



Amazon Q in QuickSight

A new generative AI assistant for BI

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Amazon Web Services

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 service that delivers modern dashboards, pixel-perfect reports and embedded analytics

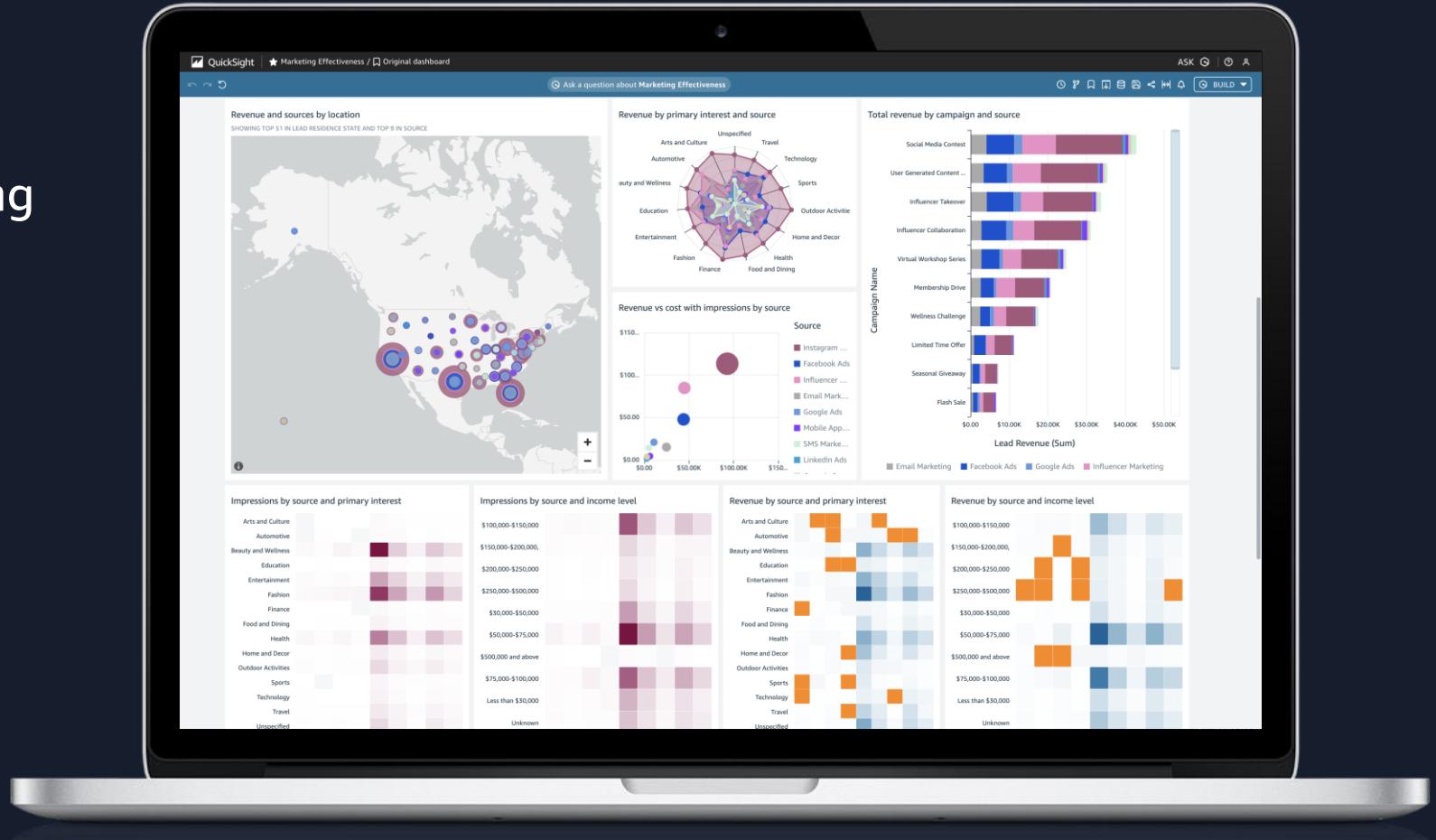
Consistent performance at any scale

Lower costs by paying for what you need

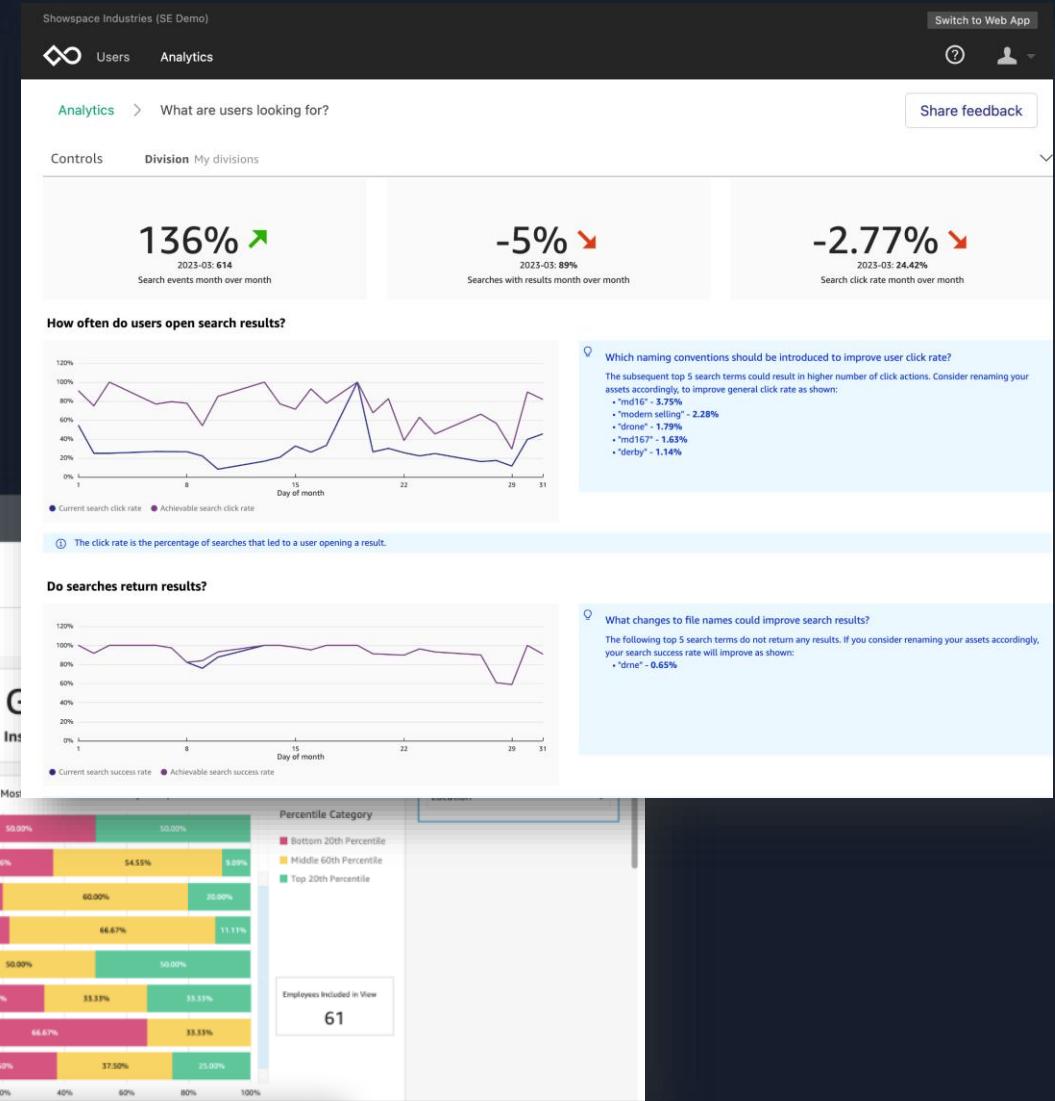
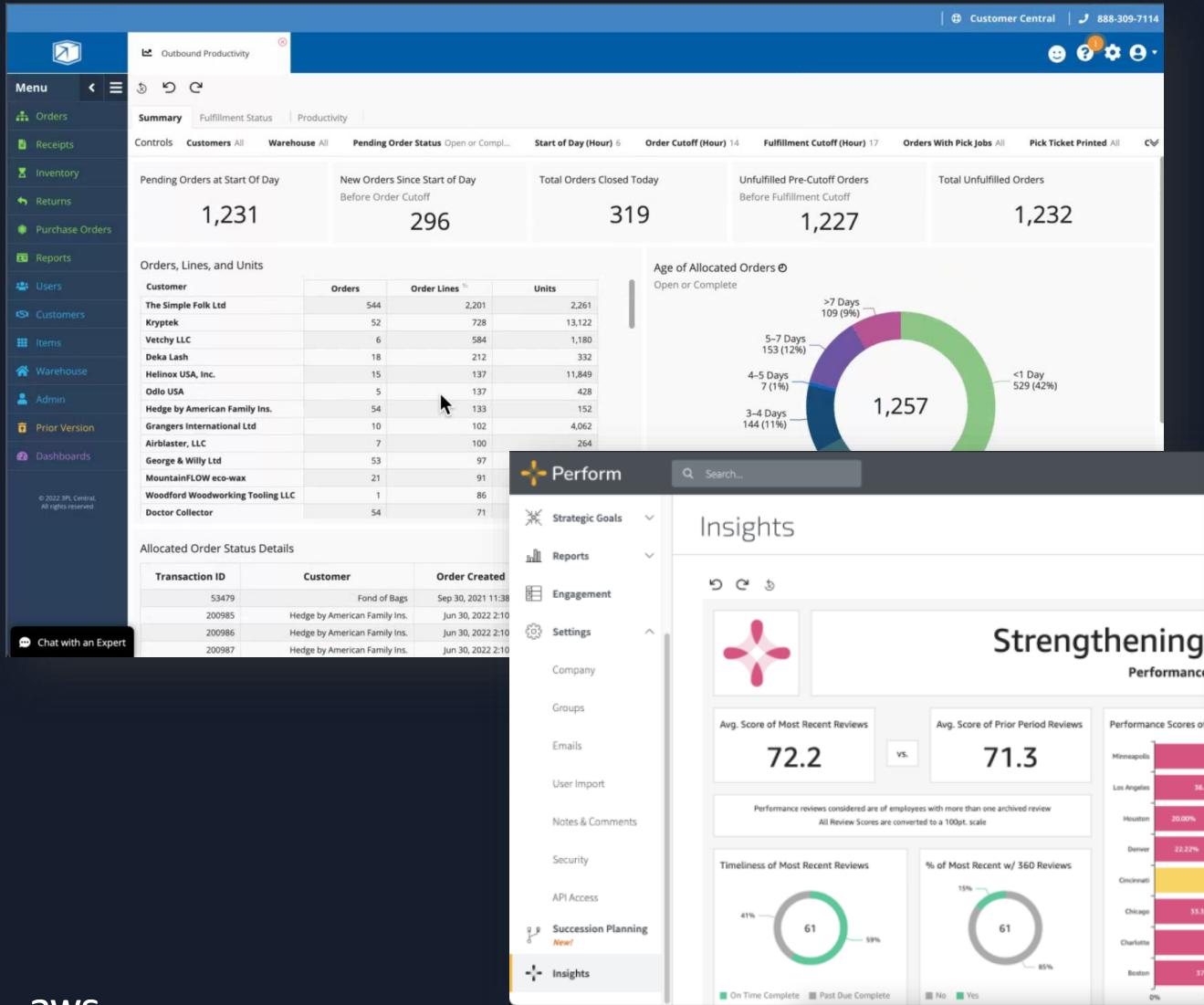
Policy based governance, security

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



Pixel-perfect reporting in the cloud

COST-EFFECTIVELY CONSOLIDATE DASHBOARD AND REPORTING USE CASES

Highly formatted, printable reports

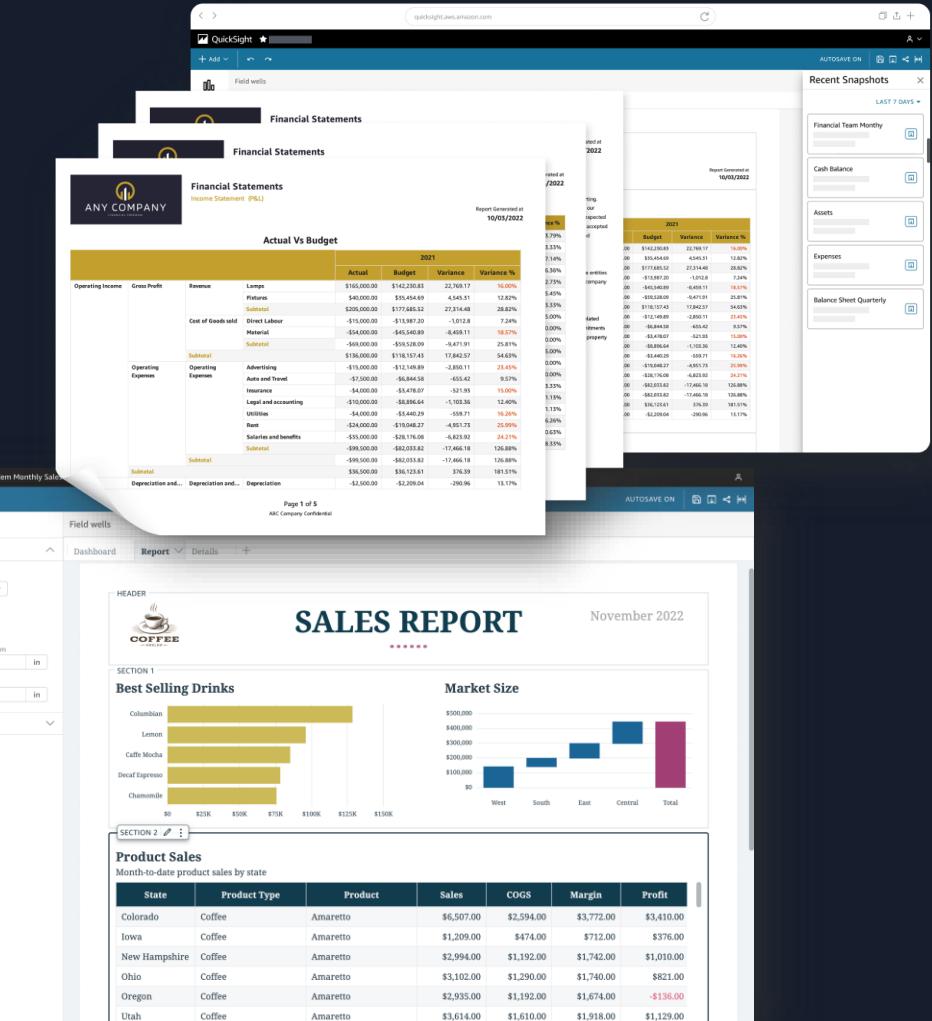
- Multipage PDF reports with rich visuals and images
- Scheduled delivery for PDFs and CSV exports

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



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

Over 100,000 customers use QuickSight



Panasonic



SIEMENS

COMCAST

3M

BW

Best Western
Hotels & Resorts

asana

Nasdaq

experian

Neiman Marcus

THOMSON REUTERS
FOUNDATION

LG CNS

amdocs

Hewlett Packard
Enterprise

ZipRecruiter®

BOSCH



kakao

docomo

petco

GIPHY

dafiti group

mlbam

YAHOO!
JAPAN

sph

AXIS BANK

eightfold.ai

LIBERTY
LATIN AMERICA

BriteCore

VIZIO

orangetheory®

airtel

TATA

Autotrader

MOBLY
accelo

wake
// experience

aws

Insightful.Mobi
FORWOOD
SAFETY

TRAEGER

workiva®

Showpad

Australian
Bureau of
Statistics

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

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

Amazon Q
Business

Amazon Q
Developer

Amazon Q
in QuickSight

Amazon Q
in Connect

Amazon Q
**in AWS Supply
Chain**



Amazon Q in QuickSight capabilities

ACCELERATE THE PATH TO DATA-DRIVEN DECISIONS FOR ALL USERS

AI-powered dashboard authoring experience
empowers business analysts to build faster

AI-assisted data storytelling
allows business users to discover and share findings

Scenarios
helps you analyze complex data patterns

On-demand AI answers to questions of data
simplifies extracting insights for business users from both
structured and unstructured data

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

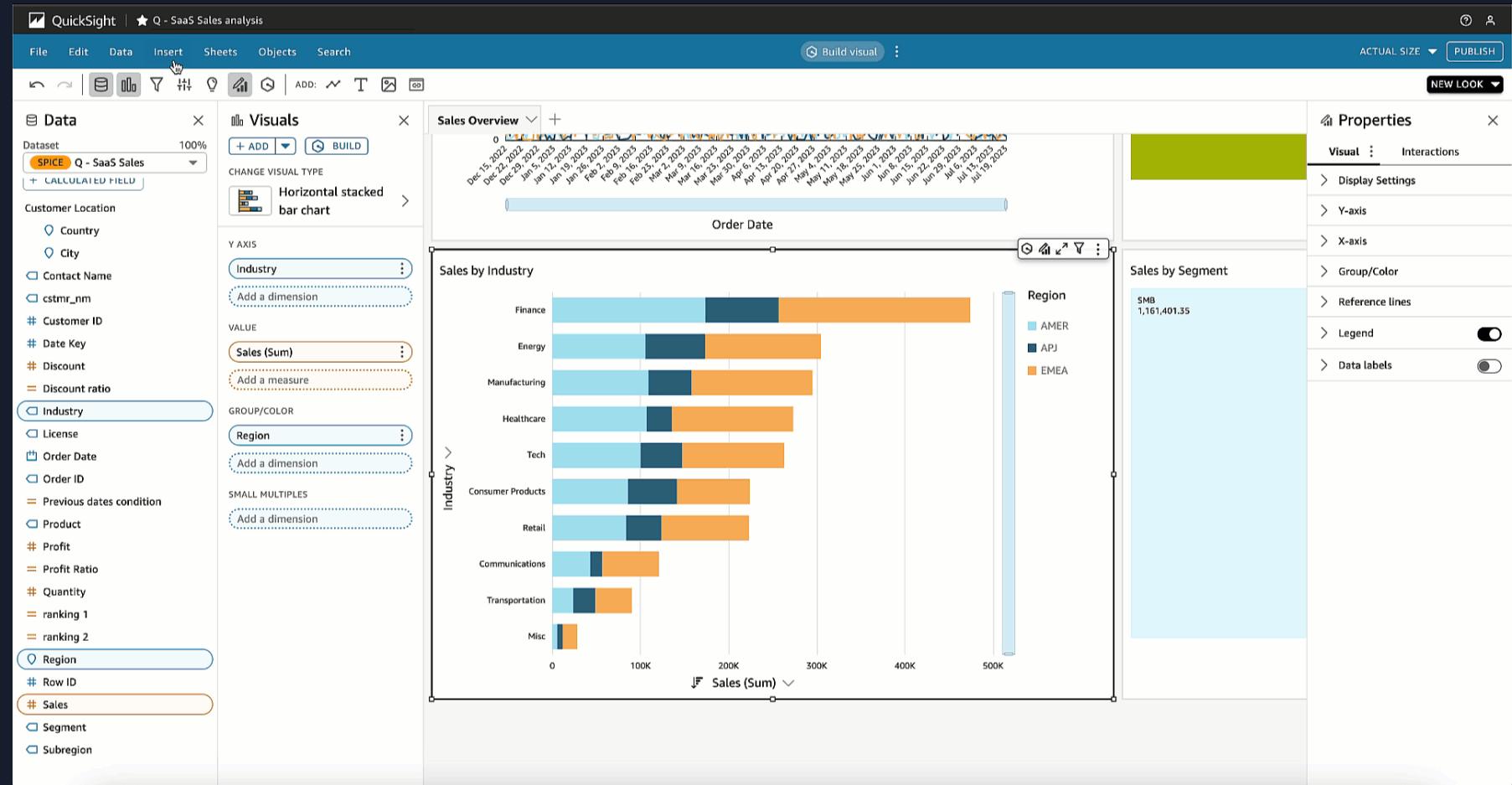
Use natural language to quickly build visuals for dashboards and reports

Build calculations

Easily create 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

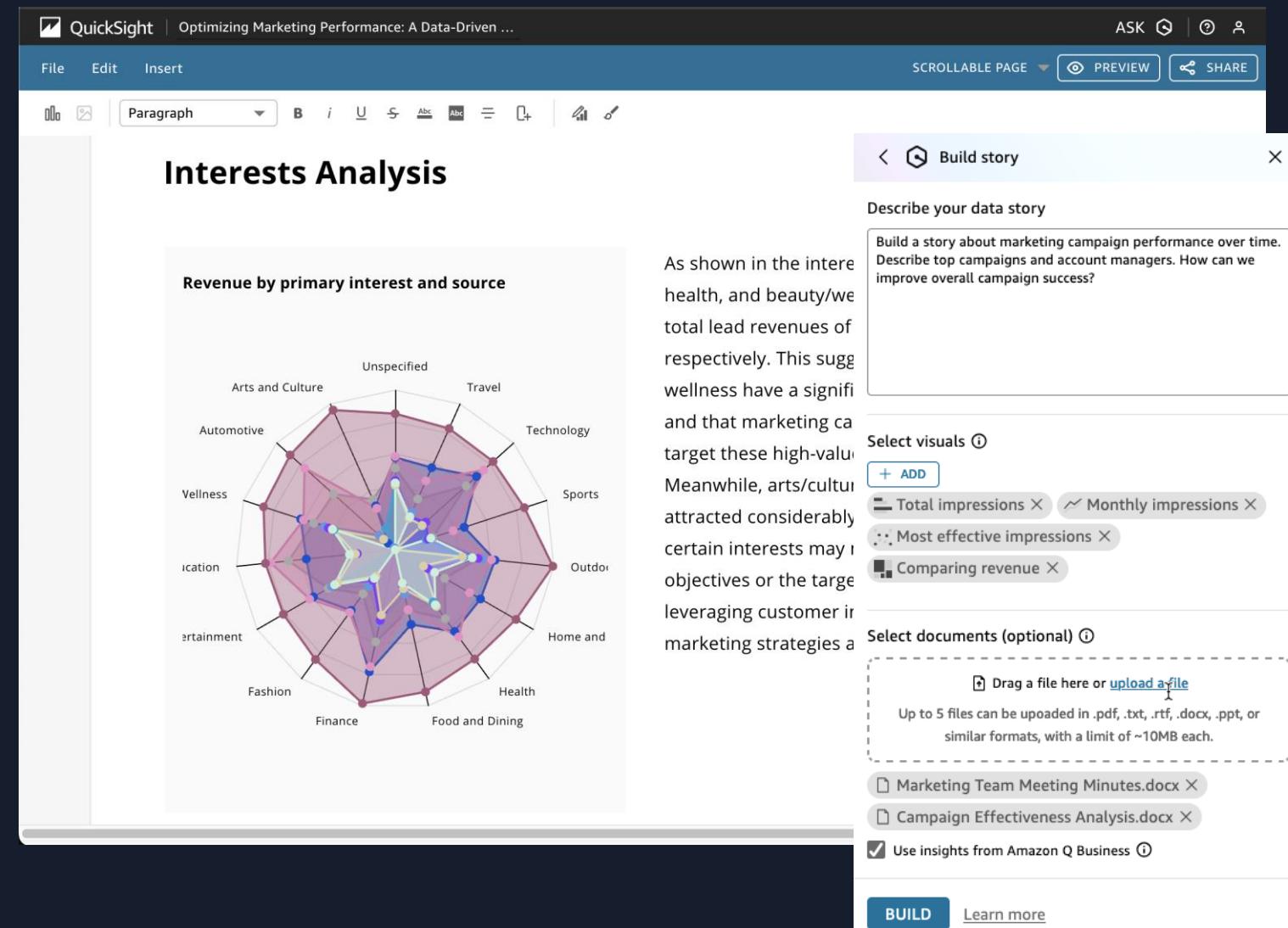
Control AI verbosity, customize narrative text, and apply stunning visual themes to bring content to life

Augment with unstructured data

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

Share up-to-date governed data

Quickly update and disseminate data at any time



Insights from unstructured data in Q&A

COMBINE UNSTRUCTURED AND STRUCTURED DATA FOR DEEPER INSIGHTS

Answers about your business

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

The screenshot shows the AWS Q&A interface for 'coffee sales'. At the top, there's a search bar with placeholder text 'What are you curious about?' and a blue 'ASK' button. Below the search bar are two tabs: 'Suggested Questions' and 'What's in coffee sales'. A list of eight suggested questions is displayed in a grid:

- what are the bottom 5 order ids by total quantity with order date f...
- how many unique customer ids by customer name?
- how many order ids by product id?
- how many product ids by order id?
- how many customer ids by city?
- how many distinct cities for every customer id?
- how many unique cities for every order id?
- what are the bottom 5 customer ids by total quantity?



Insights from unstructured data in data stories

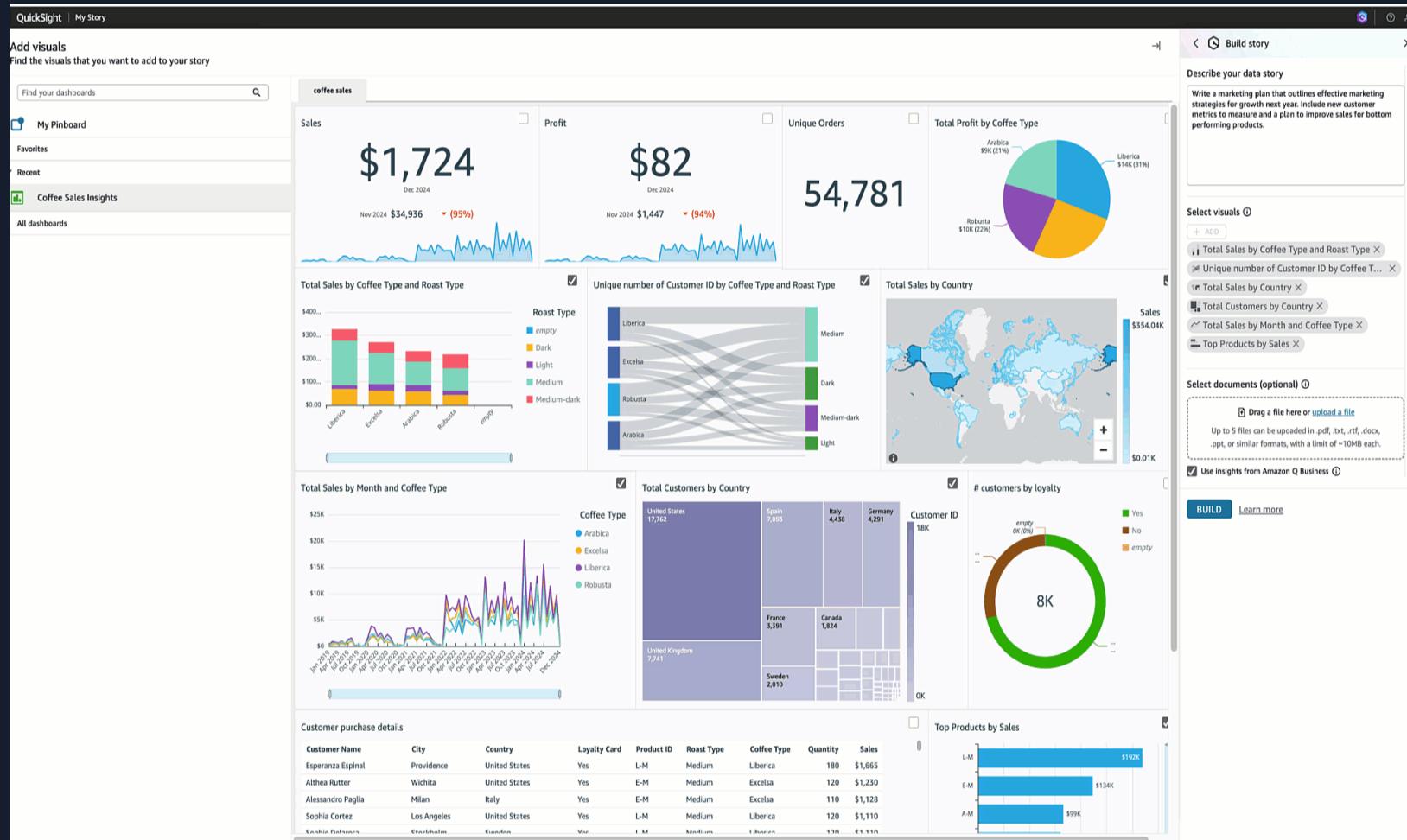
COMBINE UNSTRUCTURED AND STRUCTURED DATA FOR DEEPER INSIGHTS

Stories about your business

AI generated narratives explain insights and trends in data by drawing from enterprise documents, sites, and wikis.

Add relevant documents

Pick the documents you need and upload to generate your story



Insights from unstructured data - Demo

QuickSight | SaaS Sales

All topics

SaaS Sales

Summary Data User Activity Sugg...

Improve your topic

Topic details

Name SaaS Sales [Edit](#)

Description -- [Edit](#)

Last modified Nov 27, 2024, 22:53 by tsschlos@amazon.de

Last refresh Nov 27, 2024, 22:53 [Edit](#)

Allow sharing data stories [Edit](#)

Allow insight summaries from Amazon Q Business in Q&A [Edit](#)

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

SOURCES

1 Sales_Strategy_2025.docx
2 Sales_Strategy_2025.docx

REVIEW FOR ACCURACY [Edit](#) [View](#) [More](#)

SaaS Sales PINBOARD SHARE FEEDBACK ASK

Mark as verified

Wh Which industries are we selling to?

Industry

Industry

Communications

Consumer Products

Energy

Finance

Healthcare

Manufacturing

Misc

Retail

Tech

Transportation

Unique number of Industry 10

Total Quantity by Industry and day SHOWING TOP 200 IN ORDER DATE AND BOTTOM 10 IN INDUSTRY

Industry

Community... Consumer ... Energy Finance Healthcare Manufactur... Misc

80
60
40
20
0

Apr 26, 2024 Jul 1, 2024 Oct 1, 2024 Dec 30, 2024

Customer, Quantity, Segment, Product, Order Date and Industry

Order Date	Customer	Industry	Segment	Product
Dec 23, 2023	Daimler	Transportation	Enterprise	Big OL Database
May 4, 2023	Daimler	Transportation	SMB	ContactMatcher
Oct 27, 2024	Daimler	Transportation	SMB	Data Smasher

View: 500 items << < 1 of 19 > >>

The image shows a split-screen view of the QuickSight interface. On the left, the 'SaaS Sales' topic page is displayed, featuring sections for 'Summary', 'Data', 'User Activity', and 'Suggestions'. It includes a 'Topic details' section with information like name, description, last modified date, and refresh status. Below this are settings for sharing and AI integration. A note at the bottom indicates the topic is on the new Amazon Q experience. On the right, the 'PINBOARD' view is shown, which includes an AI query input field ('Which industries are we selling to?'), a list of industries (Communications, Consumer Products, Energy, Finance, Healthcare, Manufacturing, Misc, Retail, Tech, Transportation), a chart showing total quantity by industry and day, and a table of customer, quantity, segment, product, and order date data. The overall theme is analyzing sales data across different industries.

Amazon Q in QuickSight scenario analysis

SIMPLIFY COMPLEX ANALYSIS TASKS FOR BUSINESS USERS

Agentic scenario analysis

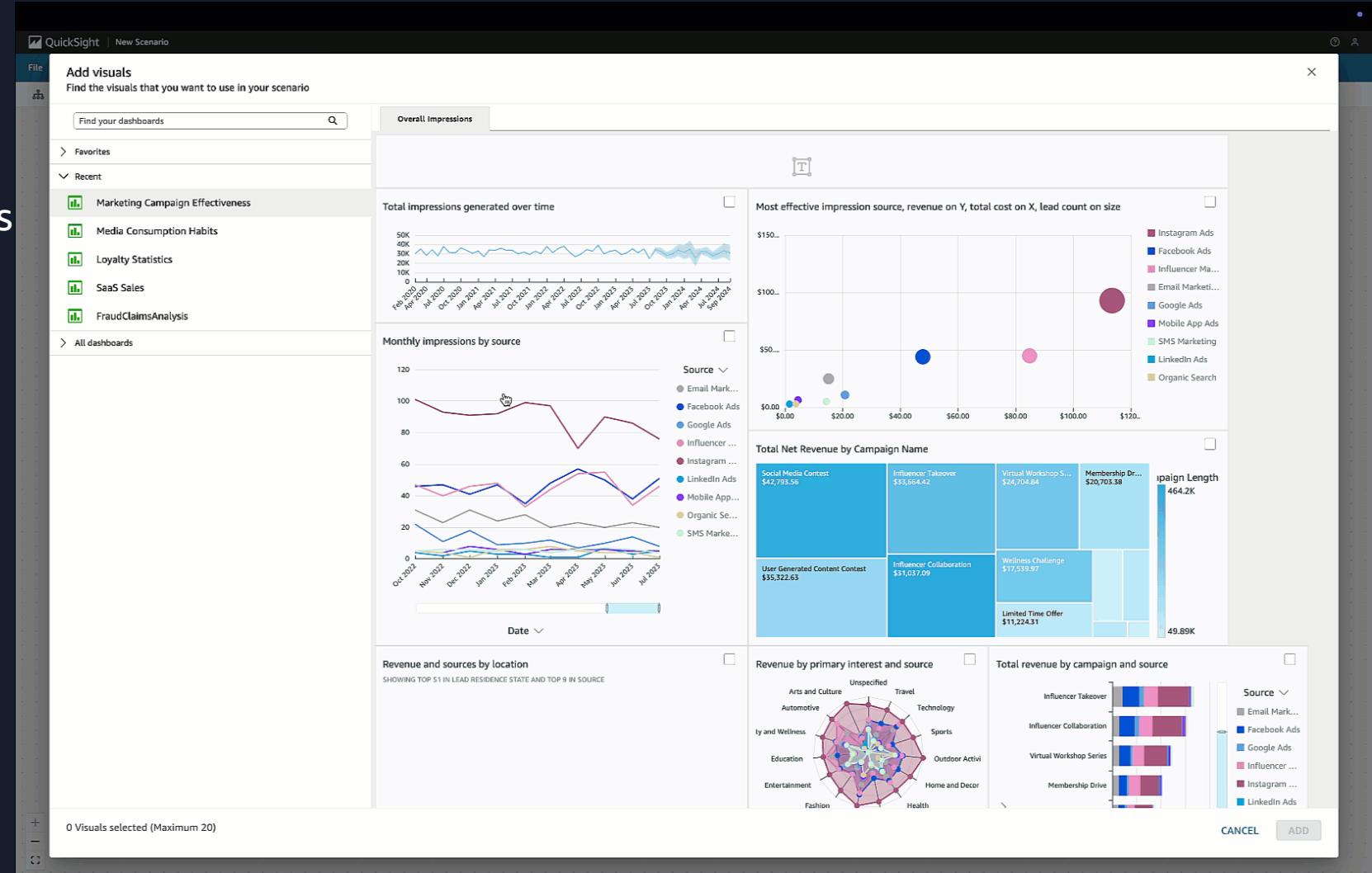
Guides data analysis by suggesting techniques to solve complex problems with step-by-step analysis

Purpose built for BI

Eliminates manual work with multi-modal turn-based AI analysis

Reusable and extensible

Simplifies modification, extension, and reuse of previous analyses



Scenario analysis with 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
spreadsheets

Scenario analysis - Demo

Find analyses & more 

 Favorites

 Recent

 My folders

 Shared folders

 Dashboards

 Data stories

 Scenarios Beta

 Analyses

 Datasets

 Topics

 Community

Make decisions on the go



Scan QR code to get the app

Rows per page: 100 ▾ 1-4 of 4 < >

Scenarios

Name	Owner	Last Modified	⋮
New Scenario	Me	16 minutes ago	⋮
New Scenario	Me	32 minutes ago	⋮
New Scenario	Me	19 hours ago	⋮
Tweet analysis - Phones	Me	21 hours ago	⋮



AI answers to questions of data on demand

DEEP INSIGHTS AT YOUR FINGERTIPS

Executive summaries

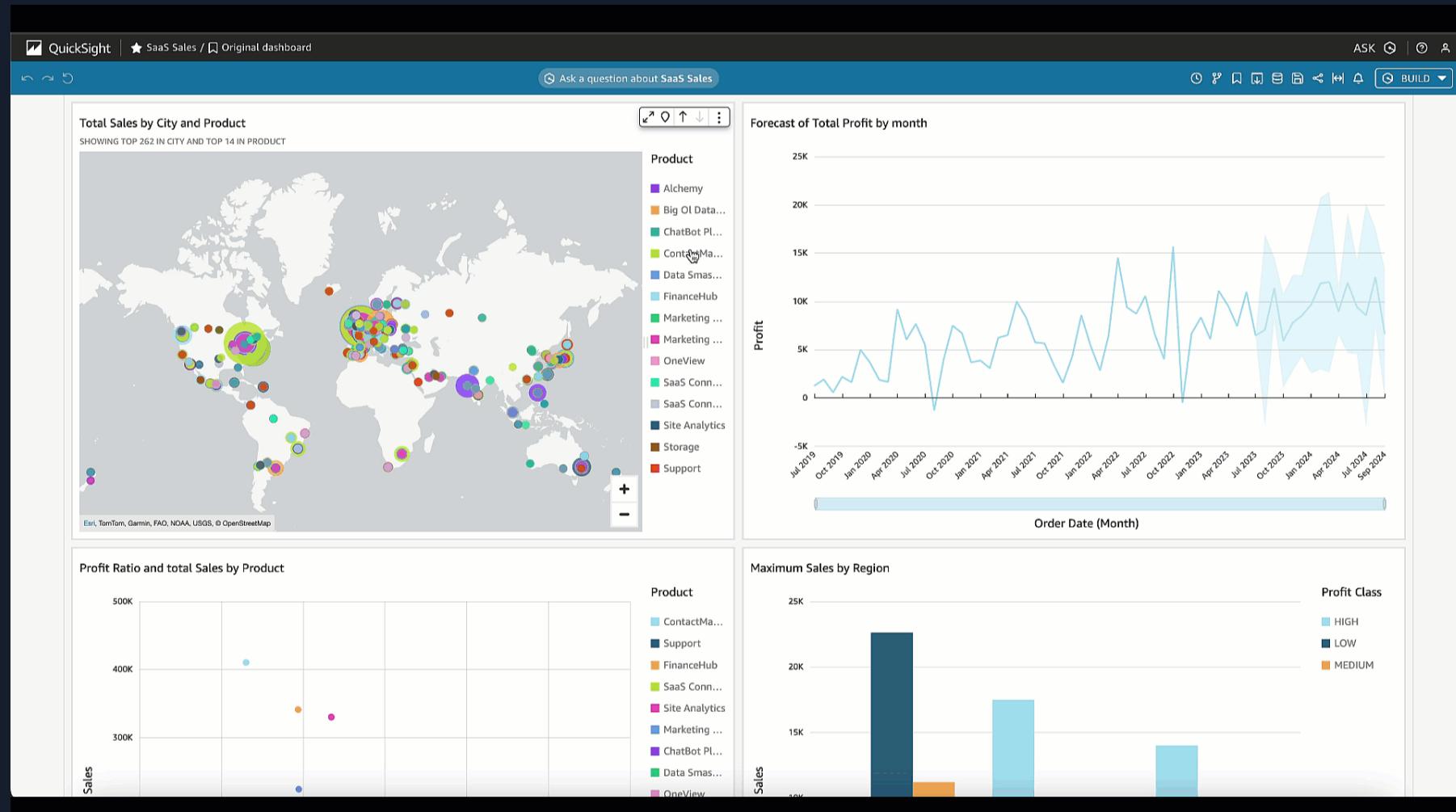
Instantly see key trends and changes in dashboard data

Multi-visual Q&A

Confidently answer questions of data with a multi-visual answers and support for vague questions with "did-you-mean" alternatives

Answers about your business

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



Extend Custom Apps with AI

QUICKLY ADD GENERATIVE BI CAPABILITIES TO WEB APPS

Easy to Integrate

Add generative multi-visual Q&A to existing web apps with a few lines of code

Works with any Data

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

Seamless Experience

Customize size, theme, and interaction to fit your brand

The screenshot shows the Anthology Illuminate web application. At the top, there's a navigation bar with a menu icon, the logo 'Anthology Illuminate', a language selector set to 'English (United States)', a 'What's New' button with a notification icon, and a 'Sign Out' button.

The main content area features a large video player in the upper right showing an illustration of three people working at desks with laptops and documents. The video player has a play button, a timestamp of '01:52', and several control icons. To the left of the video, there's a dark purple circular graphic and some text:

- Data for informed educational leadership decisions
- Get a clear picture of the activity across the Anthology EdTech platform at your institution.
- Take the right action at the right time.

Below this section are two smaller cards:

- Pre-built reports for effective online education strategies**: An illustration of a woman holding a smartphone with a chart icon on the screen. Below it: 'Anthology Illuminate Reporting empowers institutional leaders to drive intervention at scale to maximize impact.'
- A unified data model for your Anthology EdTech environment**: An illustration of a man pointing upwards with a line graph above his head. Below it: 'Anthology Illuminate Developer gives you access to your institution's activity, usage, and assessment data from across the Anthology SaaS EdTech environment.'





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



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Try QuickSight free for 30 days

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



<http://generativebi.com>

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

Sign up for the QuickSight Community

Ask questions

Learn together

Get QuickSight product updates!



Thank you!

Paige Broderick

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