



ANDOUC 2023

# From Data to Insights with Oracle Analytics

JOEL ACHA



**Qubix**



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ANALYTICS AND DATA

# TechCasts

## From Data to Insights with Oracle Analytics

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# Helpful Links

[Evolving beyond data-driven - why being Analytics-Driven is the next evolutionary step](#)

[Oracle Analytics Blog](#)

[Qubix Advanced Analytics Blog](#)

[Oracle is positioned as a Visionary in the 2023 Gartner® Magic Quadrant™ for #Analytics and Business Intelligence Platforms.](#)

**Oracle Analytics Cloud-** <https://www.oracle.com/solutions/business-analytics/data-visualization/examples.html>

**OCI AI Services** - <https://www.oracle.com/uk/artificial-intelligence/ai-services/>



# Future & Past TechCasts:



Feb 16th

Favorite New Features in Jan 2023  
OAC

Presented by Dan Vlamis, Wayne Van Sluys, Abi Giles-Haigh, and Philippe Lions



Apr 6th

Data Platform Migrations – Few  
Learnings

Presented by Sujata Balupala and Sanjay Sabnis

## TechCast Archive

2022

2021

2020

2019

Date	Title	Presenter(s)	Replay	Download(s)
Nov 17	Data Mesh Panel	Edelweiss Kammermann + Panel	Video	Slides
Nov 3	OCI Vision and Oracle Analytics: Just like a Box of Chocolates	Ziga Vaupot	Video	Slides

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Same great technical content...new name!  
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<https://www.facebook.com/AnDOracleUserCommunit>

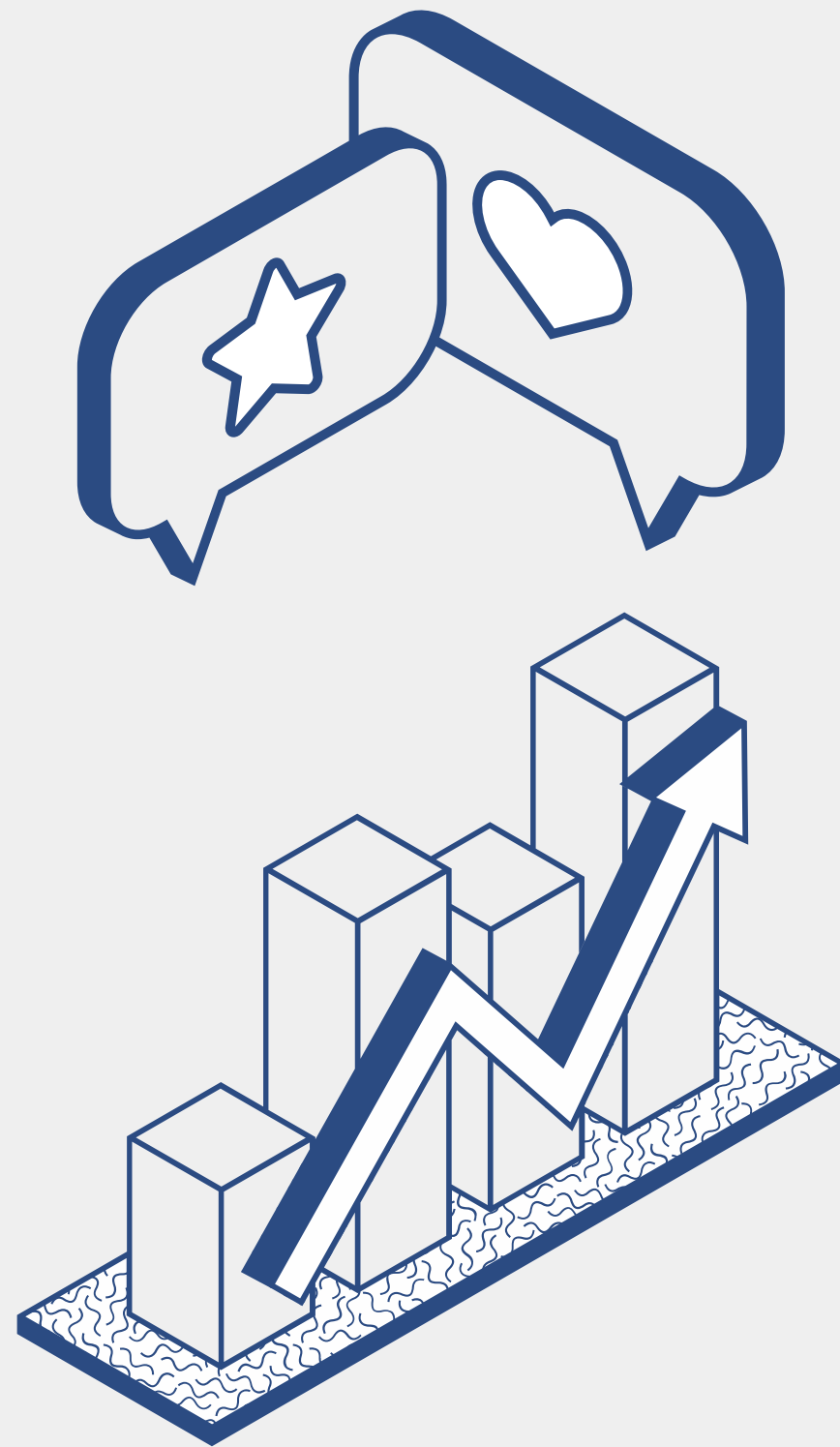


<https://www.facebook.com/AnDOracleUserCommunit>



**Spatial + Graph SIG**  
[bit.ly/Spatial-Graph-LinkedIn](https://bit.ly/Spatial-Graph-LinkedIn)

## About Me



- Senior Business Solutions Architect
- Oracle ACE Associate ♠
- ODTUG Analytics Track Lead
- 20+ years Oracle experience
- Oracle Cloud Platform Enterprise Analytics 2022 Certified Specialist

 Oracle ACE Associate



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# ORACLE Analytics

A scalable and secure public cloud service that provides a full set of capabilities to explore and perform collaborative analytics for you, your workgroup, and your enterprise.









# Poll

Do you have prior  
experience of  
**OBIEE/OAS/OAC?**





# Data is an Asset

Why?

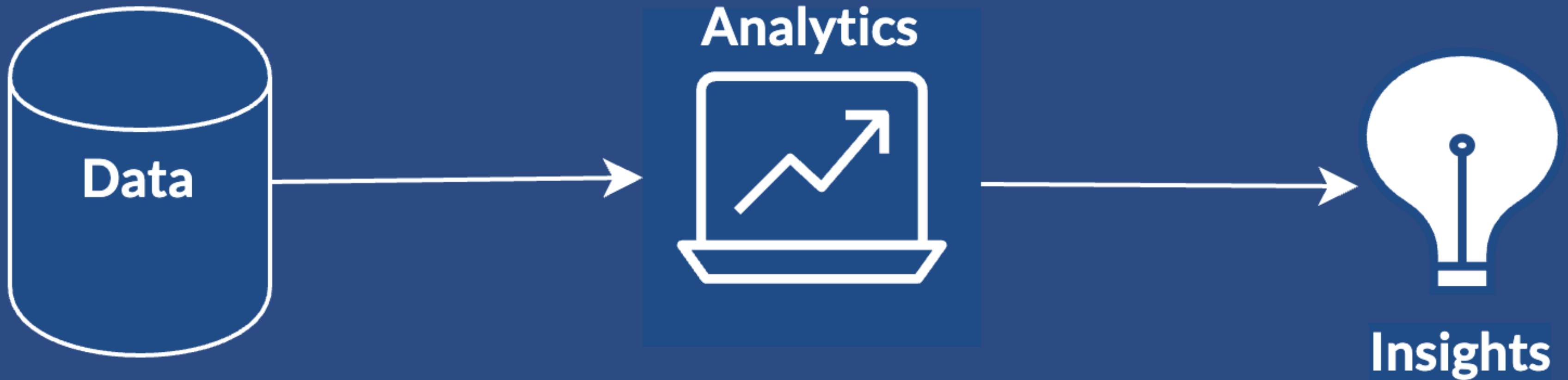
- It provides value and benefit to the company.
- Data can be analyzed to gain insights into customer behaviour, market trends, operational efficiencies, and other areas of business.
- Analysing data can help companies make informed decisions, optimise processes, identify new opportunities, and gain a competitive advantage.
- Insights from Data can be monetized through data-driven products or services.
- Considered a valuable resource, similar to physical assets such as property or equipment, that can contribute to a company's success and growth.



# Data Insights

What is it?

Refers to the deep understanding an individual or organization gains from analyzing information on a particular issue. This deep understanding helps organizations make better decisions than by relying on gut instinct.



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CloudWorld Tour

FEATURED SESSION

## Driving Business Results in a World of Change

Safra Catz  
CEO, Oracle



**V O L V O**



# London

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# Data Sources

37 out of the box connectors

## Create Connection

Select Connection Type



Oracle Applications



Oracle Autonomous Data Warehouse



Oracle Autonomous Transaction Processing



Oracle Database



Oracle Essbase



Oracle EPM Cloud



Oracle NetSuite



Oracle Service Cloud



Oracle Talent Acquisition



OCI Resource



Amazon EMR



Amazon Redshift



Apache Hive



Azure Synapse Analytics



BigQuery



Dropbox



Google Analytics



Google Drive



Greenplum



Salesforce



Snowflake Data Warehouse



Spark



Hortonworks Hive



IBM BigInsights Hive



Impala



Informix



SAP



MongoDB



MySQL



Pivotal HD Hive



PostgreSQL



Sybase IQ



Vertica



OData

# Data Sources

wide range



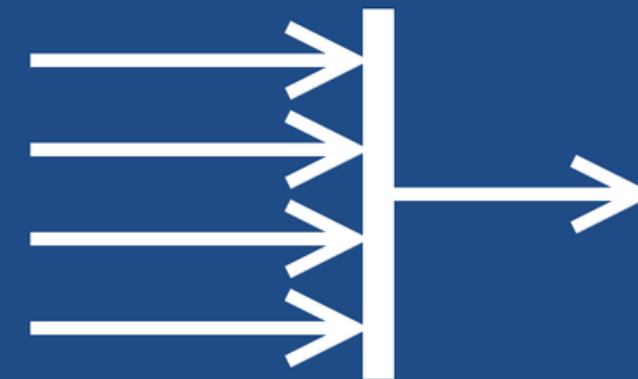
Power BI



REST API



On-Premise



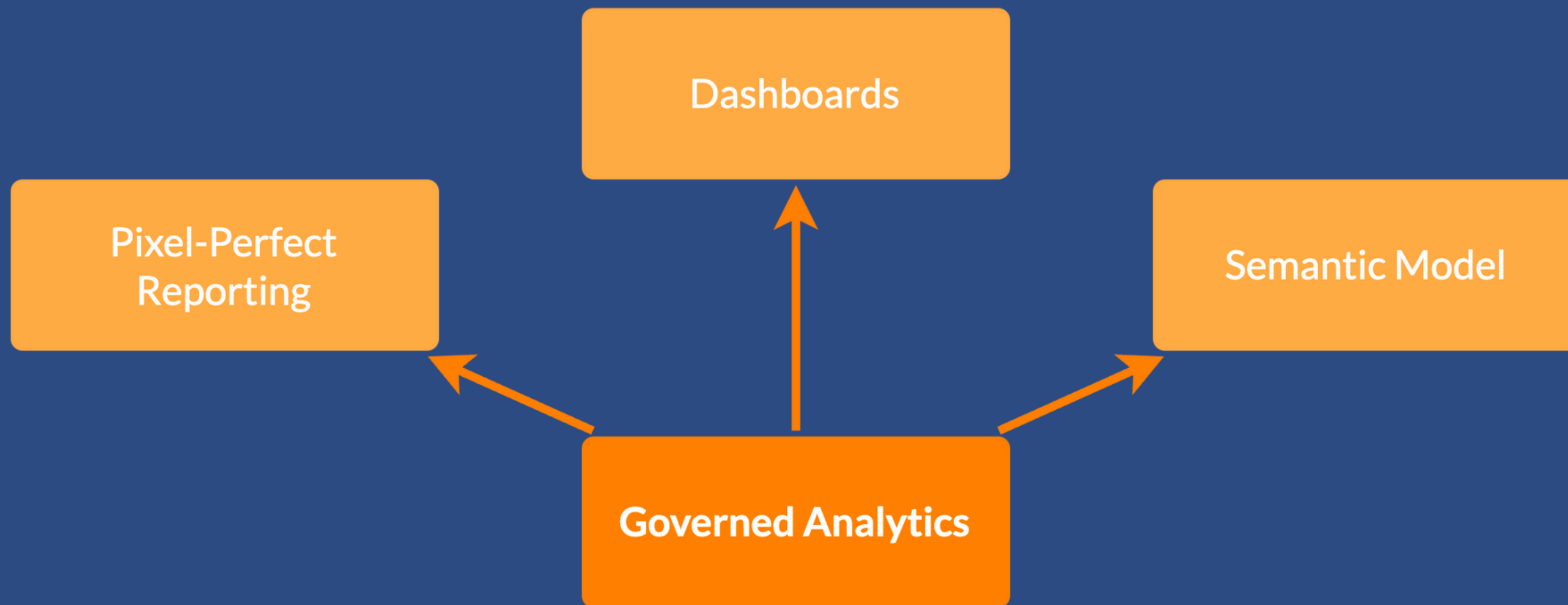
Data Blending





# Oracle Analytics

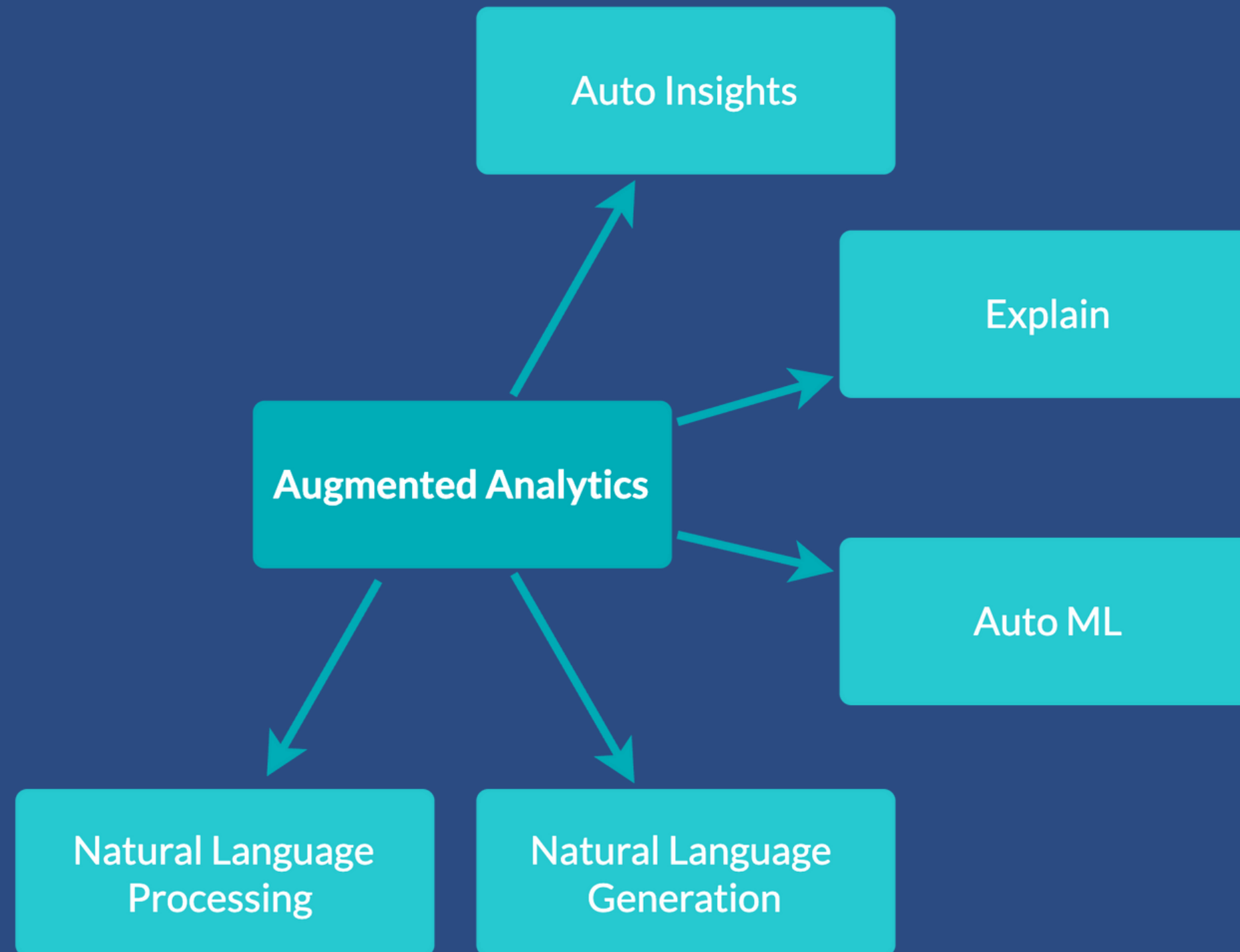
## Governed Analytics





# Oracle Analytics

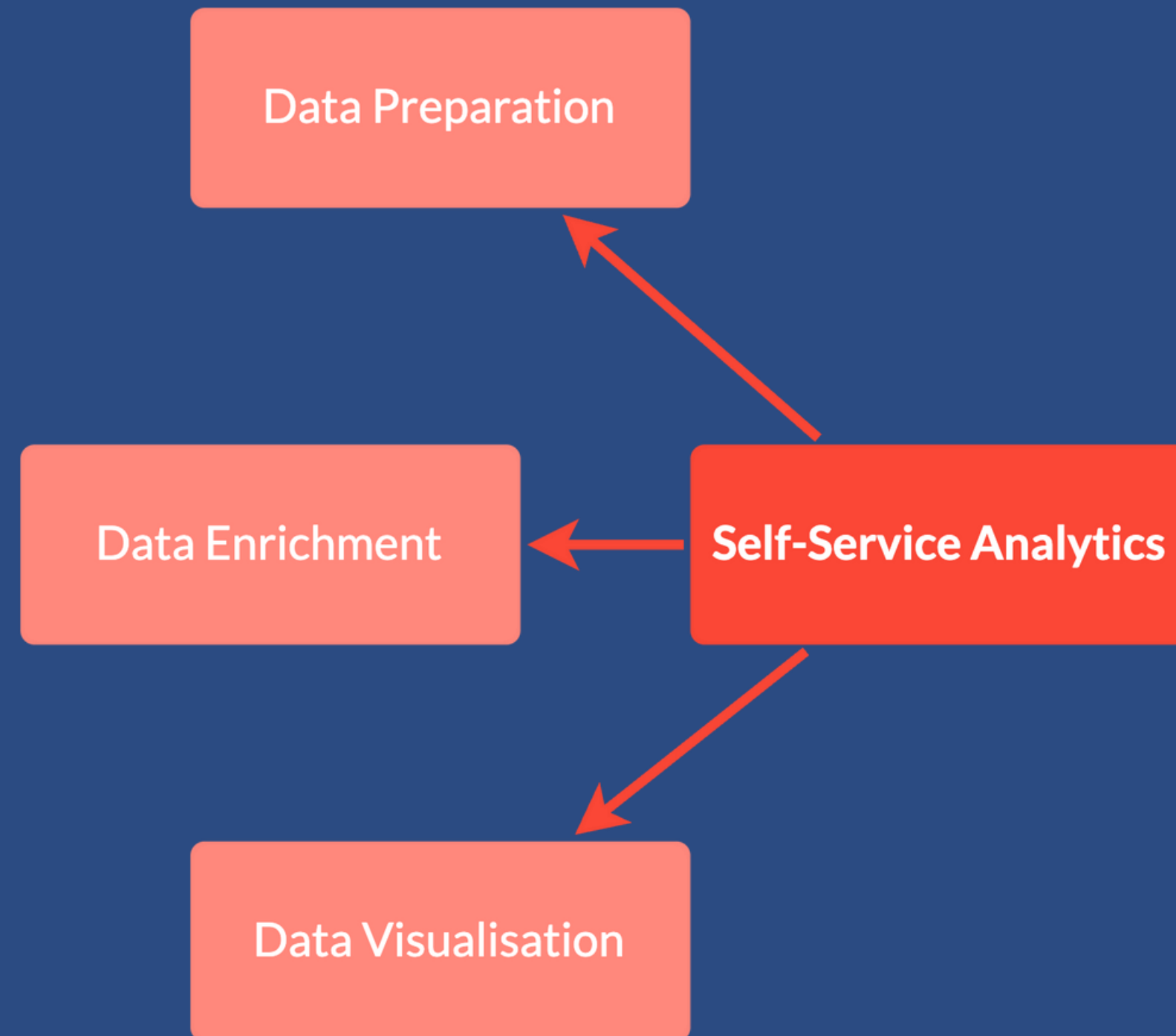
## Augmented Analytics





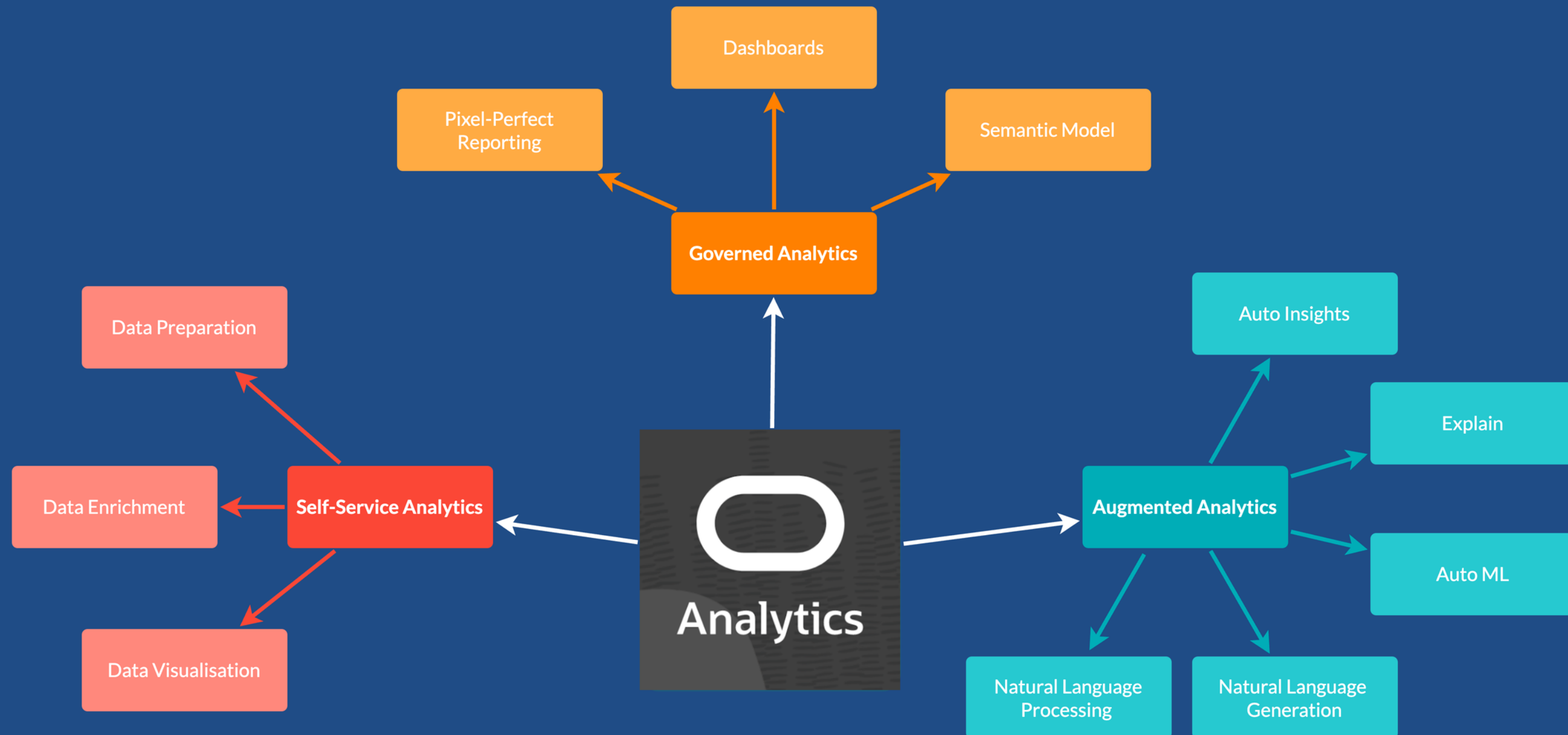
# Oracle Analytics

## Self-Service Analytics



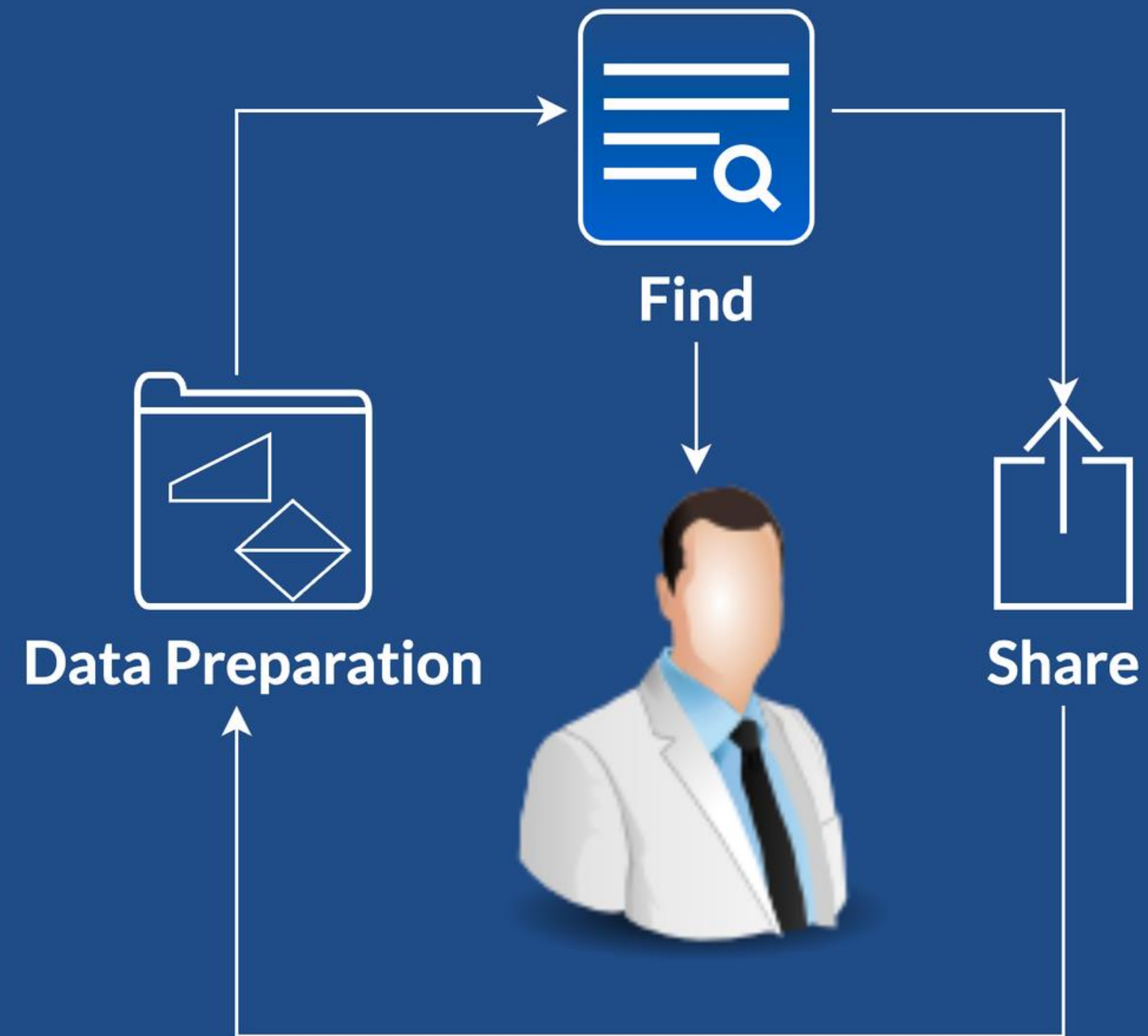
# Oracle Analytics

## Complete Analytics Platform





# Citizen Data Scientists




**"Combining Business Expertise with the principles of Data Science"**

# Their Benefits

 [Become a Client ↗](#)  
or call +441784542039

Insights / Information Technology / Article

## How to Use Citizen Data Scientists to Maximize Your D&A Strategy

 Select your function :

### Why does Citizen Data Scientist matter?

Augmented AnalyticsOct 8, 2021Subex Limited

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The role of the **citizen data scientist** is becoming increasingly enticing to corporate leaders as data-driven developments have influenced nearly every sector within enterprises. A **citizen data scientist** is a person who builds or generates models that leverage advanced diagnostic analytics or predictive and prescriptive skills but whose significant job role is outside the realm of statistics and analytics.

Forbes

FORBES > INNOVATION > ENTERPRISE TECH

## How The Citizen Data Scientist Will Democratize Big Data


Bernard Marr Contributor @[Follow](#)

Apr 1, 2016, 12:46am EDT

 This article is more than 7 years old.

 The rise of the citizen data scientist is a subject which is creating a lot of excitement at the moment. Put simply (and a bit bluntly) businesses, particularly larger ones with more mature [Big Data](#) analytical operations, are finding that it is too important to be left solely in the hands of the data scientists.



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## Combining business expertise with the principles of Data Science

Meanwhile, the development of Business Intelligence tools shows that business lines can be provided with simplified data analytics solutions, including the capability to use predictive analytics. According to Gartner, the key lies in democratizing automation of processes. While not aiming at undermining or replacing Data Scientists expertise, it enables less specialized profiles to manipulate data in order to get convincing results. A new profile has emerged the Citizen Data Scientist. In 2016, Gartner *theorized* [↗](#) the Citizen Data Scientist concept and defined it as a business user capable of combining his or her expertise with the principles of Data Science, without a deep knowledge in mathematics or statistics.



# Advanced Analytics Capabilities



**Machine  
Learning**



**Predictive  
Analytics**



**Natural  
Language  
Processing**



**Spatial Analytics**



# Machine Learning

- Analyse data with the Explain feature
- Built-in algorithms available in Data Flows
- Oracle Machine Learning AutoML





# Predictive Analytics

- Outliers - Anomaly Detection
- Clustering - Segmentation
- Predictive Forecasting - ARIMA, Linear Regression
- Easy and Wide ML access to variety of data sources improves accuracy of built ML models



# Natural Language Processing

- Sentiment Analysis
- Text Classification
- Easily gain insights from unstructured data
- Text-to-Speech & Speech-to-Text



# Advanced Analytics Capabilities



**Machine  
Learning**



**Predictive  
Analytics**



**Natural  
Language  
Processing**



**Spatial Analytics**

# Data Scientists



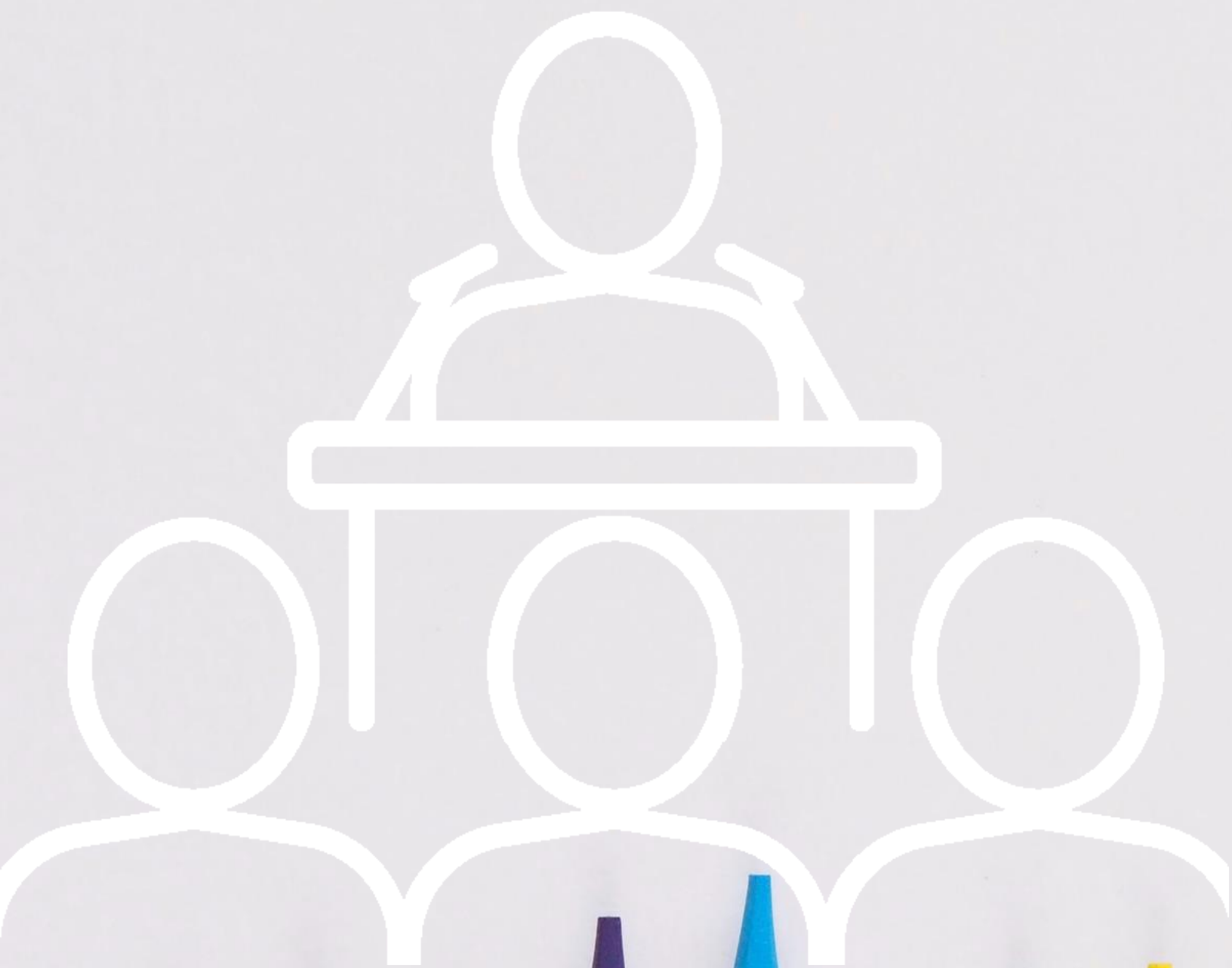
- **Machine Learning in Oracle Database**
- **OCI AI Services**
- **OCI Data Science**

# Key Points



- 1 Allows users to connect to a variety of data sources
- 2 Users can easily visualize and analyze data
- 3 Built-in machine learning and artificial intelligence capabilities
- 4 Includes tools for data preparation
- 5 Includes collaboration and sharing features





# Demo

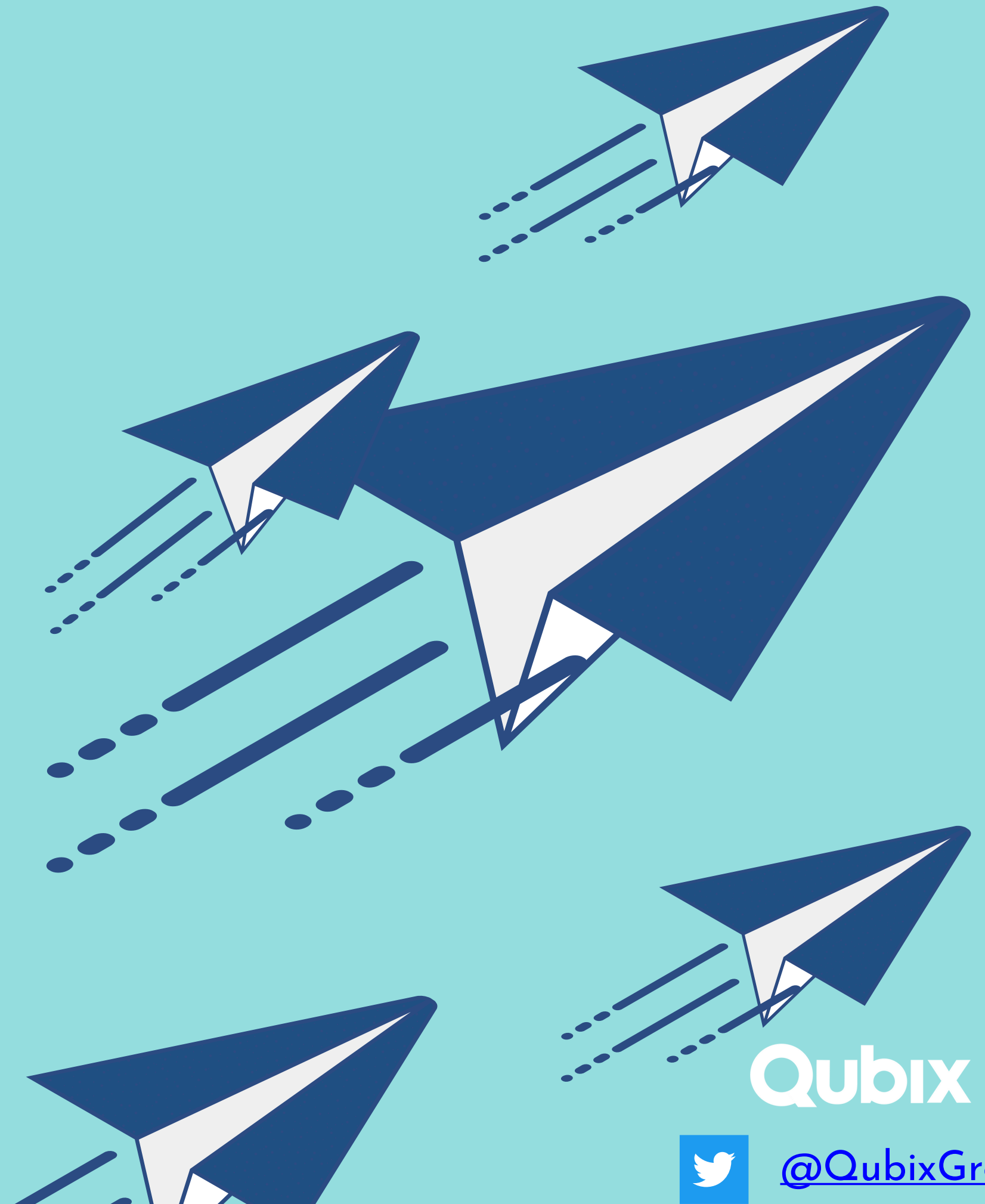
FROM DATA TO INSIGHTS WITH ORACLE  
ANALYTICS



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# Do you have any questions?

Send it to us! We hope you learned  
something new.



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ANDOUC 2023

# Thank you for attending

JOEL ACHA

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