



Amazon Q in QuickSight

A new generative AI assistant for BI

Huyam Hasan
Solutions Architect

Agenda

Amazon QuickSight

The potential of generative AI

Amazon Q in QuickSight

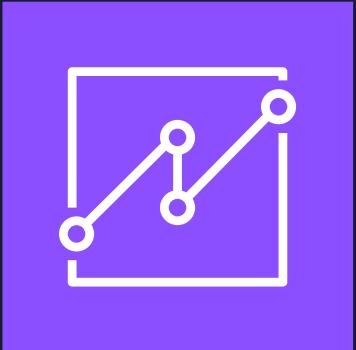
Customer references

Pricing

Resources

Amazon QuickSight

UNIFIED BUSINESS
INTELLIGENCE AT
HYPERSCALE



Unified BI for all your
analytics needs



Consistent high performance with
auto scaling



Augmented analytics with
generative AI capabilities



Lower costs by paying for what
you need

Over 100,000 customers use QuickSight



Business benefits of QuickSight

74%

LOWER COSTS
OVER 3 YEARS

157-300%
INCREASE IN BI USAGE

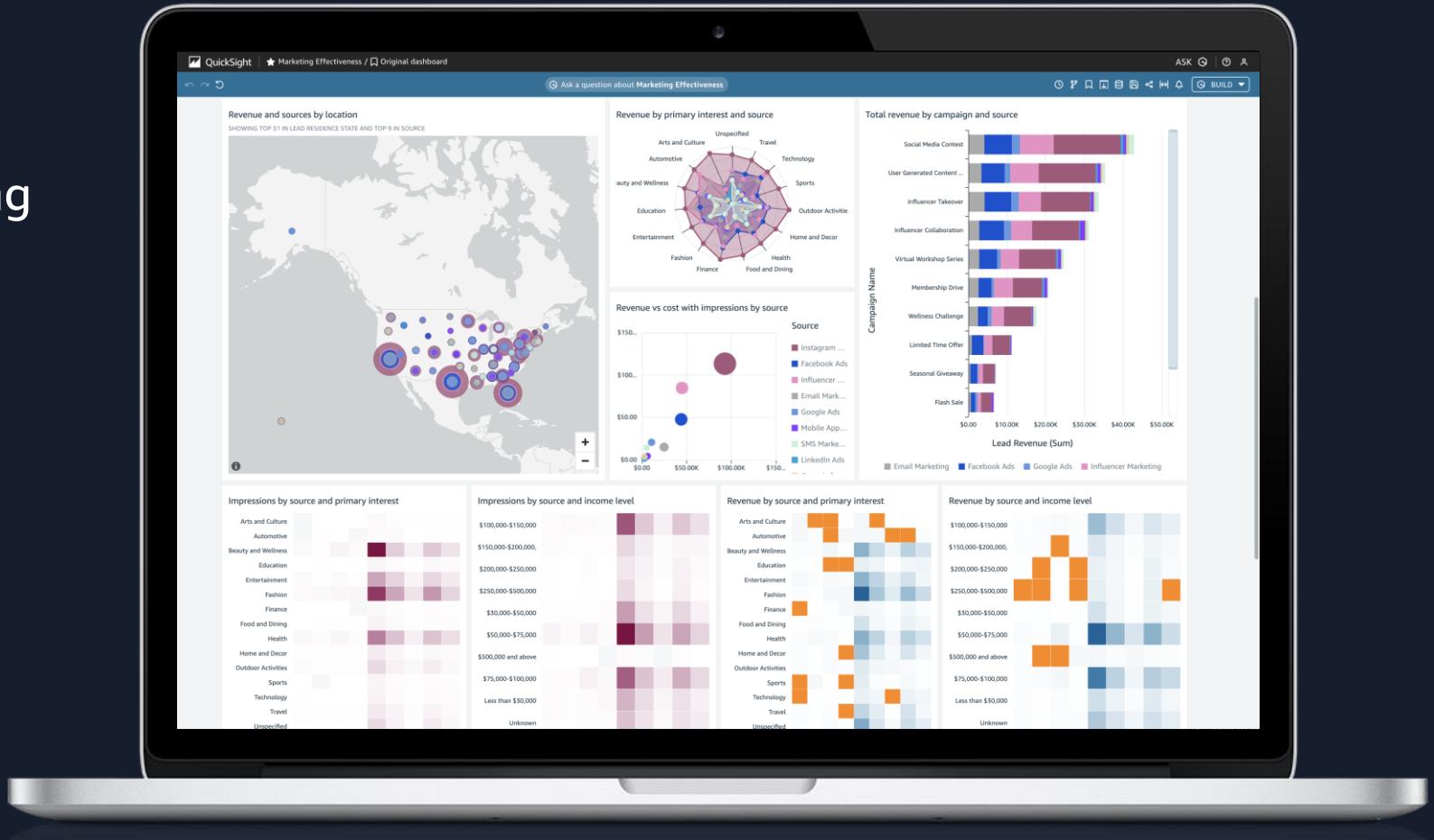
275%

ROI (MODELED)

Economic Strategy Group, The Economic Benefits of Amazon QuickSight, March 2024

Create beautiful, interactive dashboards

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



QuickSight powers thousands of applications

The image displays three distinct applications built using Amazon QuickSight:

- Outbound Productivity:** A dashboard showing real-time order metrics. Key figures include Pending Orders at Start of Day (1,231), New Orders Since Start of Day Before Order Cutoff (296), Total Orders Closed Today (319), Unfulfilled Pre-Cutoff Orders Before Fulfillment Cutoff (1,227), and Total Unfulfilled Orders (1,232). It also includes a detailed table of Orders, Lines, and Units by Customer and a donut chart showing the Age of Allocated Orders.
- Showspace Industries (SE Demo):** An analytics dashboard for Showspace Industries. It features three main KPIs: a 136% increase in search events month over month, a -5% decrease in searches with results month over month, and a -2.77% decrease in search click rate month over month. The dashboard also includes a line chart showing how often users open search results and a bar chart for search success rates.
- Perform:** A performance insights dashboard. It highlights a "Strengthening G" trend and displays various metrics such as Avg. Score of Most Recent Reviews (72.2), Avg. Score of Prior Period Reviews (71.3), Timeliness of Most Recent Reviews (61%), and % of Most Recent w/ 360 Reviews (61%). It also includes a bar chart showing Performance Scores of Most Recent Reviews across different cities and a donut chart showing the status of reviews.



Pixel-Perfect reporting in the cloud

COST-EFFECTIVELY CONSOLIDATE DASHBOARD AND REPORTING USE CASES

Highly formatted, printable reports

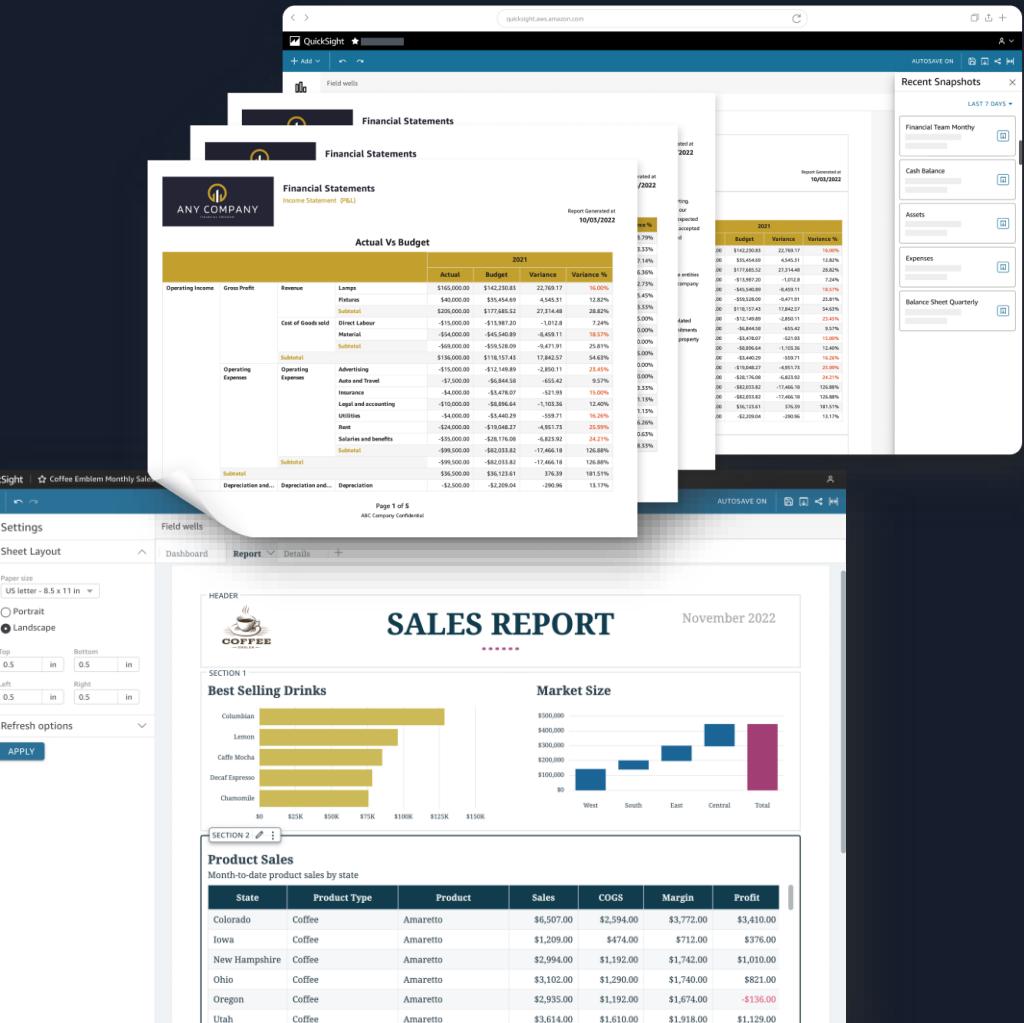
- Multipage PDF reports with rich visuals and images
- Scheduled delivery for PDFs and CSV exports

Unified authoring and consumption

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

Serverless and autoscales to meet demand

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



What prevents data-driven decisions?

Data skills and staff shortage

The leading impediment to data and analytics success

68%

Time spent by **analysts** on reshaping data and basic analysis

75%

Percentage of **business users** who don't feel confident in their data skills

GARTNER, 2023; TSIA, 2018; DATA LITERACY PROJECT, 2020



Amazon Q

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

The collage consists of four panels:

- Top Left:** A screenshot of the Amazon QuickSight interface showing a line chart titled "FREE TRIAL BY MONTH". The chart displays monthly trial data from January 2023 to October 2023, with values ranging from approximately 10 to 40. Below the chart is a button labeled "ADD TO ANALYSIS".
- Top Right:** A portrait of a smiling woman with curly hair, looking down at a device screen.
- Bottom Left:** A screenshot of the Amazon Q web interface. It features a sidebar with a "New Conversation" button and a "Draft a professional email" card (dated November 15, 2023). The main area has a large "Amazon Q" logo and a message: "Hello, I am your AI assistant. Enter a prompt or choose a suggestion to start a conversation. I'll respond using data from within your organization." Below this are six suggestion cards: "Draft a professional email", "Summarize a report", "Help plan a workshop", "Analyze market trends", "Write a blog post", and "Brainstorm taglines". At the bottom is a text input field labeled "Enter a prompt" with a "Enable Streaming" button.
- Bottom Right:** A screenshot of the Amazon Q "Preview" interface. It shows a sidebar with a "Hello! I'm Amazon Q, your AWS generative AI assistant." message and a "Preview" button. Below this are several sample questions and answers, such as "Why can't I SSH to my EC2 instance?", "What is the CLI command to list all the t3 micro instances in my account?", "How do I create an Application Load Balancer?", and "When should I use Amazon DynamoDB vs AWS RDS?". There is also a section for "Additional Info" and a footer note about responsible AI.

Amazon Q
Business

Amazon Q
Developer

Amazon Q
in QuickSight

Amazon Q
in Connect

Amazon Q
in AWS Supply Chain



What can large language models (LLMs) do?

BEST FOR

Broad world information

Assisting human work

Summarizing
Teaching
Generalizing

WHERE YOU NEED MORE

Precise knowledge

Autonomous tasks

Calculation
Well-defined tasks
Verifiable truth

Amazon Q in QuickSight capabilities

ACCELERATE THE PATH TO DATA-DRIVEN DECISIONS FOR ALL USERS

AI-powered dashboard authoring experience

empowers business analysts to build faster

AI-assisted data storytelling

allows business users to discover and share findings

Scenarios

helps you analyze complex data patterns

On-demand AI answers to questions of data

simplifies extracting insights for business users

Extend custom apps with AI

helps developers quickly add advanced capabilities

Powered by
Amazon Bedrock



AI-powered dashboard authoring experience

A NEW DASHBOARD BUILDING EXPERIENCE POWERED BY GENERATIVE BI

Build visuals

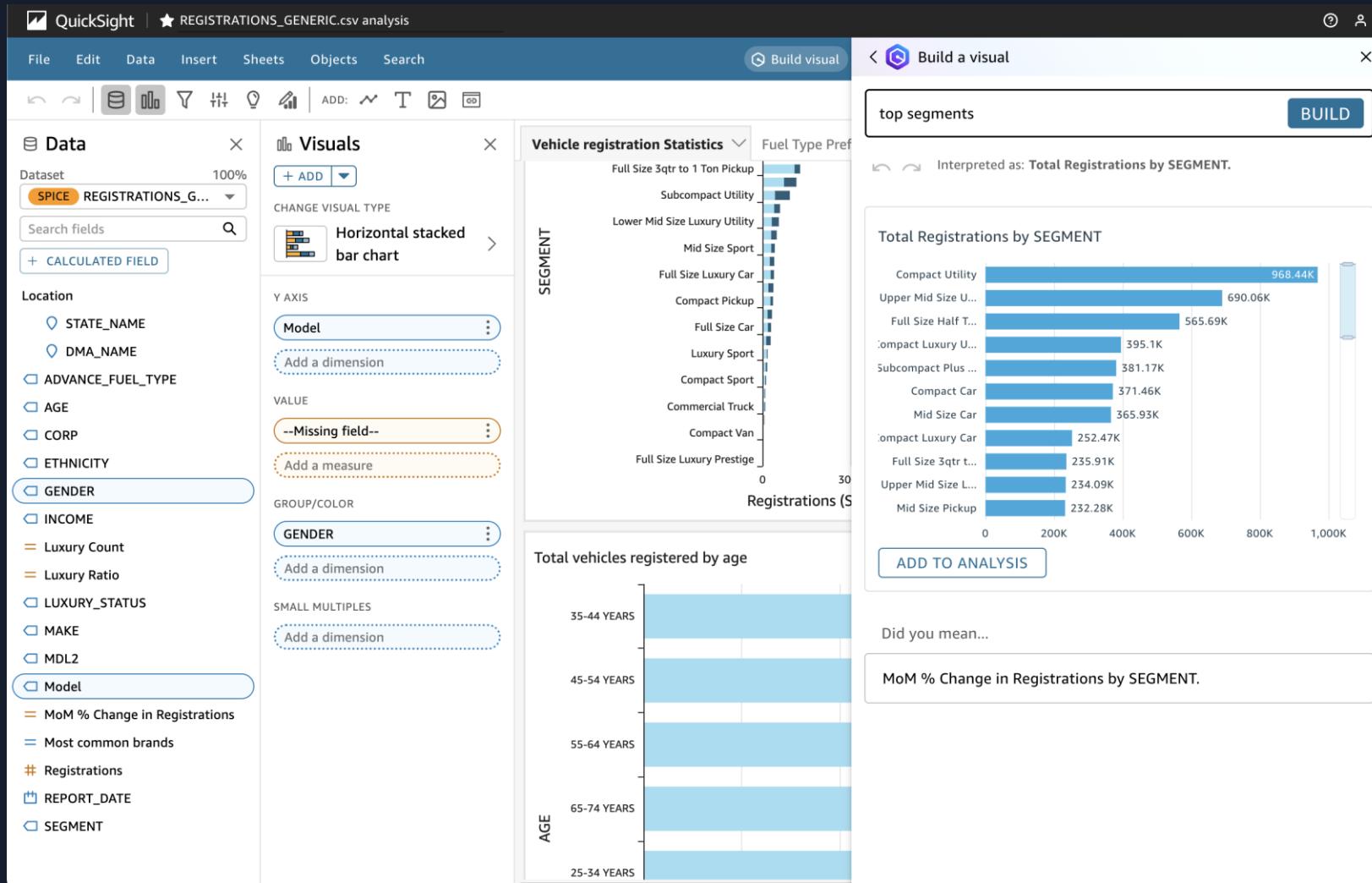
Use natural language to quickly build visuals for dashboards and reports

Create calculations

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

Refine visuals

Quickly update visuals by describing desired formats using natural language



AI-assisted storytelling

IMPACTFUL DATA STORYTELLING TO DRIVE ACTIONS

Interpret data for others

Help others derive meaning from data and reach conclusions to drive decisions

Generate stories using AI

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

Create refined content

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

Share up-to-date governed data

Quickly update and disseminate data at any time

Augment with unstructured data

Upload files with related content to enrich the story with additional insights

QuickSight | Optimizing Marketing Performance: A Data-Driven ...

File Edit Insert

SCROLLABLE PAGE ▾ PREVIEW SHARE

Interests Analysis

Revenue by primary interest and source

As shown in the interests analysis, Arts and Culture, Travel, Technology, Sports, and Outdoors are the top revenue-generating categories. The chart shows a significant concentration of revenue in these areas, with Arts and Culture being the largest segment. Other categories like Health, Food and Dining, Finance, and Fashion also contribute to the total revenue. The chart illustrates that certain interests have a higher impact on total lead revenues than others. This suggests that marketing campaigns should target these high-value interests to maximize their effectiveness. Meanwhile, arts/culture and technology sectors have attracted considerable attention. Certain interests may represent specific objectives or the target audience's preferences, allowing for more targeted marketing strategies across different segments.

Select visuals ①

+ ADD

Total impressions X Monthly impressions X

Most effective impressions X

Comparing revenue X

Select documents (optional) ①

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.

Marketing Team Meeting Minutes.docx X

Campaign Effectiveness Analysis.docx X

Use insights from Amazon Q Business ①

BUILD Learn more



Scenario analysis using Amazon Q in QuickSight

Agentic analysis
to simplify solving complex problems

Purpose-built for BI
to intuitively analyze business data

Reusable and extensible
to adapt to changing business needs fast

Up to
10X
faster than
spreadsheets¹

1: Amazon Q in QuickSight enables business users to perform complex scenario analysis up to 10x faster than spreadsheets.

AI answers to questions of data on demand

DEEP INSIGHTS AT YOUR FINGERTIPS

Executive summaries of dashboards

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

Powerful Q&A for nonexperts

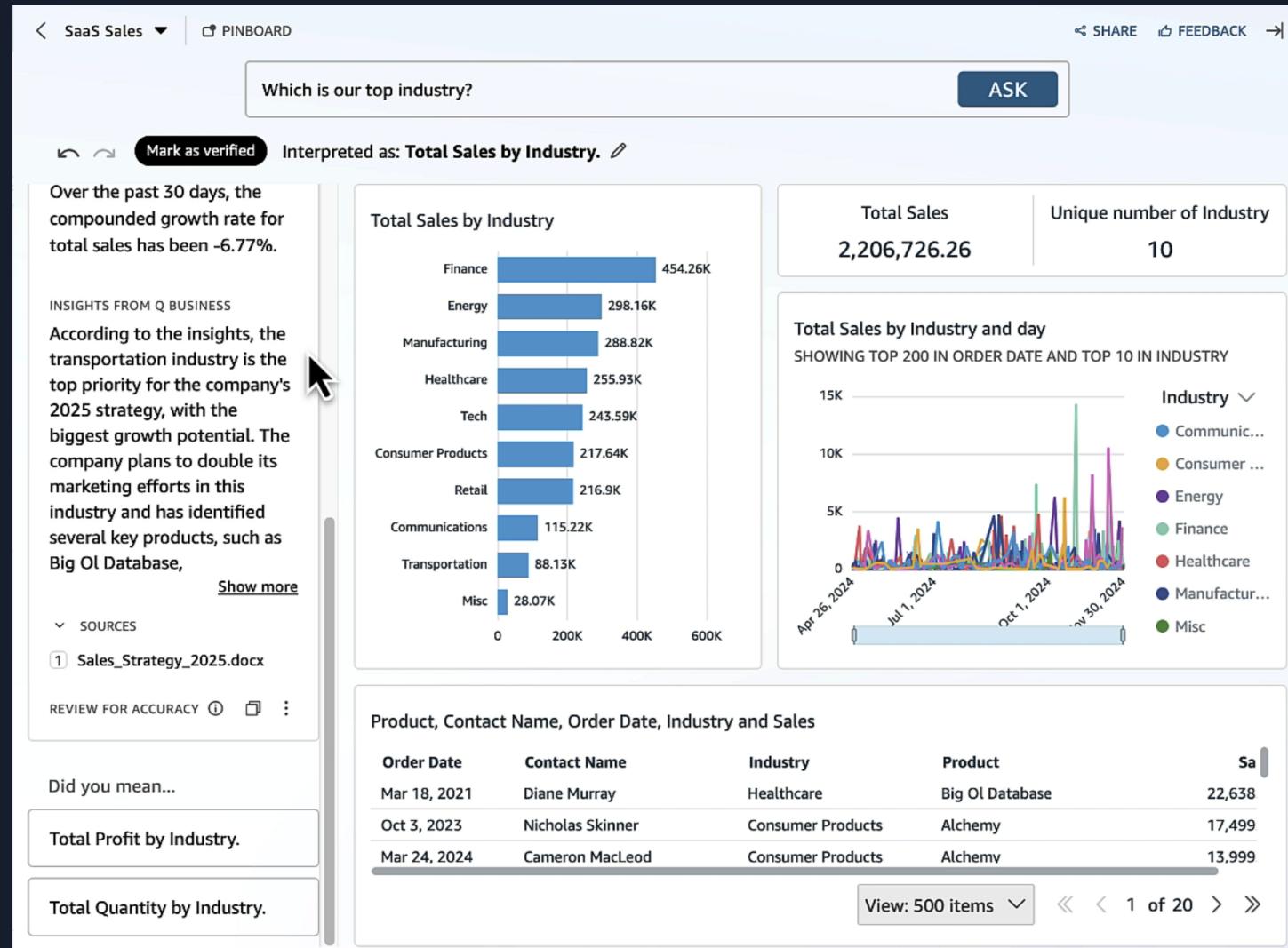
Suggested questions and “what’s in my data” show what can be asked

Multivisual answers with narrative insight summaries explain answer context

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

Answers about your business

Q&A surfaces business documents relating to answers of questions of data



Extend custom applications with AI

QUICKLY ADD GENERATIVE BI CAPABILITIES TO WEB APPLICATIONS

Streamlined integration

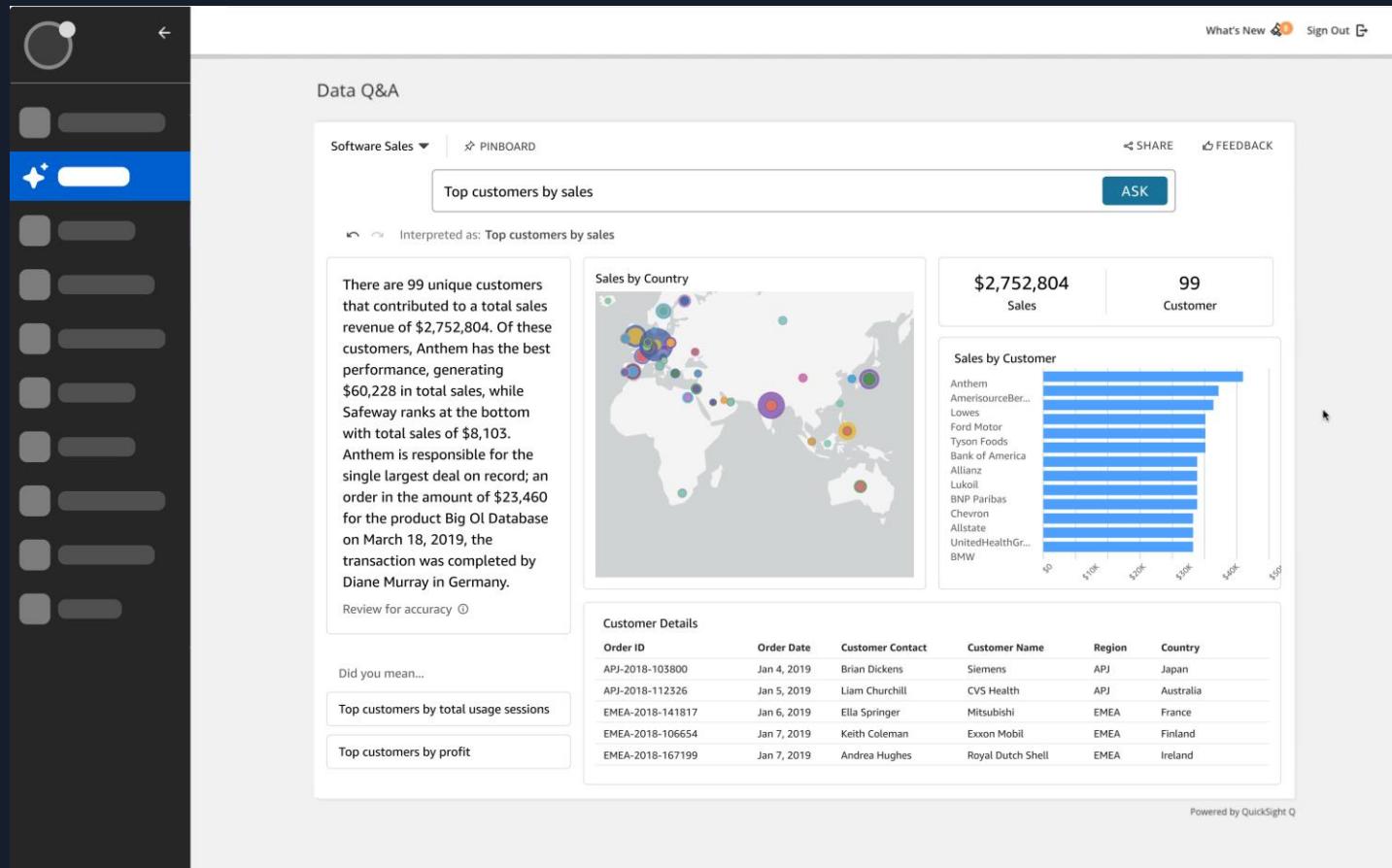
Add generative multivisual Q&A to existing web applications with a few lines of code, no AI expertise required

Works with any data

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

Seamless experience

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



Data privacy and security

Privacy

- Customer data is never used to train models

Data access security

- Row-level security
- User inputs never impact another user's experience

Data encryption

- Data in transit: TLS with DHE and ECDHE cipher suites
- Data at rest: AES-256 encryption

Data routing

- All data can be routed through a private network



New Amazon Q capabilities in QuickSight help our analysts build dashboards in hours when it used to take days.

We are seeing an even greater impact with our business users, where Amazon Q in QuickSight is accelerating critical business decisions at the highest levels of our organization by enabling on-the-fly answers to time-critical questions.

The stories feature also enables us to present a clear picture of the business for board meetings, building insightful, professionally formatted stories fast.

Amazon Q in QuickSight is the high-performance fuel our demanding teams consume to get precision answers fast.

Christoph Albrecht
Data Engineering and Analytics Consultant, BMW





QuickSight enables our operations teams to deliver data to users across a variety of use cases, from distribution-center forecasts to reporting Amazon Connect call-center metrics.

Amazon Q in QuickSight has shown us the power of natural language experiences to accelerate data work by helping our business users get insights instantly.

We are excited to see the additional generative BI capabilities for authors because they can raise our speed to respond to these changing business needs to a new level.

Natural language experiences like these are fundamentally changing the way people work.

Corey Savory-Venzke
Vice President of Customer Experience, Traeger Grills



QuickSight user role subscriptions

Role	Description	Monthly Price	Capacity Based
Reader	Readers can explore interactive dashboards, answer questions of data with natural language Q & A, receive email reports, and download data.	\$3	OR
Reader Pro	Reader Pro adds Generative BI capabilities for Readers to build Stories explaining data, get executive summaries of dashboards with natural language, and access to Amazon Q Business*.	\$20	
Author	Author extends from Reader with capabilities to connect to data, create dashboards and reports, and share content with users in the account. Admin users needed to manage QuickSight accounts use Author subscriptions.	\$ 24	
Author Pro	Author Pro has full access to all capabilities , extending Author with Generative BI capabilities of Reader Pro and adding natural language dashboard authoring and Q & A Topic creation. Admin Pro users use Author Pro subscriptions.	\$50	

A \$250/mo. per-account Q enablement fee applies for accounts with at least one Pro user or with at least one Q Topic

*Requires AWS IAM Identity Center (IDC) user provisioning





Amazon Q in QuickSight capabilities

	Author Pro	Reader Pro	Reader and author
Data Q&A	x	x	x
View and interact with stories	x	x	x
Build stories	x	x	
Get executive summaries of dashboards	x	x	
Build dashboards using natural language	x		
Build Q&A topics	x		
Create Scenarios (Beta)	x		
Cross-account entitlement in QuickSight*	x	x	
Amazon Q Business access*	x	x	

*Requires AWS IAM Identity Center user provisioning

Try QuickSight free for 30 days

Full access to all capabilities
Up to 4 users of any type*

* One user must be an Admin or Admin Pro for account management



© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved

Learn more about Amazon Q in QuickSight



<http://generativebi.com>

Sign up for the QuickSight Community

Ask questions

Learn together

Get QuickSight product updates!



Thank you!

Huyam Hasan

shhuyam@amazon.com



© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.