Data story

## Exercise - Data stories with unstructured document(s)

Download the files below and save them to local. We will use them in this exercise.

[Download Customer Metrics.docx](#)

[Download Coffee Business Strategies.docx](#)

1. From **Coffee Sales Dashboard**, click **Build** and choose **Data story**
2. Select visuals of your choice from dashboard

- Upload files **Customer Metrics** and **Customer Business Strategies**
- Enter prompt below and click **BUILD**

Write a marketing plan that outlines effective marketing strategies for growth next year. Include new customer metrics to measure and a plan to improve sales for bottom performing products



AmazonQ-dryrun-  
20250318

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**Data story**

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The screenshot shows a portion of the Amazon QuickSight interface. At the top, there's a status bar with icons for file operations like 'Save', 'Print', and 'Share'. Below that is a navigation bar with 'Event dashboard', 'Unstructured insights', and 'Data story'. The main content area has a heading 'New Customer Metrics' followed by some descriptive text about incorporating new metrics like CAC, CLV, NPS, and RPR. There's also a small blue circular icon with a white smiley face in the bottom right corner.

Customer Metrics

Incorporate new metrics

1. Customer Acquisition Cost (CAC): Track the cost of acquiring each new customer through various marketing and sales efforts. Aim to reduce CAC over time through optimized campaigns and referral programs.
2. Customer Lifetime Value (CLV): Measure the projected revenue a customer will generate over their entire relationship with the company. Focus on increasing CLV by improving customer retention and encouraging higher purchase frequencies/quantities.
3. Net Promoter Score (NPS): Implement an NPS system to gauge customer loyalty and likelihood of recommending the brand. Use NPS insights to identify areas for improvement and enhance the overall customer experience.
4. Repeat Purchase Rate: Monitor the percentage of customers who make multiple purchases within a given period (e.g., quarterly, annually). Increase repeat purchase rate through targeted promotions, loyalty programs, and personalized recommendations.

AmazonQ-dryrun-  
20250318

Hands-on with Amazon Q in QuickSight: A step-by-step workshop

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Get AWS CLI credentials

Exit event



# Data story

## Exercise - Data stories with unstructured document(s)

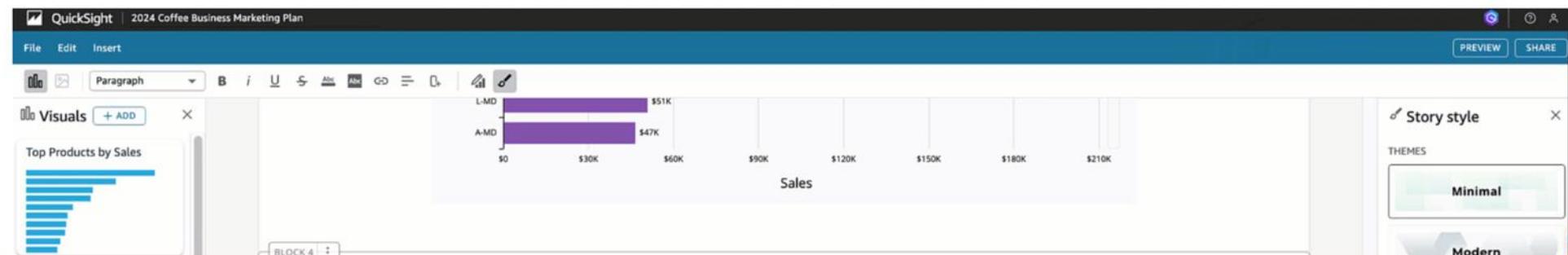
Download the files below and save them to local. We will use them in this exercise.

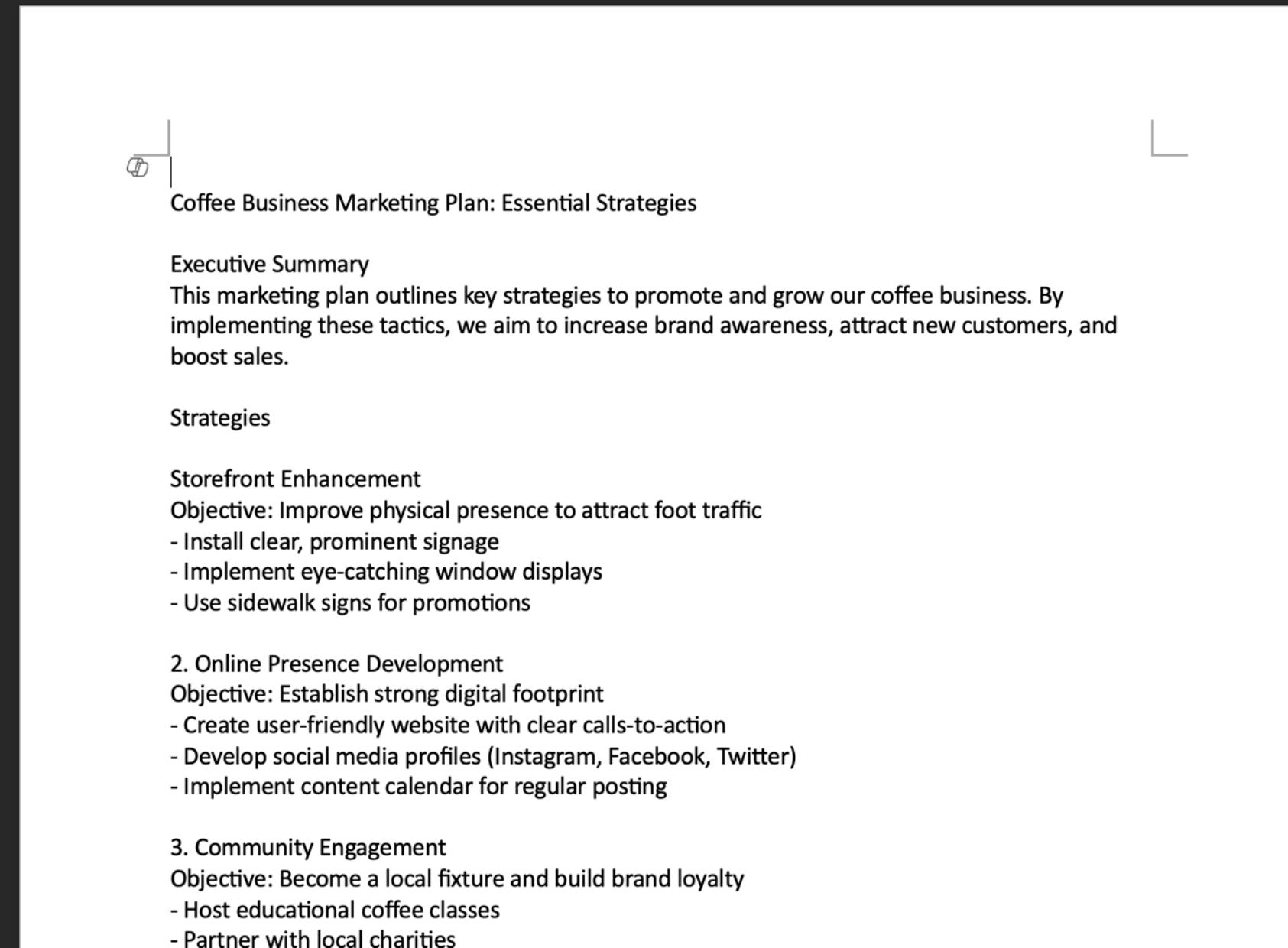
[Download Customer Metrics.docx](#) [Download Coffee Business Strategies.docx](#) 

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- Upload files **Customer Metrics** and **Coffee Business Strategies**
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Write a marketing plan that outlines effective marketing strategies for growth next year. Include new customer metrics to measure and a plan to improve sales for bottom performing products





# Coffee Business Marketing Plan: Essential Strategies

## Executive Summary

This marketing plan outlines key strategies to promote and grow our coffee business. By implementing these tactics, we aim to increase brand awareness, attract new customers, and boost sales.

## Strategies

### Storefront Enhancement

**Objective:** Improve physical presence to attract foot traffic

- Install clear, prominent signage
- Implement eye-catching window displays
- Use sidewalk signs for promotions

### 2. Online Presence Development

**Objective:** Establish strong digital footprint

- Create user-friendly website with clear calls-to-action
- Develop social media profiles (Instagram, Facebook, Twitter)
- Implement content calendar for regular posting

### 3. Community Engagement

**Objective:** Become a local fixture and build brand loyalty

- Host educational coffee classes
- Partner with local charities

4. Influencer Marketing

Objective: Expand reach and credibility through partnerships

- Identify relevant influencers aligned with brand values
- Develop influencer collaboration strategy
- Execute influencer campaigns

5. Customer Review Program

Objective: Leverage social proof to attract new customers

- Implement review solicitation process
- Offer incentives for leaving reviews (e.g., discounts, contest entries)
- Showcase positive reviews in-store and online

Key Performance Indicators (KPIs)

- Foot traffic increase
- Website traffic and engagement metrics
- Social media follower growth and engagement rates

- Number of community event participants

- Influencer campaign reach and conversion rates

- Quantity and quality of customer reviews

Ask a question about coffee sales

BUILD

workshop

coffee sales

Sales

\$1,724

Dec 2024

Nov 2024 \$34,936

▼ (95%)



Profit

\$82

Dec 2024

Nov 2024 \$1,447

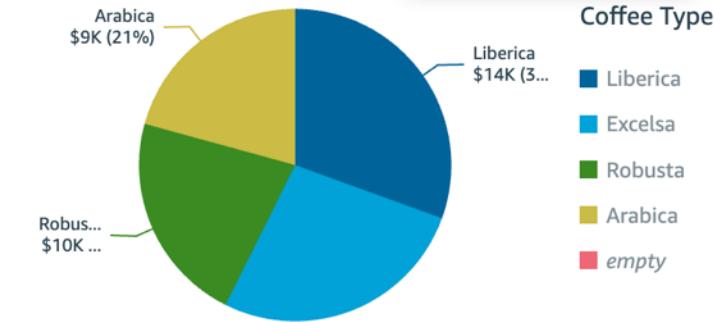
▼ (94%)



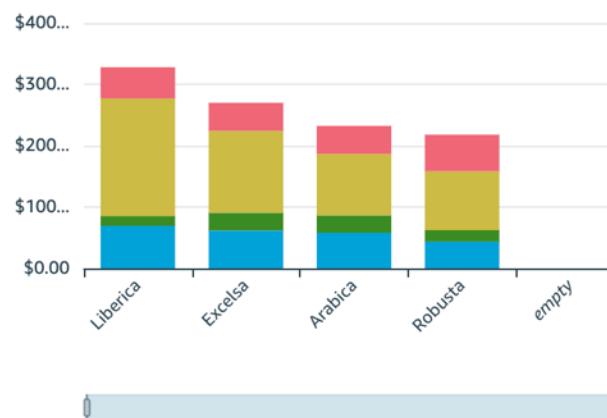
Unique Orders

54,781

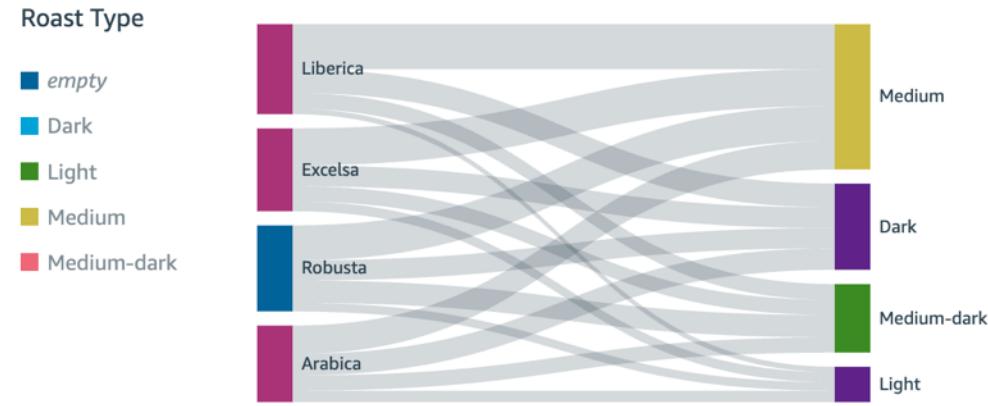
Total Profit by Coffee Type



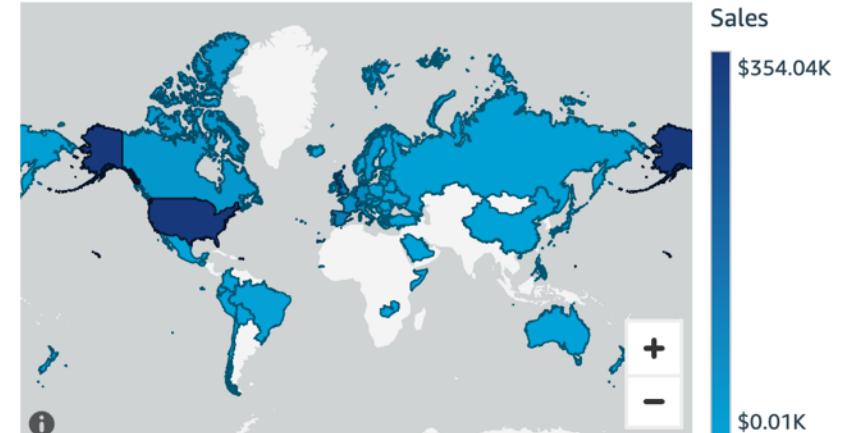
Total Sales by Coffee Type and Roast Type



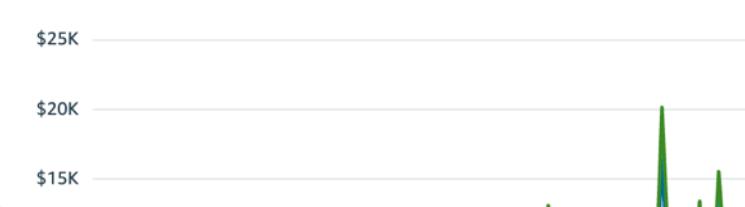
Unique number of Customer ID by Coffee Type and Roast Type



Total Sales by Country



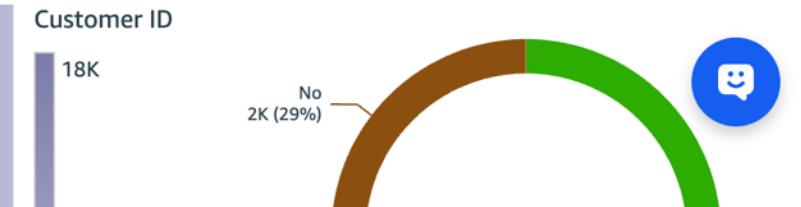
Total Sales by Month and Coffee Type



Total Customers by Country



# customers by loyalty



- Executive summary
- Data story**
- Scenario

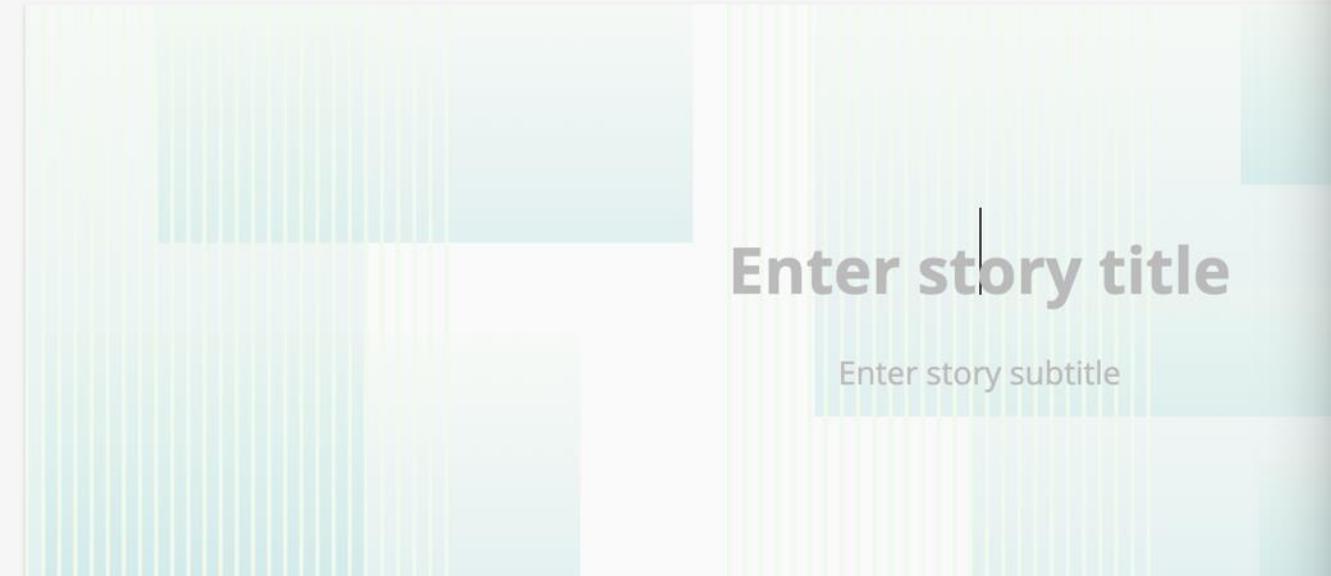
## QuickSight | My Story

File Edit Insert

PREVIEW SHARE

Visuals + ADD X

Browse your dashboards and  
[add visuals.](#)



## &lt; Build story X

## Describe your data story

Write a marketing strategy that uses regional sales trends to uncover opportunities that increase revenue...

## Select visuals ⓘ

[+ ADD](#)

## Select documents (optional) ⓘ

 Drag a file here or [upload a file](#)

Up to 5 files can be uploaded in .pdf, .txt, .rtf, .docx, .ppt, or similar formats, with a limit of ~10MB each.

 Use insights from Amazon Q Business ⓘ[BUILD](#)[Learn more](#)

File Edit Insert

PREVIEW SHARE

## Add visuals

Find the visuals that you want to add to your story

Find your dashboards



workshop

coffee sales

My Pinboard

&gt; Favorites

Recent

Coffee Sales Dashboard

&gt; All dashboards

Sales

\$1,724

Dec 2024

Nov 2024 \$34,936 ▾ (95%)

 Profit

\$82

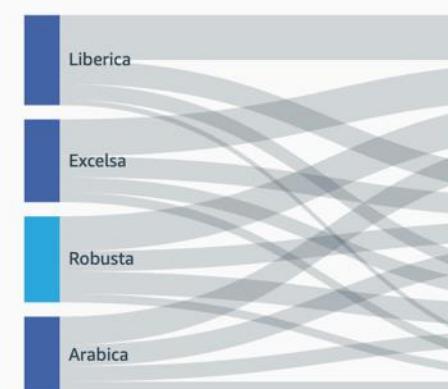
Dec 2024

Nov 2024 \$1,447 ▾ (94%)

Total Sales by Coffee Type and Roast Type



Total Sales by Month and Coffee Type

 Unique number of Customer ID by Coffee T

Total Customers by Country

&lt; Build story

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 Use insights from Amazon Q Business 

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Learn more



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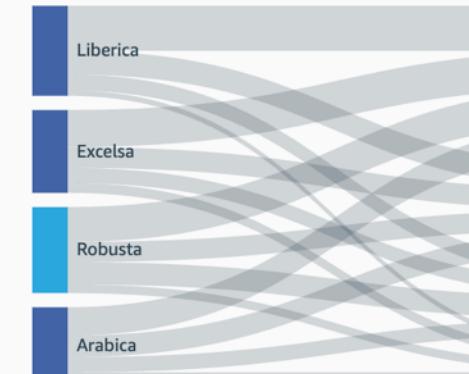
Dec 2024

Nov 2024 \$1,447 ▾ (94%)

Total Sales by Coffee Type and Roast Type



Unique number of Customer ID by Coffee T



Total Sales by Month and Coffee Type

\$25K

Total Customers by Country

United States

## &lt; Build story

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Write a marketing strategy that uses regional sales trends to uncover opportunities that increase revenue...

## Select visuals

+ ADD

↓ Profit X

■ Total Sales by Coffee Type and Roast Type X

➤ Unique number of Customer ID by Coffee T... X

▼ Total Sales by Country X

↗ Total Sales by Month and Coffee Type X

## Select documents (optional)

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 Use insights from Amazon Q Business 

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Learn more



us-east-1.quicksight.aws.amazon.com/sn/stories/01973a36-42d6-43d9-b77c-6479c69b8df1

QuickSight | My Story

File Edit Insert PREVIEW SHARE

Add visuals Find the visuals that you want to add to your story

→ ↵ Build story

Describe your data story

Find your data story

Favorites

- mba
- Applications
- Downloads
- On My Mac

Favorites

- Customer Metrics.docx
- Coffee Business Strategies.docx

13 KB Microsoft Word Document Today at 5:55 PM

13 KB Microsoft Word Document Today at 5:55 PM

Search

Downloads

Name Size Kind Date Added

Customer Metrics.docx

Coffee Business Strategies.docx

Show Options Cancel Open

Drag a file here or upload a file

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Use insights from Amazon Q Business ⓘ

Total Sales by Month and Coffee Type

Medium

Medium-dark

Robusta

Arabica

Total Customers by Country

BUILD Learn more

LIBERA Excelsa Arabica Robusta empty

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My Pinboard

&gt; Favorites

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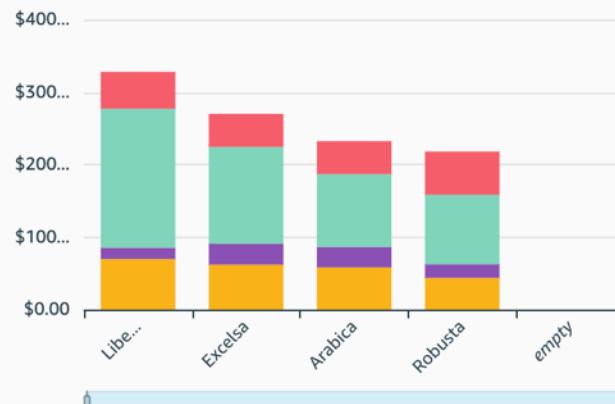
Profit

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Dec 2024

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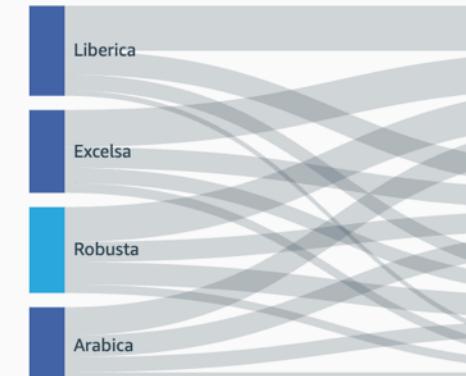
Total Sales by Coffee Type and Roast Type



Roast Type

- empty
- Dark
- Light
- Medium
- Medium-dark

Unique number of Customer ID by Coffee T



Total Sales by Month and Coffee Type

\$25K

Coffee Type

Total Customers by Country

United States

← Build story

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■ Total Sales by Coffee Type and Roast Type X

☒ Unique number of Customer ID by Coffee T... X

☒ Total Sales by Country X

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□ Coffee Business Strategies.docx X

□ Customer Metrics.docx X

 Use insights from Amazon Q Business 

BUILD

Learn more



AmazonQ-dryrun-  
20250318

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[Get AWS CLI credentials](#)

[Exit event](#)



# Data story

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Copied!

Write a marketing plan that outlines effective marketing strategies for growth next year. Include new customer metrics to measure and a plan to improve sales for bottom performing products

The screenshot shows the Amazon QuickSight Data Story builder interface. On the left, there's a dashboard with three main visualizations: Profit (\$724), Unique Orders (\$82), and Total Profit by Coffee Type (Pie Chart showing Arabica at 59K (21%) and Liberica at 14K (31%)). To the right, a 'Build story' panel is open with a text input field containing the marketing plan prompt. A red arrow points to the 'Copied!' message above the text input.

## Add visuals

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Find your dashboards 

workshop

coffee sales

My Pinboard

&gt; Favorites

Recent

Coffee Sales Dashboard

&gt; All dashboards

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\$1,724

Dec 2024

Nov 2024 \$34,936 ▾ (95%)

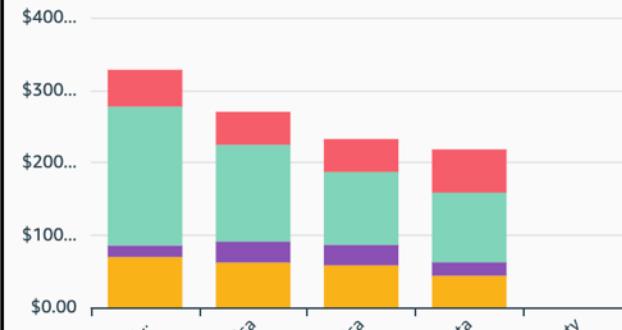
Profit

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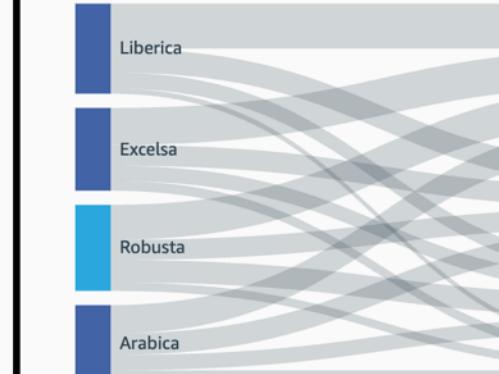
Dec 2024

Nov 2024 \$1,447 ▾ (94%)

Total Sales by Coffee Type and Roast Type



Unique number of Customer ID by Coffee T



Total Sales by Month and Coffee Type

\$25K

Coffee Type

Total Customers by Country

United States  
17,762

## Build story



## Describe your data story

Write a marketing plan that outlines effective marketing strategies for growth next year. Include new customer metrics to measure and a plan to improve sales for bottom performing products

## Select visuals

+ ADD

Profit X

Total Sales by Coffee Type and Roast Type X

Unique number of Customer ID by Coffee T... X

Total Sales by Country X

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Coffee Business Strategies.docx X

Customer Metrics.docx X

Use insights from Amazon Q Business

BUILD

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File Edit Insert

PREVIEW

SHARE

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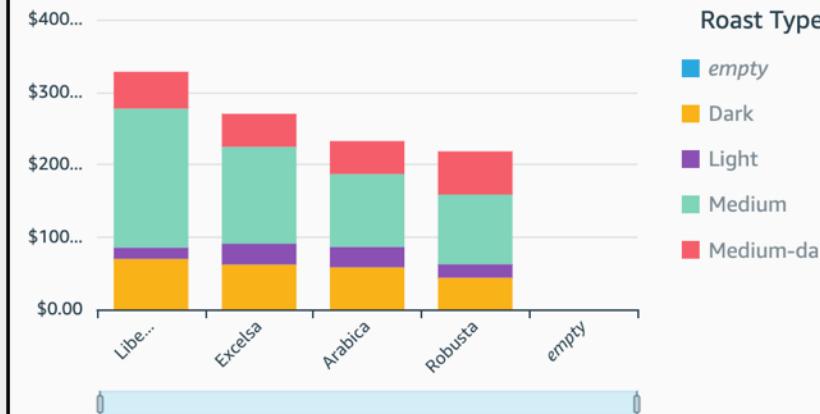
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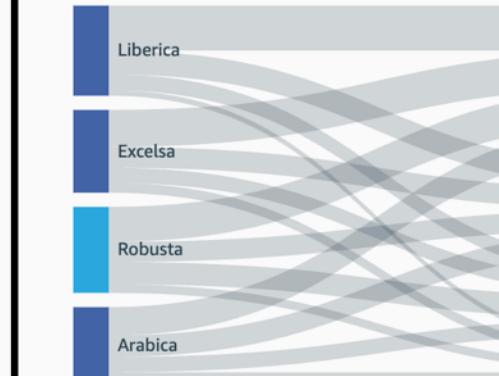
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\$25K

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United States  
17,762

← Build story

X

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+ ADD

↑ Profit X

↓ Total Sales by Coffee Type and Roast Type X

✖ Unique number of Customer ID by Coffee T... X

✖ Total Sales by Country X

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□ Coffee Business Strategies.docx X

□ Customer Metrics.docx X

 Use insights from Amazon Q Business **BUILD** Learn more



Visuals show live data. Click Preview to view current visual snapshots.

Story style

THEMES

Minimal

Modern

Vivid

Dusk

Lush

ANIMATIONS

None

Fade

Slide

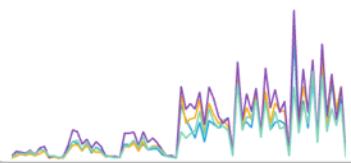
Speed

Medium



Visuals + ADD X

Total Sales by Month and ...



Total Sales by Country



Unique number of Custom...



Total Sales by Coffee Type ...



Profit

## Marketing Channel Evaluation

A comprehensive evaluation of our current marketing channels is essential to optimize resource allocation and maximize return on investment (ROI). By examining historical sales data, customer acquisition sources, and ROI metrics for various campaigns, we will identify the most effective channels for driving sales and acquiring new customers. This analysis will guide our future marketing efforts, ensuring that resources are directed towards high-performing channels while minimizing investments in underperforming areas.

BLOCK 5

## Customer Acquisition Strategies

Attracting and retaining new customers is paramount for sustained growth. To evaluate the cost-effectiveness of our customer acquisition efforts, we will calculate the customer acquisition cost (CAC) by dividing the total marketing and sales expenses by the number of new customers acquired during the same period. This metric will inform our strategies for acquiring new customers through targeted campaigns, partnerships, and innovative marketing approaches, ensuring a favorable return on investment.

## Growth and Revenue Targets

# Your data is the differentiator

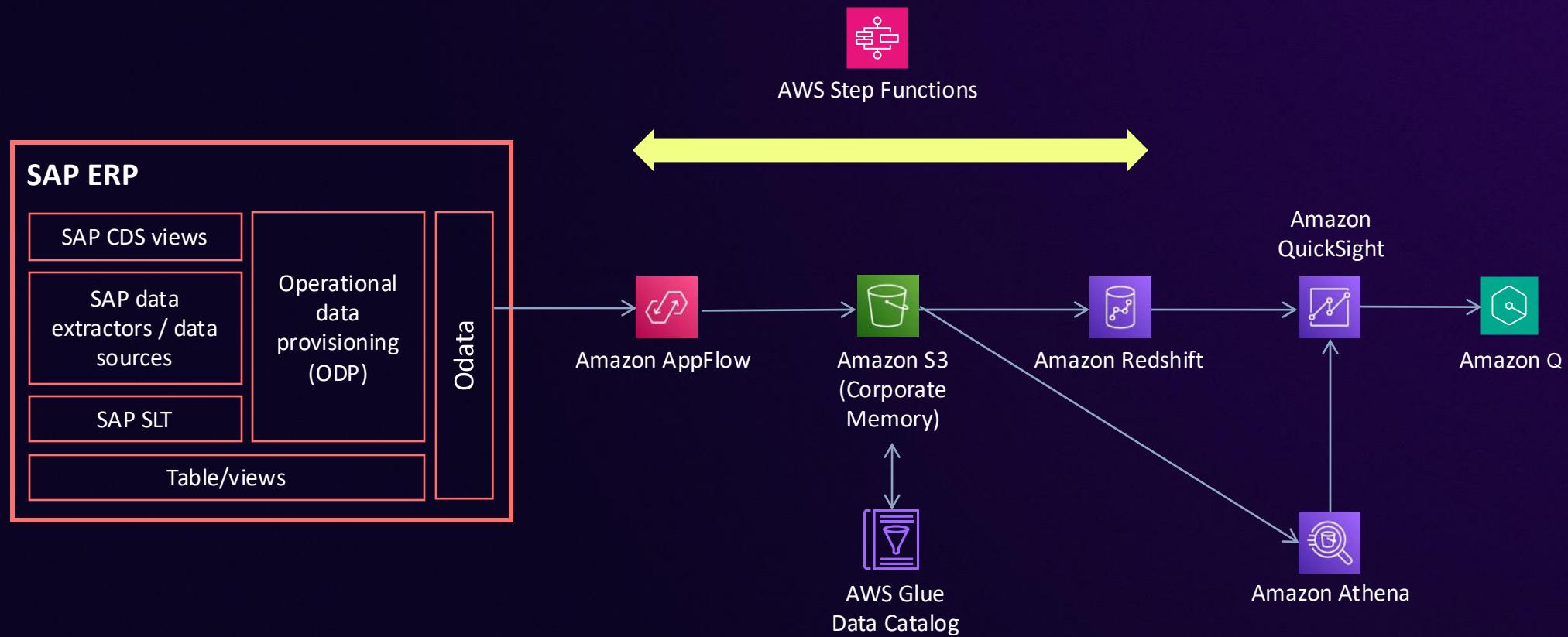


Generic  
generative AI



Generative AI that  
knows your business  
and your customers

# LakeHouse on AWS with SAP data insights



# Getting hands-on unlocking insights from SAP

## Unlock insights with SAP data lakes and Amazon Q in QuickSight

- ▶ 1. Introduction
- ▶ 2. Review the deployed services
- ▼ 3. Creating an Amazon QuickSight dashboard using Generative BI capabilities
  - ▼ Order To Cash (OTC)
    - Creating a Dataset in Amazon QuickSight
    - Creating a Topic from this Dataset
    - Creating a Analysis on this Topic
    - Creating a Dashboard with Generative BI support
    - Publishing the Dashboard

## Unlock insights with SAP data lakes and Amazon Q in QuickSight

# Unlock insights with SAP data lakes and Amazon Q in QuickSight

Many SAP customers seek to modernize their existing analytics and reporting capabilities to adapt to changing business requirements. In this workshop, explore how extracting SAP order-to-cash data into a data lake and using AI/ML services can help organizations gain valuable insights while reducing manual effort. Walk through how to use AWS services including Amazon AppFlow and Amazon S3 to store SAP data in a data lake. Also, discover how to use generative AI-based queries in Amazon Q in QuickSight to develop dashboards and provide on-demand visibility into key performance measures.

This workshop is intended for SAP Managers, Functional Leads, Functional Consultants, Solution & Enterprise Architects, SAP Analytics Specialists and Business SMEs, to learn how to solve common finance business problems leveraging AWS Generative AI capabilities. This workshop must only be run in the N.Virginia region (us-east-1). This hands-on workshop typically take 1.5 hours to complete.

At the end of the workshop, you'll have acquired a comprehensive understanding of leveraging AWS Generative AI service (Amazon Q in QuickSight) to use generative AI based queries to ask questions to find and solve problems, and auto create reports.

As part of the workshop you will be able to ask business questions related to order to cash, procure to pay and record to report SAP business processes using AWS Generative AI serviceAmazon Q in QuickSight.

<https://catalog.us-east-1.prod.workshops.aws/workshops/541dd428-e64a-41da-a9f9-39a7b3ffec17/en-US>



# O2C, P2P and R2R Insights

INSIGHTS ON-DEMAND WITH AMAZON Q IN QUICKSIGHT

- Key challenges
- Discrepancies in order fulfillment
- Unable to measure supplier spend and performance
- Visibility across GL, and cash flow
- Benefits of generative AI
- Automatically generate insights from **Order-to-Cash**, **Procure-to-Pay** and **Record-to-Report** data
- Accelerate decision making to improve order fulfillment and on-time delivery rate
- Analyze and optimize supplier spend and performance



Amazon Bedrock

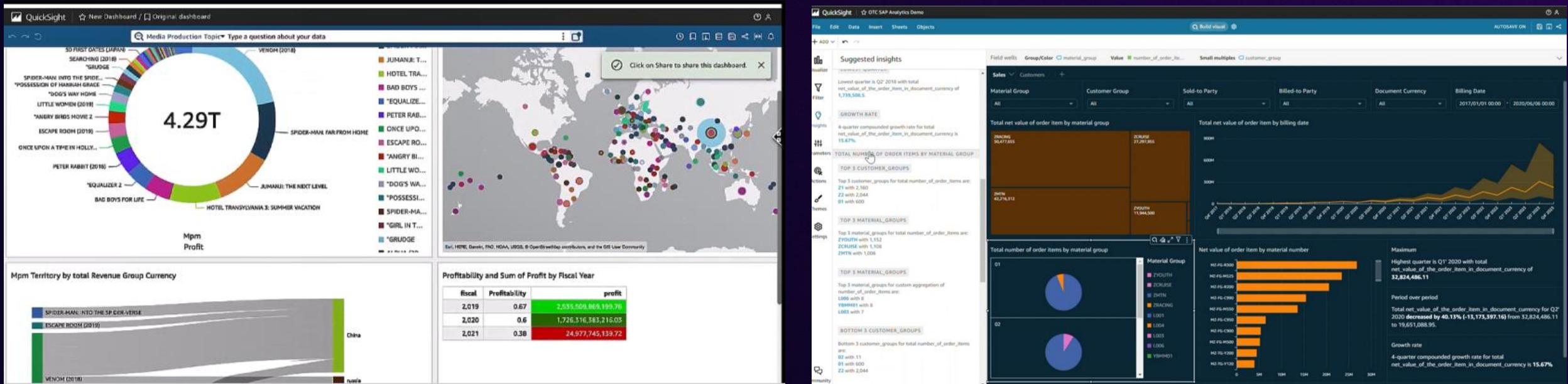


Amazon QuickSight



Amazon Q in  
QuickSight

# Order-to-cash and procure-to-pay insights





# Thank you!

Michael Lin

[linmicht@amazon.com](mailto:linmicht@amazon.com)