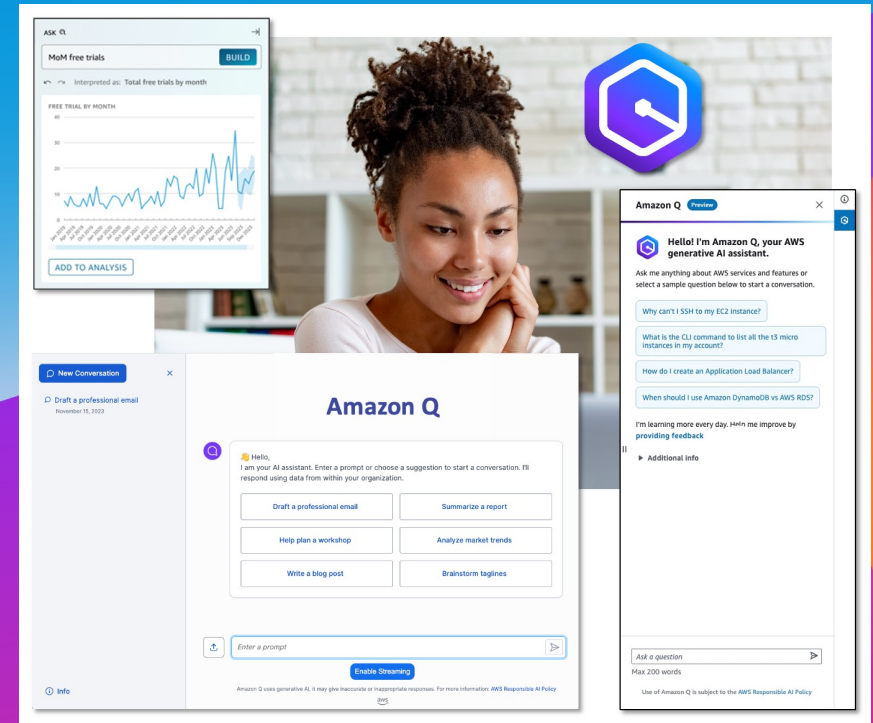


データアナリティクス x 生成 AI

Amazon Q is everywhere feat. Analytics



Amazon Q は生成 AI を搭載したアシスタント

AMAZON Q DEVELOPER



AMAZON Q BUSINESS

サービス組み込み

Amazon Q
in QuickSight

Amazon Q data
integration in AWS Glue

Amazon Q generative
SQL in Amazon Redshift
Query Editor

安全にビジネスへ適用

サービス標準で組み込まれた
プライバシー設定とセキュリティ設定

お客様毎のセキュリティルールに遵守
NG ワードや回答表現をお客様毎にカスタマイズ可能

<https://aws.amazon.com/jp/q/>



Amazon Q in QuickSight

Q in QuickSight

Q in Glue

Q in Redshift

ビジュアルの生成

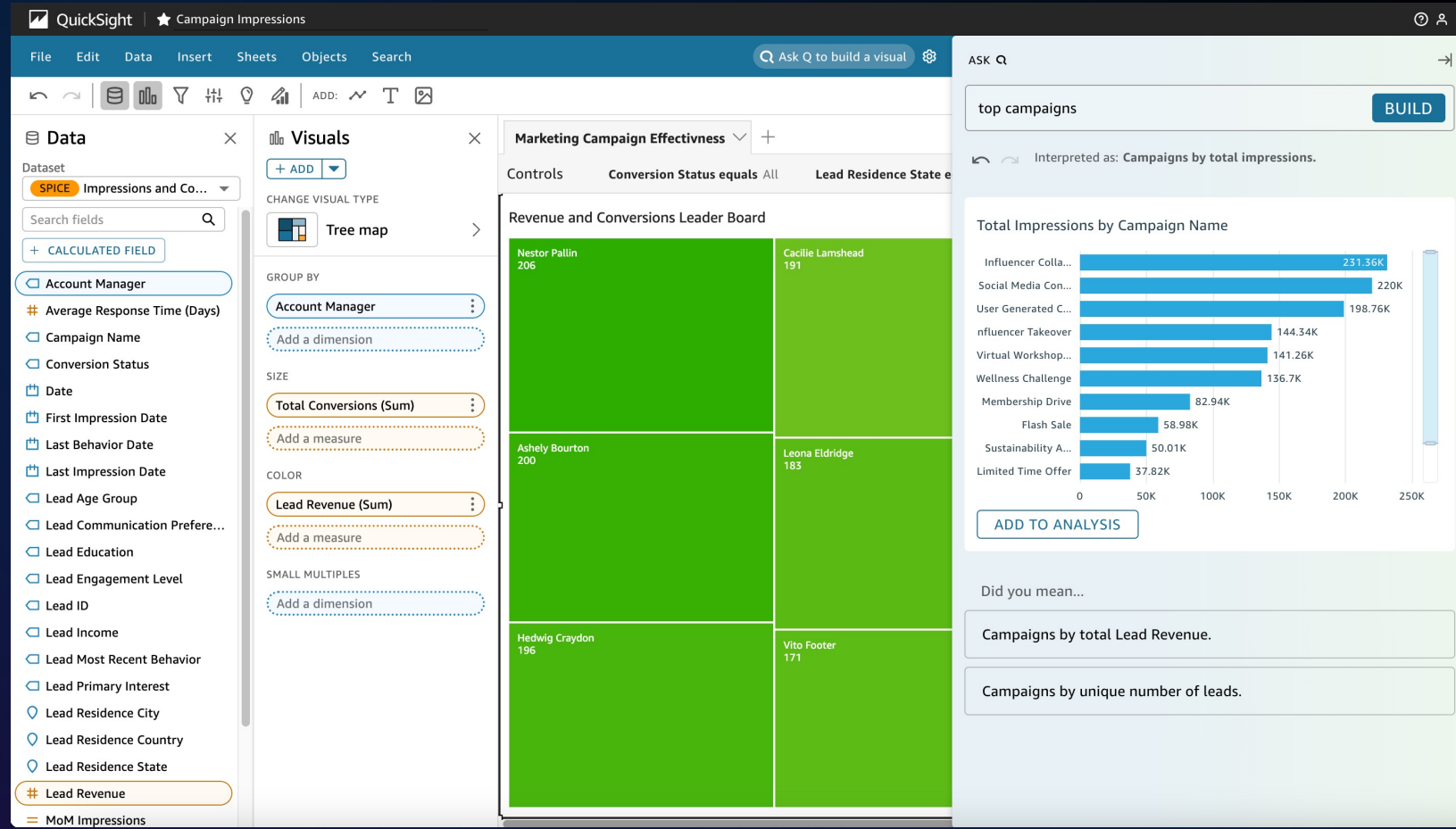
ダッシュボードやレポートの
ビジュアルを自然言語ですばやく生成

計算フィールドの作成

文法を学んだり調べることなく、
自然言語で計算式を作成

ビジュアルの微調整

フォーマットの変更を自然言語で指定
することでビジュアルをすばやく調整



<https://aws.amazon.com/jp/quicksight/q/>



Amazon Q in QuickSight

Q in QuickSight

Q in Glue

Q in Redshift

インサイトの自動生成

データからのインサイトを抽出し、結論を導き出して意思決定を支援

ストーリーの自動生成

わずか数語の入力でデータを分析し、まとまりがあり構造化されたストーリーを生成

ストーリーのカスタマイズ

説明文をカスタマイズしたり、好みのビジュアルテーマを選択可能

QuickSight | A Data-Driven Journey: Optimizing Marketing Performance Through Insights

File Edit Insert

PREVIEW SHARE

A Data-Driven Journey: Optimizing Marketing Performance Through Insights

Prepared by [Name]

Introduction

As we examine how to maximize success across our marketing efforts, we have the time to understand what strategies have been most effective. By identifying our goal is to optimize processes and targeting approaches to continue improve

Revenue and Conversions Leader Board

Revenue and Conversions Leader Board				
Nestor Pallin 206	Leona Eldridge 183	Tasha Doug... 156	Karol Brown... 152	Celka Du... 139

Build story **Beta**

Describe your data story in simple language and add the visuals you want to include.

Build a story about marketing campaign performance over time. Describe top campaigns and account managers. How can we improve overall campaign success?

Revenue and Co... Revenue by State
Impressions and... Conversions per ...

+ ADD VISUALS

BUILD

<https://aws.amazon.com/jp/quicksight/q/>



Amazon Q data integration in AWS Glue

Q in QuickSight

Q in Glue

Q in Redshift

コード生成

Amazon Q チャットまたは AWS Glue Studio notebook より、Glue / Spark に特化した推奨を含むコードを対話形式で生成可能

チャット

ドキュメント、ベストプラ、トラブルシューティングに役立つ情報など AWS Glue に関する自然言語の質問に回答

The screenshot displays the AWS Glue Studio interface. On the left, a Python script is shown in a code editor, titled "q-demo-snowflake-to-redshif". The script includes imports for various AWS Glue and Spark classes, and logic to connect to Snowflake and write data to Redshift. On the right, the Amazon Q chat window is open, displaying a prompt: "Please provide a Glue script that reads from Snowflake, rename the fields, and write to Redshift." Below the prompt, the generated Python script is visible. At the bottom of the chat window, there is an input field with the placeholder text "Ask me anything about AWS" and a character limit of "Max 1000 characters".

```
1 import sys
2 from awsglue.transforms import *
3 from awsglue.utils import getResolvedOptions
4 from pyspark.context import SparkContext
5 from awsglue.context import GlueContext
6 from awsglue.job import Job
7
8 ## @params: [JOB_NAME]
9 args = getResolvedOptions(sys.argv, ['JOB_NAME'])
10
11 sc = SparkContext()
12 glueContext = GlueContext(sc)
13 spark = glueContext.spark_session
14 job = Job(glueContext)
15 job.init(args['JOB_NAME'], args)
16 job.commit()
```

<https://aws.amazon.com/jp/glue/amazon-q-developer-data-integration/>



Amazon Q generative SQL in Amazon Redshift Query Editor

Q in QuickSight

Q in Glue

Q in Redshift

SQL 生成

Amazon Redshift 上で実行できる SQL を
自然言語の指示に基づいて生成

即座に実行

生成されたコードはワンクリックで
Amazon Redshift へ連携可能

Markdown editor

```
1 ### what about the top three venues?
```

▶ Run Limit 100

```
1 SELECT
2   venuestate,
3   COUNT(*) AS num_venues
4 FROM
5   tickit.venue
6 GROUP BY
7   venuestate
8 ORDER BY
9   num_venues DESC
10 LIMIT
11  3
```

Result 1 (3)

venuestate	num_venues
NY	49
CA	27
NV	15

what about the top three venues?

```
1 SELECT
2   venuestate,
3   COUNT(*) AS num_venues
4 FROM
5   tickit.venue
6 GROUP BY
7   venuestate
8 ORDER BY
9   num_venues DESC
10 LIMIT
11  3
```

Regenerate SQL

Add to notebook

Ask me a question to generate a SQL
suggestion for your connected database.



https://aws.amazon.com/jp/redshift/query-editor-v2/?nc1=h_ls

AI recommendations for descriptions in Amazon DataZone

ボトルネックになりがちなビジネスメタデータの整備を生成 AI の力で大きく促進

データの説明を生成

Amazon DataZone 上に登録したデータ資産に対するコンテキストに沿った説明を生成

データの使用方法の推奨を提供

データ資産の使用方法 (ユースケース) に関する推奨事項を提供

データ内のリスクを可視化

データに内の潜在的なリスクの可視性を上げる

Amazon Reviews Table Named Resource

技術名: amazon_reviews_table_named_resource • アセットタイプ: Glue Table

説明なし

ビジネスメタデータ • スキーマ • データ品質 • サブスクリプションリクエスト • マイサブスクリプション • 履歴

概要 編集

The amazon_reviews_table_named_resource table contains Amazon customer review data. Each row represents a single customer review with details such as the review text, rating, votes, product information, and customer details.

The review_id column contains the unique ID for each review. Details on the actual review are contained in columns like star_rating, review_headline, review_body, helpful_votes, and total_votes. The product being reviewed is identified by the product_id and product_title columns. Additional product details are in the product_parent column for product variations.

Each review is connected to the customer that wrote it via the customer_id column. The marketplace and year provide context on when and where the review was written. The verified_purchase and vine columns indicate review authenticity details.

Overall, this table enables analysis of Amazon review data to identify insights into products, reviews, customers, voting patterns, and how they differ across marketplaces or change over time. The detailed review content and metadata create a rich dataset for mining consumer feedback and sentiments.

Use Case

The amazon_reviews_table_named_resource contains rich customer review data that can enable several valuable use cases for different users:

Product Teams: Analyzing reviews by product_id, star_rating, helpful_votes, and review content in columns like review_headline and review_body can help product managers identify key strengths and areas for improvement to guide development. Review trends over time (year column) can reveal changing consumer sentiments.

Marketing Teams: The detailed review data can assist marketing professionals in better positioning and messaging products based on what resonates most with customers. They can also identify influential reviewers via total_votes and helpful_votes.

Business Analysts: Columns like marketplace, product_parent, verified_purchase, and vine allow analysts to filter reviews for authenticity and segmentation. Review trends can be analyzed across marketplaces to compare performance. This aids data-driven decision making.

Customer Service: Customer service teams can use the detailed review content to better understand pain points and improve support. Review dates (review_date) allow tracking issues over time.

Overall, the rich, structured data in this table enables deriving actionable insights into the voice of the customer to drive product improvements, marketing, analytics, and customer service. The metadata aids in filtering and interpreting the review data for various use cases.

[少なく表示](#)

<https://aws.amazon.com/jp/blogs/news/new-generative-ai-capabilities-for-amazon-datzone-to-further-simplify-data-cataloging-and-discovery-preview/>

