**Example: NFL Next Gen Stats**

The NFL Next Gen Stats platform provides detailed passing statistics for players and teams. Users can filter data by season, type of season (e.g., REG for regular season), and other variables such as player, team, opponent, quarter, and down. The platform also allows for the display of individual passing statistics for each player throughout the season.
Embedded Authoring (Coming 2019)

Active Agents

Agents by Teams Over Time

Agents by Teams

<table>
<thead>
<tr>
<th>NAME</th>
<th>ROLE</th>
<th>E-MAIL ADDRESS</th>
<th>GROUP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anthony Hernandez</td>
<td>Employee</td>
<td><a href="mailto:email@address.com">email@address.com</a></td>
<td>GroupName</td>
</tr>
<tr>
<td>Brian Koerber</td>
<td>Employee</td>
<td><a href="mailto:email@address.com">email@address.com</a></td>
<td>GroupName</td>
</tr>
</tbody>
</table>
120+

New features released since launch

AWS Directory Service
Microsoft AD

Private VPC
25 GB SPICE tables

Search
Totals
Excel Custom Range

Athena connector
Week Aggregation
Aurora PostgreSQL

Aggregate Filters
Sydney Region

Redshift Spectrum Support
KPI Chart
URL Actions

Audit Logging with CloudTrail
Combo Charts
Other Buckets

Geospatial Maps
Count Distinct
Parameters

SaaS Connectors
Spark Connector

Spark and Presto Connector
Scheduled Refresh

Aggregate Calculations
Readers
Groups

Just In Time Provisioning
Ohio Region

Federated SSO
Export to CSV
S3 Analytics

Cross Account S3 Access

Row Level Security
Hourly refresh

Tokyo Region

10K Filter Values

S3 Analytics

Cross Account S3 Access

Tabular Reports
Singapore Region

Relative Date Filters
Filter Groups

HIPAA
PCI compliance

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*Projected number of launches to year-end 2017
What’s new (since June 2018)

- Pay-per-Session Readers
- Private VPC Connectivity
- ML Insights (Forecasting, Anomaly Detection, Natural Language Narratives)
- Scheduled email reports
- Cross-region VPC peering
- VPC Gateway for external data sources
- APIs: Dataset refresh/status (preview)
- 100M rows of data in SPICE
- Hourly Refresh
- Asia Pacific (Tokyo) Region
- Regional AD Support
- JSON support
- Business app connectors (ServiceNow, JIRA, Adobe Analytics, GitHub, Twitter)
- Dashboard embedding
- User/Group APIs
- Parameters and on-screen controls
- Group-based Row Level Security
- S3 scope down policies
- URL actions
- Table calculations
- Minute/Quarter aggregation
- Localization (JP/DE)
- Top/Bottom Filters
- Cascading filter controls
- Multi-select parameters
- Text widget
- Replace data set
- Increased column limit for datasets and tables
Machine Learning Insights
ML Insights: Anomaly Detection

- Analyze millions of metrics
- Continuously run in background
- What happened AND why
- Alerts delivered via email
- No ML expertise needed
Glance View Metrics for June 10th 2018

There were 6 anomalies detected

MOST SIGNIFICANT ANOMALY

Shopping > Physical > Video Games
Anomaly Significance - High

3.5M

Glance view for PS4 increased from 263K to 700K (+156%). It contributed to 38% of the total increase for Shopping > Physical > Video Games, higher than the expected 14% contribution.
## Anomaly Detection Pricing

*Available for Enterprise Edition Only*

<table>
<thead>
<tr>
<th>Volume Tier</th>
<th>$ per thousand metrics processed</th>
</tr>
</thead>
<tbody>
<tr>
<td>First 1,000,000 metrics processed</td>
<td>$0.50</td>
</tr>
<tr>
<td>Next 9,000,000 metrics processed</td>
<td>$0.25</td>
</tr>
<tr>
<td>Next 90,000,000 metrics processed</td>
<td>$0.10</td>
</tr>
<tr>
<td>&gt; 100,000,000 metrics processed</td>
<td>$0.05</td>
</tr>
</tbody>
</table>
ML Insights: Forecasting

- Point and click forecasting
- Continuously learns from data
- Automatically excludes outliers
- Imputes missing values
- Detects seasonality and trend
- No ML or Excel needed
Natural Language Narratives

- Insights in plain language
- Embedded in your dashboard
- Fully customizable templates
- Easy to get started
- No coding necessary
- Looking beyond visualizations
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% (-$201,117.70) below goal of $11.34M. We are $278,670K (0.33%) 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 $60,433.95.

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

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.

Revenue by Product Category

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Nov 18, 2018</th>
<th>Nov 17, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts</td>
<td>$4,988.40</td>
<td>$4,988.18</td>
</tr>
<tr>
<td>Automotive</td>
<td>$52,309.00</td>
<td>$52,493.34</td>
</tr>
<tr>
<td>Baby Product</td>
<td>$1,354,243.11</td>
<td>$1,268,901.33</td>
</tr>
<tr>
<td>Beauty</td>
<td>$8,114.71</td>
<td>$8,116.06</td>
</tr>
</tbody>
</table>
Customers
Customers

Rio Tinto

Customer name: Rio Tinto

Company description: Global top 3 mining co.

Data source: RDS MySQL/SPICE

Use case: 300+ users, expected 5000+

Previous tools: Spreadsheets and email reports

Auth: Password-based, Cognito SSO integration in progress

Use case:
- Equip 1000s of mine worker and supervisors with interactive dashboards that provide safety audit information and allow them to make safe workplace decisions.
- Equip corporate analysts and managers with powerful self-service analytics capability on governed datasets.

“Amazon QuickSight allows our analysts to create insightful dashboards quickly for our critical risk management programme. Enabling us to move from static spreadsheets to interactive data. However, rolling out these dashboards at scale to the field was going to be costly and complicated. We asked AWS for a better solution, and they listened. Readers in QuickSight, with usage-based pricing, will help us scale the dashboards to more end-users across the world and only pay for what we use”

Anthony Deakin, Chief Advisor - Critical Risk Management

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Customers

AutoTrader

Customer name: Auto Trader Group plc.

Company description: Automotive marketplace

Data source: S3/Athena

Use case: 50+ users and growing

Previous tools: Spreadsheets and static graphs

Auth: SAML-based SSO

Use case:
- Provide business dashboards to multiple teams from S3 data lake
- Equip analysts with easy, self-service dashboard building capability. Eliminate need to manually curate, process and build spreadsheets, saving 10% of an analyst’s monthly efforts.

“Timely access to relevant data is the key to success in our business. Amazon QuickSight has enabled our analysts to move from static graphs to fast, interactive dashboards automatically updated with the latest data. QuickSight’s native integration with Amazon Athena has allowed faster time to analysis and saved us effort involved in additional data curation. With the new QuickSight readers, we can extend interactive dashboards to the entire team, and Pay-per-Session pricing assures us we only pay when we use the product. The serverless nature of QuickSight aligns with our vision for the data platform, with no infrastructure management needed to scale deployments across the company! We look forward to enabling more use cases in QuickSight.”

Jim Stamp, Head of Product – Data Engineering
As we accelerate our AWS adoption journey, timely visibility to cost and usage information has become critical to cost awareness among our development teams. Amazon QuickSight's native integration with Athena makes it the ideal serverless analytics solution. With QuickSight readers, we can easily extend access to interactive dashboards across our teams and only pay for what we use. QuickSight dashboards allow us to easily provide a customized, interactive view for each team, and let team leads glance at trends and KPIs, quickly filter data or drill down to the details. The move from static email reports and ad-hoc analysis to always-available data in QuickSight has been great!

Anders Rahm-Nilzon, Cloud Manager

Use case:
- Correlate data generated from IoT sensor software in their trucks with AWS Cost and Usage data (i.e. development team makes a change in IoT software to collect a new metric and see how much it affects their AWS usage).
The QuickSight Reader role is perfect for operational dashboards, as it allows secure, fast and cost-effective access to interactive data. As a cloud-based solution, QuickSight automatically scales to our needs. The combination of being able to connect to data from a private VPC, authenticate users via SAML, easily author dashboards with drill downs and rich visuals, and allow read-only access to a large audience - without any infrastructure management, and with usage-based pricing - makes it the obvious choice. We look forward to enabling more customers on our platform.

Massimiliano Ponticelli, Product Manager.
As a native cloud service, QuickSight combines the speed, scalability, and security that our customers have come to depend on with the value and cost effectiveness you expect from AWS.

- Native AWS service
- No server licensing or maintenance costs
- Pay-as-you-go
- Scalable, fast, easy
- No deployment time

Try it free Today @ Quicksight.AWS