**When** you use a cloud provider such as AWS, all of your data needs can be taken care of in one spot. You won't need to worry that one person has all of the CSVs on one machine while someone else has a different set of data on another machine. You decide that your best bet is to move all of your client's incoming data into S3 buckets on AWS.

S3 is Amazon's cloud file storage service that uses key-value pairs. Files are stored on multiple servers and have a high rate of availability of more than 99.9%. To store files, S3 uses **buckets**, which are similar to folders or directories on your computer. Buckets can contain additional folders and files. Each bucket must have a unique name across all of AWS.

One of S3's perks is its fine-grained control over files. Each file or bucket can have different read and write permissions, which helps regulate what can be done with each file.

S3 is also very scalable—you are not limited to the memory of one computer. As data flows in, more and more can be stored, as opposed to a local computer that is limited by available memory. Additionally, it offers availability—several team members can access massive amounts of data from one central location.