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.