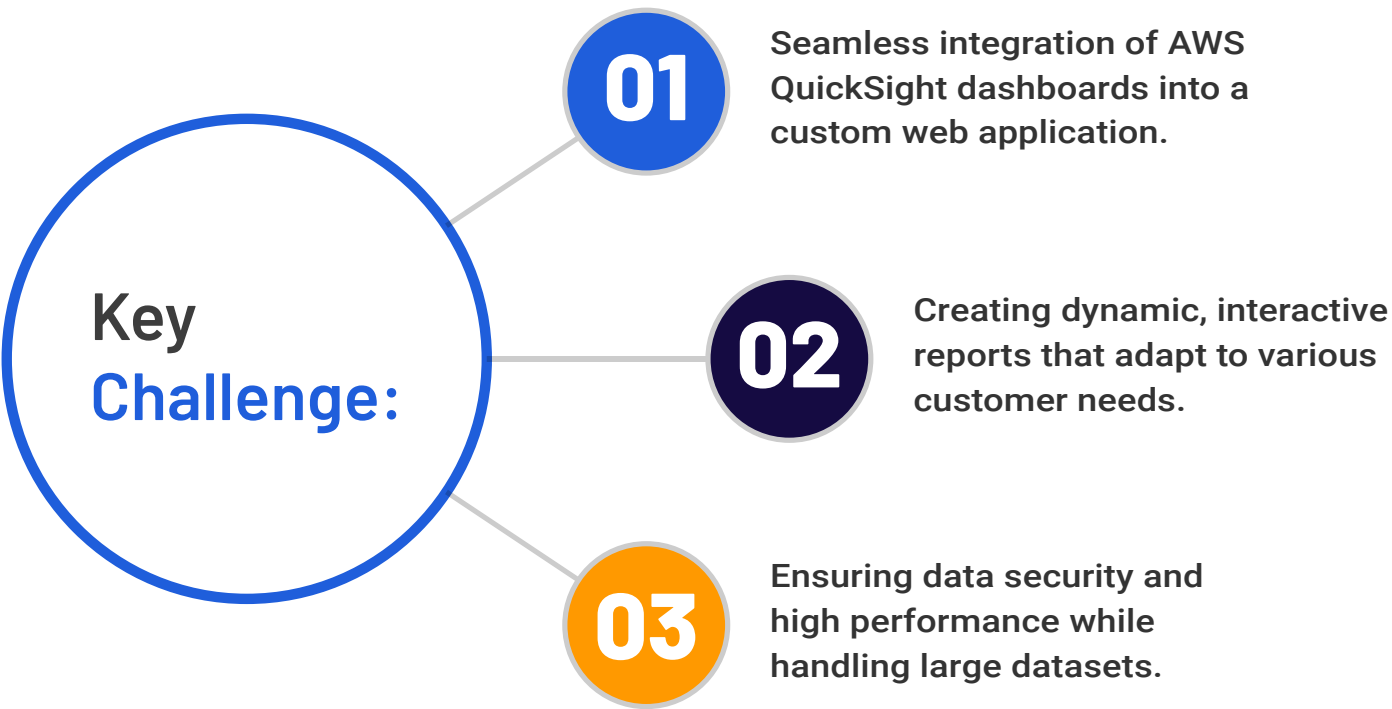


QUICKSIGHT INTEGRATION & DATA VISUALIZATION

Project Overview:

The client, a company aiming to enhance decision-making capabilities for their customers, built a web application to collect, analyze, and visualize CRM-related data. The application provides users with intuitive charts, graphs, and other visual elements to identify business trends, evaluate performance, and guide strategic decisions. To achieve this, the web application was integrated with AWS services, leveraging the power of AWS QuickSight for data visualization and reporting.



Project Implementation:

- **Infrastructure Setup:** The application infrastructure, including servers and databases, was hosted on AWS for scalability, reliability, and cost-efficiency, enabling real-time processing and visualization of large CRM data volumes.
- **VPC Connection Configuration:** The VPC connection was established to ensure a secure connection between the database and visualization platform, ensuring privacy and data security standards.

Manage VPC connections

ADD VPC CONNECTION

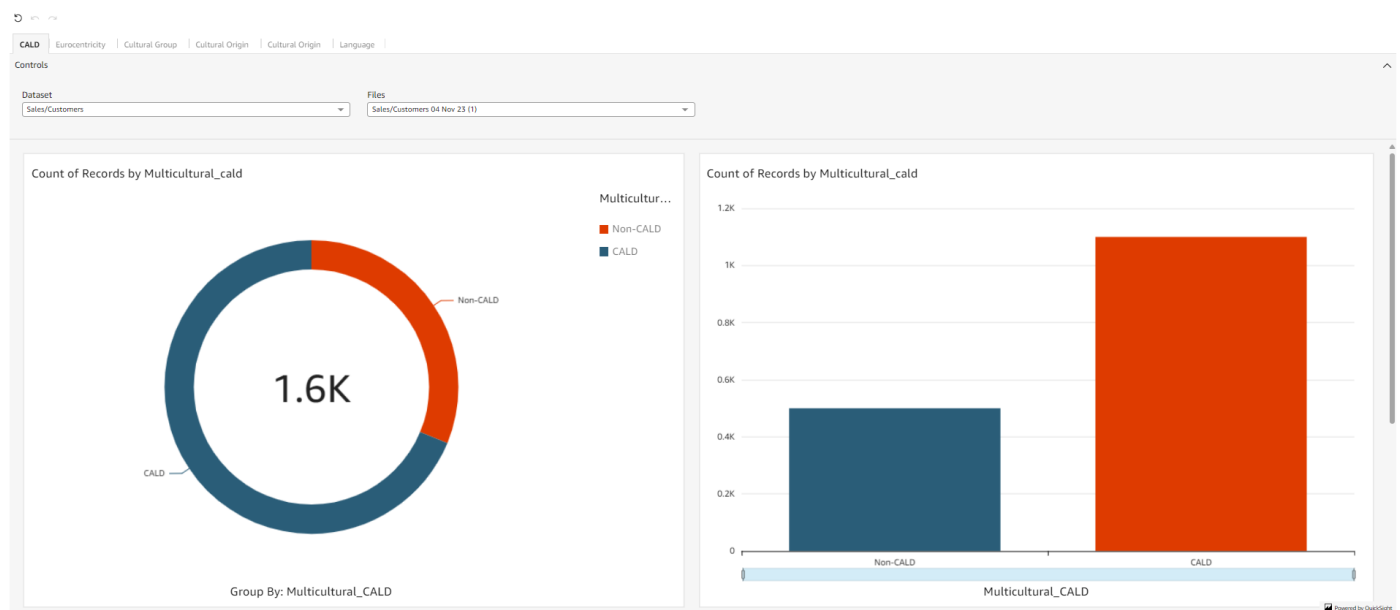
VPC connection name	VPC ID	VPC connection ARN	Security Group IDs	DNS resolvers	Status	Actions
AskGenie-Prod-VPC	vpc-02055aea47413d07b	arn:aws:quicksight:ap-southeast-2:9326470...	sg-07c5494c39fb17095		AVAILABLE	⋮

- **Database Integration with QuickSight:** AWS QuickSight, a cloud-based platform, was integrated with CRM data stored on an AWS-hosted database, enabling real-time [data fetching](#) and [dataset creation](#).

Assets

Asset type			
SHARE		Data sources	Find asset by name <input type="text"/>
<input type="checkbox"/>	Name	Type	ID
<input type="checkbox"/>	AskGenie-Dev-DB-13Sept	Data source	0a06b5dc-b1e2-43d0-85a9-01b0e8cc599f
<input type="checkbox"/>	AskGenie-Dev-DB	Data source	ca8b9c95-e16b-4fc4-ba9d-338f4388d6ad

- **Dataset Creation and SPICE Configuration:** QuickSight utilizes [SPICE](#) for optimal performance and [low latency](#) in rendering visualizations, enabling swift data querying and chart updates without affecting the underlying database.
- **Dashboard Creation:** QuickSight offers multiple dashboards for analyzing key metrics, providing comprehensive insights into customer [behavior](#), [sales performance](#), and [lead generation](#).



- **Embedding QuickSight Dashboards into the Web Application:** QuickSight's SDK was integrated into a web application, enhancing [user experience](#) with real-time [data visualizations](#) and access controls for authorized users.
- **Testing and Optimization:** The dashboards underwent rigorous testing for usability, performance, and security, with parameters and filters adjusted for quick loading and relevant insights, and the project was rolled out in phases for feedback collection.

Results and Business Impact:

The implementation of AWS QuickSight into the CRM application delivered the following benefits:

- 1. Improved Decision Making:** Customers now have access to real-time data insights, enabling them to make informed business decisions more quickly.
- 2. Increased Efficiency:** The ability to visualize large datasets through SPICE drastically reduced the time needed to analyze data, leading to faster response times and actions.
- 3. Enhanced User Experience:** The embedded QuickSight dashboards allowed users to interact with data intuitively, adjusting views to meet their specific needs.
- 4. Scalability:** The use of AWS infrastructure ensured the application could handle growing volumes of CRM data without impacting performance or reliability.

Conclusion:

AWS QuickSight for CRM data visualization provided actionable insights, enhancing business outcomes through scalability, security, and performance, empowering users to make data-driven decisions and improve business outcomes.