HOW EXACTLY DOES DATA MOVE WITHIN AWS ANALYTICS?

**Structured Data**
- Organized in a fixed format for easy access.

**Semi-Structured Data**
- Not organized, but comes with some metadata.

**Unstructured Data**
- Not organized in any pre-defined format.

**Data Sources**
- AWS Import/Export
- Snowball
- AWS Direct Connect
- AWS DMS
- AWS Storage Gateway
- Data Sources

**Unstructured Data**
- Not organized in any pre-defined format.

**Data Lake**
- Store any type of data with high levels of security, scalability, and availability.

**Data Storage**
- Select the AWS service best suited to your workload.

**Data Ingestion & Preparation**
- Process and prepare raw data, including real-time data, and move the enriched data back to S3 for analytics consumption.

**Data Analytics**
- Run queries rapidly to get the exact data you need for your business questions.

**Machine Learning**
- Machine Learning to power recommendation engines, capacity planning, forecasting, and more.

**Optimize Consumption of AWS Analytics Services**
- Price and time forecasting, no sticker shock from the AWS bill.

**How Data Moves**
- MOVE DATA TO THE CLOUD
- Organize, transform, and analyze your data.

**AWS Services**
- Amazon S3
- Amazon Sagemaker
- Amazon Redshift
- Amazon Glue
- Amazon EMR
- Amazon Kinesis
- Amazon Athena

**ShareInsights**
- Build interactive dashboards with painless-click controls.
- Drag-and-drop machine learning in your daily workflows.
- Visually explore petabytes of S3 data.