



ANALYTICS AND DATA

TechCasts

Unlocking Insights: Mastering Data Storytelling with Oracle Analytics

Philip Godfrey

Future & Past TechCasts:



Nov 7th

Gimme a Vector, Victor:
Leveraging Vector
Datatypes for Practical
Generative AI Applications

Presented by **Jim Czuprynski**



Nov 21st

Backup, Cloning and
DR for Oracle
Analytics Cloud

Presented by **Jason Lester**



Dec 12th

Unlocking Insights: Mastering Data
Storytelling with Oracle Analytics

Presented by **Philip Godfrey**

TechCast Archive

2024	2023	2022	2021	2020	2019
Date	Title	Presenter(s)		Replay	Download(s)
Nov 7	Gimme a Vector, Victor: Leveraging Vector Datatypes for Practical Generative AI Applications	Jim Czuprynski		Video	Slides
Oct 17	Our Favorite New Features in OAC	Dan Vlami, Wayne Van Sluys, Cathye Pendley, Tim Vlami, Mystery Guest: Gautam Pisharam		Video	Slides
Oct 3	Harnessing Oracle GoldenGate 23ai with AI Automation: A New Era of Intelligent Monitoring, Building, and Diagnostics	Bobby Curtis		Video	Slides
Sept 19	Discovering Oracle Fusion Data Intelligence	Peter Koutroubis & Jai Gangwani		Video	Slides
Sept 5	Oracle CloudWorld 2024 Session Analysis and Expert Agenda Recommendations	Roger Cressey, Dan Vlami, Jim Czuprynski, Tim Vlami, Cathye Pendley		Video	Slides
Aug 22	Our Favorite Features of OAC	Dan Vlami, Tim Vlami, Cathye Pendley, & Oracle Analytics Mystery Guest		Video	Slides

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



Let's Connect



Website

<http://andouc.org/>



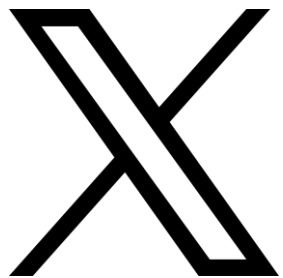
Chat with the Experts

<https://bit.ly/Join-ANDOUC-Slack>



Watch Previous TechCasts

<https://bit.ly/3qmGgHN>



@AnalyticAndData



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



<https://www.linkedin.com/company/analytics-and-data-oracle-user-community>



Spatial + Graph SIG
bit.ly/Spatial-Graph-LinkedIn

ORACLE

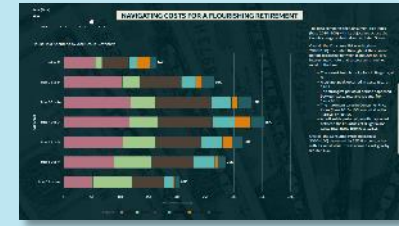
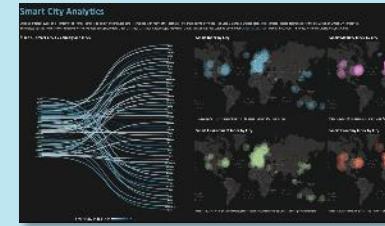
The Oracle Analytics

Data Visualization Challenge 2025

Get recognized for your Oracle Analytics skills!

Running February 3rd – 28th 2025

Registration open NOW





Save the Date
Analytics and Data
Summit 2025



*Registration is
now open!*

April 8-10, 2025
Oracle Conference Center
Redwood Shores, California

www.andouc.org/analytics-and-data-summit-2025/

ORACLE®



Vertice

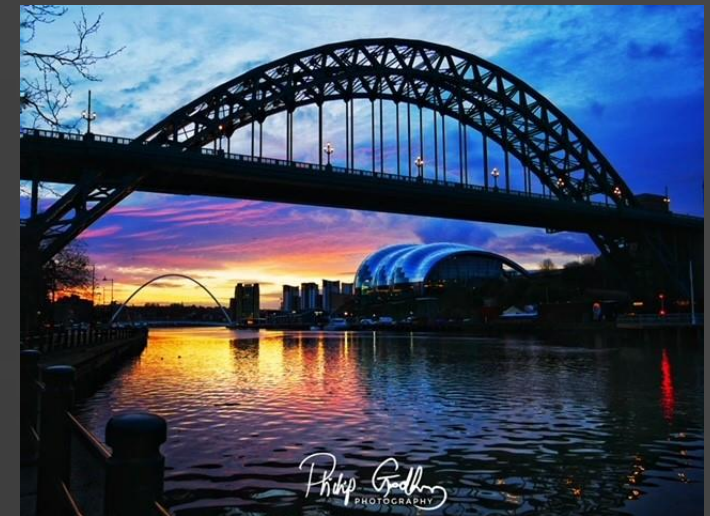
Unlocking Insights: Mastering Data Storytelling with Oracle Analytics

By: Phil Godfrey

Introductions

Bio




- Principal Data Analytics & AI Consultant at Vertice.
- Over 10 years' experience working with data across various business sectors including finance, HR and healthcare.
- Data Science & Machine Learning experience across roles in Vertice and NHS Business Services Authority.
- Oracle ACE Associate.
- Outside of work I'm a keen photographer and set-up a photography business in January 2021.
- <https://www.etsy.com/shop/pgodfreyphotography>



Who We Are



Customer.
Data.
Solutions.

Oracle Cloud Managed Service Provider (CMSP)	Oracle Cloud World Firsts in 2016, 2017 and 2022 on OCI	Successive, Multiple Oracle Global Excellence Awards	 <p>Successfully Delivering Oracle Expert Services Since 2010</p>
2023 Oracle Europe West Cloud/Tech Partner Award Innovation	 Oracle UK & Ireland Autonomous Database Partner of the Year 2020	 Successive, Multiple Oracle UK & Ireland Partner of the Year Awards	 Founded in 2010 All Oracle Practitioners

Engage the Customer. Enhance the Data. Enable the Solutions.

What We Do



DATA TRANSFORMATION

- Data Analytics
- New Data Platform
- Oracle Financial Services Analytical Applications
- Data Lakehouse
- Data Warehouse
- Data Mesh

DATA DIGITAL SERVICES

- AI, ML, Data Science
- Cloud Native
- Apps Modernisation Enablement
- DevOps and ML Ops



ORACLE



DATA PLATFORM

- Cloud Strategy
- Multi-Cloud (OCI, Azure & AWS)
- Hybrid Deployment
- Cloud@Customer (ExaC@C)
- SaaS Integration

DATA MODERNISATION

- Technology Debt
- Client Modernisation
- Database Consolidation
- Cloud Back-up / DR
- *Cyber Security (Partner)*

Aim

- Explain and demonstrate

What is Data Storytelling

Why it's important

How Oracle Analytics can help



Definition

Data storytelling is the art of transforming complex data sets into compelling narratives that resonate with audiences.

The 3 components of data storytelling



1. Data



The data set is the base of a data story.



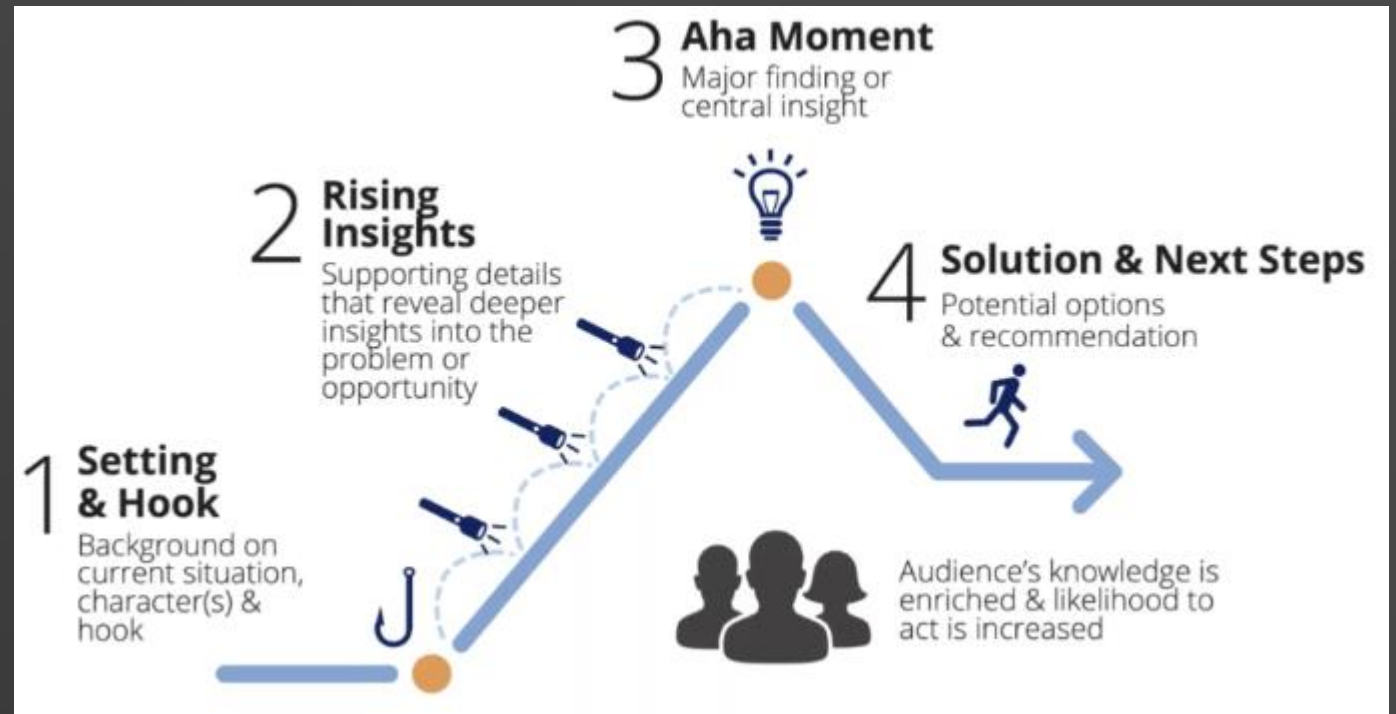
Data presented on its own rarely communicates meaning for itself.



The storyteller gathers accurate data and analysis from other research, surveys, charts, graphs and dashboards.

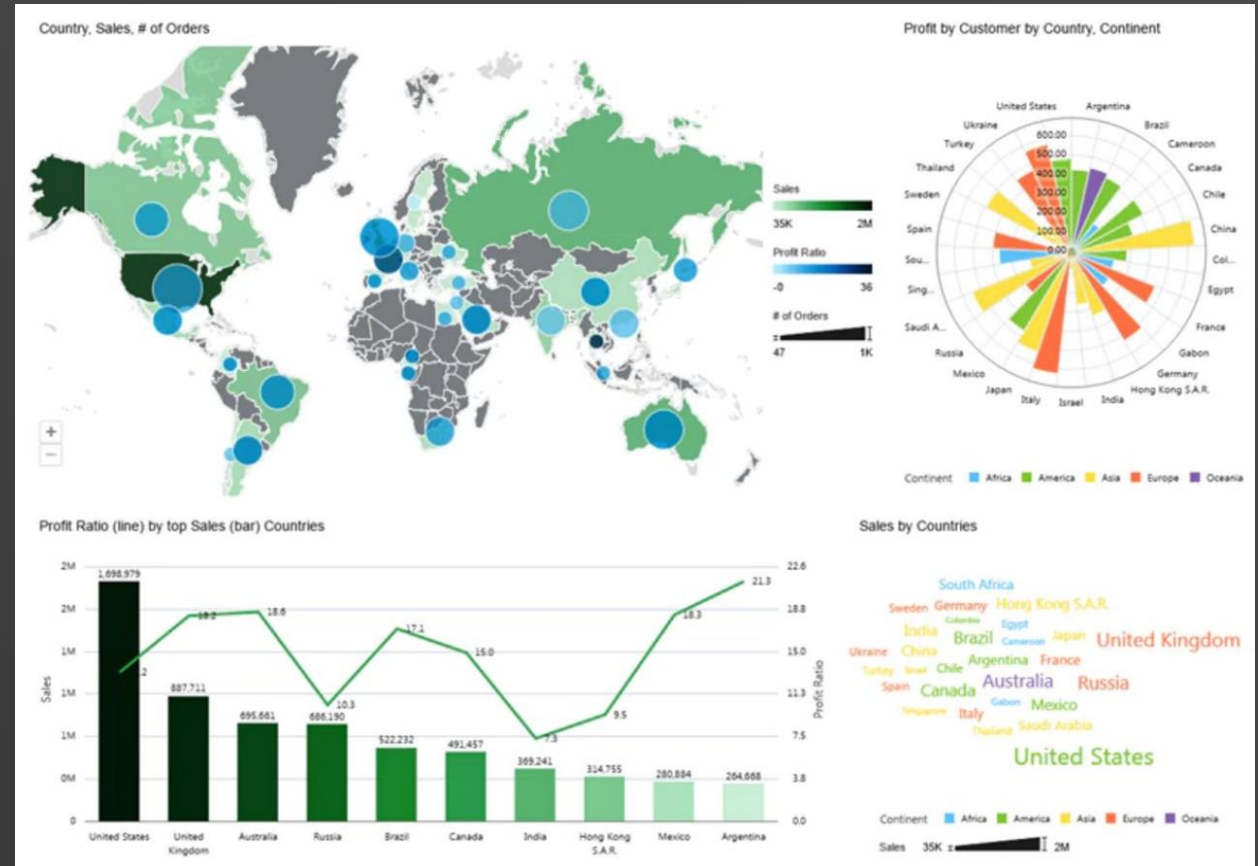
2. Narrative

- This is a verbal or written storyline that uses **data to communicate insights** effectively.
- The narrative should be within the context of the data.
- Provide a clear explanation of what the data means and its importance.



3. Visualisations

- Representations of the data (and the narrative).
- Are used to communicate the story more clearly.
- Visualizations include graphs, charts, diagrams, videos and photos.



DATA



SORTED



ARRANGED



PRESENTED VISUALLY



EXPLAINED WITH A STORY



Data

- Hundreds of Lego pieces, unordered and messy.
- It needs to be sorted and arranged to help create the narrative.

Narrative

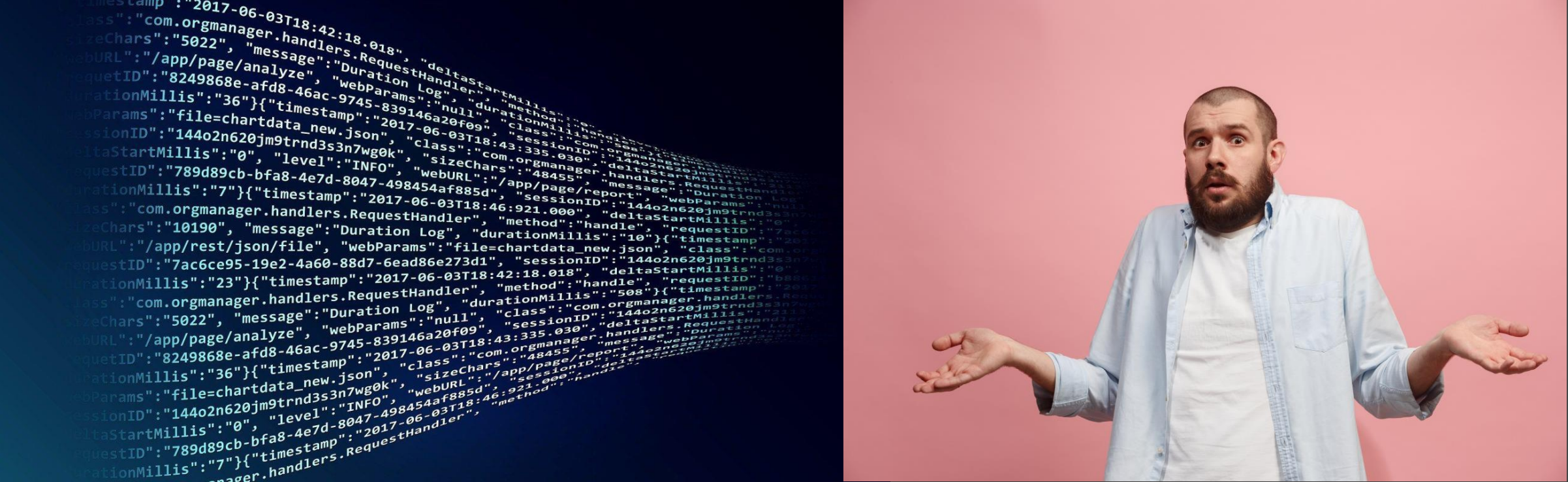
- Hundreds of Lego pieces can feel overwhelming, but when you add in some order, you can understand the pieces (data) you have to work with and can start to be creative to build a story.

Visualisation

- In our example it's a graphic, but in business terms could be a graphic, dashboard, charts, with a key takeaway (data storytelling)

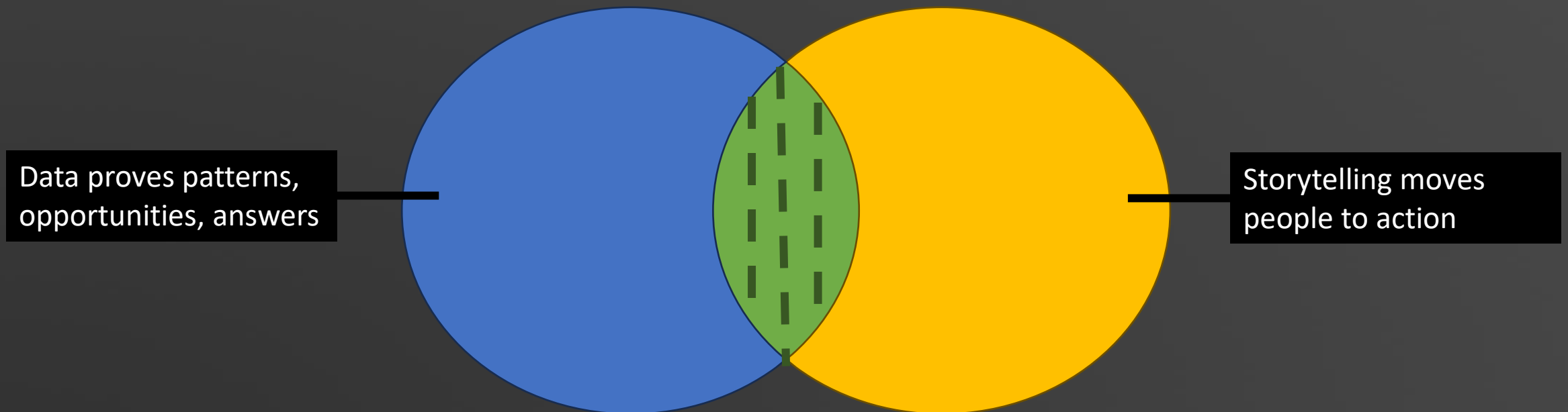
5 reasons why Data Storytelling is important?

1: Data presented on its own rarely communicates meaning for itself



2: Data and Narrative are sweet-talkers for change

- The point of sharing findings from data is to move from **identifying a problem or opportunity** toward a **resolution or action**.



3: Data stories emphasize key insights

- Highlighting important findings.
- Ensuring they stand out and resonate with the audience.

4: Help foster information retention

- Increases memorability of data through storytelling techniques.
- Aids long-term retention of information.



5: Data stories compliment automated, augmented insights

- Analytics solutions includes a rich set of features to help:
 - Streamlined AI
 - Automation
 - Machine learning capabilities

Data Storytelling with Oracle Analytics

Streamlines the process of **transforming raw data** into **engaging stories** that drive informed decision-making.

Disney Review Data

- Includes 42,000 reviews posted by visitors on Trip Advisor.
- Dataset is freely available.
- Can be downloaded [here](#)

A screenshot of the Kaggle dataset page for 'Disneyland Reviews'. The page shows the dataset title, a description, and a list of column descriptions. The dataset includes 42,000 reviews of 3 Disneyland branches (California, Hong Kong, and Paris) posted by visitors on Trip Advisor. The page also displays the dataset's usability (10.00), license (CC0: Public Domain), and expected update frequency (Annually). The dataset is tagged with 'Business', 'Tabular', 'Data Visualization', and 'Ratings and Reviews'.

Disneyland Reviews
Reviews and Ratings of 3 Disneyland branches - California, Hong Kong and Paris

About Dataset

The dataset includes 42,000 reviews of 3 Disneyland branches - Paris, California and Hong Kong, posted by visitors on Trip Advisor.

Column Description:

1. Review_ID: unique id given to each review
2. Rating: ranging from 1 (unsatisfied) to 5 (satisfied)
3. Year_Month: when the reviewer visited the theme park
4. Reviewer_Location: country of origin of visitor
5. Review_Text: comments made by visitor
6. Disneyland_Branch: location of Disneyland Park

Usability 10.00

License CC0: Public Domain

Expected update frequency Annually

Tags Business Tabular Data Visualization Ratings and Reviews NLP

The 3 components of data storytelling

1
Data



2
Narrative



3
Visualisation



Oracle Analytics: Data Recommendations

Oracle Analytics Cloud (OAC) incorporates powerful data preparation capabilities that enables Data Storytelling.

Data Preparation: Recommendation

Provides a list of in-built data recommendations which can enrich our dataset.

This can include **exploding dates** into days / months / quarters / weekends etc or adding **geo-spatial features** such as Longitude and Latitude coordinates.

The screenshot displays the Oracle Analytics Cloud interface for a dataset named 'Disney Review Data'. The main view shows a table with columns: Review_ID, Rating, Year_Month, Reviewer_Location, and Review_Text. A bar chart is visible above the table, showing the distribution of Review_ID values. A 'Recommendations (19)' panel on the right lists various enrichment options, such as 'Enrich Reviewer_Location with bo2', 'Enrich Reviewer_Location with bo1', and 'Enrich Reviewer_Location with bo3'. A large grey arrow points from the 'Recommendations' panel to the main table view, indicating the application of a recommendation. The table view shows a list of reviews with their respective ratings, dates, and locations. A 'Results' panel on the left shows the current state of the data, including a bar chart and a table of results.

Oracle Analytics: Data Recommendations

New Dataset

Enrich Reviewer_Location with currency_name - From Recommendation *

Search

Add disneyland review de...
Uploaded from disneylan...

Enrich Reviewer_Locatio...
Reviewer_Location_curre...

Results +
All steps combined

Review_ID	Rating	Year_Month	Reviewer_Location	Reviewer_Loc...	Review_Text
646,789,370	5	2024-03	United Kingdom	Pound	Coming off season is definitely the best time to visit disney. The longest we queued i...
646,717,484	5	2024-03	United Kingdom	Pound	Just returned from a 4 night stay with my family, at first we was disappointed that th...
646,480,556	5	2024-03	Australia	Dollar	What can I say!No words to describe just how good our visit was here My kids had a b...
646,132,861	5	2024-03	Ireland	Euro	Where do I start... This was our second trip with young kids. As it was our 2nd trip we...
646,063,191	5	2024-03	United Kingdom	Pound	Went here for 3 days just after new new year and had an awesome time. Took 3 child...
646,016,396	5	2024-03	Australia	Dollar	All I can say is : be prepared to have your mind blown away. Absolutely jaw dropping a...
645,985,962	4	2024-03	Greece	Euro	Went there with my wife and 3 children and had a BLAST! the place is all about drivin...
645,849,892	1	2024-03	Australia	Dollar	After having a wonderful time 20 years ago in Disney Anaheim, our expectations wer...
645,670,020	1	2024-03	Belgium	Euro	It seems Disneyland Paris is going downhill fast. It was our fifth visit to the park and I...
645,399,345	4	2024-03	France	Euro	I recently visited Disneyland Paris with my girlfriend we found it very easy to find by ...
645,381,219	3	2024-03	Netherlands	Euro	The park is divided by two... disneyland park and movie park. You have to pay separat...
645,378,265	3	2024-03	Australia	Dollar	This is by far the worst Disney park I have been to (compared to Anaheim, Tokyo Lan...
645,347,863	1	2024-03	Belgium	Euro	Too bloody expensive. 107 ticket for a day ticket. Queues of 2 hours for buzz lightn...
645,052,951	5	2024-03	United Kingdom	Pound	Disneyland Paris is an amazing place to spend the entire day with your family and fri...
644,989,080	3	2024-03	United States	Dollar	I went to Disneyland Paris having read the reviews and tend to agree with some of th...
644,827,712	4	2024-03	United Kingdom	Pound	We really love going here and seeing a good offer for the New Year thought it would ...
644,731,600	4	2024-03	Germany	Euro	Went there to enjoy the spirit of a Disney Park , but every year lines are worst , the Di...
644,582,196	1	2024-03	United Kingdom	Pound	What a dump this place is. From the disgusting toilets, to the other visitors just smok...
644,368,897	2	2024-03	United Kingdom	Pound	So a few people have asked me : how does Disneyland Paris compare to Disney World ...
644,082,959	5	2024-03	United Kingdom	Pound	So first thing first it s comparing DLP to DW won t work as they are different in pur...
644,077,526	5	2024-03	United Kingdom	Pound	Waited for sometime to get a good deal for Disneyland Paris. We decided on booking ...
644,008,702	5	2024-03	United States	Dollar	Rang in the New Year at the special party fireworks amazing parade amazing The p...
643,886,309	5	2024-03	United States	Dollar	Really worth the visit for Disney Enthusiasts. We have visited all but the Hong Kong p...
643,855,811	2	2024-03	France	Euro	Came to have a Disney weekend. Stayed at a hotel nearby and enjoy their free shutte...
643,599,539	1	2024-03	United States	Dollar	My 17 year old had never been to Disneyland (I have been to the Americas and Japane...
642,860,119	3	2024-03	France	Euro	As a fan of theme parks you would have thought Disney would set the standard but ...
642,773,561	2	2024-03	United States	Dollar	So disappointed in my experience. :(I will preface this review by saying I am a HUGE ...
607,633,252	4	2024-03	United States	Dollar	To be honest it rained nearly all day, if the weather was better I'm sure my overall imp...
606,756,800	5	2024-03	Singapore	Dollar	Awesome attractions that blew my mind away. The attraction is filled with amazing ri...
605,808,902	5	2024-03	United States	Dollar	Took some family to park for their first time at a Disney park. They loved it and it was...

This column contains 100% unique values.

Reviewer_Location (17)

- Enrich Reviewer_Location with iso2
- Enrich Reviewer_Location with iso3
- Enrich Reviewer_Location with iso numeric
- Enrich Reviewer_Location with fips
- Enrich Reviewer_Location with country_name
- Enrich Reviewer_Location with capital
- Enrich Reviewer_Location with square_km
- Enrich Reviewer_Location with population
- Enrich Reviewer_Location with continent
- Enrich Reviewer_Location with tid
- Enrich Reviewer_Location with currency_abbr
- Enrich Reviewer_Location with phone_country_code
- Enrich Reviewer_Location with postal_code_format
- Enrich Reviewer_Location with postal_code_regex
- Enrich Reviewer_Location with languages
- Enrich Reviewer_Location with geonameid
- Enrich Reviewer_Location with neighboring_countries

Reviewer_Location

Name Reviewer_Loc...

Treat As Attribute

Data Type Text

Data Prep can be iterative...

The screenshot displays a data management interface for a 'Disneyland Review Demo dataset'. The main area shows a table with columns: Review_ID, Rating, Year, Month, Reviewer_Location, Reviewer_Lo..., Reviewer_Lo..., and Review_Text. The Reviewer_Location column is currently selected, showing a dropdown menu with various countries and their corresponding currencies. The Review_Text column contains a message: 'This column contains 100% unique values'. On the right side, there is a list of enrichment suggestions, such as 'Enrich Reviewer_Location with iso2', 'Enrich Reviewer_Location with iso3', etc. The interface also includes a sidebar with search and transformation options, and a top navigation bar with buttons like 'formatting', 'edit definition', and 'create workbook'.

Review_ID	Rating	Year	Month	Reviewer_Location	Reviewer_Lo...	Reviewer_Lo...	Review_Text
646,788,376	5	2024-03	05	United Kingdom	GBP	Pound	Coming off season is definitely the best time to visit Disney. The longest we queued...
646,717,484	5	2024-03	05	United Kingdom	GBP	Pound	Just returned from a 4 night stay with my family, at first we was disappointed that th...
646,480,556	5	2024-03	05	Australia	AUD	Dollar	What can I say!o words to describe just how good our visit was here. My kids had a b...
646,132,861	5	2024-03	05	Ireland	EUR	Euro	Where do I start... This was our second trip with young kids. As it was our 2nd trip w...
646,083,181	5	2024-03	05	United Kingdom	GBP	Pound	Went here for 3 days just after new new year and had an awesome time. Took 3 child...
646,030,196	4	2024-03	05	Australia	AUD	Dollar	All I can say is I be prepared to have your mind blown away. Absolutely jaw dropping a...
645,985,962	6	2024-03	05	Greece	EUR	Euro	Went there with my wife and 3 children and had a BLAST! the place is all about drin...
645,840,892	1	2024-03	05	Australia	AUD	Dollar	After having a wonderful time 20 years ago in Disney Anaheim, our expectations wer...
645,676,026	1	2024-03	05	Belgium	EUR	Euro	It seems Disneyland Paris is going downhill fast. It was our fifth visit to the park and...
645,399,345	4	2024-03	05	France	EUR	Euro	I recently visited Disneyland Paris with my girlfriends we found it very easy to find by ...
645,381,219	3	2024-03	05	Netherlands	EUR	Euro	The park is divided by two, disneyland park and movie park. You have to pay separat...
645,378,265	3	2024-03	05	Australia	AUD	Dollar	This is by far the worst Disney park I have been to (compared to Anaheim, Tokyo Lan...
645,347,883	1	2024-03	05	Belgium	EUR	Euro	Too bloody expensive. 107 ticket for a day ticket. Queues of 2 hours for buzz lightn...
645,082,951	5	2024-03	05	United Kingdom	GBP	Pound	Disneyland park is an amazing place to spend the entire day with your family and fri...
644,989,000	3	2024-03	05	United States	USD	Dollar	I went to Disneyland Paris having read the reviews and tend to agree with some of th...
644,827,712	4	2024-03	05	United Kingdom	GBP	Pound	We really love going here and seeing a good offer for the new year thought it would...
644,731,680	6	2024-03	05	Germany	EUR	Euro	Went there to enjoy the spirit of a Disney Park, but every year lines are horst, the Di...
644,582,196	1	2024-03	05	United Kingdom	GBP	Pound	what a dump this place is. from the disgusting toilets, to the other visitors just smok...
644,506,897	2	2024-03	05	United Kingdom	GBP	Pound	So a few people have asked me how does Disneyland Paris compare to Disney World ...
644,082,599	5	2024-03	05	United Kingdom	GBP	Pound	so first thing first it is comparing CLP to PLN work as they are different in pur...
644,077,826	5	2024-03	05	United Kingdom	GBP	Pound	Visited for sometime to get a good deal for Disneyland Paris. We decided on bookin...
644,008,703	5	2024-03	05	United States	USD	Dollar	Rang in the New Year at the special party. Fireworks amazing, parade amazing. The p...
643,886,349	5	2024-03	05	United States	USD	Dollar	Really worth the visit for Disney Enthusiasts. We have visited all but the Hong Kong p...
643,858,811	3	2024-03	05	France	EUR	Euro	Came to have a Disney weekend. Stayed at a hotel nearby and enjoy their free shuttle...
643,509,698	1	2024-03	05	United States	USD	Dollar	My 17 year old had never been to Disneyland (I have been to the American and Japane...
642,860,139	5	2024-03	05	France	EUR	Euro	As a fan of theme parks you would have thought Disney would set the standard. But...
642,778,561	2	2024-03	05	United States	USD	Dollar	So disappointed in my experience. I will preface this review by saying I am a HUGE ...
642,633,253	4	2024-03	05	United States	USD	Dollar	To be honest it rained nearly all day if the weather was better I'm sure my overall imp...
640,756,800	5	2024-03	05	Singapore	SGD	Dollar	Awesome attractions that blew my mind away. The attraction is filled with amazing r...
640,808,902	5	2024-03	05	United States	USD	Dollar	Took some family to park for their first time on a Disney park. They loved it and it was...
640,664,890	3	2024-03	05	India	INR	Rupee	It is a very huge game cum theme park, so if you are traveling with cute little ones m...
641,066,641	3	2024-03	05	Malaysia	MYR	Ringgit	Visited this theme park on 26.02.19. Overall, it was okay, nothing spectacular. I have...

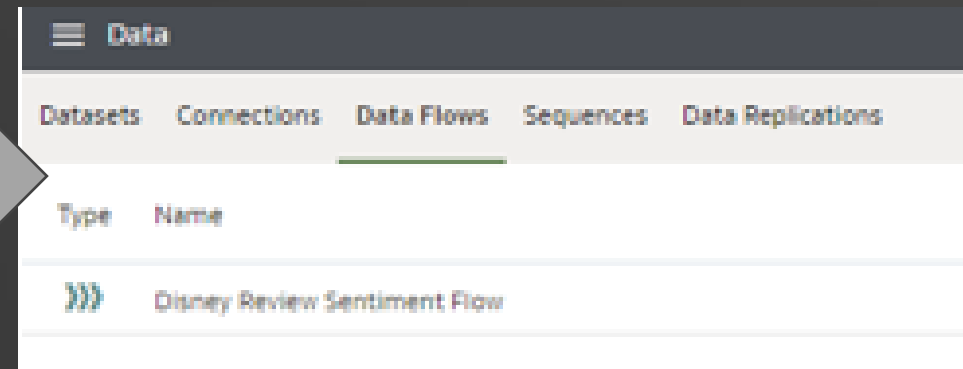
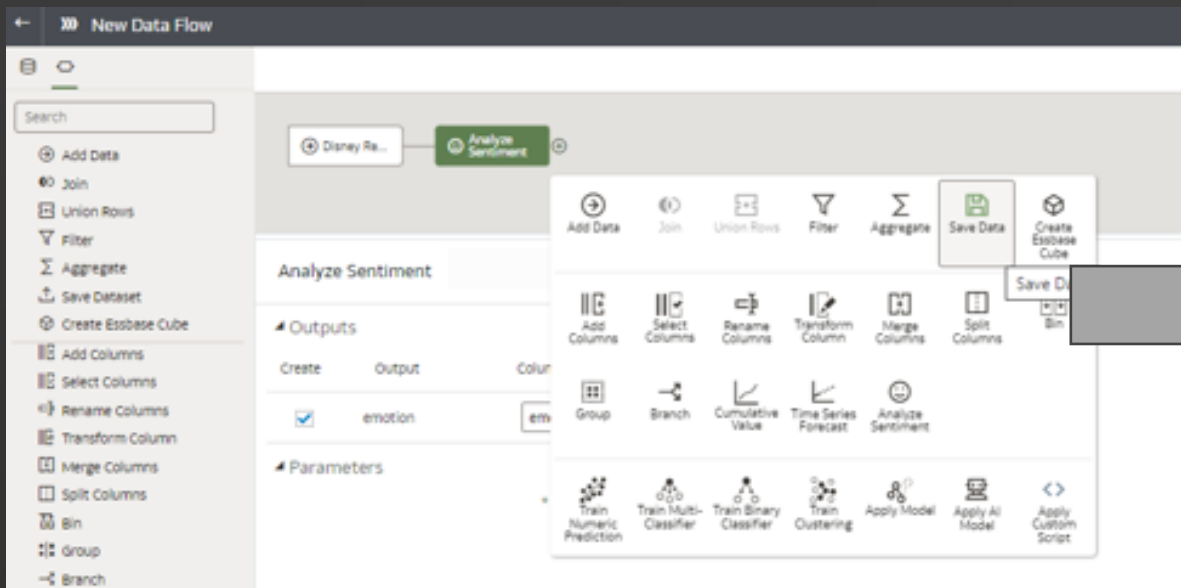
Oracle Analytics: Data Flow

Oracle Analytics Cloud (OAC) incorporates powerful data preparation capabilities that enables Data Storytelling.

Data Preparation: Data Flow

Provides ability to create a data flow to help order, filter and enrich our dataset.

This can include **joining datasets** together, as well as **filtering / renaming columns**, and this can then be saved into a dataset once the Data Flow has been executed.



Oracle Analytics: Data Flow

Disneyland Dataflow

Search

Add Data
 Join
 Union Rows
 Filter
 Aggregate
 Save Dataset
 Create Essbase Cube
 Add Columns
 Select Columns
 Rename Columns
 Transform Column
 Merge Columns
 Split Columns
 Bin
 Group
 Branch
 Cumulative Value
 Time Series Forecast
 Analyze Sentiment
 Train Numeric Prediction
 Train Multi-Classifer
 Train Clustering
 Train Binary Classifier
 Apply Model
 Apply AI Model
 Apply Custom Script

Disneyland...
 Select Columns
 Analyze Sentiment
 Save Data

Save Dataset

Dataset Name: Demo Dataset Enriched

Dataset Table: []

Description: []

Save data to: Dataset Storage

When Run: Prompt to specify Dataset

Name	Treat As	Default Aggregation
Review_ID	Measure	Sum
Rating	Measure	Sum
Year_Month	Attribute	
Reviewer_Location	Attribute	
Reviewer_Location_currency_name	Attribute	

Review_ID	Rating	Year_Month	Reviewer_Location	Reviewer_Loc...	Review_Text	Sentiment
657216865	5	2024-05	Canada	Dollar	We were three generations in the same family attending Disneyland and all of us had ...	Positive
654984955	5	2024-05	United States	Dollar	Having visited Disneyworld in Florida several times, we were delighted to find lots of f...	Positive
659807678	5	2024-05	United States	Dollar	We have been coming to Disneyland Resort for years and big fans. My 3 year old gran...	Positive
666429983	4	2024-05	United States	Dollar	We went on a Monday. Tons of people, but we had a lot of fun. So many things to do. ...	Positive
656374685	5	2024-05	United States	Dollar	Trip with 25 High School students. All had a blast. Had my service dog with me in my ...	Positive
655909494	4	2024-05	United Kingdom	Pound	Great park, even better than Disney world! I will be back! I'm sure!! A shame some o...	Positive
659721400	4	2024-05	Germany	Euro	A classic well organized, well maintained, lots of stuff to do ... but ridiculously expens...	Negative
655667191	5	2024-05	United States	Dollar	The nice thing about this park is that it is walkable and can get to the California park l...	Negative
666830915	5	2024-05	Canada	Dollar	This was our first trip to Disneyland after many trips to BW. It did not disappoint at al...	Positive
670721950	5	2024-05	United Arab Emirates	Dirham	We've been to Disneyland Hongkong and Tokyo, so far this one is the best. We're look...	Positive
669422346	3	2024-05	United States	Dollar	After multiple visits to the original Disneyland in the states, we were so excited to me...	Positive
668690238	5	2024-05	Bosnia and Herzegovina	Marka	Trust me, you don't want to miss this. Your inner child will be forever grateful. The pa...	Positive
667019885	3	2024-05	United States	Dollar	It could be really nice, but I couldn't stand the que, too large, wait sometimes more th...	Positive
666870268	4	2024-05	United Kingdom	Pound	Managed to find an out of season deal combining accommodation, entry and full boo...	Positive
666040045	5	2024-05	Romania	Lei	Visited with 11 years old daughter. One day is not enough for both parks! Everything...	Negative
665700586	4	2024-05	United States	Dollar	Disneyland Paris was fun and I especially enjoyed the Indiana Jones roller coaster and...	Positive
665514572	1	2024-05	United States	Dollar	I've been to Disneyland & Disneyworld in the USA more than 4 times. I've been to Tok...	Negative
665347039	5	2024-05	United Kingdom	Pound	Magical place for whole family, all the attractions and characters are perfectly prepare...	Positive
664882412	4	2024-05	United Kingdom	Pound	We had a good time we stayed in the Cheyenne hotel Disneyland for four days and w...	Positive
662864232	4	2024-05	United Kingdom	Pound	The castle looks amazing as you walk in and our first stop was the dragon underwate...	Positive
662238643	4	2024-05	United Kingdom	Pound	This was my fifth visit to Disneyland Paris but the first time staying at an on site hote...	Positive
662199730	5	2024-05	United Kingdom	Pound	What an experience! I have visited Disney World in Orlando many times and love it! I...	Positive

The 3 components of data storytelling

1
Data



2
Narrative



3
Visualisation



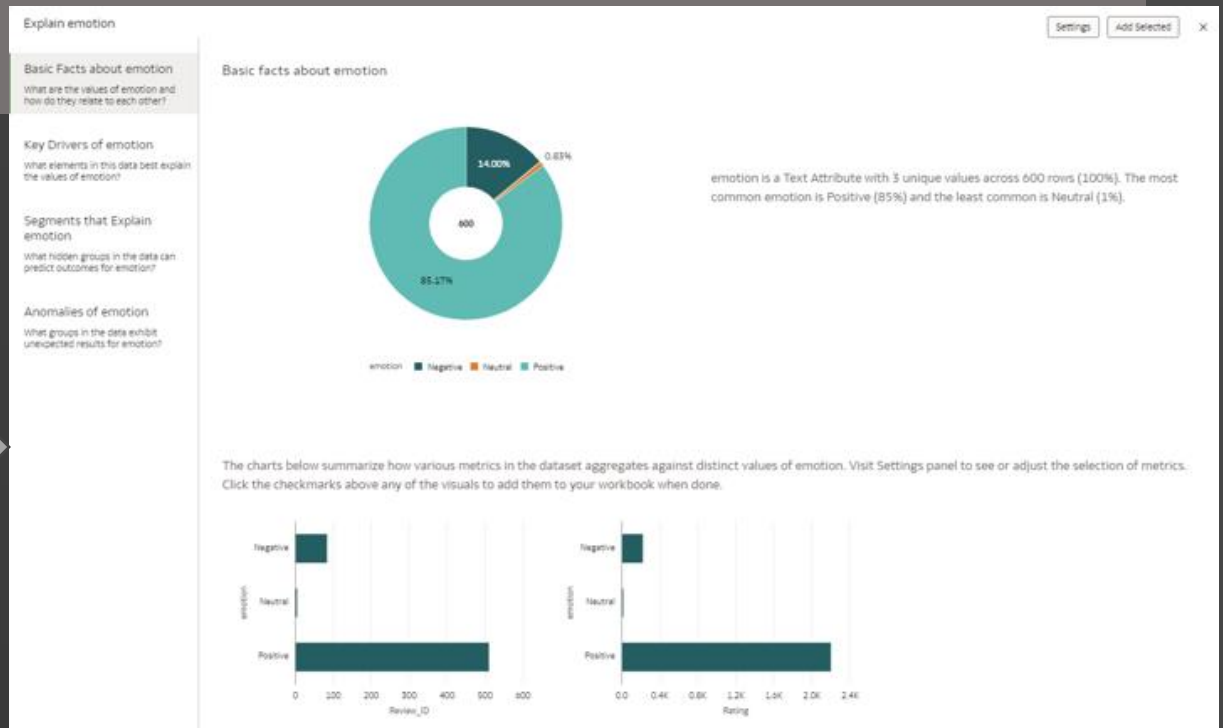
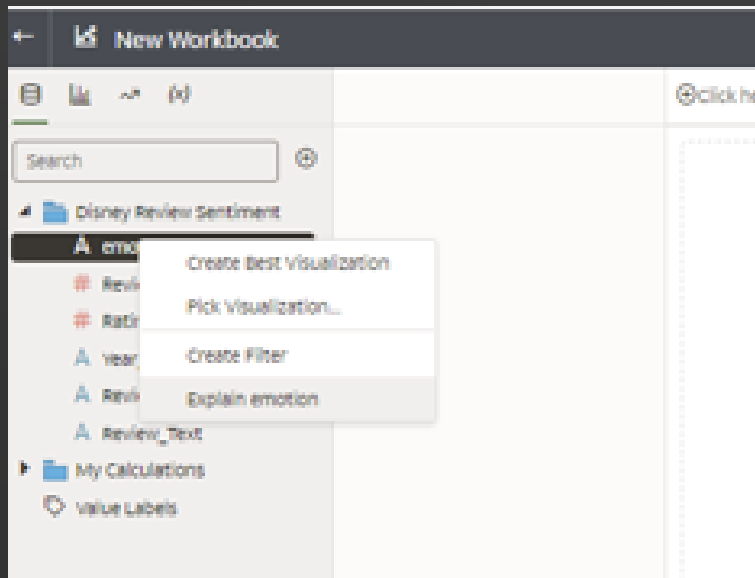
Oracle Analytics: Explain

Oracle Analytics Cloud (OAC) incorporates powerful AI capabilities that enables Data Storytelling.

Augmented Analytics: Explain

OAC leverages augmented analytics to automate data preparation, discovery, and visualization.

Right click on the field of interest and select **Explain**



Oracle Analytics: Explain

These insights are generated utilizing Machine Learning algorithms.

Out of the box, this will provide us with information on:

- **Basic Facts** – think of these as summary statistics and key insights.
- **Key Drivers** – what in the dataset is the most important features that impacts that given column.
- **Segments** – are there any segments or clusters of data that are of interest.
- **Anomalies** – are there any outliers or unusual data points that have been identified.

Oracle Analytics: Explain

The screenshot displays the 'Explain Rating' interface in Oracle Analytics. The interface is divided into several sections:

- Basic Facts about Rating:** Explains the values of rating and their relationships.
- Segments that Explain Rating:** Identifies hidden groups in the data that predict outcomes for rating.
- Anomalies of Rating:** Shows 21 combinations of 7 dimensions being analyzed. It highlights a specific anomaly: "When Year_Month is 2024-03, we expected Rating for Reviewer_Location: Philippines to be 6.09, however, it is 28.00, representing a difference of 19.91."

The main visualization is a bar chart titled 'Anomalies of Rating' showing the 'Rating' for various 'Reviewer_Location' categories. The y-axis represents the 'Rating' (0 to 80), and the x-axis lists the locations. The bars are dark blue, and a horizontal dashed line is drawn at a rating of approximately 10. The Philippines bar is significantly higher than the others, reaching a rating of 28.00.

Reviewer_Location	Rating
United States	~80
United Kingdom	~50
Australia	~35
Philippines	28.00
India	~20
Malaysia	~15
Singapore	~10
Canada	~10
China	~10
Hong Kong	~10
Taiwan	~10

At the bottom of the interface, there is a status bar indicating "Search completed" and "4 updates available" with a "Refresh View" button.

The 3 components of data storytelling

1
Data



2
Narrative



3
Visualisation



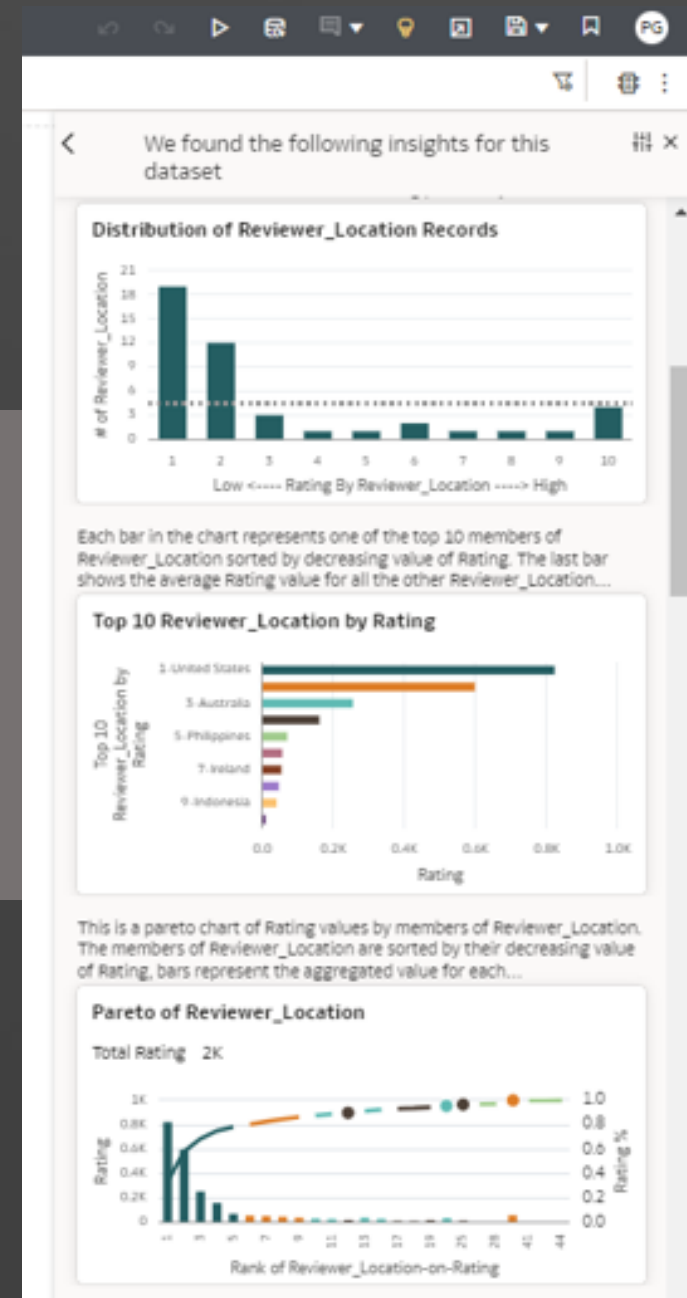
Oracle Analytics: Auto-Insights

Oracle Analytics Cloud (OAC) incorporates powerful AI capabilities that enables Data Storytelling.

Augmented Analytics: Auto-Insights

Auto-Insights is an artificial intelligence-powered feature that automatically generates insights and recommendations based on the data in a workbook.

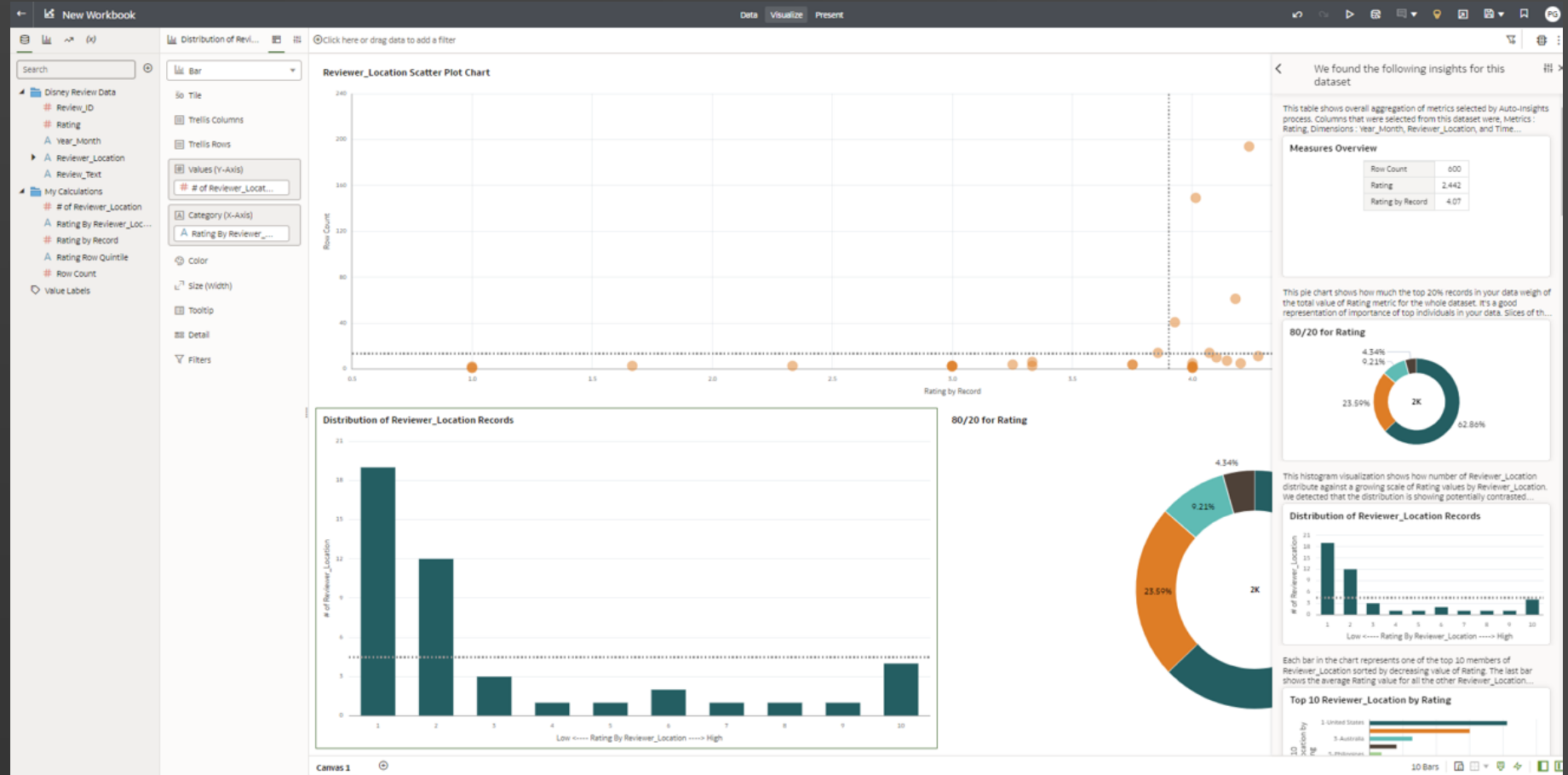
It makes use of Machine Learning algorithms to analyse data and identify patterns, trends, and correlations, and then presents the insights in a visual format.



Oracle Analytics: Auto-Insights

Oracle Analytics Cloud (OAC) incorporates powerful AI capabilities that enables Data Storytelling.

- You can add multiple visualisations to your canvas.
- Then re-position the data visualisations where you want them to help tell your data story.



Oracle Analytics: Auto-Insights

- Another helpful offering is **Auto-Insight Settings**.
- Toggle fields you are interested in (or not interested in):
 - Include / Exclude certain **types of charts**
 - Which **Attributes** you want to include
 - Which **Measures** you want to include
 - **Calculations**
 - ...
- Any columns that have been excluded by Oracle Analytics.



Auto Insights Settings

Select/Unselect the type of Auto Insights that you would like to see.

Dimensional	Heatmaps	Top Ns	Trends	Seasonality
Comparative Trends	Time Indexing	Boxplots	Distributions	Others

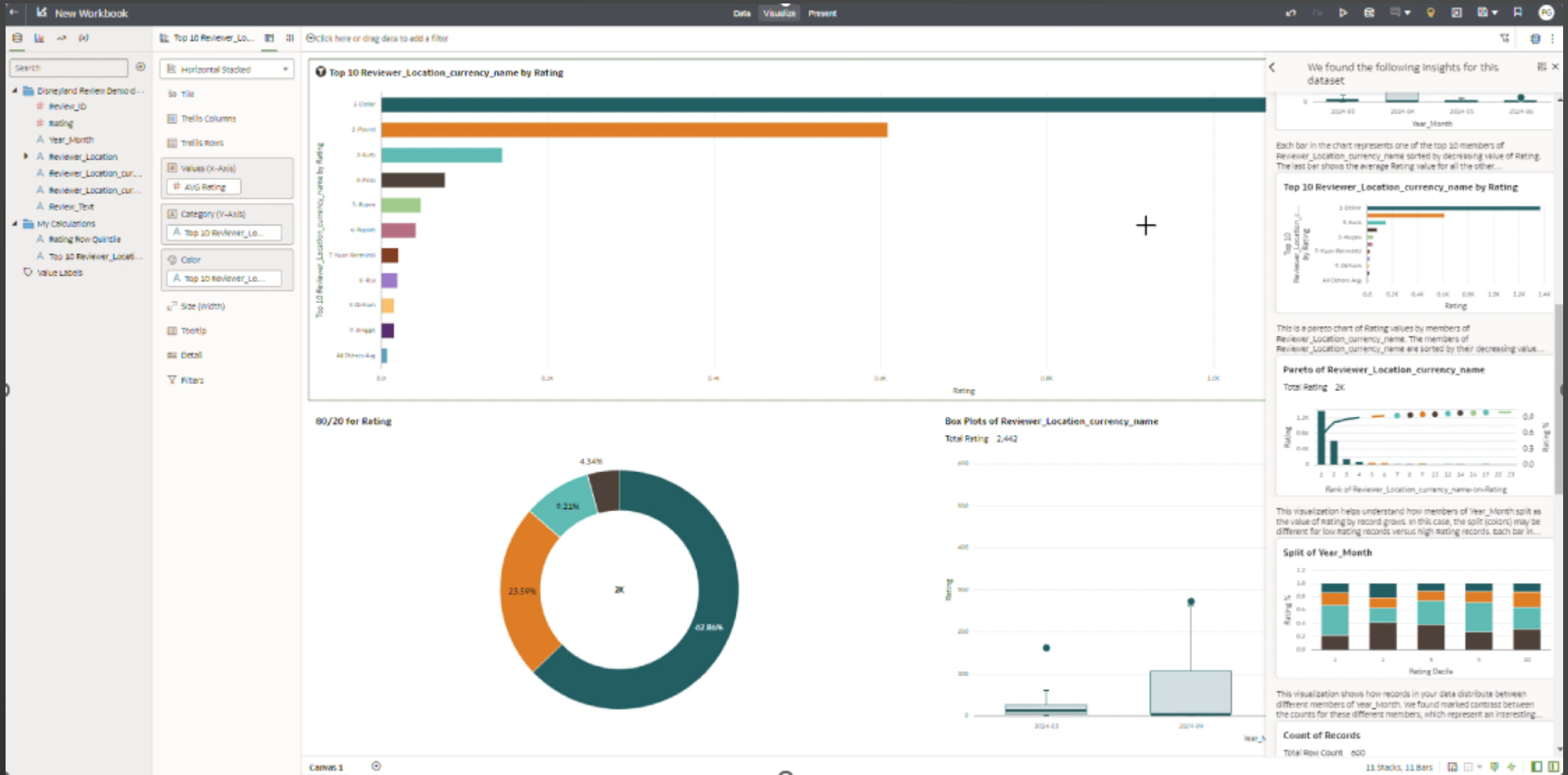
Select the columns you would like to run Auto Insights with.

- Measures (1/3 selected)
 - # Rating
- Generalized Calculations (1/1 selected)
 - # Row Count Calculations
- Time Attributes (0/1 selected)
- Small Size Attributes (1/5 selected)
Attributes with low cardinality.
 - A Year_Month
- Medium Size Attributes (1/2 selected)
- Excluded Columns
These columns are not eligible as inputs for Auto Insights.
 - # Review_ID

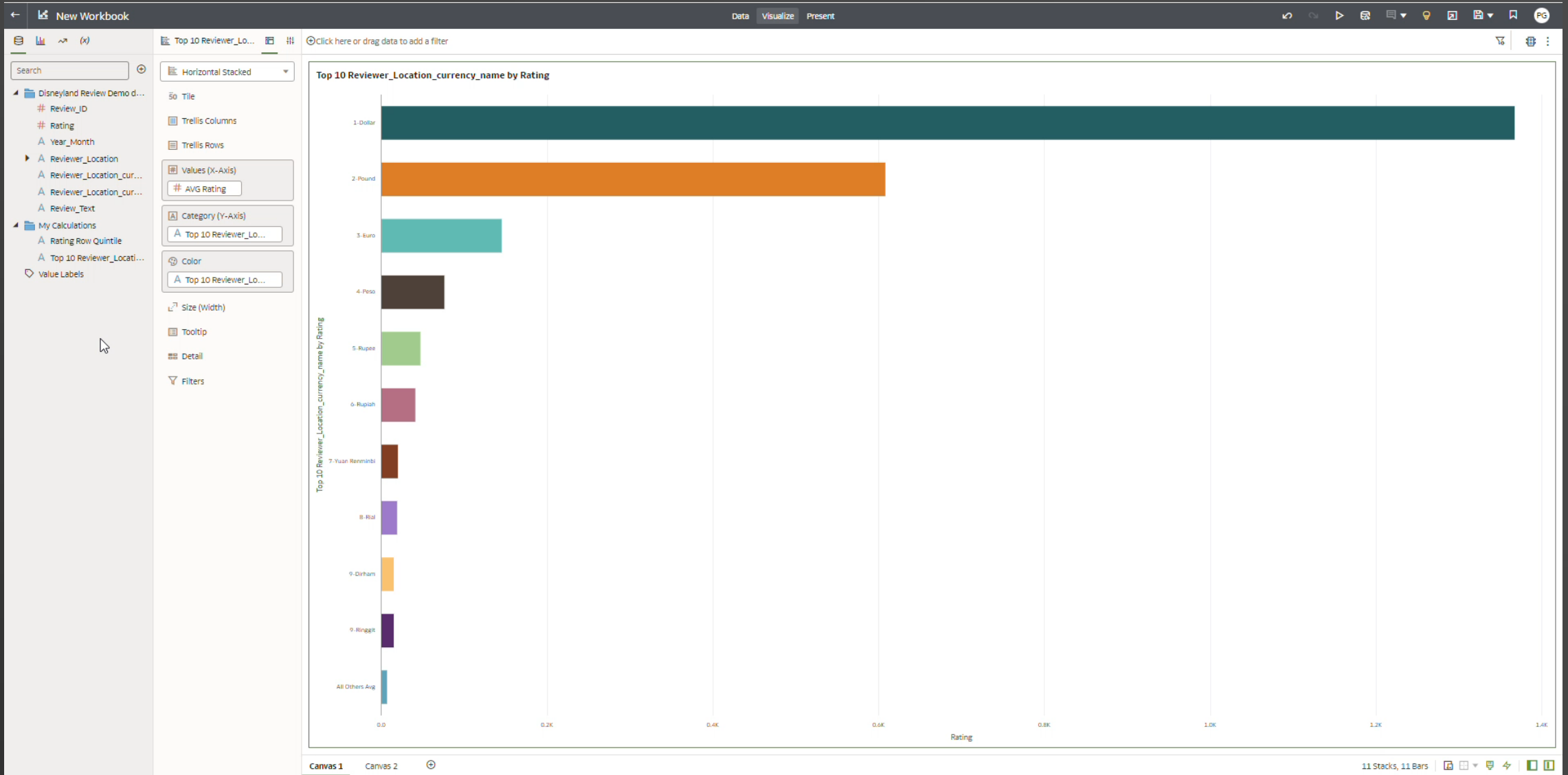
Reset to default settings

Cancel Apply

Oracle Analytics: Auto-Insights



Oracle Analytics: Custom Calculations



The 3 components of data storytelling

1
Data



2
Narrative



3
Visualisation

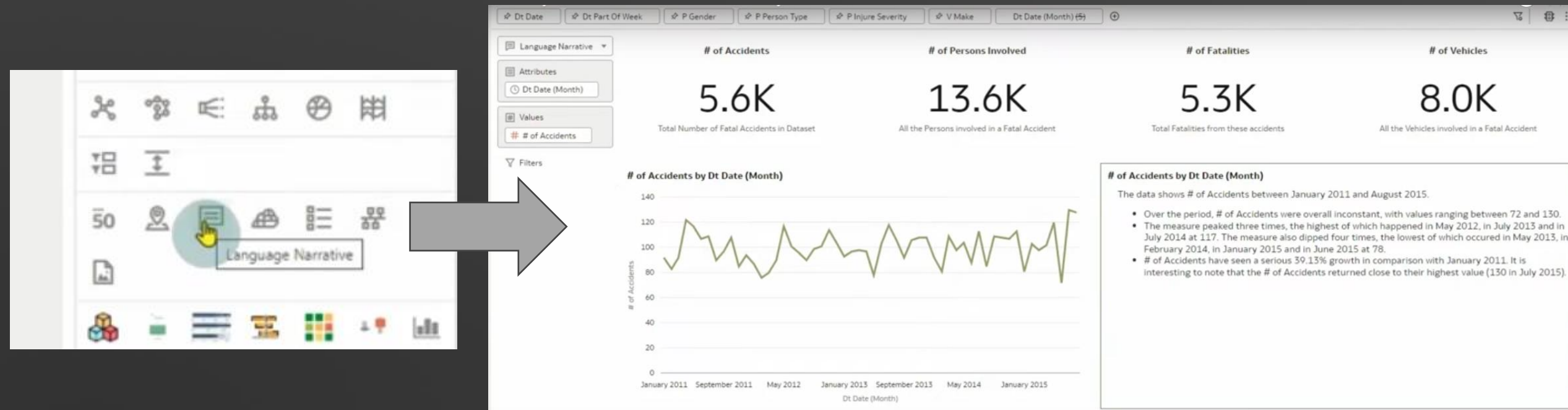


Oracle Analytics: Language Narrative

Oracle Analytics Cloud (OAC) incorporates powerful AI capabilities that enables Data Storytelling.

Machine Learning & AI: Language Narrative

OAC leverages machine learning and artificial intelligence to transform data insights into easily understandable written explanations using natural language processing.



Oracle Analytics: Language Narrative

Oracle Analytics Cloud (OAC) incorporates powerful AI capabilities that enables Data Storytelling.

Key Points

- **Level of Detail:** Sliding scale between **1** and **7**
 - 1: Short summary of visualisation
 - 4: More detailed, but easily consumed
 - 7: Lowest level of detail

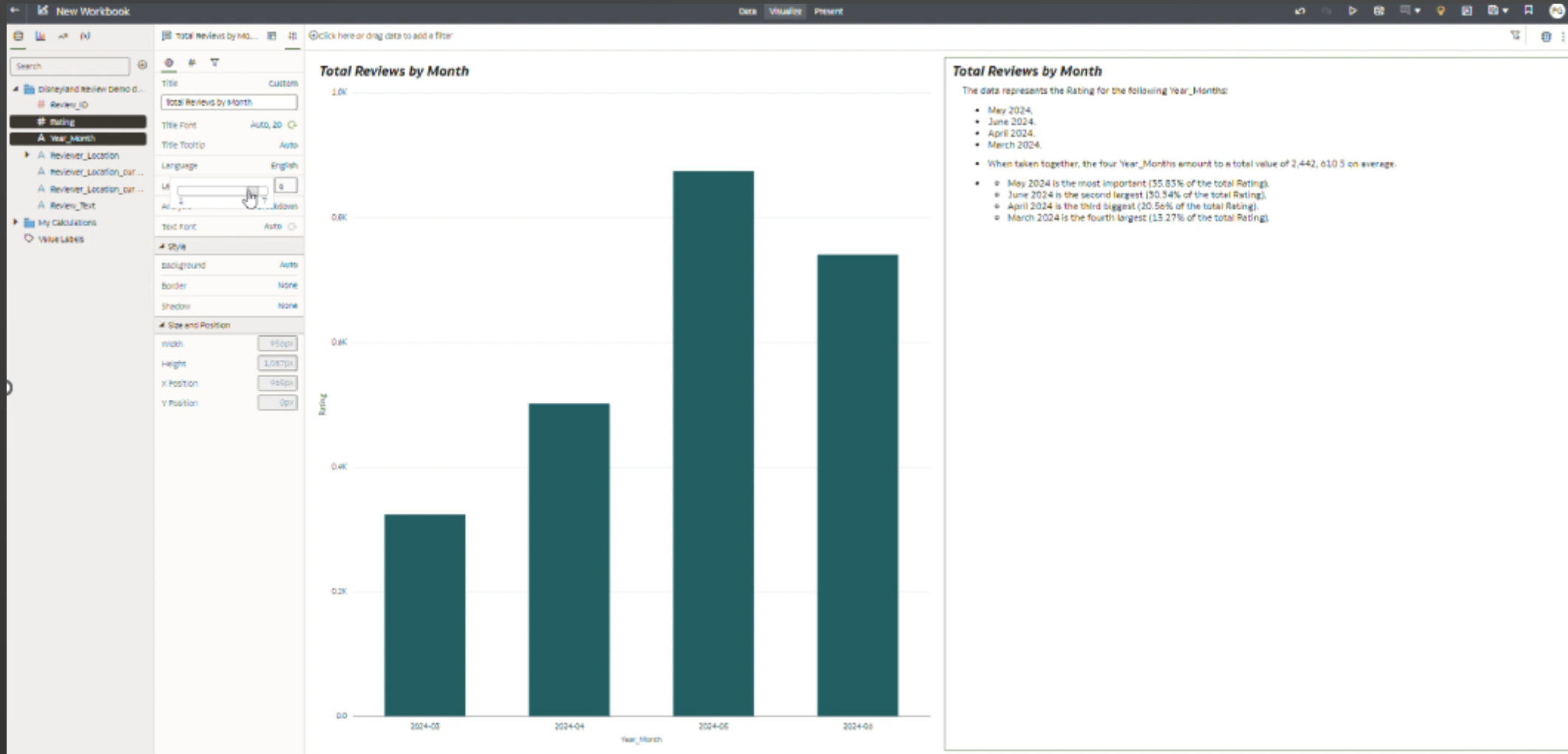
Oracle Analytics: Language Narrative

Oracle Analytics Cloud (OAC) incorporates powerful AI capabilities that enables Data Storytelling.

Key Points

- **Analysis Selections:** users can select either **Trend** or **Breakdown**
- **Language Selection:** users can select either **English** or **French**

Oracle Analytics: Language Narrative



AI Assistant: Visualising data with Natural Language

The screenshot displays a video player interface for a presentation titled "Sales Analysis - II". The video content shows a dashboard with the following visualizations:

- Sales and Qty Ordered by Order Date:** A dual-axis bar chart showing Sales (left axis, 0.0 to 1.0M) and Quantity Ordered (right axis, 0 to 15K) from Q4 2020 to Q4 2024. Sales are represented by dark green bars and Quantity Ordered by light green bars.
- Sales by Product Sub Category:** A donut chart showing the distribution of sales across 15 product sub-categories, totaling 9M. The largest categories are Office Machines (16.23%) and Office Furnishings (12.13%).
- # of Orders by Customer Segment:** A donut chart showing the distribution of orders across four segments: Consumer (20.19%), Corporate (35.22%), Home Office (24.94%), and Small Business (19.66%).
- Profit by Product Sub Category:** A donut chart showing the distribution of profit across 15 product sub-categories, totaling 1M. The largest categories are Office Machines (21.77%) and Office Furnishings (14.86%).

At the bottom of the video player, there is a text overlay: "Generate Visualizations with Oracle Analytics AI Assistant". Below this, there is an Oracle Learning logo with "142K subscribers" and a "Subscribe" button. To the right, there are social media sharing icons for Like (11), Comment, Share, Download, Clip, and Save.

How to Tell a Great Data Story



Determine what question you want answered

Make sure that the problem the company needs to solve is clearly articulated.



Determine what data is needed to answer the question:

If your company employs data scientists or analysts, take advantage of their expertise and knowledge of business data.



Identify your data sources

As discussed, stories needn't be limited to internal data.



Determine your visualization options

Present data in customizable charts. The key is to work with the person who will be writing the narrative so the visuals support the story.



Construct the narrative

Once you've collected your data and put together some useful charts, adding a creative written or spoken narrative is the final step in creating your data story.

Oracle Analytics: Interactive Data Storytelling

Raw Data

DATA



New Workbook

Data Visualize Present

Click here or drag data to add a filter

Search

Table

50 Tile

Rows

- sentiment
- Year_Month
- Review_ID
- Rating
- Review_Text

Color

Size

Shape

Tooltip

Filters

sentiment	Year_Month	Review_ID	Rating	Review_Text
Negative	2024-03	645,849,892.00	1.00	After having a wonderful time 20 years ago in Disney Anaheim, our expectations were admittedly high. I am bitterly disappointed with Disneyland Paris. It is overpriced, overcrowded (do they even think about limiting numbers in busy periods? After spending over \$1500 for tickets for the 5 of us. I had to spend an additional \$1500 for one day of fastpass just to ensure we got ANY value from the parks. The food is overpriced rubbish, and (here I go again as an Aussie coffee snob) the coffee was atrocious. The limitations they place on the tickets and the outrageous queues (120 minutes was the max we saw on our days there in early Jan) mean it is almost impossible to get the full value from your ticket. There are so many other great options for things to do in Paris please don't waste your money like we did. Additionally, because of the additional expense of the food and fastpass we felt compelled to buy, our kids left with no Disney merchandise (partly due to the price and partly on principle). All I can conclude is that it has all been downhill for Disney in the past 20 years, or that Paris is a shadow of the Anaheim version. Finally, the park has a no smoking policy which is absolutely ignored by many of the visitors and is not enforced by the staff. This is supposed to be the happiest place on earth, not a vector for lung cancer in children. My advice, if you MUST go: 1. Take your own food and drink. 2. Buy a fastpass. Total rip off but your tickets are worthless otherwise. You are paying to queue. 3. Get there early it almost always opens earlier than the posted time, in our experience. 4. Carefully examine the Ts and Cs on your tickets multi day tickets in our case had to be used with a defined week period, which restricted our flexibility enormously.
Negative	2024-03	642,860,119.00	3.00	As a fan of theme parks you would have thought Disney would set the standard but after a visit to Disneyland Paris for New Year, maybe they need to think again. The rides and theming are fantastic we bought fast passes as we knew it was going to be very difficult to enjoy everything without them. The main issue is the number of people in the park I know they are a business but when it becomes a health and safety issue I question the logic. The New Year's Eve event in the Magic Kingdom was the worst in terms of crowds. Food areas were packed with families sitting on the floor eating food. On returning to our hotel there were major crowd issues in the Disney Village around a musical act. A lady seemed to have collapsed and was in distress and I can only imagine how scary this was to younger children. I've been to the Disney parks in the US several times and sadly Disneyland Paris is the poor version in all ways. Let's hope Disney reads these comments and makes changes to create a better experience for their paying visitors.
Negative	2024-03	649,615,606.00	1.00	Every year I come to Disney with my children, every year is worse than the last one!!! Prices for entrance tickets are outrageous, specially taking in account that the rides are minimal... Food prices are not normal, even for Disney, super hyper expensive, horrible food, even the junk food is tasteless!!! Only good thing about this place is leaving it!!!!
Negative	2024-03	649,697,067.00	2.00	I love Disneyland but I wouldn't recommend Hongkong Disneyland. The reasons are: 1. The staffs in Hongkong Disneyland not good like Disneyland or disneysaa tokyo. They're very rude n not polite. Difficult to speak in English. 2. Better I went to Dufan Jakarta than Disneyland Hongkong, I heard staff shouting the people who lining the attraction. 3. No smile from the Disneyland Hongkong staff.

Sort and Arrange our Data

SORTED



ARRANGED



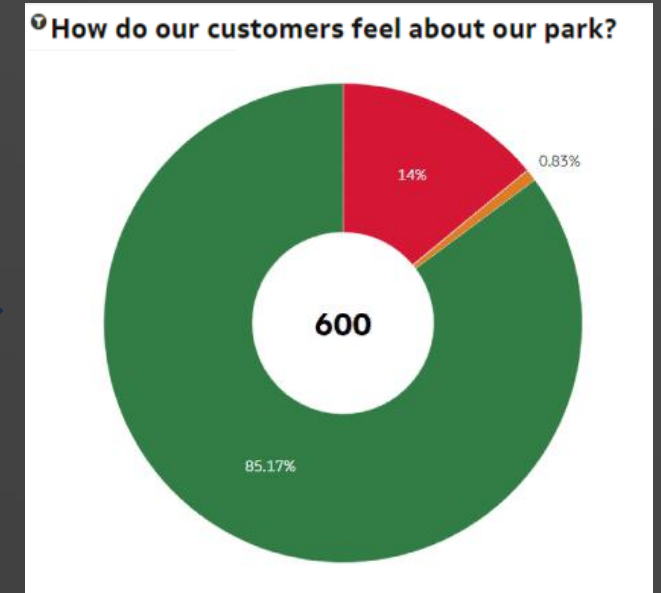
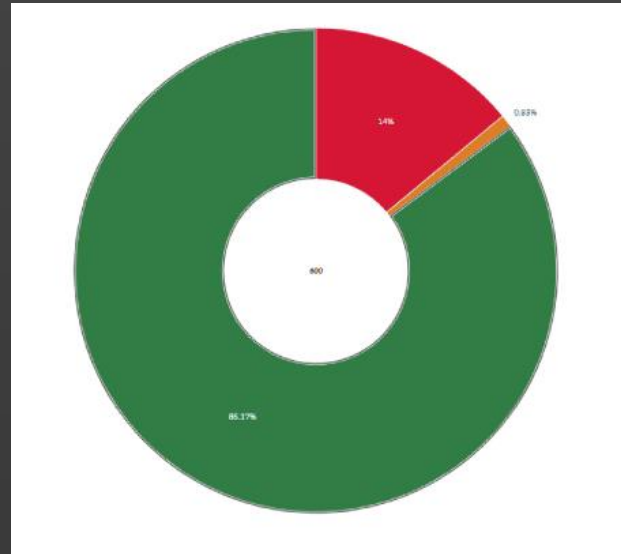
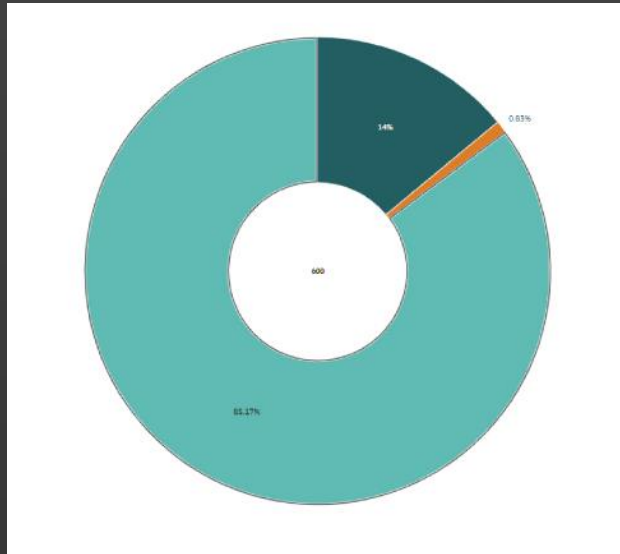
The screenshot shows a data visualization tool interface. On the left, there is a search bar and a list of fields including sentiment, Review_ID, Rating, Year_Month, Reviewer_Location, Reviewer_Location_cur..., Review_Text, My Calculations, and Value Labels. The main area displays a table with columns sentiment, Year_Month, COUNT, and Review_ID. The 'Sort By' dropdown is open, showing options: Low to High, High to Low, and None (selected). The table data is as follows:

sentiment	Year_Month	COUNT	Review_ID
Negative	2024-05	9.00	
Negative	2024-04	17.00	
Negative	2024-05	32.00	
Negative	2024-06	26.00	
Neutral	2024-04	3.00	
Neutral	2024-05	1.00	
Neutral	2024-06	1.00	
Positive	2024-03	72.00	
Positive	2024-04	99.00	
Positive	2024-05	185.00	
Positive	2024-06	155.00	

sentiment	Year_Month	COUNT	Review_ID
Positive	2024-05	185.00	
Positive	2024-06	155.00	
Positive	2024-04	99.00	
Positive	2024-03	72.00	
Negative	2024-05	32.00	
Negative	2024-06	26.00	
Negative	2024-04	17.00	
Negative	2024-03	9.00	
Neutral	2024-04	3.00	
Neutral	2024-05	1.00	
Neutral	2024-06	1.00	

Visualise our Data

PRESENTED
VISUALLY



- Donut Chart Added

- Colour coded review sentiment
(*positive / negative / neutral*)

- Formatted labels to stand
highlight key point
- Added question / title to
the chart

DATA



SORTED



ARRANGED



PRESENTED VISUALLY



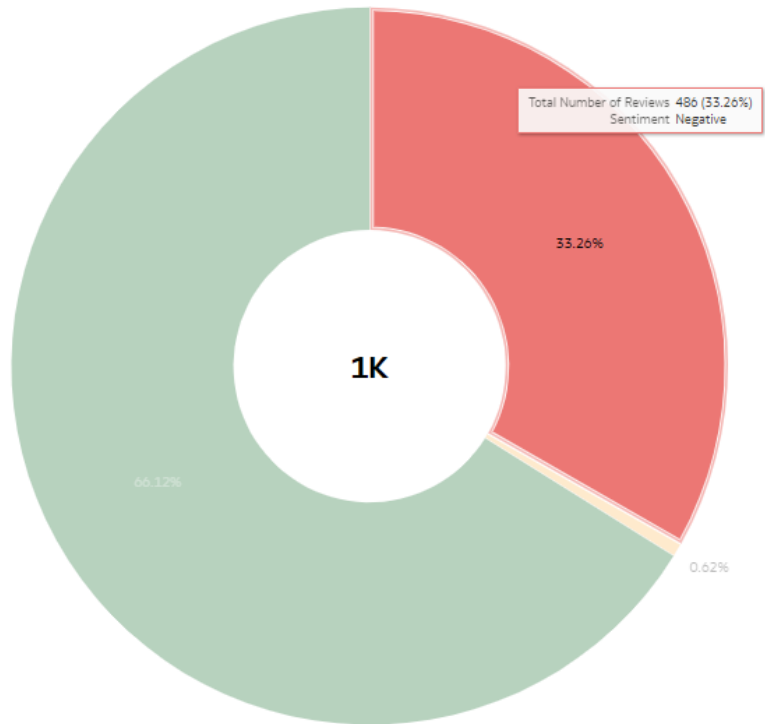
EXPLAINED WITH A STORY



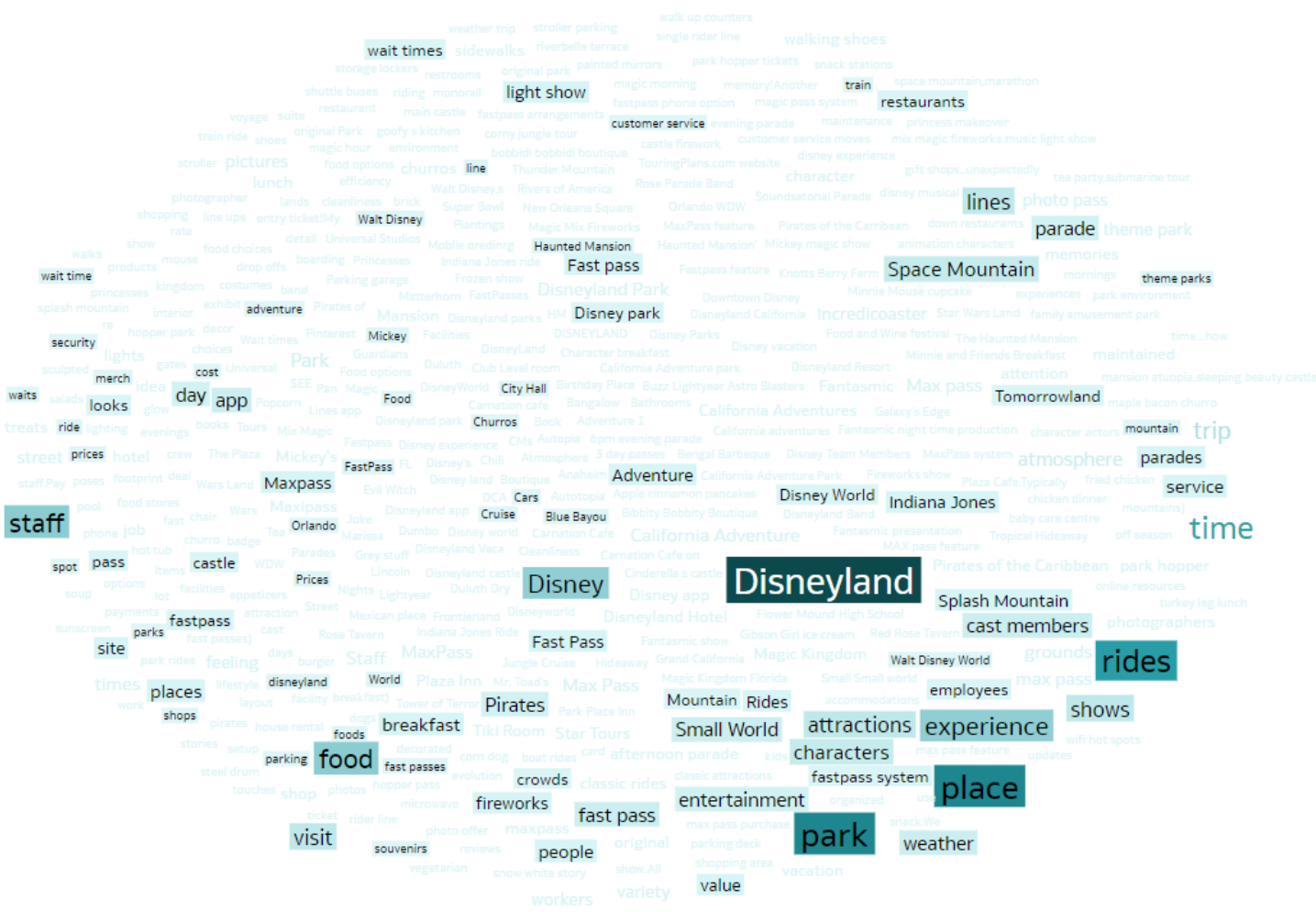


How do our customers feel about our park?

Sentiment: Negative, Neutral, Positive



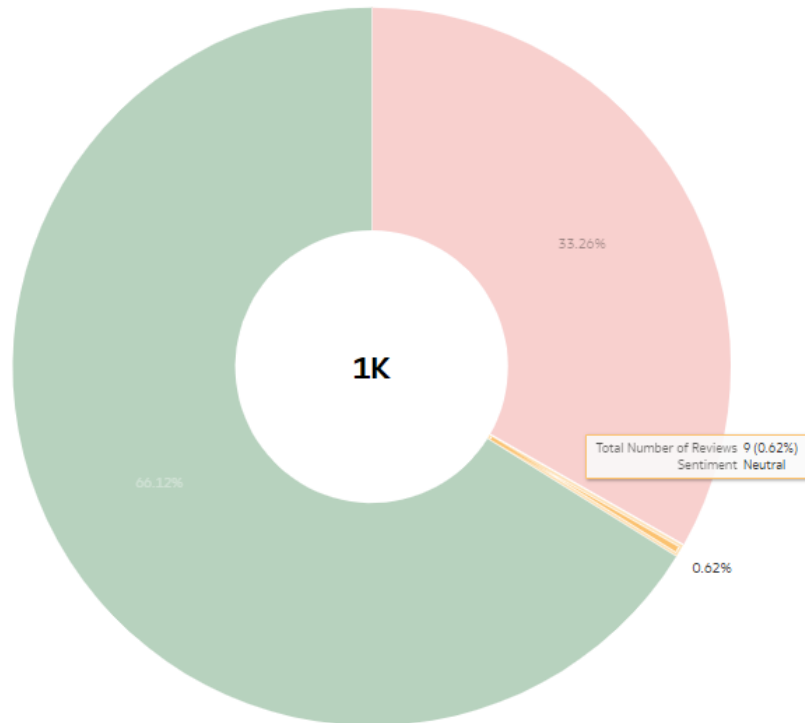
What do our customers tell us?



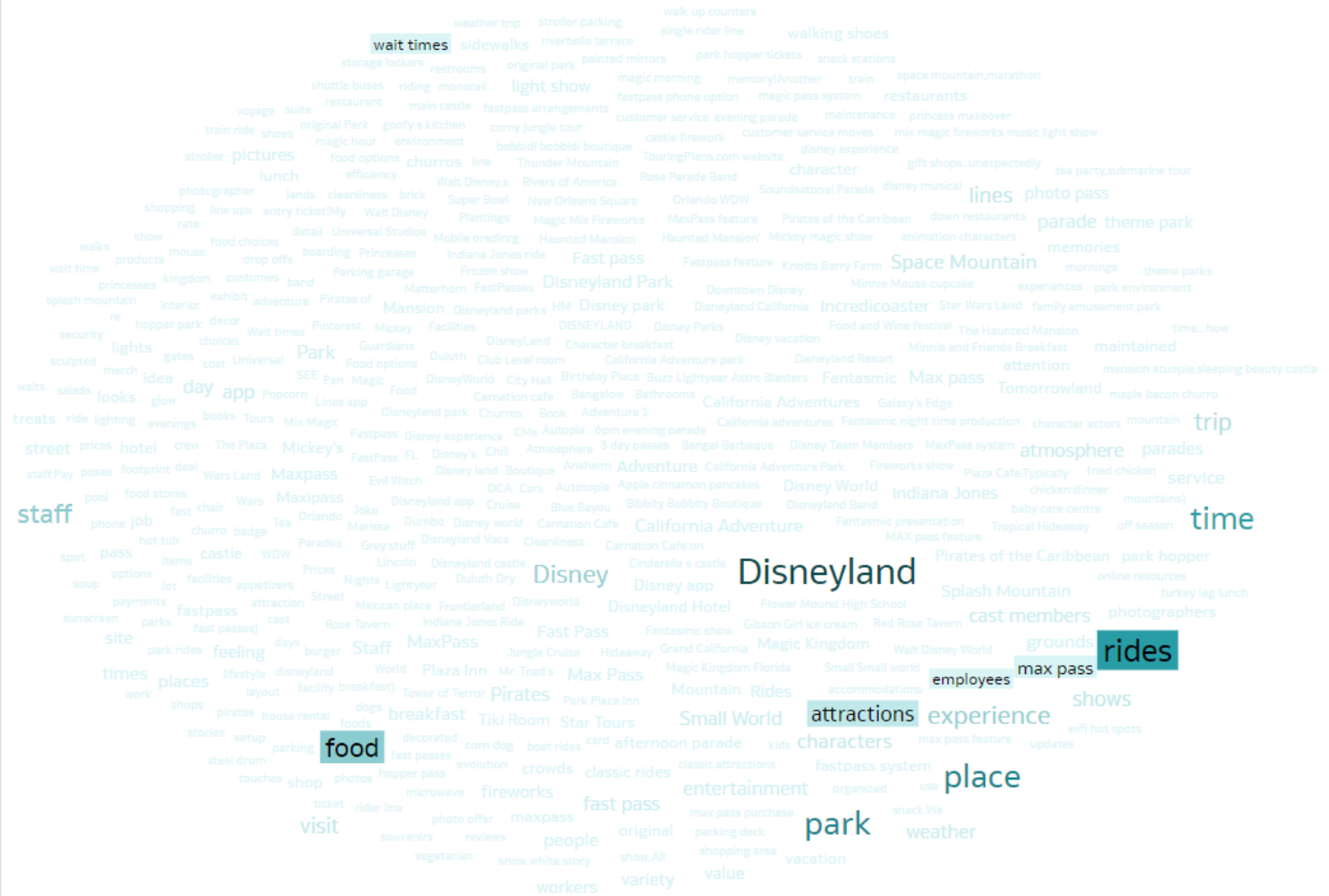


How do our customers feel about our park?

Sentiment: Negative, Neutral, Positive



What do our customers tell us?

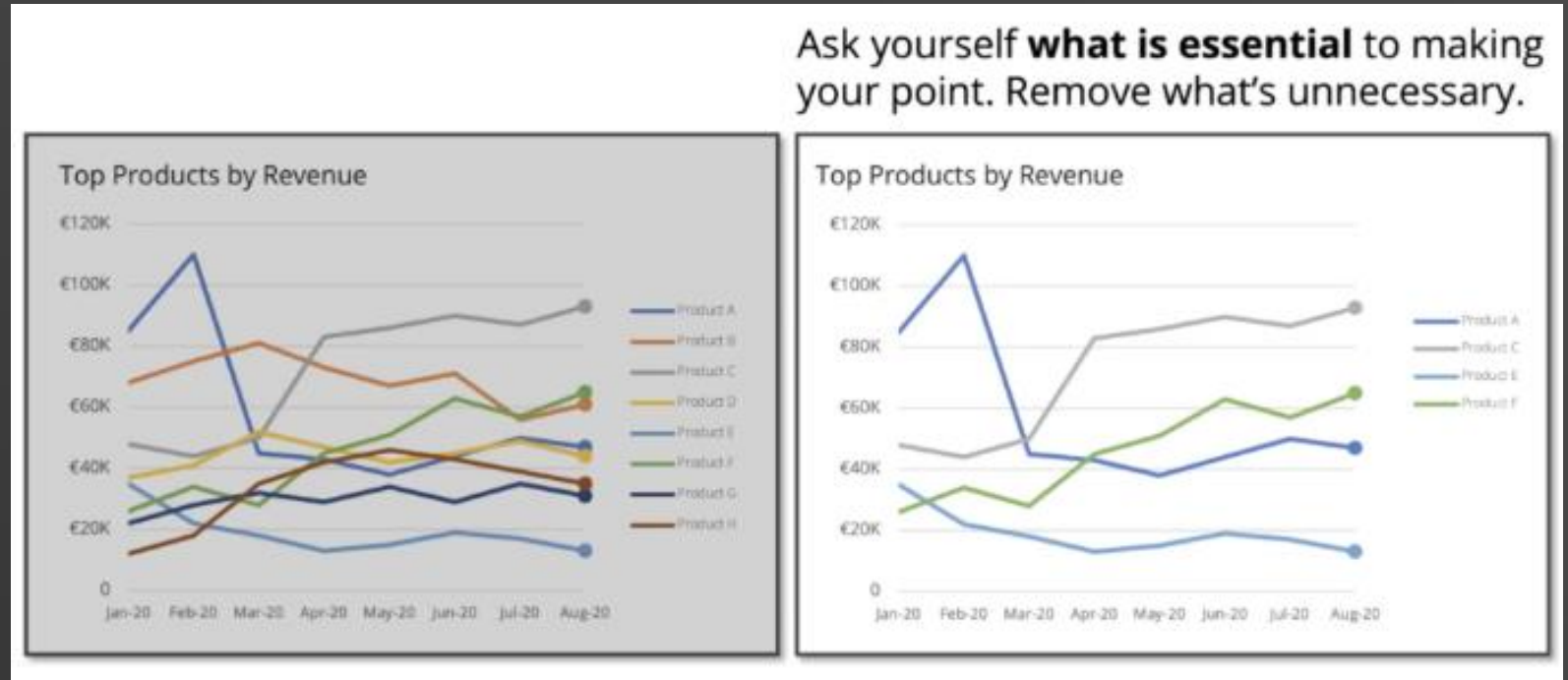


Oracle Analytics: Tailored Data Storytelling

Top tips to keep in mind: Visualisations

Present the **key points only** in your chart, keep **what is essential**.

This helps make your data story as easy to follow as possible.



Top tips to keep in mind: Audience at the forefront

Tailor your message based on the **audience's knowledge, interests, and needs.**

Assess their familiarity with data and adjust complexity accordingly.



Sales Manager

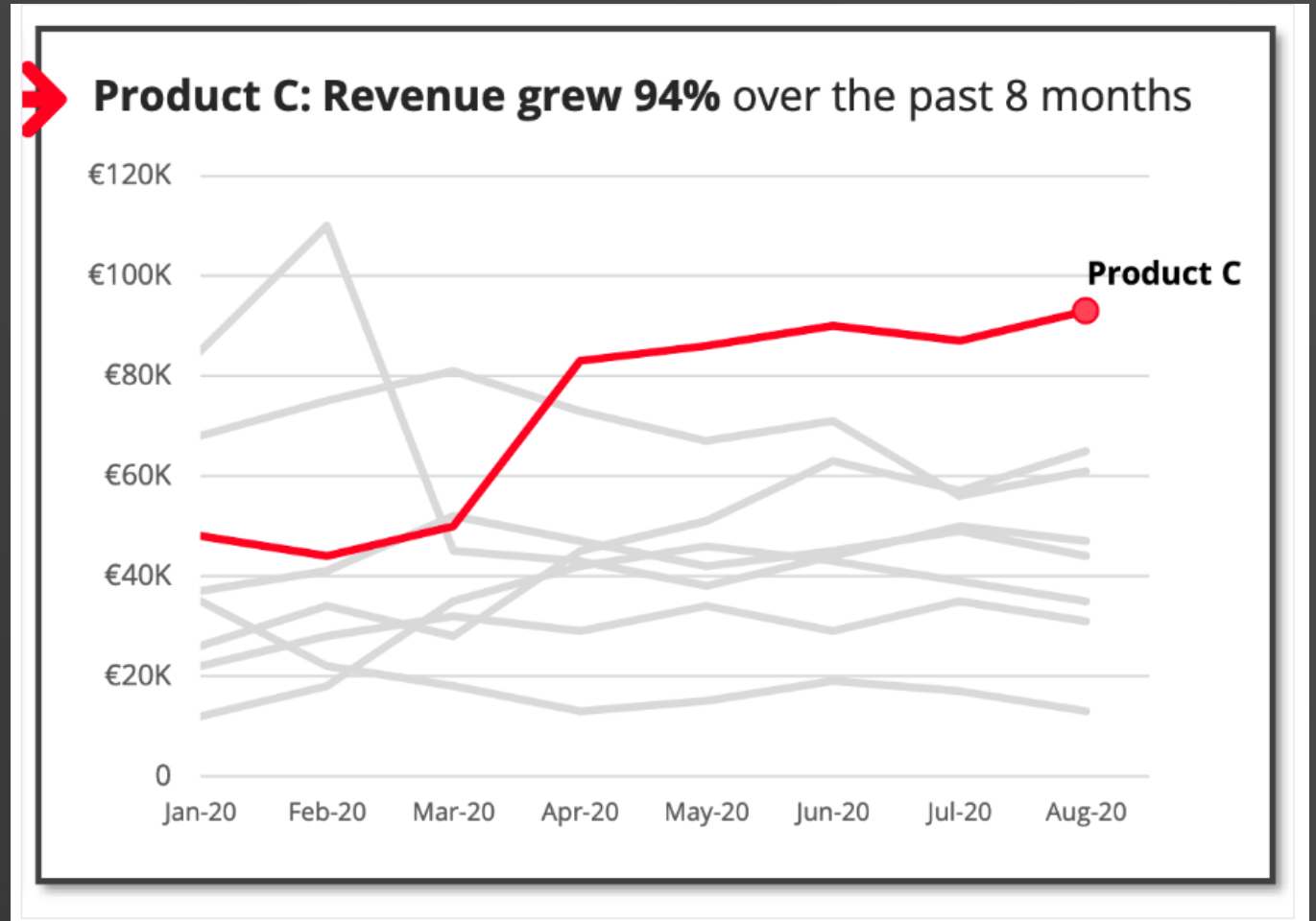


**Data Scientist –
Sales Specialist**

Top tips to keep in mind: Narrative & Visualisations

Include the **key message narrative**, along with your **visualisation** if possible.

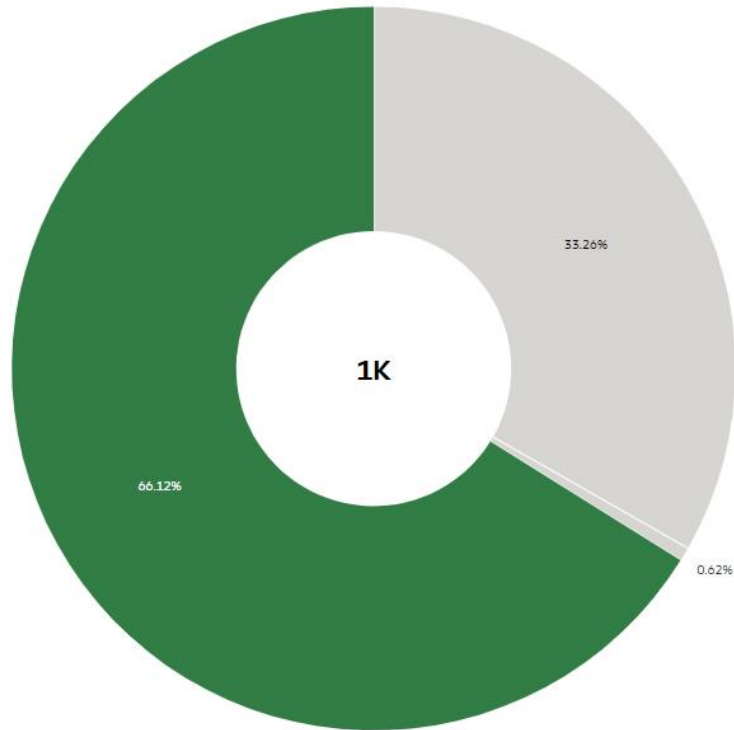
This helps explain your data, they key points, and helps to tell your data story.





6 in 10 customers enjoy our theme park

Sentiment: Negative, Neutral, Positive



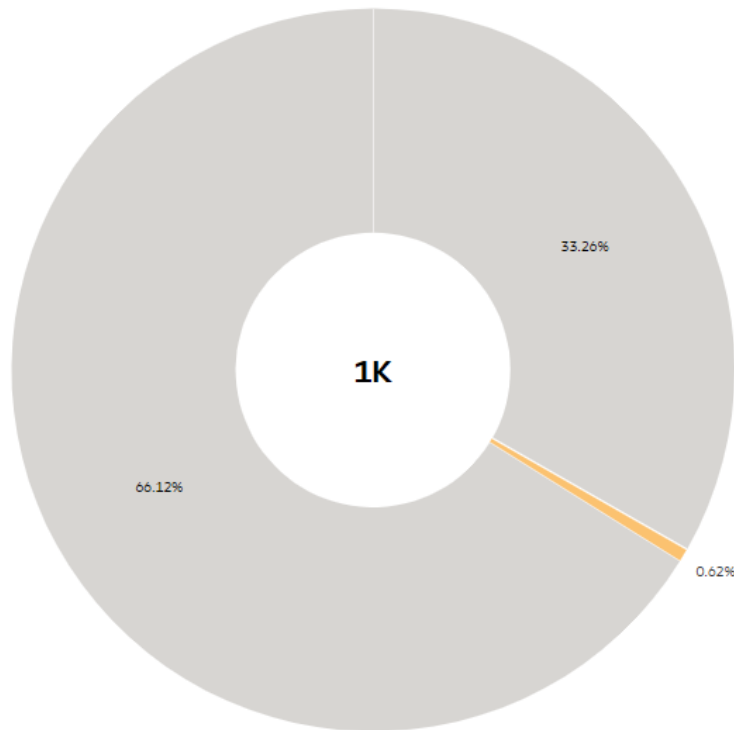
What do our customers enjoy?





1% of our customers are neutral

Sentiment: Negative, Neutral, Positive



What opportunities do we have to improve CX?

fast pass system
rides attractions
queues Ride times
food employees
wait times max pass

Data Storytelling: AI Avatars

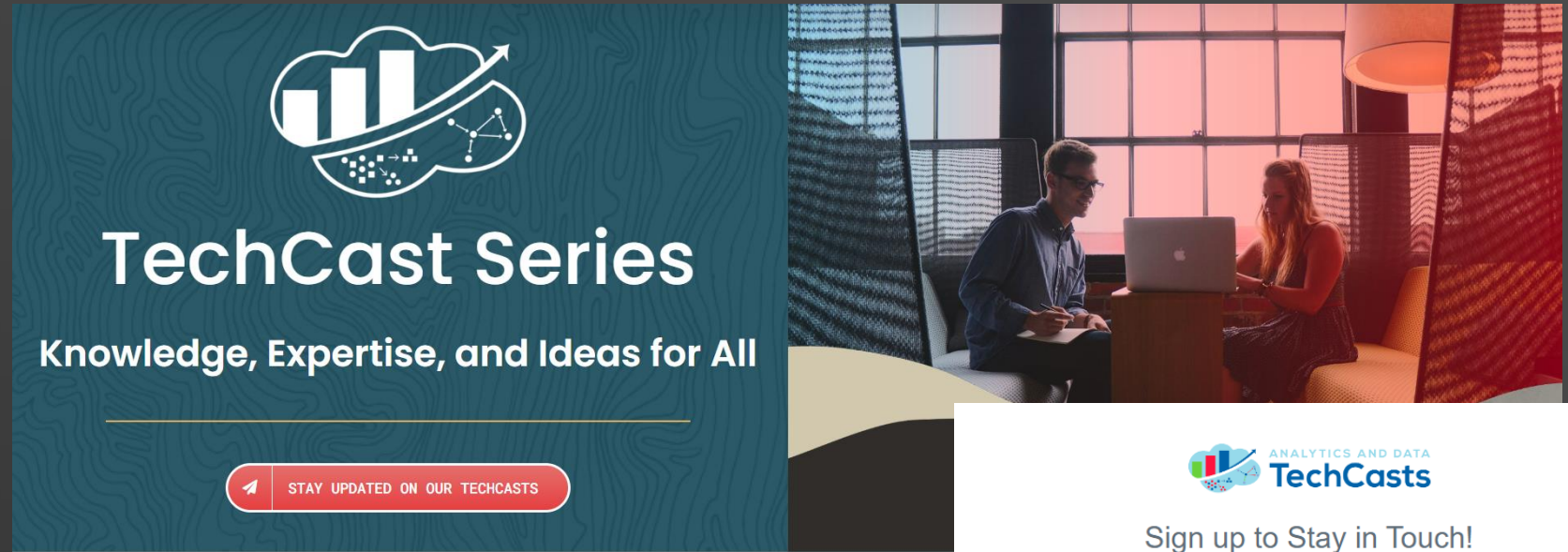
**Oracle Analytics
and Synthesia**
Putting a face to
data stories with
AI avatars



Top tips to keep in mind: Call to Action

Conclude with a clear call to action or next steps for your audience.

Encourage them to act based on the insights gained from the data.



ANALYTICS AND DATA
TechCasts

Sign up to Stay in Touch!

Fill in this information so we can keep you informed of future Techcasts and updates on our annual conference.

* Email

* First Name

* Last Name

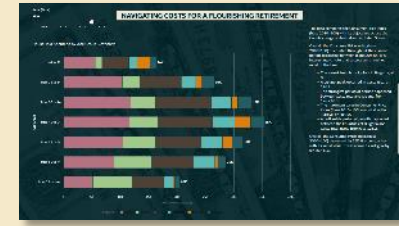
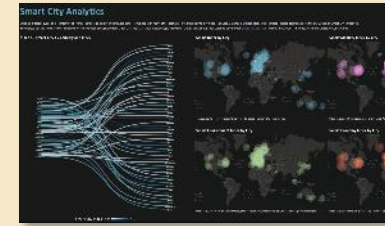
Phone Number

The Oracle Analytics
Data Visualization Challenge 2025

Get recognized for your Oracle Analytics skills!

Running February 3rd – 28th 2025

Registration open NOW



Summary



Data Storytelling is absolutely a skill that can be mastered.



Provided knowledge of how to tell effective data stories.



Shown how Oracle Analytics provides a suite of tools to help enable the data storyteller.

Helpful Links

DISNEYLAND REVIEW DATA

<https://www.kaggle.com/datasets/arushchillar/disneyland-reviews/data>

AI AVATARS – TELL DATA STORIES WITH ORACLE ANALYTICS AND SYNTHESIA

<https://blogs.oracle.com/analytics/post/putting-a-face-to-data-stories-with-ai-avatars-oracle-analytics-synthia>

ORACLE AUTONOMOUS CLOUD – FREE TIER

<https://cloud.oracle.com/tryit>

ORACLE ANALYTICS HANDS ON LAB FOR DEVELOPERS

<https://learn.oracle.com/ols/course/lab-getting-started-with-oracle-analytics-cloud/89350/101941/152826>

ORACLE ANALYTICS CLOUD

Examples: <https://www.oracle.com/solutions/business-analytics/data-visualization/examples.html>

Future & Past TechCasts:



Nov 7th

Gimme a Vector, Victor: Leveraging Vector Datatypes for Practical Generative AI Applications

Presented by **Jim Czuprynski**



Nov 21st

Backup, Cloning and DR for Oracle Analytics Cloud

Presented by **Jason Lester**



Dec 12th

Unlocking Insights: Mastering Data Storytelling with Oracle Analytics

Presented by **Philip Godfrey**

TechCast Archive

2024	2023	2022	2021	2020	2019
Date	Title	Presenter(s)		Replay	Download(s)
Nov 7	Gimme a Vector, Victor: Leveraging Vector Datatypes for Practical Generative AI Applications	Jim Czuprynski		Video	Slides
Oct 17	Our Favorite New Features in OAC	Dan Vlamis, Wayne Van Sluys, Cathye Pendley, Tim Vlamis, Mystery Guest: Gautam Pisharam		Video	Slides
Oct 3	Harnessing Oracle GoldenGate 23ai with AI Automation: A New Era of Intelligent Monitoring, Building, and Diagnostics	Bobby Curtis		Video	Slides
Sept 19	Discovering Oracle Fusion Data Intelligence	Peter Koutroubis & Jai Gangwani		Video	Slides
Sept 5	Oracle CloudWorld 2024 Session Analysis and Expert Agenda Recommendations	Roger Cressey, Dan Vlamis, Jim Czuprynski, Tim Vlamis, Cathye Pendley		Video	Slides
Aug 22	Our Favorite Features of OAC	Dan Vlamis, Tim Vlamis, Cathye Pendley, & Oracle Analytics Mystery Guest		Video	Slides

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



Save the Date
Analytics and Data
Summit 2025



*Registration is
now open!*

April 8-10, 2025
Oracle Conference Center
Redwood Shores, California

www.andouc.org/analytics-and-data-summit-2025/