# BUSINESS ANALYTICS **AWS Hydro Flask Assignment Instructor Guide**

**Overview**  
The AWS Hydro Flask Assignment — which can be completed individually, in pairs, or in groups — places students in the role of an Amazon Web Service (AWS) products consultant tasked with presenting an AWS product to the executive board of Hydro Flask.  
  
Student instructions for this assignment, entitled “AWS Hydro Flask Assignment” are provided following the instructor guide.  
  
This assignment provides opportunities for students to

* gain awareness of Amazon Web Service (AWS) products
* build understanding of a specific AWS product
* hypothesize cloud computing needs of a company
* match hypothesized cloud computing needs of a company to AWS product capabilities
* prepare and present a slide presentation

**Instruction**  
Depending on how familiar students are with AWS products prior to the administration of this assignment, you may want to provide some background information about AWS products and give students time to learn more about AWS products available.  
  
STUDENT INVOLVEMENT  
As indicated, this assignment may be completed individually, in pairs, or in groups. Determine what is the best approach for your class circumstances.   
  
AWS SELECTION  
You may assign an AWS product to each student/pair/group or allow students to make AWS product selections.

A list of AWS products is available at <https://aws.amazon.com/products/>. For this assignment, you may want to consider one of the following product options:

* Alexa for Business
* Amazon Chime
* Amazon Forecast
* Amazon Kinesis
* Amazon QuickSight
* Amazon Redshift
* Amazon Rekognition
* Amazon WorkMail
* DynamoDB

**Evaluation**Make sure that student presentations include 1) the key characteristics of the AWS product and 2) how the AWS product could be used to improve Hydro Flask’s business. Make sure, too, that presentations are tailored to the Hydro Flask executive board and are professional.

SAMPLE USES OF AWS PRODUCTS **(instructor use only)** This list may be helpful in evaluating student work regarding “how the AWS product could be used to improve Hydro Flask’s business.”

[Alexa for Business](https://aws.amazon.com/alexaforbusiness/?c=6&pt=1)

Hydro Flask can use Alexa for Business to help the business organization. Enrolled devices could allow employees to join and schedule meetings and to access corporate applications.

[Amazon Chime](https://aws.amazon.com/chime/?c=6&pt=2)

Hydro Flask could use Amazon Chime to collaborate and share content inside and outside of the company. Hydro Flask could conduct online meetings, video conferencing calls, and chat from various devices, all with the security of AWS.

[Amazon Forecast](https://aws.amazon.com/forecast/?hp=tile&so-exp=below) (machine learning)

This product could be used to accurately forecast appropriate Hydro Flask inventory levels for store locations. Amazon Forecast could also be used in regard to historical sales, pricing, and promotion strategies.

[Amazon Kinesis](https://aws.amazon.com/kinesis)

Using Kinesis Data Streams, Hydro Flask would be able to stream real-time data (store transactions, returns, promotional efforts on websites, etc.) to capture gigabytes of data that consistently come in.

[Amazon QuickSight](https://aws.amazon.com/quicksight/)

Hydro Flask could use QuickSight to give employees access to dashboards that contain up-to-date information on sales, forecasted demand by geographic region, and other content.

[Amazon Redshift](https://aws.amazon.com/redshift/)

With Redshift, Hydro Flask could analyze data stored in Amazon Simple Storage Service as well as data from Twitter, Facebook, etc. stored in a data lake.

[Amazon Rekognition](https://aws.amazon.com/rekognition/?c=14&pt=6) (machine learning)

Rekognition can take social media posts that Hydro Flask and its products have been tagged in and analyze people, scenes, and activities associated with product use.

[Amazon WorkMail](https://aws.amazon.com/workmail/?c=6&pt=3)

Amazon WorkMail will ensure that emails are secure, and Hydro Flask could choose what email program(s) to use. Hydro Flask would not need on-location servers at the Bend, Ore., headquarters.

[DynamoDB](https://aws.amazon.com/dynamodb/)

Hydro Flask can use DynamoDB to conduct customer A/B testing on Instagram. For example, DynamoDB can provide Hydro Flask with a unique ad experience to help reach a given goal.

BUSINESS ANALYTICS  
**AWS Hydro Flask Assignment**

**Scenario**  
You and members of your group are Amazon Web Service (AWS) consultants. Your group demonstrates AWS products to companies wanting to incorporate cloud computing. The next demonstration will be to the executive board of Hydro Flask. The goal is to show the board how an AWS product can improve Hydro Flask’s business.   
  
A list of AWS products is available at <https://aws.amazon.com/products/>.

**Presentation**

Your group is to prepare a five-minute presentation for the Hydro Flask executive board. Use presentation slides (PowerPoint, Google Slides, etc.) to present

1. the key characteristics of the AWS product
2. how the AWS product could be used to improve Hydro Flask’s business

TIP #1

Gather core information on your AWS product from the products page on the [AWS website](https://aws.amazon.com/products/). Most of the products are presented with a list of use cases, and some are teamed with examples of how companies have used the product.

TIP #2

Go beyond description of the AWS product. Incorporate Hydro Flask into the use of the product as much as possible and come up with hypothetical analyses the executive board may want to run or types of data Hydro Flask may want to store using the AWS product.