ANDOUC 2023

From Data to Insights with Oracle Analytics

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From Data to Insights with Oracle Analytics

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ORACLE

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/

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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

Submit a topic to share at **https://andouc.org/techcasts/**

Analytics and Data ORACLE USER COMMUNITY

Formerly called the BIWA Summit with the Spatial and Graph Summit
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Oracle Spatial & Graph SIG

Analytics and Data
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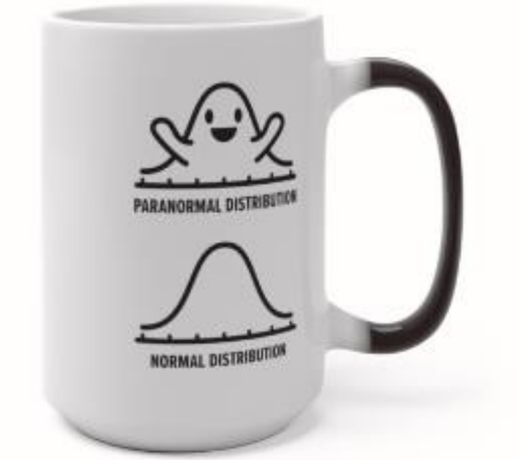

Analytics and Data
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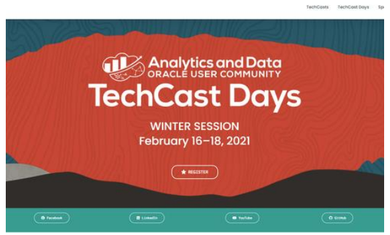
Let's Connect



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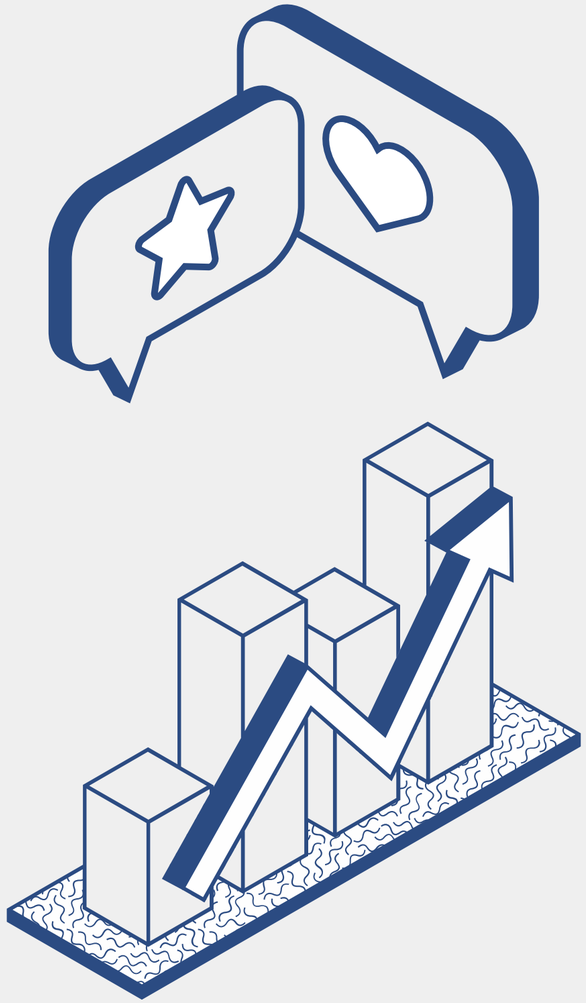

About Me

Qubix

- 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

@QubixGroup

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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.

Photo by Claudio Schwarz on Unsplash

Poll

Photo by Claudio Schwarz on Unsplash

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

Data is an Asset

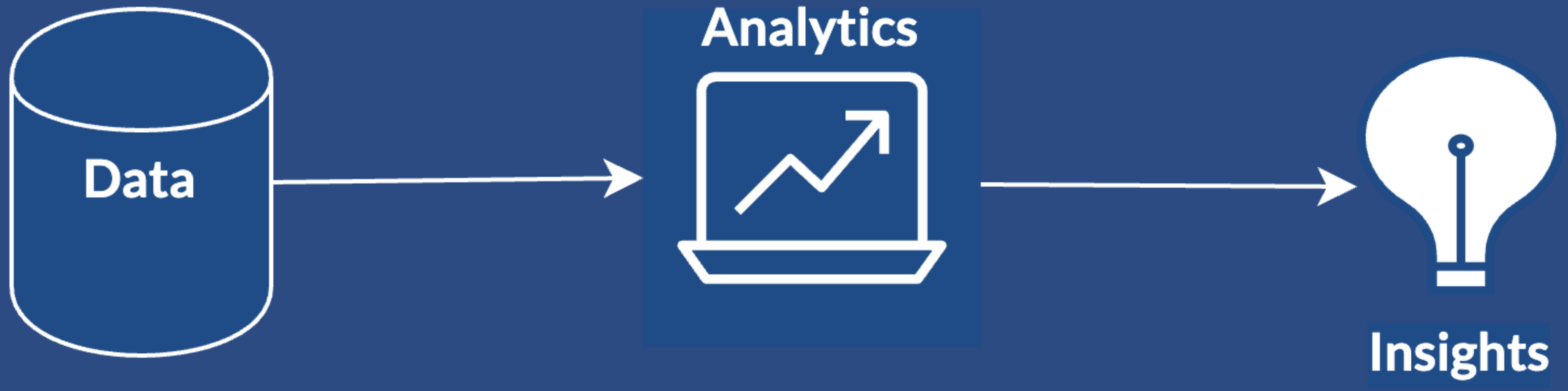
Why?

- 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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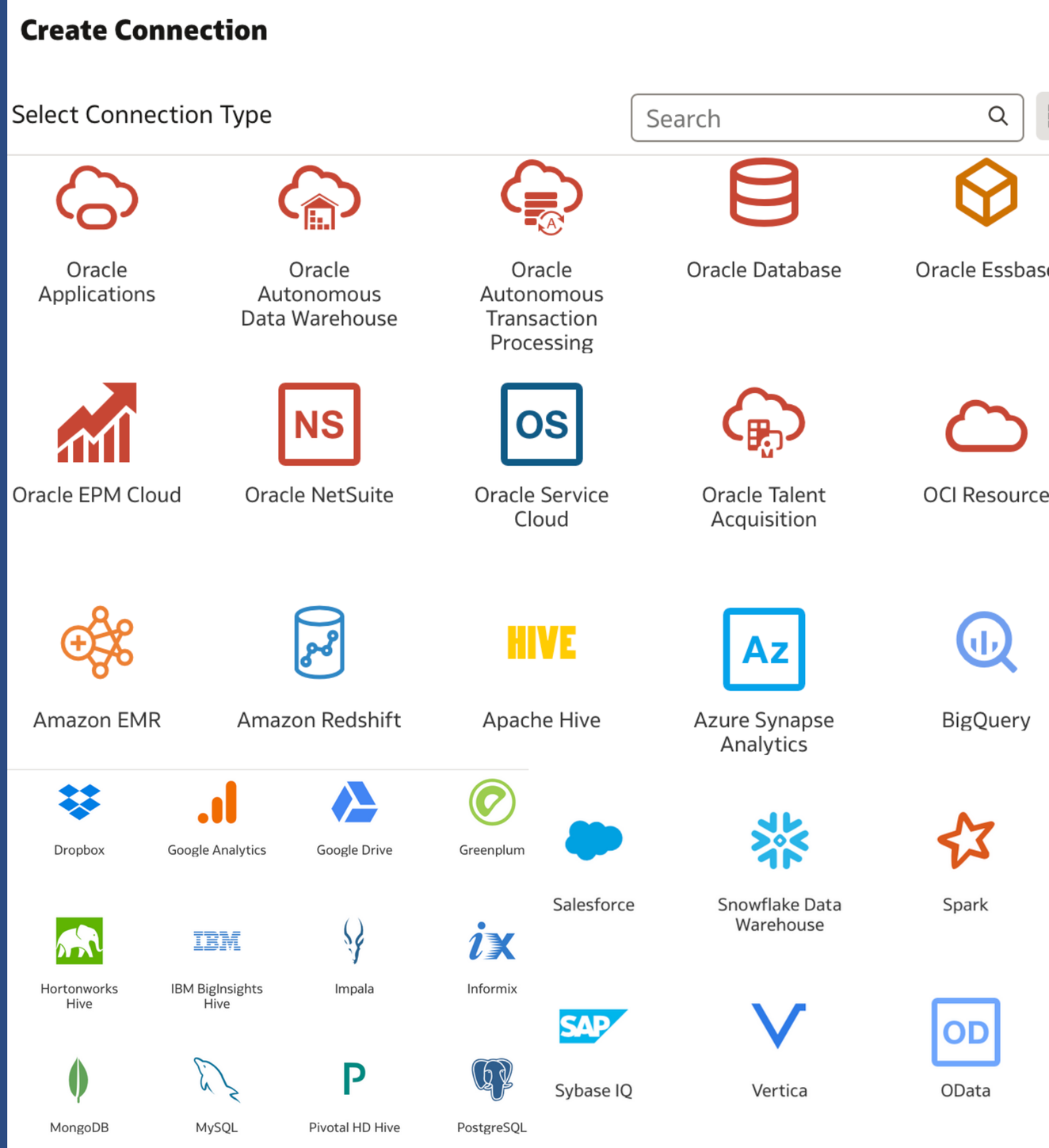
Data Sources

37 out of the box connectors

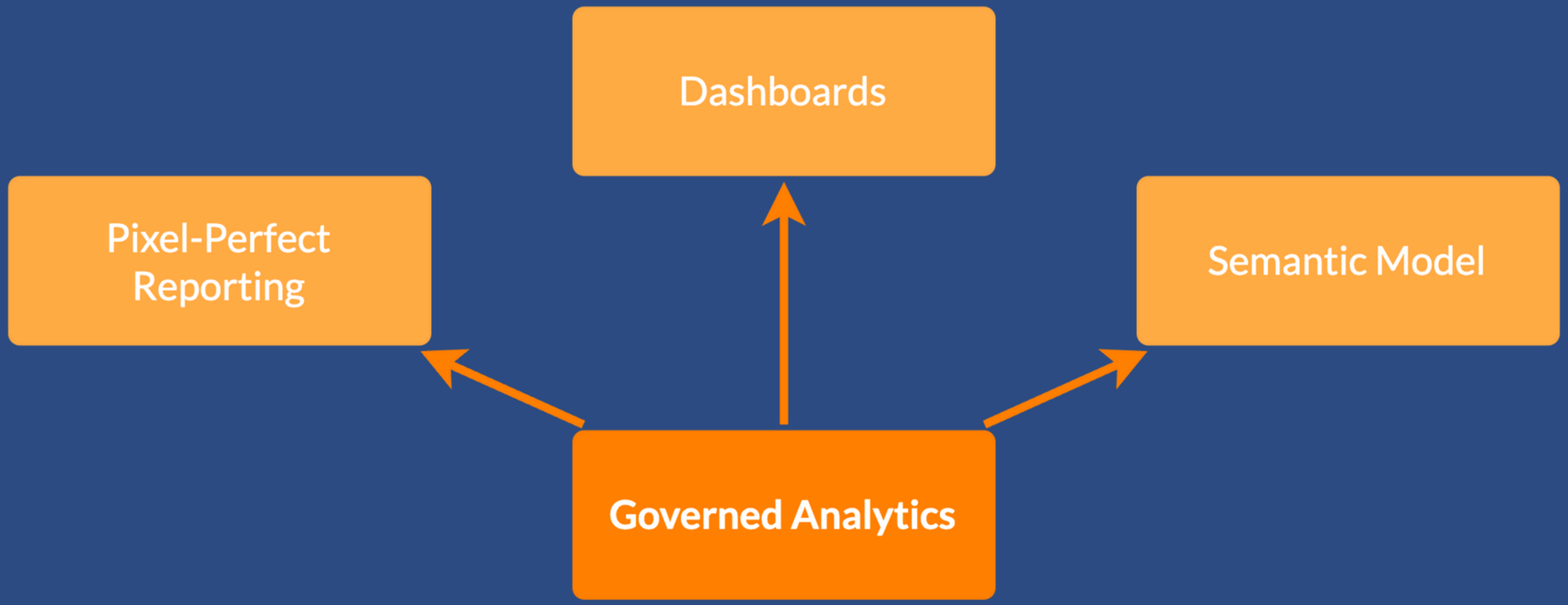


Data Sources

wide range

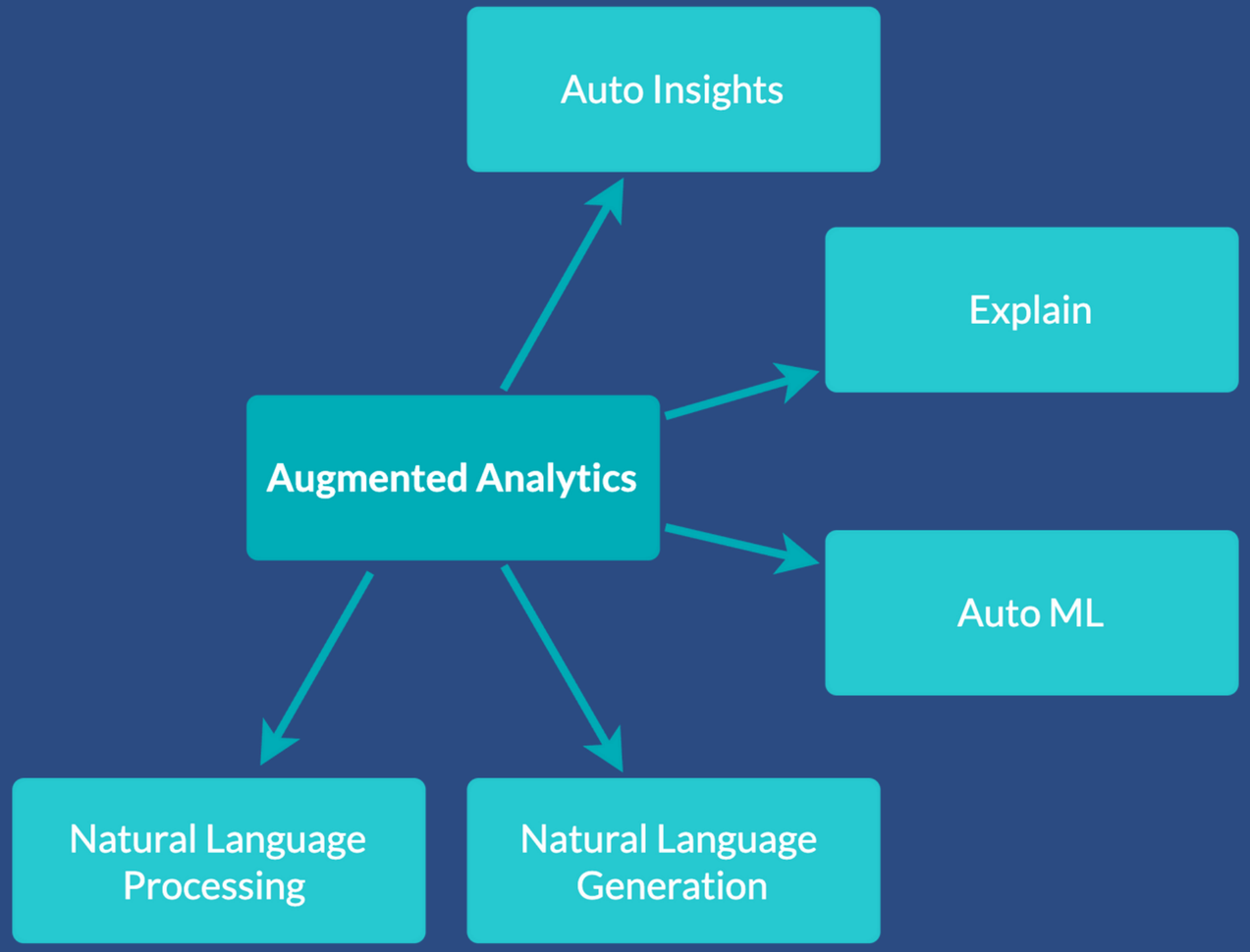
Oracle Analytics

Governed Analytics



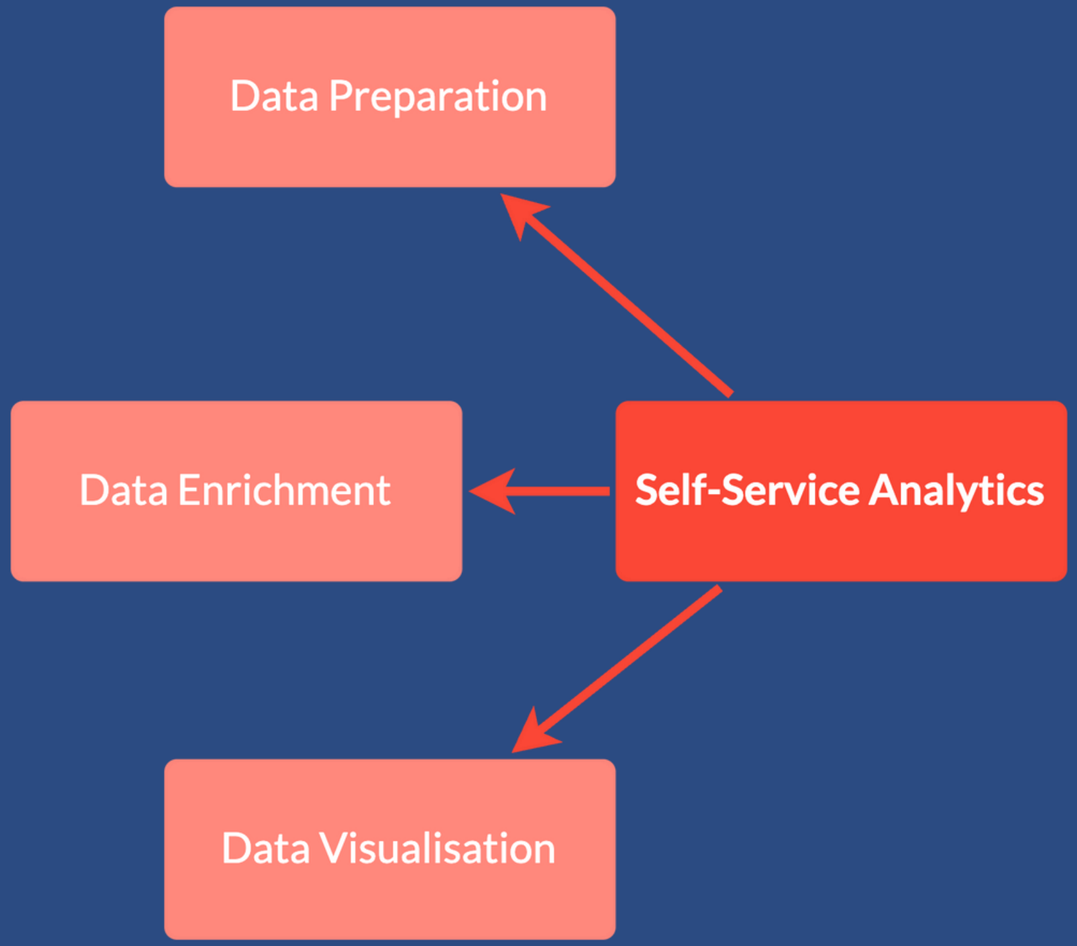
Oracle Analytics

Augmented Analytics



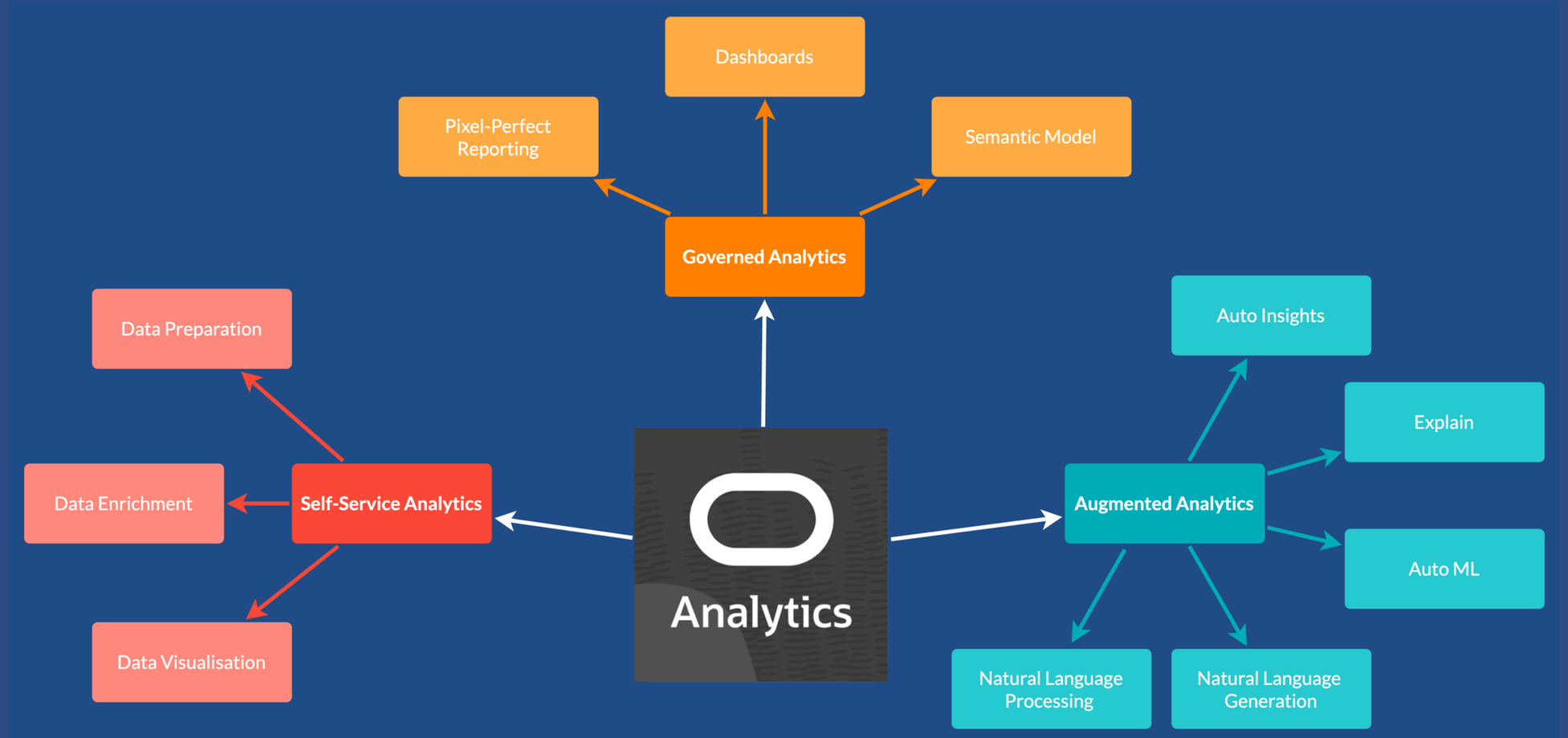
Oracle Analytics

Self-Service Analytics

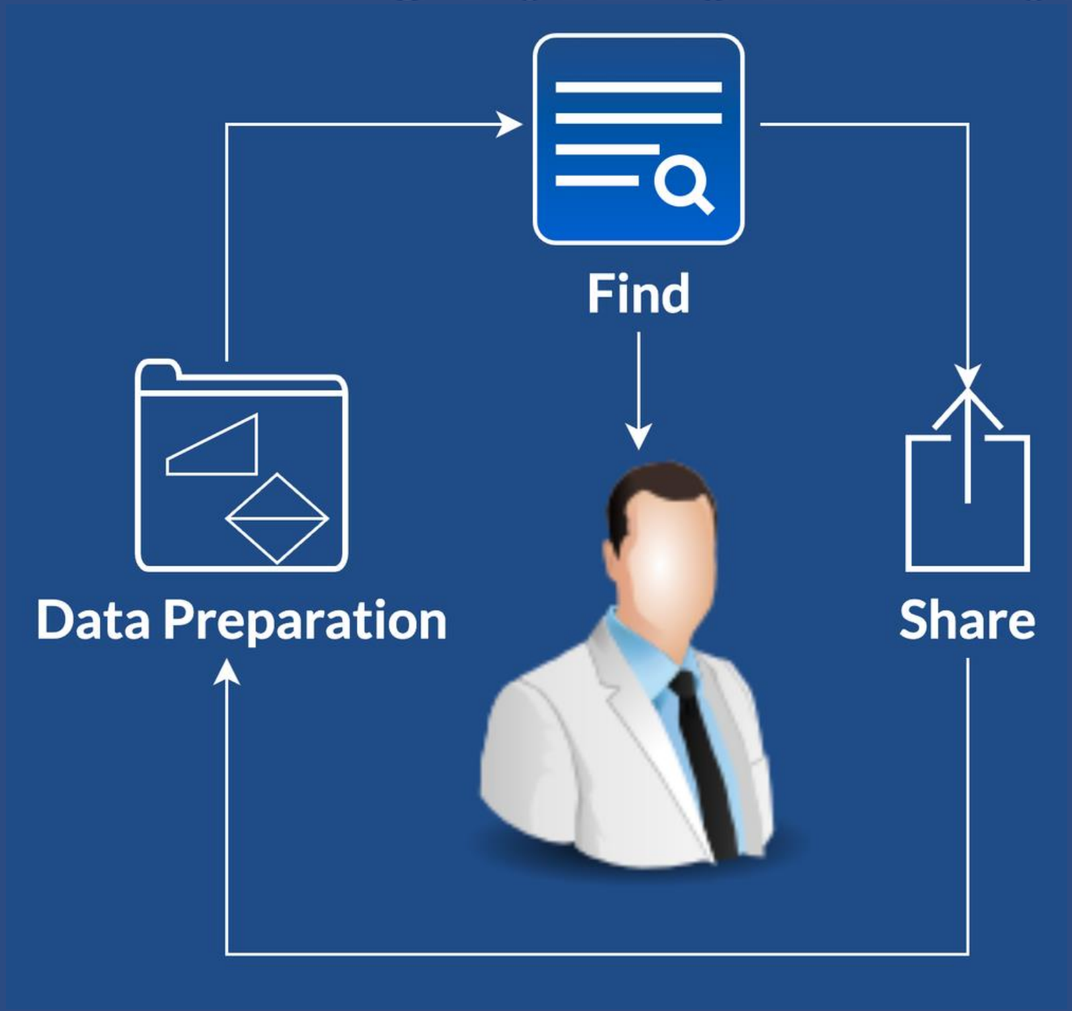


Oracle Analytics

Complete Analytics Platform

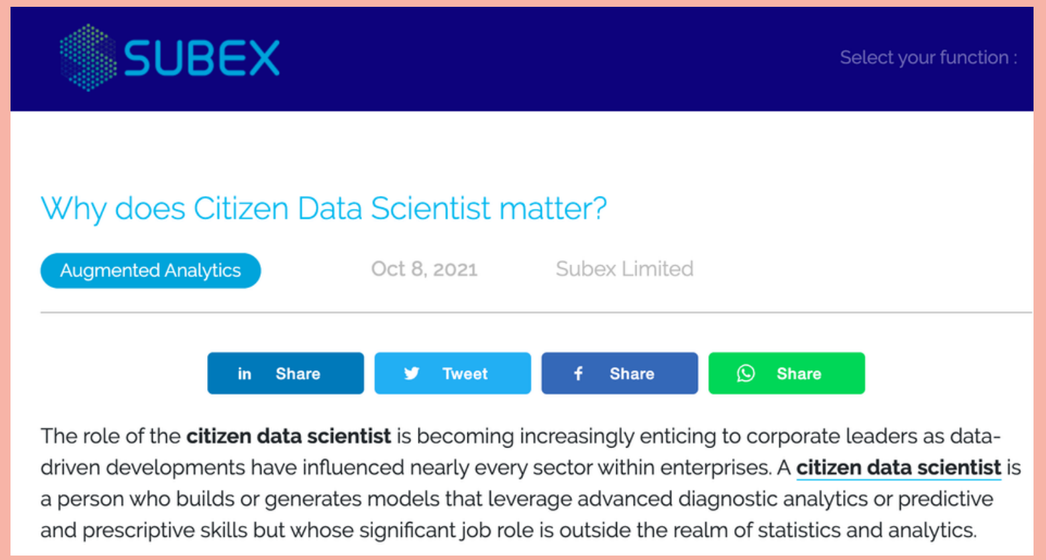


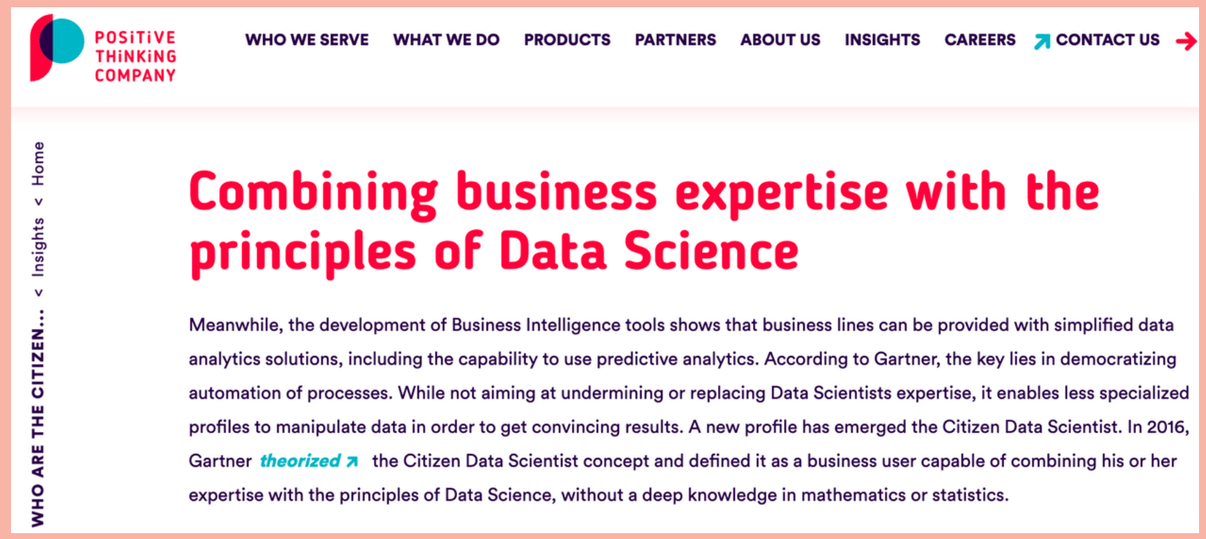
Citizen Data Scientists



"Combining Business Expertise with the principles of Data Science"

Their Benefits





Advanced Analytics Capabilities

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

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

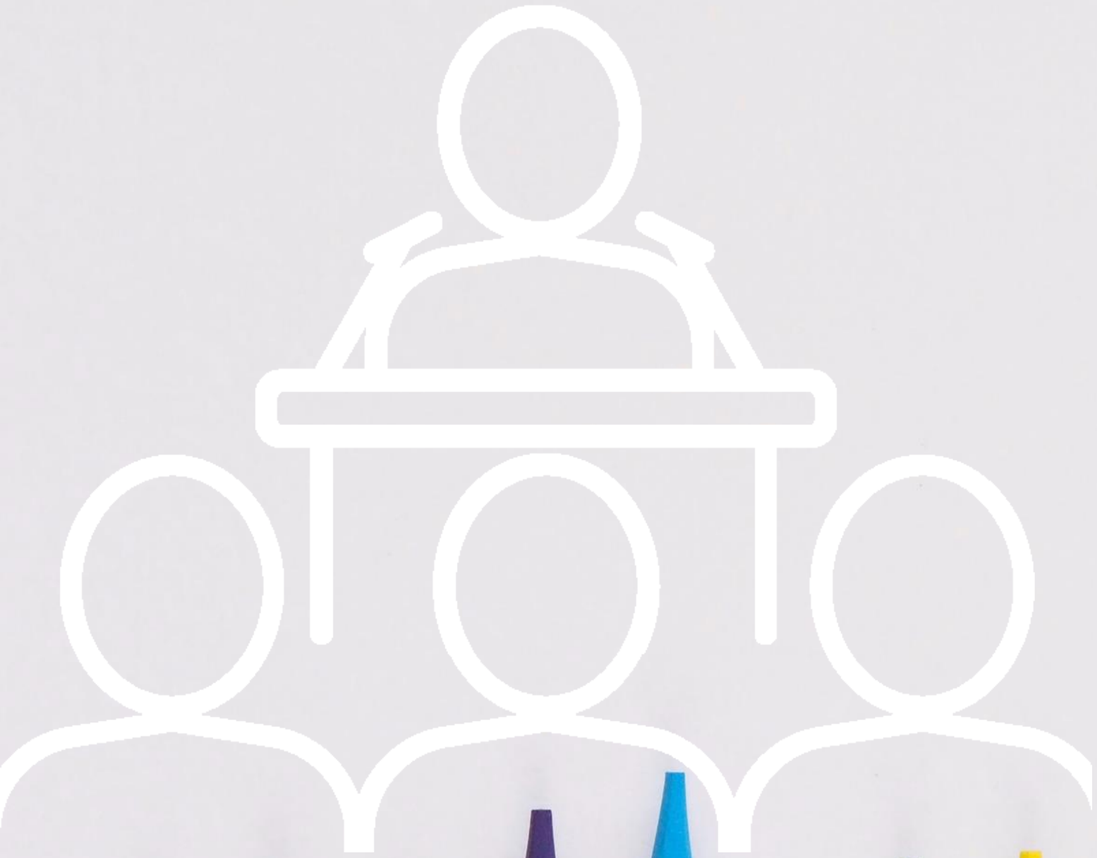
Advanced Analytics Capabilities

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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Thank you for attending

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