Cloud Analytics

QuickSight

By: Tamal Dey,
MCA, PESU

Agenda

What is Amazon QuickSight

What is Business Intelligence?

A Retail Example of QuickSight

Key Features of QuickSight

Hands-on Demo

01

02

03

04

05
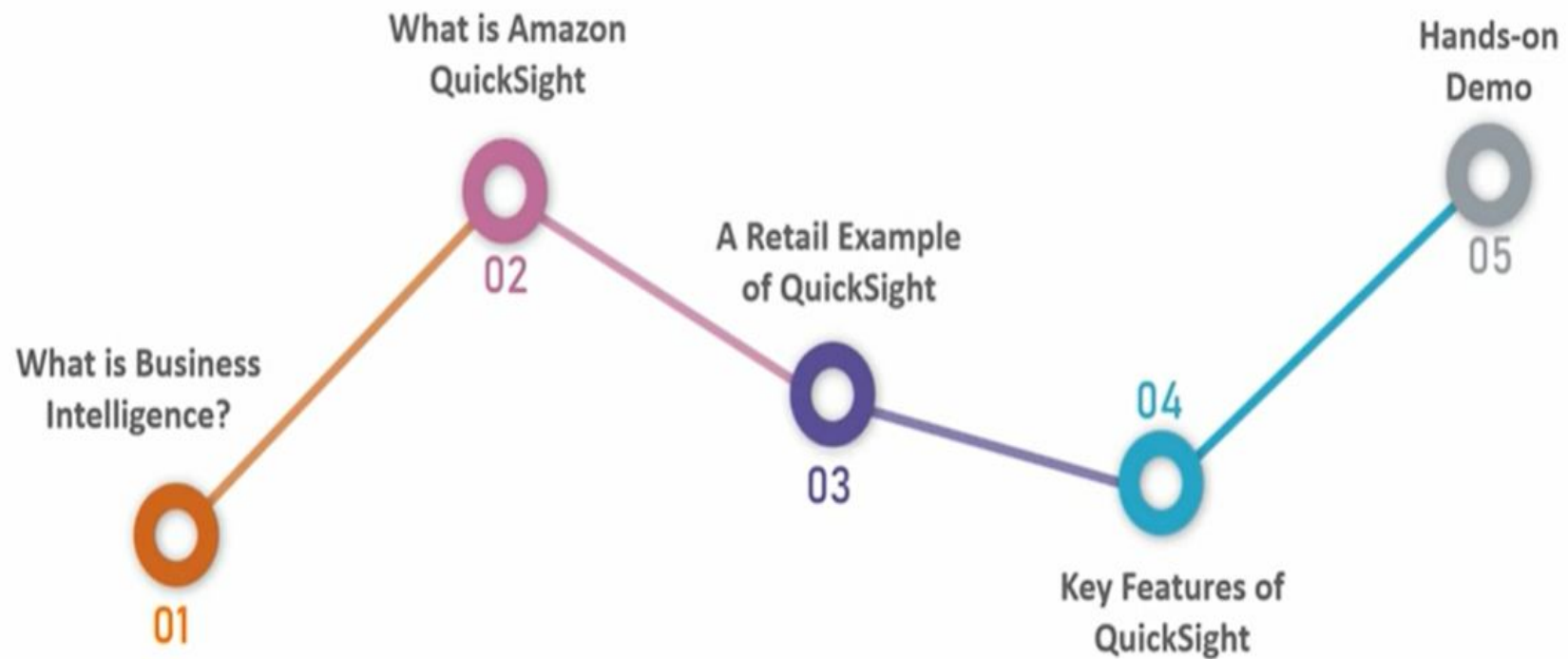
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What is Business Intelligence Tools?

- How Easier or Difficult to Find your Books in PESU Library?
  a) Easy
  b) Difficult
  c) Need Assistance (Librarian)

- Solution
  - Categories of Books
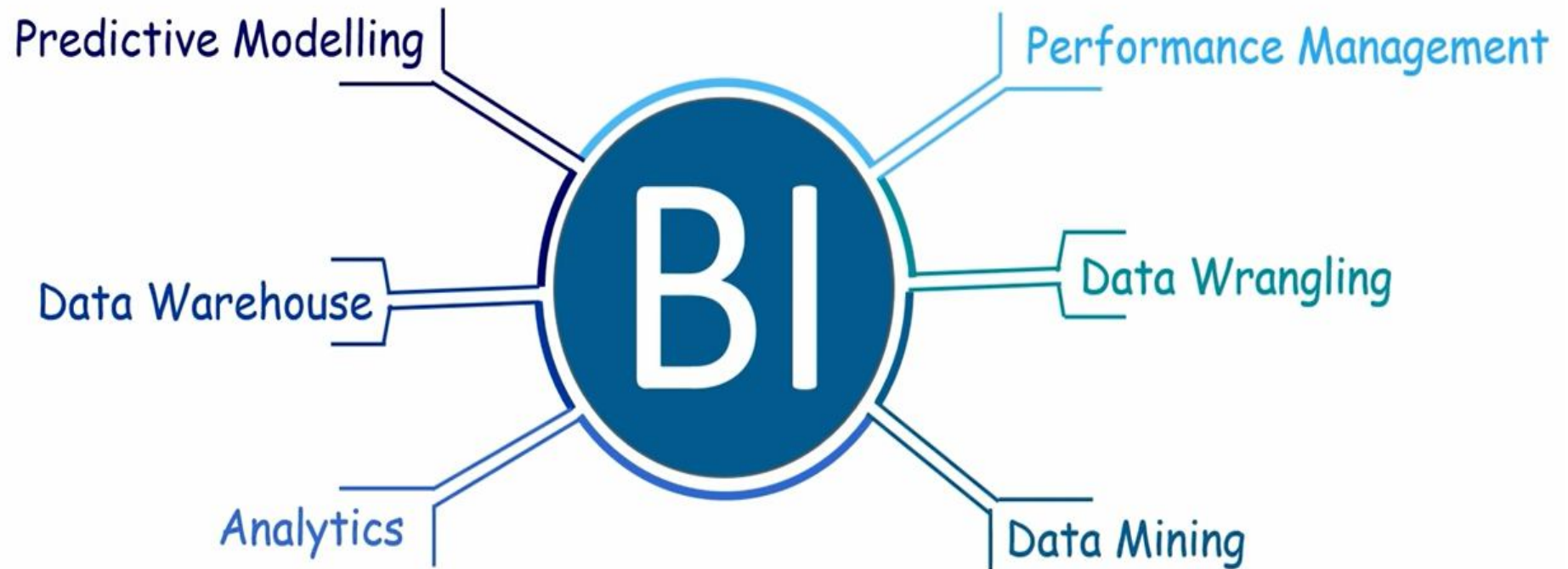 - Label the Books
  - Use Color code / Sequence Numbering

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Business Intelligence

BI

Delivering Relevant & Reliable information, to the right people, at the right time with the goal of achieving better decisions fasters

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Business Intelligence Buzzwords

Predictive Modelling

Performance Management

Data Warehouse

BI

Data Wrangling

Analytics

Data Mining

Business Intelligence

- Performance Management. For-Org., Dept., Emp.
- **Data Wrangling-** Collect from data sources and structure data
  - (Data acquisition, combining and Data cleansing)
- **Data mining-** Find hidden pattern and predict steps
- **Data Analytics-** Predict more selling brand and type of shoes
- **Data warehouse-** store past old record (10 years +)
- **Predictive modelling-**Find the key factor and collect information and make statistical model on linear data or analytics
  - Use Data Mining and Probability to get result.

Amazon QuickSight

Amazon QuickSight is a fast, cloud-powered BI service that makes it easy to build visualizations, perform ad-hoc analysis, and quickly get business insights from your data.

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Amazon QuickSight — A Retail Business Example

Messy Information

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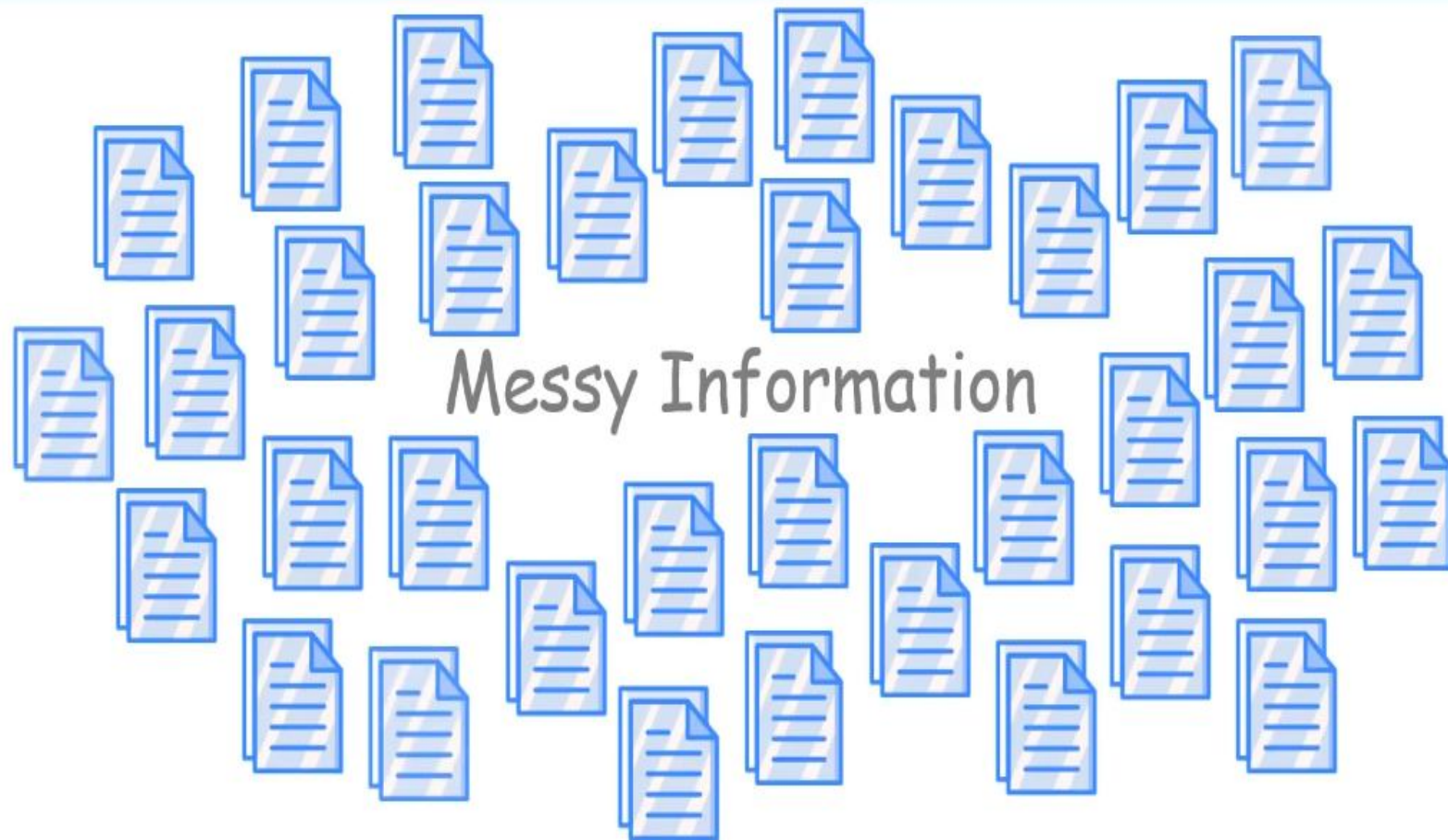
Amazon QuickSight

Amazon QuickSight

Smart Visualizations

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Lets take a look at retail example

Stores

Online Shops

Manager

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Lets take a look at retail example

Swipe

Login

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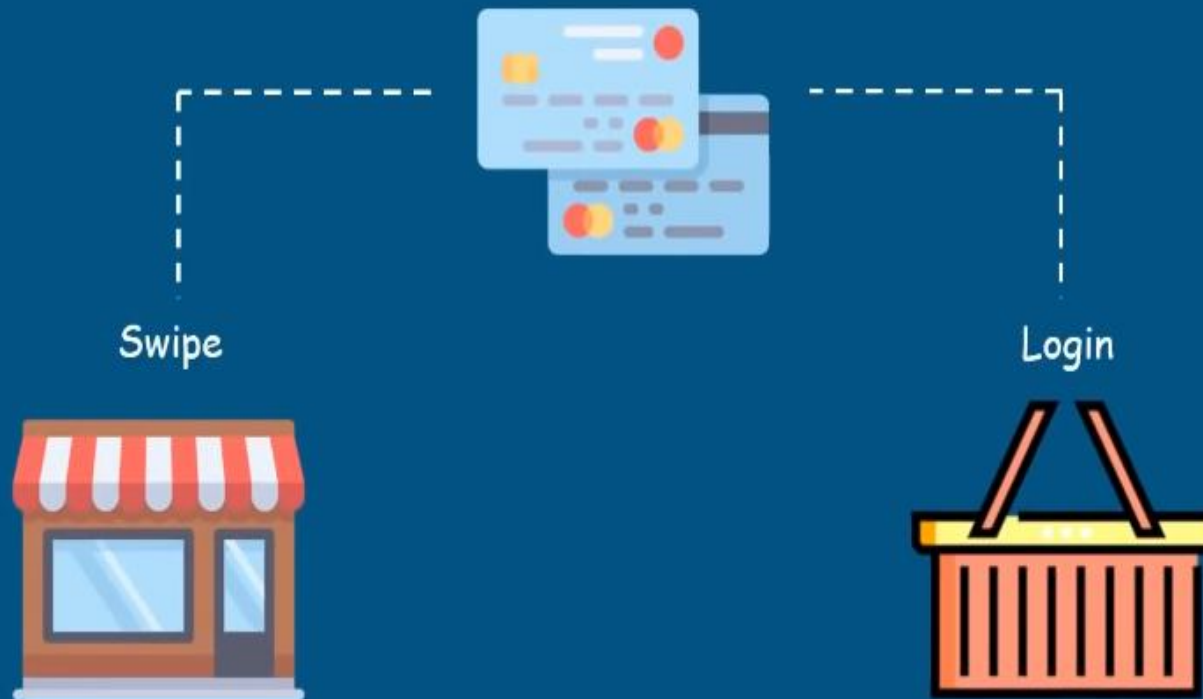
Lets take a look at retail example

Associates everything a customer buys from your company in-store or online with his unique account number into your organisation database

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Lets take a look at retail example

Structures and Models the Data

Data Base

Amazon QuickSight

If a customer is being loyal to your brand or not?

What products customers buy and how frequently?

If customer prefers visiting store or shop online?

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Features Of QuickSight

Option to choose data source of your choice

SPICE - Superfast, Parallel, In-memory engine

Smart Visualizations which you can share.

Option to view stats and graphs anywhere, anytime.

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Features of Quick Sight

- **Data store-** MySQL, S3, RedShift or on premises connectivity

- **Spice**-Unique columnar storage and innovative data compression technique .
  - Its very sleek and fast.
  - Allow to perform interactive query on large data set rapidly with replication facility

- Visualize and Scalable in different devices

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Quick Sight-Key Concepts

- Quick sight is a fully managed , serverless cloud business intelligence system

- No infrastructure is required. Fully managed by cloud.

- Data import, data preparation and build dashboards to visualize the data

- Connect to your data wherever it is .

- It can integrate with AWS Data sources, as well as on-premise and hosted databases and third party business applications

- It continue to expand to include Data sources from any source

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Demo

- Sign up with your AWS account
  - purchase **standard user subscriptions** to get discounted pricing on Amazon QuickSight. When you create an Amazon QuickSight account, you automatically get one free user account. When you invite additional users to Amazon QuickSight, you are charged for those user accounts on a month-by-month basis.
- View sample charts
- Create new analysis
  - Visit **data.gov**
    - (Choose one . E.g. **Seattle Crime Stats by Police Precinct**)
    - Visualize and use filter
  - Share and Domain

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Reading resources

- Quicksight- https://www.youtube.com/watch?v=WaOrQtxLXfs

- https://www.youtube.com/watch?v=CFurUjiJaQM&t=941s

- https://www.youtube.com/watch?v=dprtSTSbCEE&t=4s

- https://www.youtube.com/watch?v=hh6ItJbCUQ0

- https://catalog.data.gov/dataset/police-incidents-01012005-to-current

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