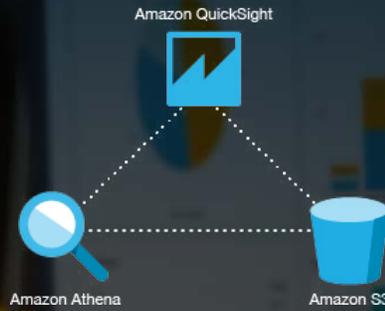


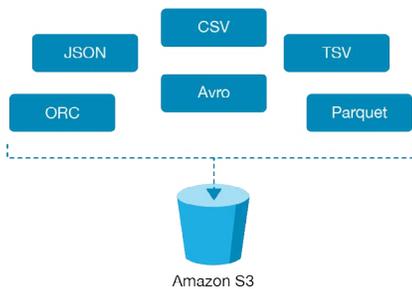
Cloud-Powered Big Data Analytics

Powerful End-to-End Solutions to Process, Analyze, and Visualize your Data



Querying and analyzing big data can be complicated and expensive. It requires you to invest in databases, data warehouses, and business intelligence applications, all of which are complex and expensive to setup and maintain; whether it is on-premises or in the cloud.

Using Amazon Athena and Amazon QuickSight, you can avoid the cost and complexity by creating a fast, scalable and serverless cloud analytics solution without the need to invest in relational databases, data warehouses, complex ETL tools, and BI applications. Athena allows you to query your Amazon S3 data using standard SQL. Amazon QuickSight allows you to easily analyze, visualize, and share the results of your Athena queries.

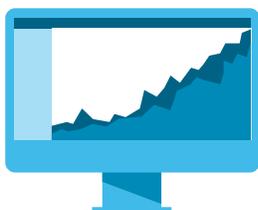
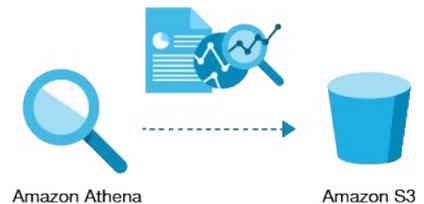


Store data in Amazon S3 in any format

Amazon S3 provides cost-effective and durable storage, allowing you to store nearly unlimited amounts of data of any type, from any source. Because storing data in Amazon S3 doesn't require upfront transformations, you have the flexibility to apply schemas for data analysis on demand. This enables you to more easily answer new questions as they come up and improve the time-to-value.

Serverless Interactive Query Service

Amazon Athena is an interactive query service that makes it easy to query all your data in Amazon S3 using standard SQL. Athena is serverless, so there is no infrastructure to manage, and you pay only for the queries that you run. Athena works with a variety of standard data formats, including CSV, JSON, ORC, Avro, and Parquet; and it can handle even complex analysis, including large joins, window functions, and arrays.



Ad-hoc Analysis and Visualizations

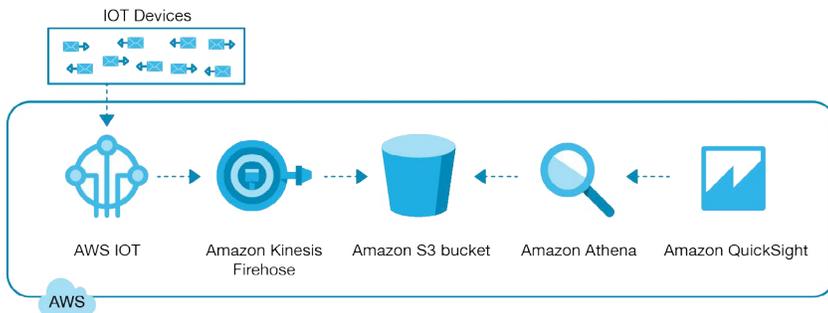
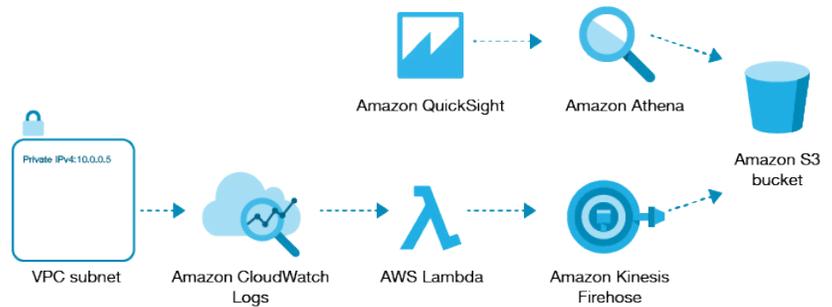
Amazon QuickSight is a fast, cloud-powered business analytics service that makes it easy to build visualizations, perform ad-hoc analysis, and quickly get business insights from your data. With Amazon QuickSight, you can seamlessly connect to Athena and visualize the results of your Athena queries. Amazon QuickSight gives you the option of directly visualizing Athena results or loading the results into Super-fast, Parallel, In-memory Calculation Engine (SPICE). SPICE allows you to build your analysis on large datasets and get rapid responses, without the need to run SQL queries.



Use Cases

AWS operational log file analysis

Logs from AWS CloudTrail, Amazon Virtual Private Cloud, Elastic Load-Balancer etc. could run into terabytes or more. Using Athena you can query these log files. You can then ingest the results of the Athena queries into Amazon QuickSight to create charts and dashboards to trace operational issues and uncover cost savings opportunities.



IoT data analysis

With Amazon Kinesis Firehose, you can capture data continuously from connected devices such as consumer appliances, embedded sensors, and TV set-top boxes; and load it into Amazon S3. Once the data are in S3, you can use Athena to query your IoT data and Amazon QuickSight to analyze and visualize the data.

Pricing

The combination of Amazon S3, Amazon Athena, and Amazon Quicksight gives you a simple, fast, scalable, and low-cost cloud-powered big data analytics solution at an affordable price point.

Service	Price
Amazon S3 ¹	\$0.023 per GB for the first 50 TB/month
Amazon Athena ²	\$5 per TB of data scanned
Amazon QuickSight ³	First User: Free (1 GB of SPICE included) Additional Users: Starts at \$9 /user/month (10 GB of SPICE included) Addition SPICE capacity: Starts at \$0.25 /GB/month

1. Prices for Amazon S3 vary based on region, storage type, data transfer rate, and monthly storage capacity. For more details including terms and conditions visit the [Amazon S3 Pricing](#) page.

2. Save more when you use columnar data formats, partition, and compress your data. Visit the [Amazon Athena Pricing](#) page for details.

3. Pricing for additional users and SPICE capacity varies based on edition and subscription terms. Visit [QuickSight Editions](#) page for details.