

DATA INTEGRATION & FEDERATION

Analytics in 15

Accelerated ETL for Amazon Redshift with AWS Glue

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Agenda

- Amazon Redshift and AWS Glue
- Redshift ETL with Glue Studio
- Demo
- Recap



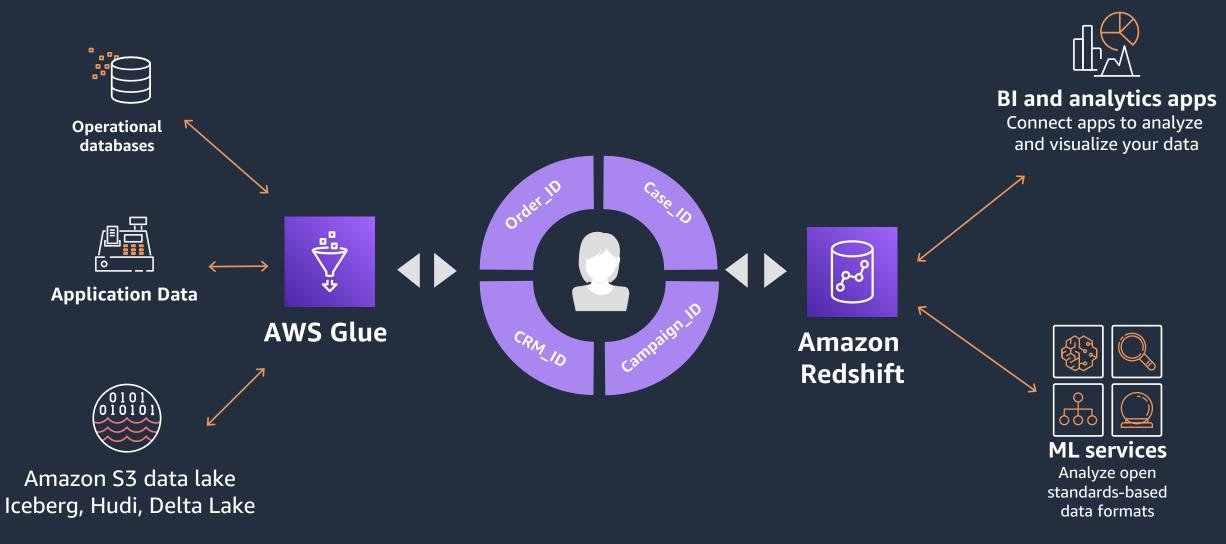
AWS Glue and Amazon Redshift



Customer 360: Unify and Enrich Customer Data

Publishers Consumers product_search > Adtech/Martech 💢 ecommerce product_serach > segments Sales and Service (8) (8) connected device sensor logs Tech @ @ curbside_event ▶ Account value *********** brick and mortar eCommerce Tech pos_transactions forecast case_reason Supply Chain and customer support **Logistics Tech** chatbot intent pattern detection Collaboration In_stock inventory Tech Item_# events Partner's Tech order Stack Bank_Acct_#

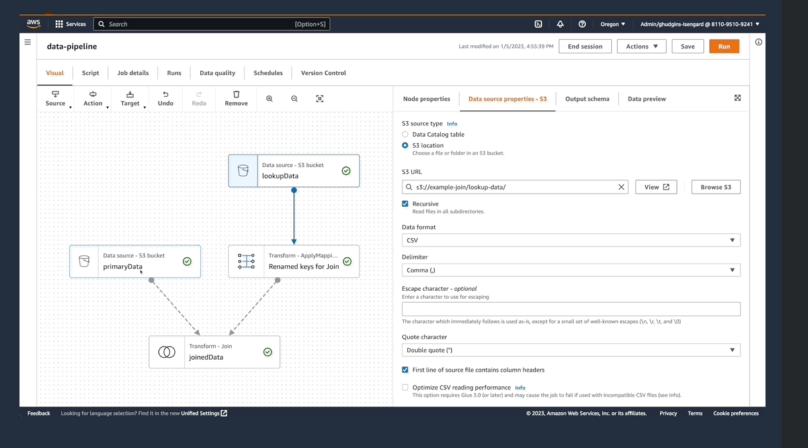
Customer 360: Unify and Enrich Customer Data



Redshift ETL with Glue Studio



Glue Studio – Visual ETL







Redshift ETL developer

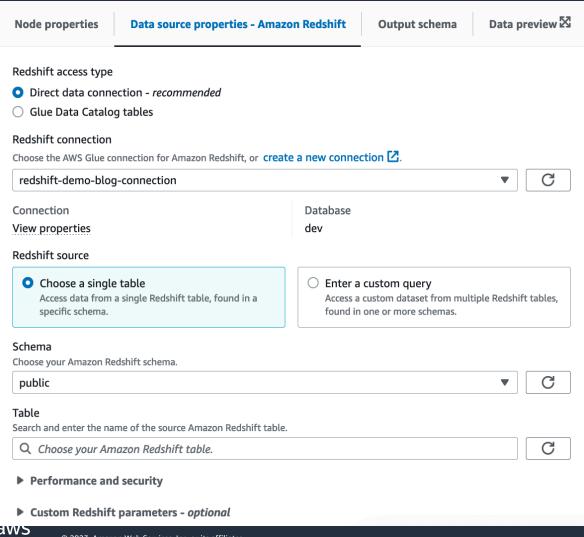
Rich visual interface

250+ built-in transformations

Easy access to 90+ connectors

Build end-to-end pipelines without code

Get started quickly through direct access



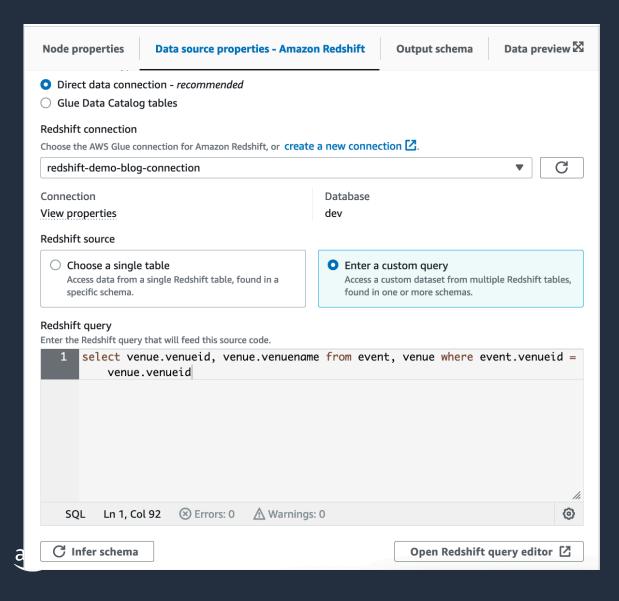
New: DIRECT DATA CONNECTION

Browse Redshift schema and tables from Glue Studio

Auto-populated defaults for performance and security

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Customize your source using a SQL query



NEW: Custom SQL query as a source

Access Redshift views or execute joins for a dynamic data source

ELT execution of Redshift SQL

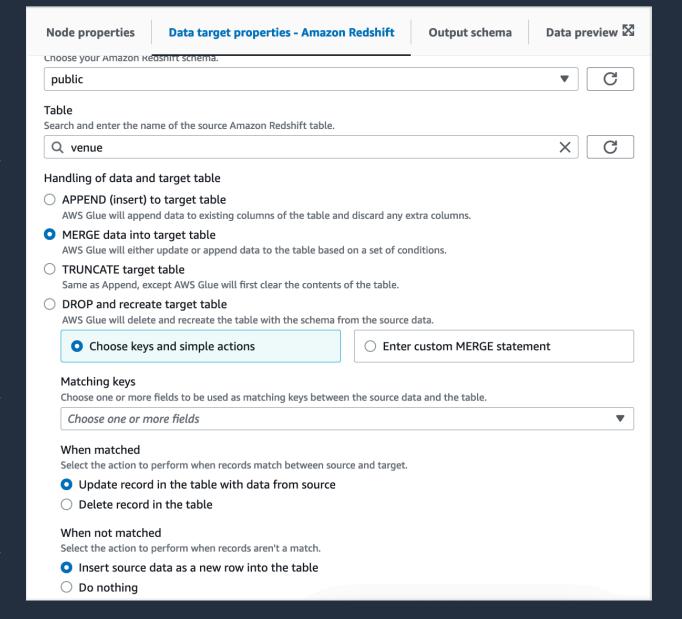
Launch Redshift query editor from Glue Studio to copy & paste SQL

Simplify common tasks

Select existing table or create new

NEW: Choose between common target actions like APPEND or MERGE

Use Glue Studio's built in options or enter your own custom



Demo



Update and Enrich Customer Profiles

Iceberg tables Amazon S3 Daily Account AWS Glue Amazon Redshift Amazon QuickSight Transactions Amazon Redshift aggregate & join **Updated** Rank top X) % transactions with customers by last Customer profiles day total **Profiles** transactions Customer **Profiles**



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[Video 1 – 00:00 to 03:27]



Update and Enrich Customer Profiles

Iceberg tables Amazon S3 detect & extract **Daily Account AWS Glue Amazon Redshift** regional patterns **Amazon QuickSight Transactions Amazon Redshift** pivot and Updated & Rank top X aggregate & join enrich results ر مح transactions with customers by **Enriched** profiles Customer valuation and **Profiles** region Customer **Profiles**



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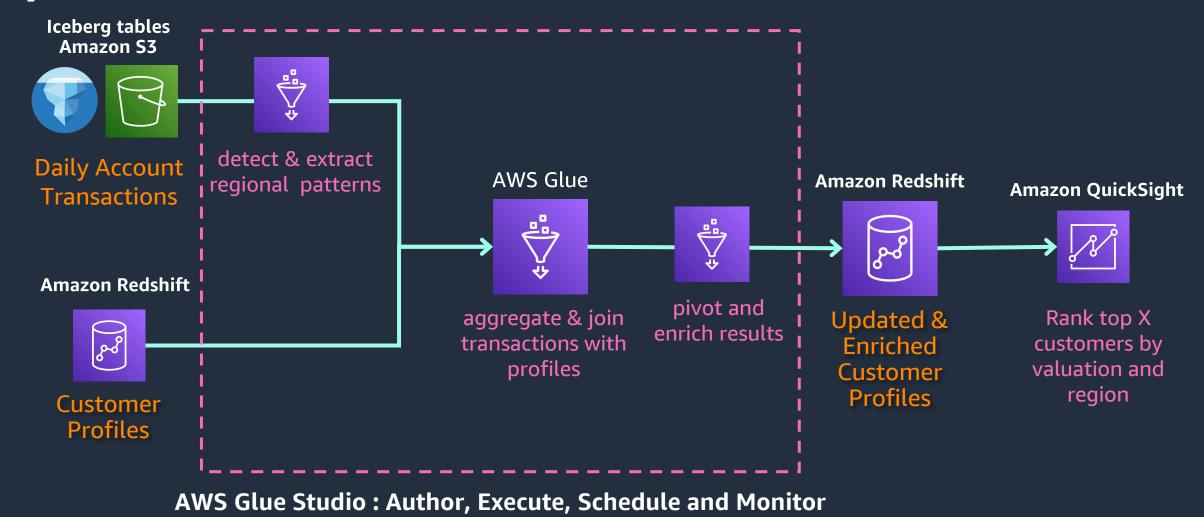
[Video 2 - 00:00 to 02:36]



RECAP



Update and Enrich Customer Profiles



aws



Thank you!

To learn more, please visit:

https://aws.amazon.com/glue/

https://aws.amazon.com/redshift/

https://aws.amazon.com/blogs/big-data/exploring-new-etl-and-elt-capabilities-for-amazon-redshift-from-the-aws-glue-studio-visual-editor/



Thank you!

To learn more, please visit:

https://aws.amazon.com/big-data/datalakes-and-analytics/