

Cloud-native Business Intelligence

CubeServ Congress 2021

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Grüezi Schwiiz! Bonjour la Suisse! Buongiorno Svizzera! An AWS Region comes to Switzerland

By Werner Vogels on 02 November 2020 08:00 AM | [Permalink](#) | [Comments \(1\)](#)



Contact Info

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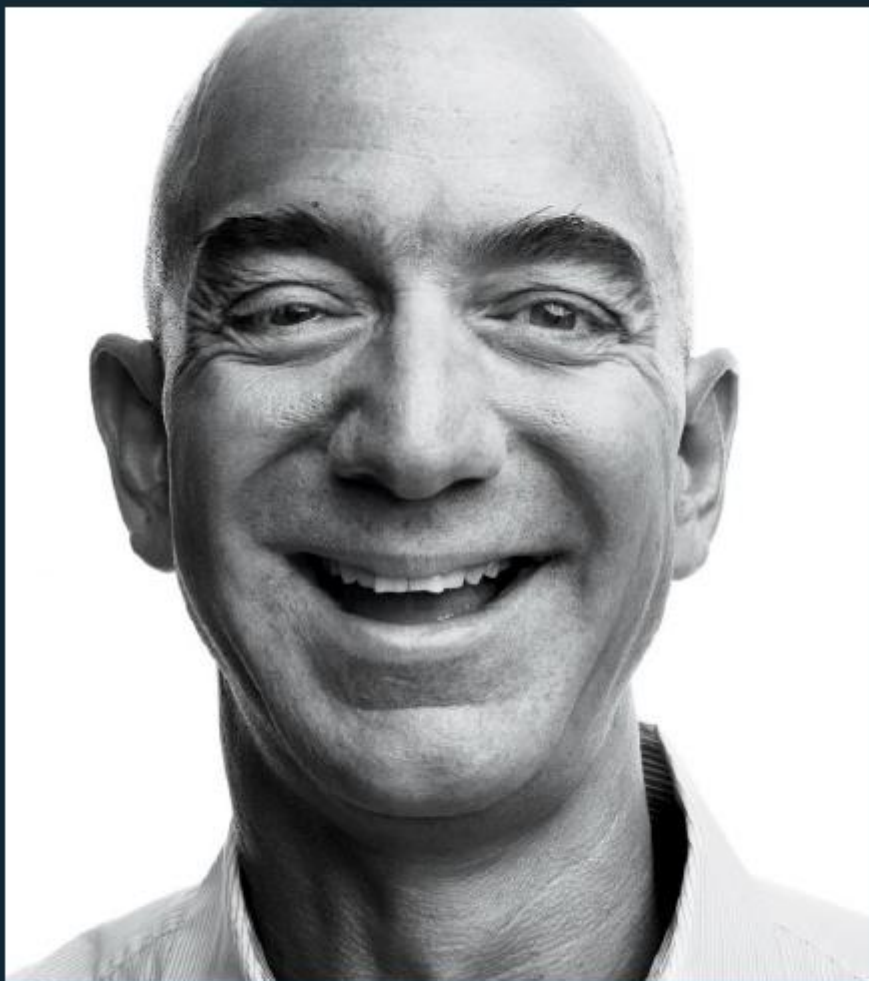
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Other places

Follow werner on [twitter](#) if you want to know what he is current reading or thinking about.

At [werner.ly](#) he posts material that doesn't belong on this blog or on



“We're not competitor obsessed,
we're customer obsessed. We start
with what the customer needs and
we work backwards.”

Jeff Bezos
Founder and CEO
Amazon.com, Inc.

Create Beautiful, Interactive Dashboards

- Add rich interactivity like filters, drill downs, zooming, and more
- Blazing fast navigation
- Accessible on any device
- Data Refresh
- Publish to everyone with a click



Users expect easy access, usage, insights

Users expect insights to find them (Gartner)

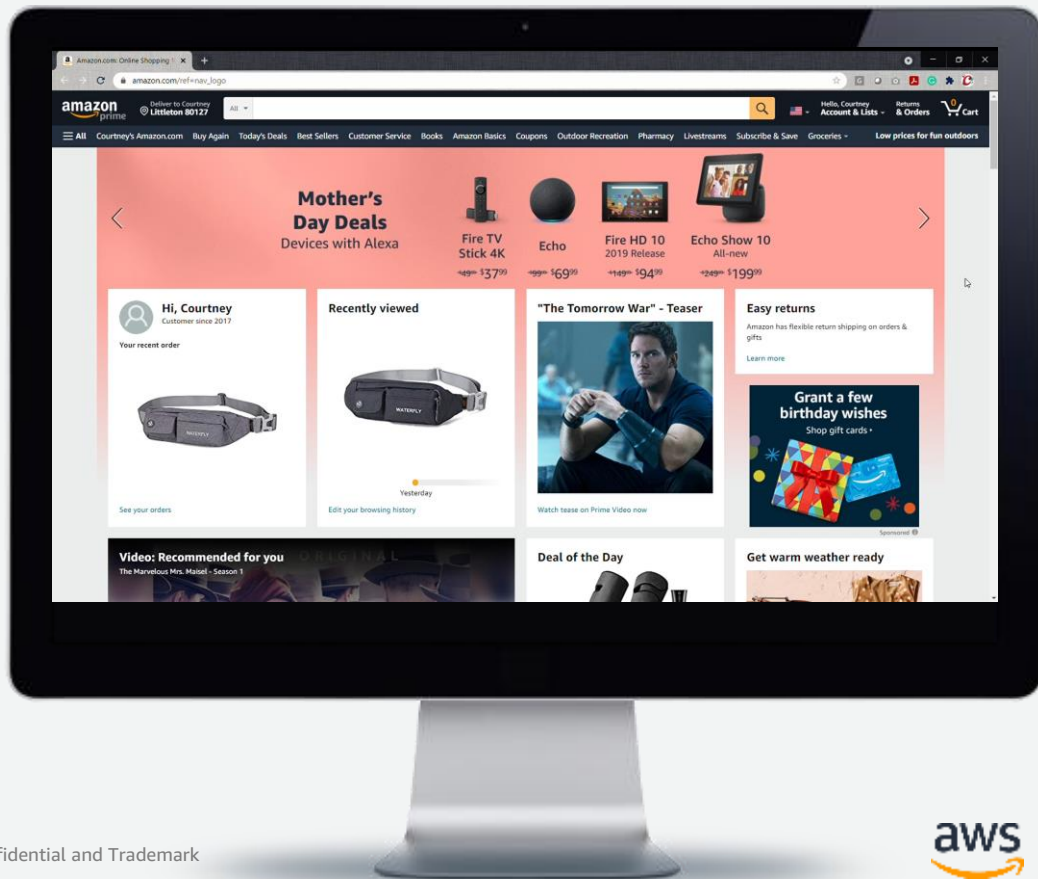
- Augmented consumer
- Larger group of users
- No data/analytic skill
- Shop online/use social media

Engagement is key to any consumer facing application

- Leveraged learning
- Product lead growth

User autonomy is critical

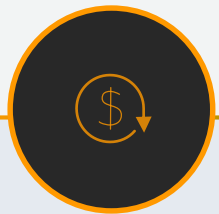
- Recommendations/insights for non-SAP users
- Search needs to be easy



Amazon QuickSight

First BI service built for the cloud with pay-per-session pricing & ML insights for everyone

Pay as you go



Pay only for what you use

\$5/mo max for Readers

Auto Scaling & Serverless



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

Built-in High Availability

Deeply integrated with AWS services



Secure, private access to AWS data

Integrated S3 data lake permissions

Developer Support



Programmatically onboard users and manage content

Easily embed in your apps

Machine Learning

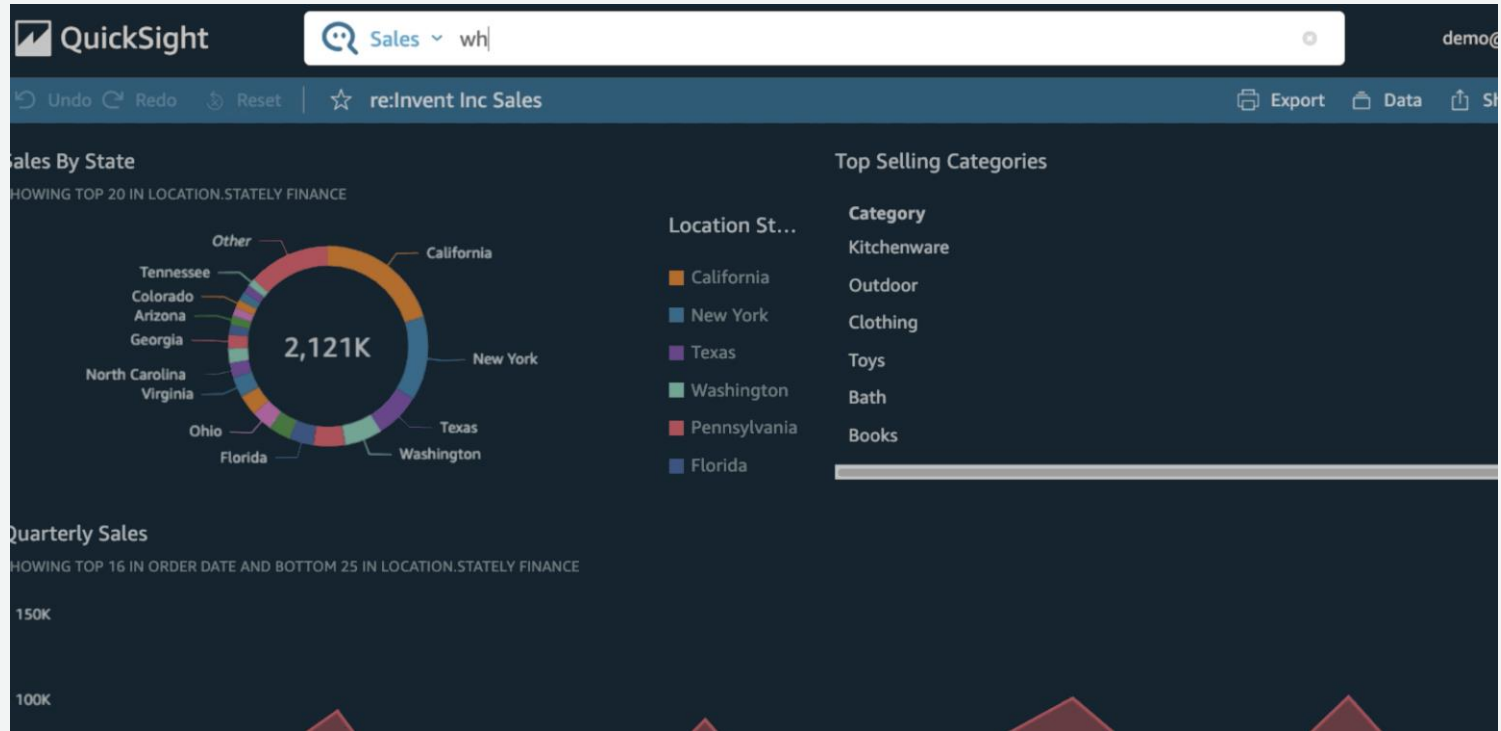


Built-in Anomaly Detection and Forecasting

Bring your own model from Amazon SageMaker

Ask questions using natural language

Natural Language Querying with QuickSight Q



Natural Language Narratives

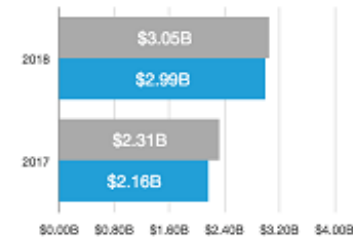
Daily Revenue

Daily revenue **decreased -0.51% (-\$57,032.99)** on Nov 18, 2018, from \$11.19M to \$11.14M compared to the previous day and is **-1.78% (-\$202,111.70)** below goal of \$11.34M. We are **\$2789.67K (0.334%) above** 30-day average revenue of \$8.35M. We're operating at an run rate of **\$4.06B**.



YTD Revenue

Year-to-date revenue **increased by 61.95% (\$1.14B)** from \$1.85B to \$2.99B compared to the same period last year and is **-1.81% (\$55.03M)** below plan of \$3.05B. We are at **98.19%** achievement of YTD goal and **84.61%** achievement for annual goal.

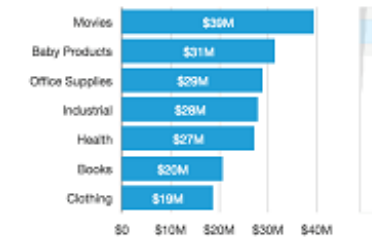


Callouts By Product and Country

Daily revenue for **Baby Products | Russia** on Nov 22, 2018 was **lower than expected** at \$1,170.58.

Callouts by Customers

Daily revenue for **MULTIDEL INC.** on Nov 22, 2018 was **higher than expected** at \$80,433.95.



Daily Revenue Forecast

Daily revenue is predicted to reach **\$11.96M** by end of the year. We expect to exit the year with an annualized run rate of **\$4.37B**. Total revenue for 2018 is predicted to reach **\$3.47B, \$63.59M (-1.80%) below** annual target of \$3.54B.



Top / Bottom Movers by Product

Top daily revenue **increase** by products are:

- Electronics increased by **\$537.84 (7.61%)** from \$7,066.98 to \$7,604.82.
- Clothing increased by **\$484.86 (0.06%)** from \$769,561.89 to \$770,046.75.
- Industrial increased by **\$427.49 (0.04%)** from \$1,078,710.02 to \$1,079,137.51.
- Home Services increased by **\$114.68 (0.21%)** from \$55,338.04 to \$55,452.72.
- Music increased by **\$87.40 (0.67%)** from \$12,997.83 to \$13,085.23.

Top / Bottom to Plan Variance by Product

Top products **above** plan for today are:

- Movies is **\$147,437.42 above goal.**
- Financial Services is **\$98,111.46 above goal.**
- Clothing is **\$42,220.37 above goal.**
- Computers is **\$38,003.06 above goal.**
- Outdoors is **\$27,404.67 above goal.**

Top products **below** plan for today are:

- Digital is **-\$236,951.70 below goal.**
- Health is **-\$147,834.66 below goal.**

Revenue by Product Category

Product Ca...	Nov 18, 2018	Nov 17, 2018	N
	Revenue	Revenue	
Arts	\$4,988.40	\$4,988.18	
Automotive	\$52,309.00	\$52,488.34	
Baby Product	\$1,354,243.11	\$1,368,901.33	
Beauty	\$8,114.71	\$8,116.06	
Books	\$1,330,700.80	\$1,331,300.71	
Business	\$38,736.02	\$41,916.59	
Clothing	\$770,046.75	\$769,561.89	
Collectibles	\$709.44	\$803.63	
Computers	\$539,996.53	\$540,576.75	

Connect to your data, wherever it is

QuickSight is natively integrated with AWS data sources, as well as on-premises and hosted databases and third party business applications

On-premises

Securely connect to on-premise databases and flat files like Excel and CSV



- Excel
- CSV
- Teradata
- MySQL
- SQL Server
- PostgreSQL
- Oracle*



In the cloud

Connect to hosted database, big data formats, and secure VPCs

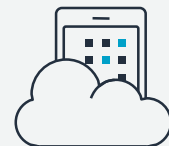


- Redshift
- RDS
- S3
- Athena
- Aurora
- Teradata
- MySQL
- Presto
- Spark
- SQL Server
- PostgreSQL
- MariaDB
- Snowflake
- Oracle*
- IoT Analytics
- Timestream
- ElasticSearch*



Applications

Connect directly to third party business applications

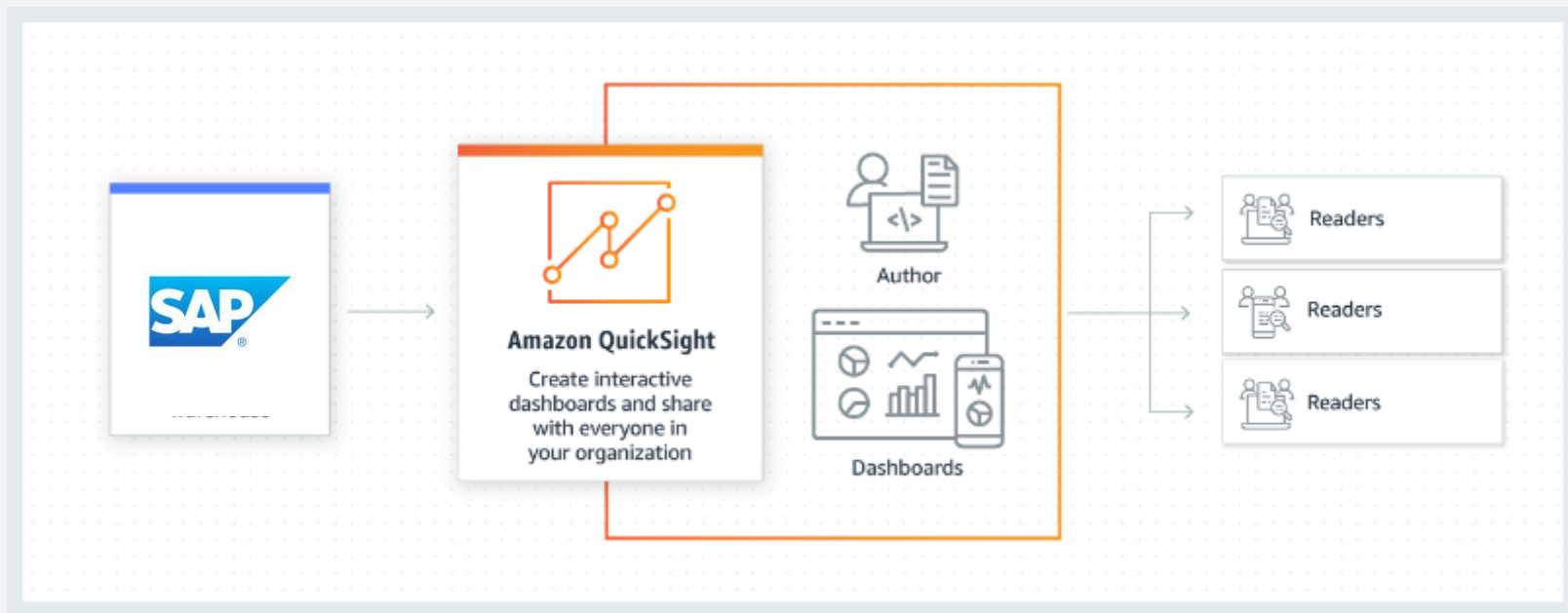


- Salesforce
- Square
- Adobe Analytics
- Jira
- ServiceNow
- Twitter
- Github



How QuickSight Works

QuickSight allows you to connect to your data sources, and create dashboards that can be securely shared across your organization.

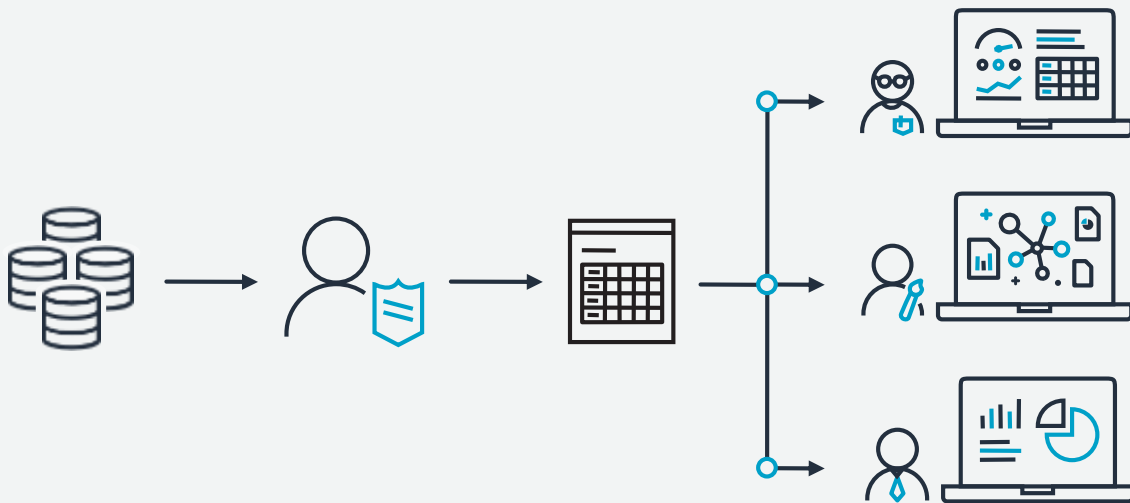


Data governance

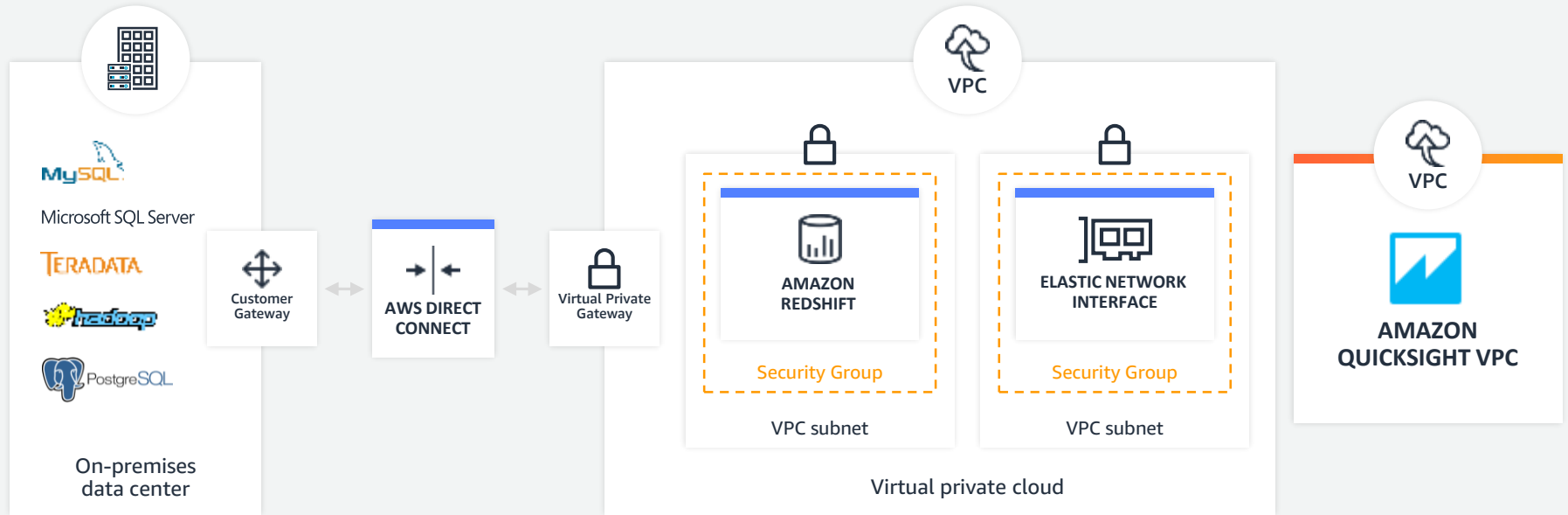
Create managed datasets that give power users and authors the flexibility to perform self-serve analytics on data that you control.

Create datasets that:

- Can be shared with any user
- Automatically refresh
- Have row level security
- Users cannot modify
- Dynamically update with changes



Securely connect to data in VPCs & on-premises



Introducing Capacity Pricing

Readers 

User pricing

Up to **\$5** /reader/mo.

\$0.30/session* up to \$5

Predictable BI spend for organizations

Capacity pricing

From **\$250** /mo.

for 500 sessions/mo*

*Ideal for embedded applications, ISVs
and OEMs*

New!

Authors 

Create and publish interactive
dashboards

\$18 /author/mo.

w/annual commitment

\$24/user/mo. paying month to
month

*session = 30 minutes from login

 QuickSight

Insights For Everyone

