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SUMMIT

BI-01

Transform data into information with ML-powered business intelligence

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Agenda

Challenges with traditional BI

ML-powered QuickSight

Demo

Customer case studies

Summary

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Water, water everywhere,
not a drop to drink

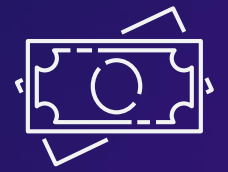
Challenges with traditional BI platforms

Lack of augmented insights

Difficult to scale for pervasive access

Lack of robust AWS integration

Don’t cover all your use cases



Restrictive pricing as users and requirements grow

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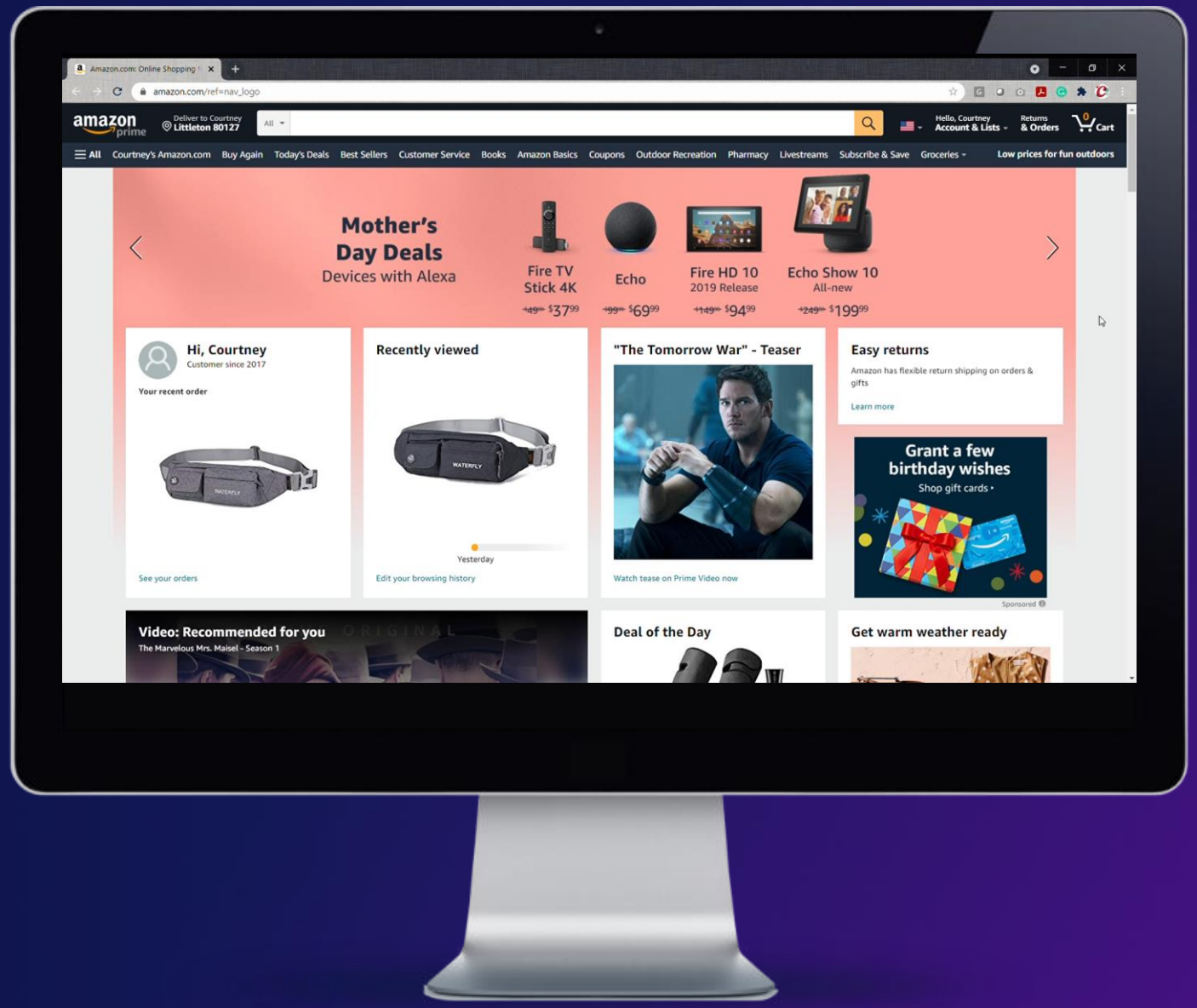
re:Invent business intelligence

- Users expect insights to find them—Gartner
- Engagement is key to any consumer facing application
- User autonomy is critical



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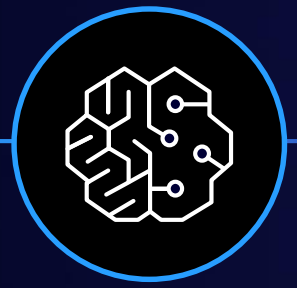
Amazon QuickSight

First Analytics Platform built *for the Cloud, for Everyone, at Scale*

Augmented Insights on demand



Ask questions using NL

Anomaly Detection and Forecasting

Bring your own model from Amazon SageMaker

Auto scaling and Serverless

Deploy globally to 100k's of users without provisioning servers

Built-in High Availability

Fully managed: AWS does all the work

Deeply integrated with AWS services

Secure, private access to AWS data

Integrated S3 data lake permissions

Internal and/or external users

Share insights with external parties

Embed into applications

Multi-tenant & secure

Low Cost

Cost effective at any scale, for any use case

Designed with pervasive BI in mind

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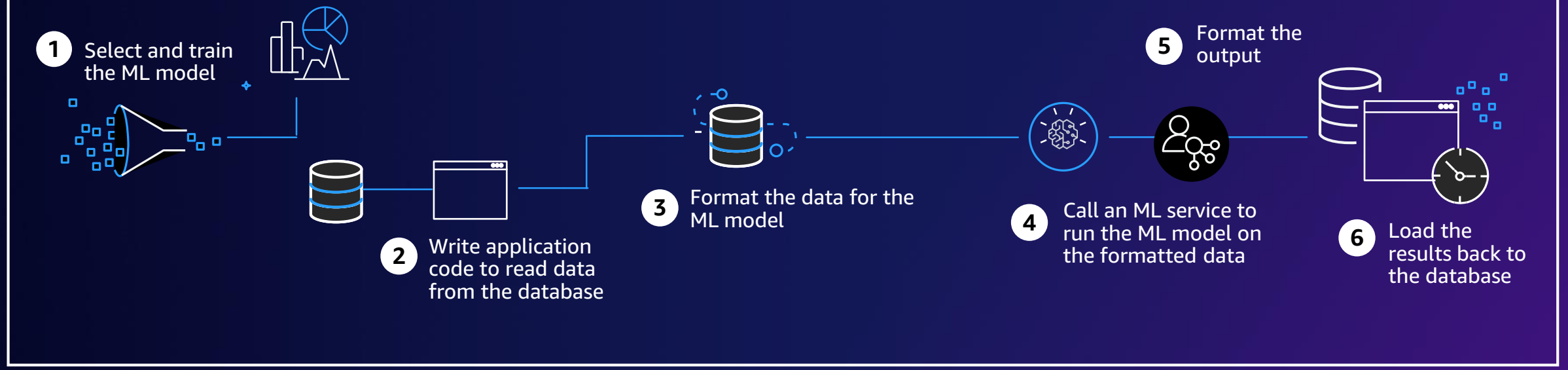
Today: Adding ML to BI is challenging

Typical steps require ML expertise & manual work



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Use QuickSight Built-in ML

Auto narratives

Summarize your business metrics in plain language

ML predictions

Visualize and build predictive dashboards with Amazon SageMaker models

NEW

Q

Ask questions using natural language

Anomaly detection

Discover unexpected trends and outliers against millions of business metrics

Forecasting

Machine learning forecasting with point-and-click simplicity

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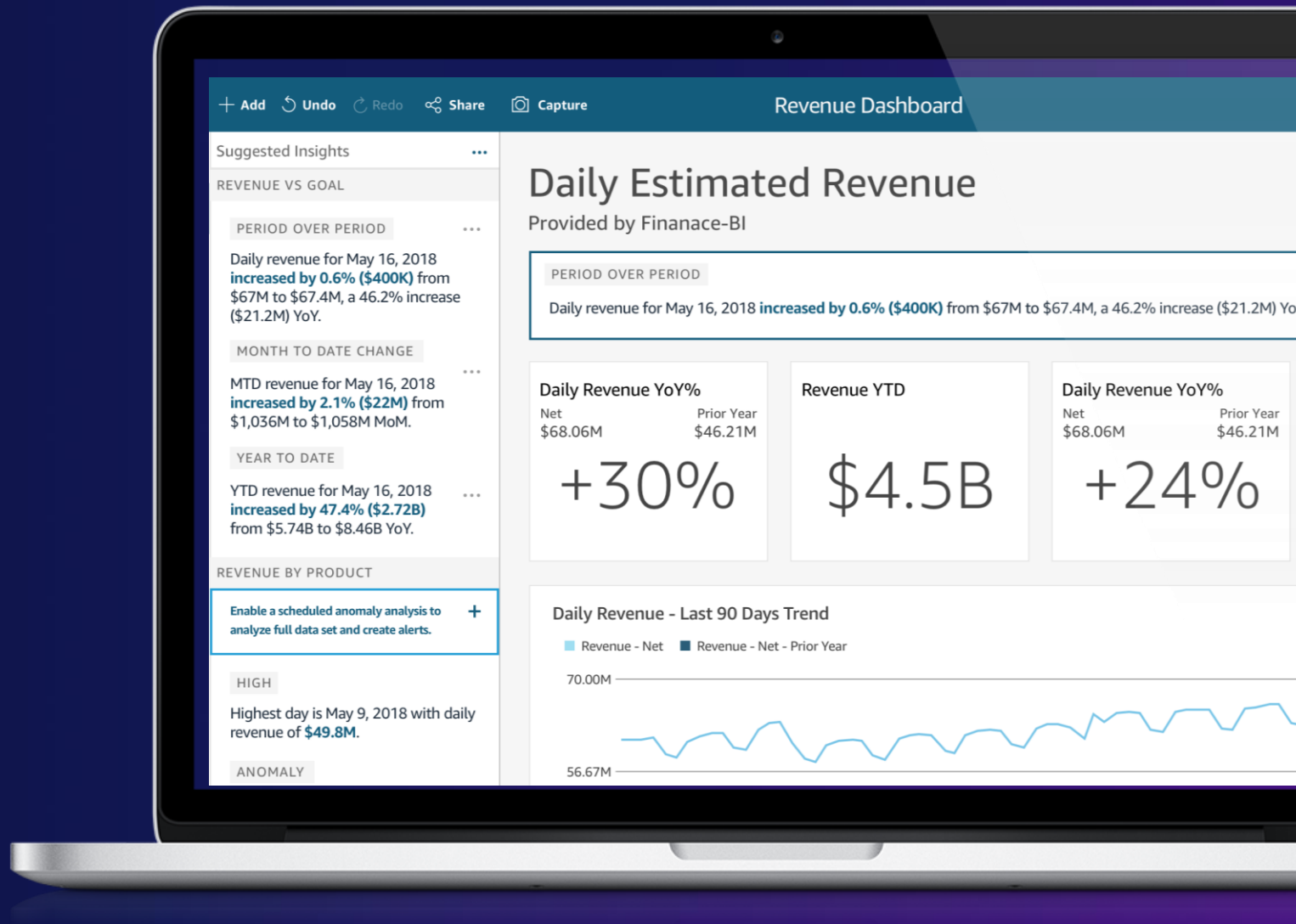
ML Insights

Cutting edge ML tools that automatically discover powerful insights for your users.

- Anomaly Detection
- Forecasting
- Auto-generated natural language narratives



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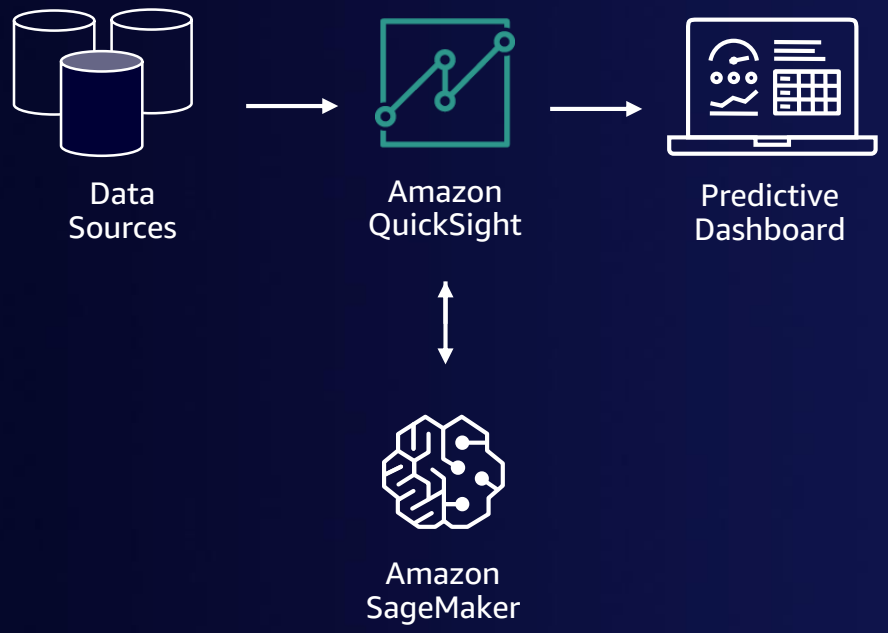
Bring Your Own Model From SageMaker



Build predictive dashboards from weeks to hours

Empower all your BI analysts to make use of ML models

Faster time to visualization and insights

Point-and-click, no coding required

Removes undifferentiated heavy lifting

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NEW!

Amazon QuickSight Q

Ask natural language questions about your data and get answers in seconds

Type your question and get instant answer

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Challenges

“How can we help our business users get to the answer faster?”

- Takes days or weeks

“How do we enable our business users to self-serve so that our team is not drowned by the ad hoc request?”

- Thinly staffed BI teams

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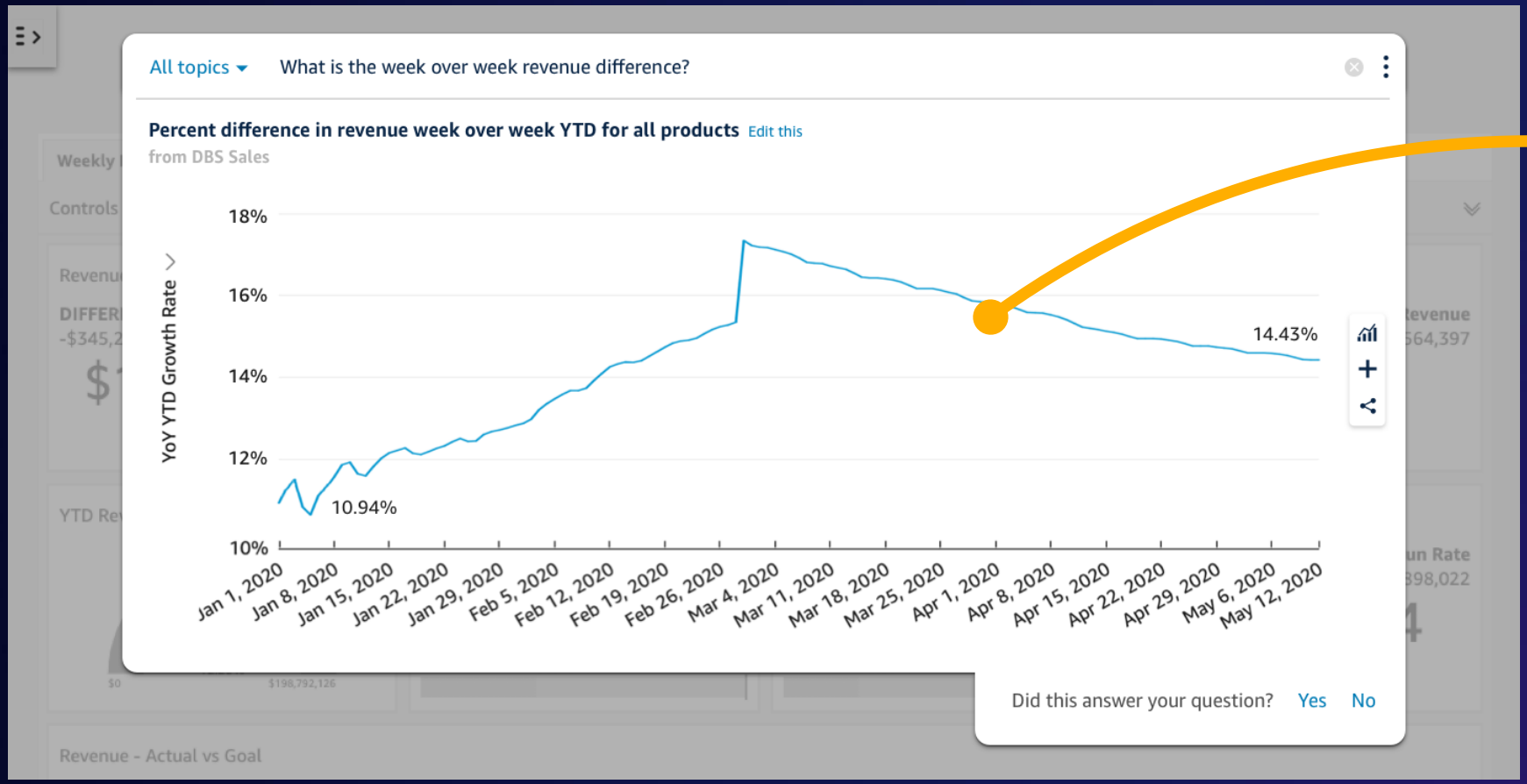
What is Q



ML models interprets user question and intent, retrieves the data from source and generates a QuickSight visualization.

Knowledge layer adds semantics and relationships for customers to the underlying physical data.

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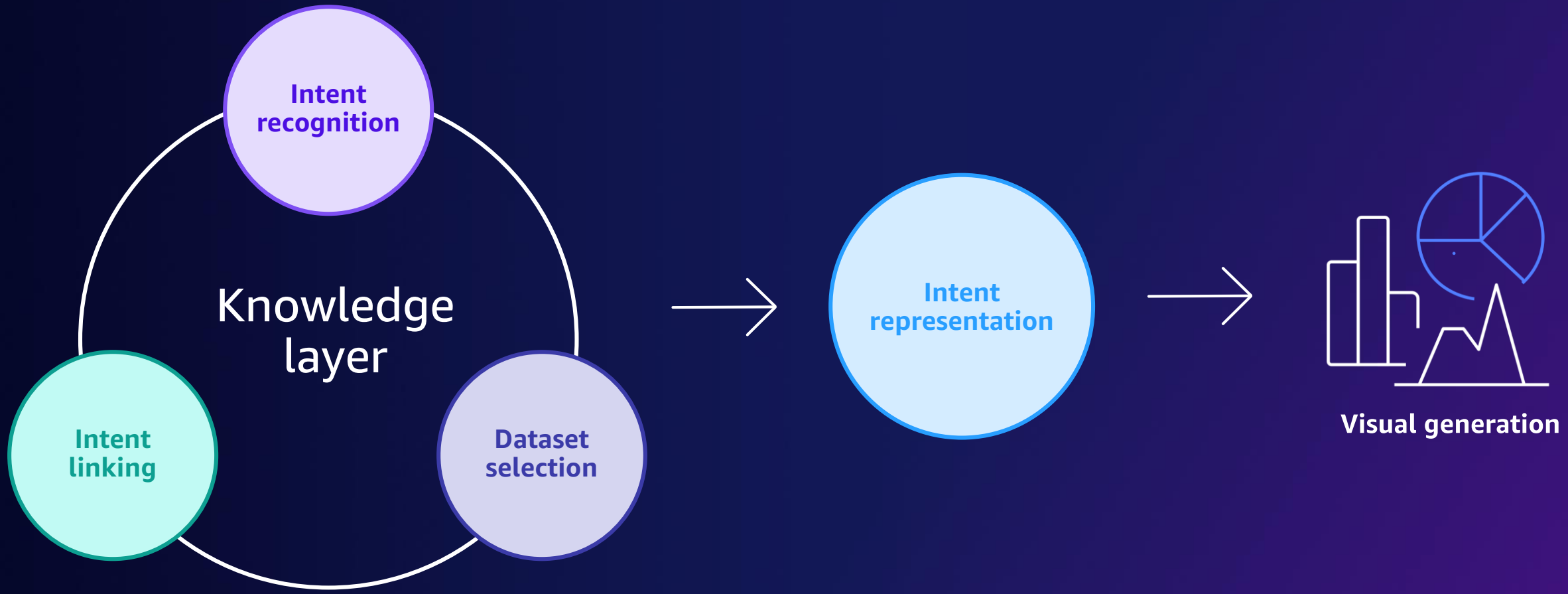
How does it work?



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Demo

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Summary

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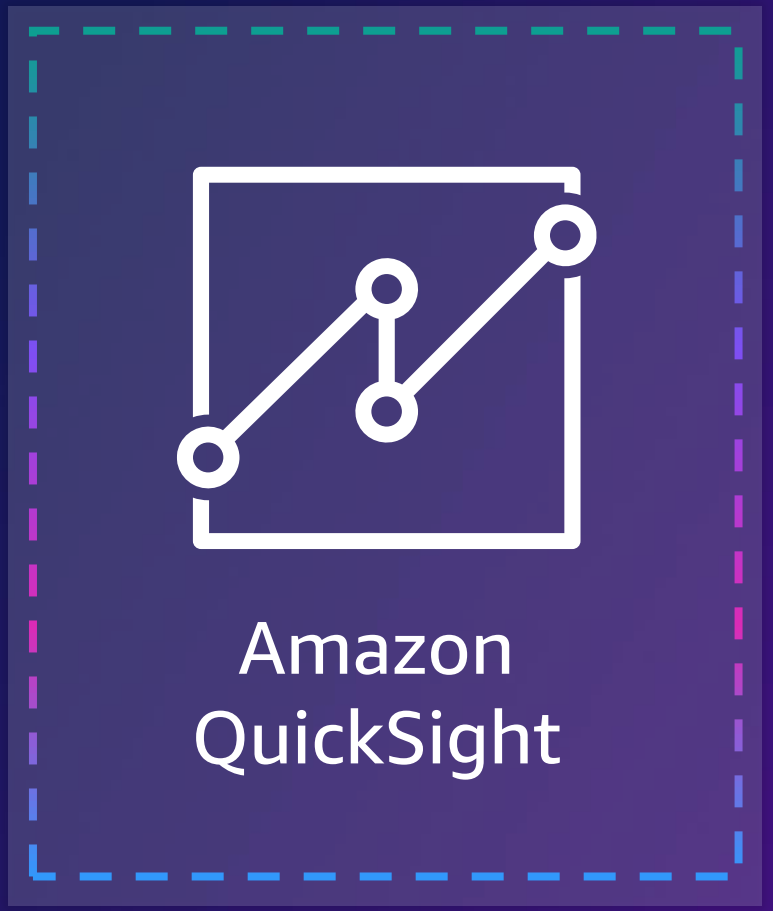
With Amazon QuickSight, anyone can leverage data

Curate data-driven cultures

Turn data into an easily accessible organizational asset

Make data-driven decisions regardless of background or skillset



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QuickSight customers

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Steps to leveraging data in business

STEP1

Building a foundation for data utilization

QuickSight BI functions

STEP2

Based on data Sophistication of internal operations

ML Insight QuickSight Q

STEP3

Data/Analytics Monetization of know-how

Embedded analytics

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Thank you!

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