

# Новинки бизнес аналитики и визуализации данных

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## Safe harbor statement

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A person stands in silhouette on a dark, rocky ridge, looking up at a vast night sky. The Milky Way galaxy is visible, stretching across the upper half of the frame with a vibrant pink and purple hue. The sky is filled with numerous stars, and the overall scene conveys a sense of wonder and exploration.

# *Oracle Analytics*

# Новая аналитика. Oracle Analytics.



Oracle  
Analytics  
Cloud



Oracle  
Analytics  
Server



Oracle  
Analytics for  
Applications



The background of the slide is a composite image. The lower half shows a view of Earth from space, with the horizon line curving across the frame. The surface of the Earth is covered in clouds and landmasses, illuminated by a warm, golden light from the right, suggesting a sunrise or sunset. The upper half of the image shows the Milky Way galaxy, with its characteristic band of stars and interstellar dust stretching across the dark sky. The text 'Oracle Analytics CLOUD' is centered over the image.

# *Oracle* *Analytics* **CLOUD**



# Oracle Analytics

Полноценная платформа для бизнеса, аналитиков и IT

| Контролируемая            |                      | Self-Service      |                               | Инновационная             |                               |
|---------------------------|----------------------|-------------------|-------------------------------|---------------------------|-------------------------------|
| Дэшборды                  | Pixel-Perfect отчеты | Подготовка данных | Доступная визуализация данных | Голос & Чатботы           | Обработка естественного языка |
| Семантические модели      | Федерация запросов   | Истории данных    | Коллаборация                  | Обогащение данных         | Автоматическая генерация      |
| Контроль доступа к данным | Интеграция с Excel   | Анализ что-если   | Мобильный доступ              | Адаптивная и персональная | Машинное обучение             |



# Oracle Analytics – почему выбирают нас?



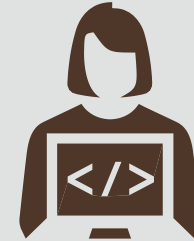
## Аналитики

- Удобная работа с сырыми данными напрямую
- Апробация подходов
- Быстрые ответы на сложные вопросы
- Совместная работа



## Бизнес пользователи

- Единая версия правды и гарантия качества данных
- Преднастроенный контент
- «Дополненные» возможности предиктивной аналитики и доставки бизнес идей



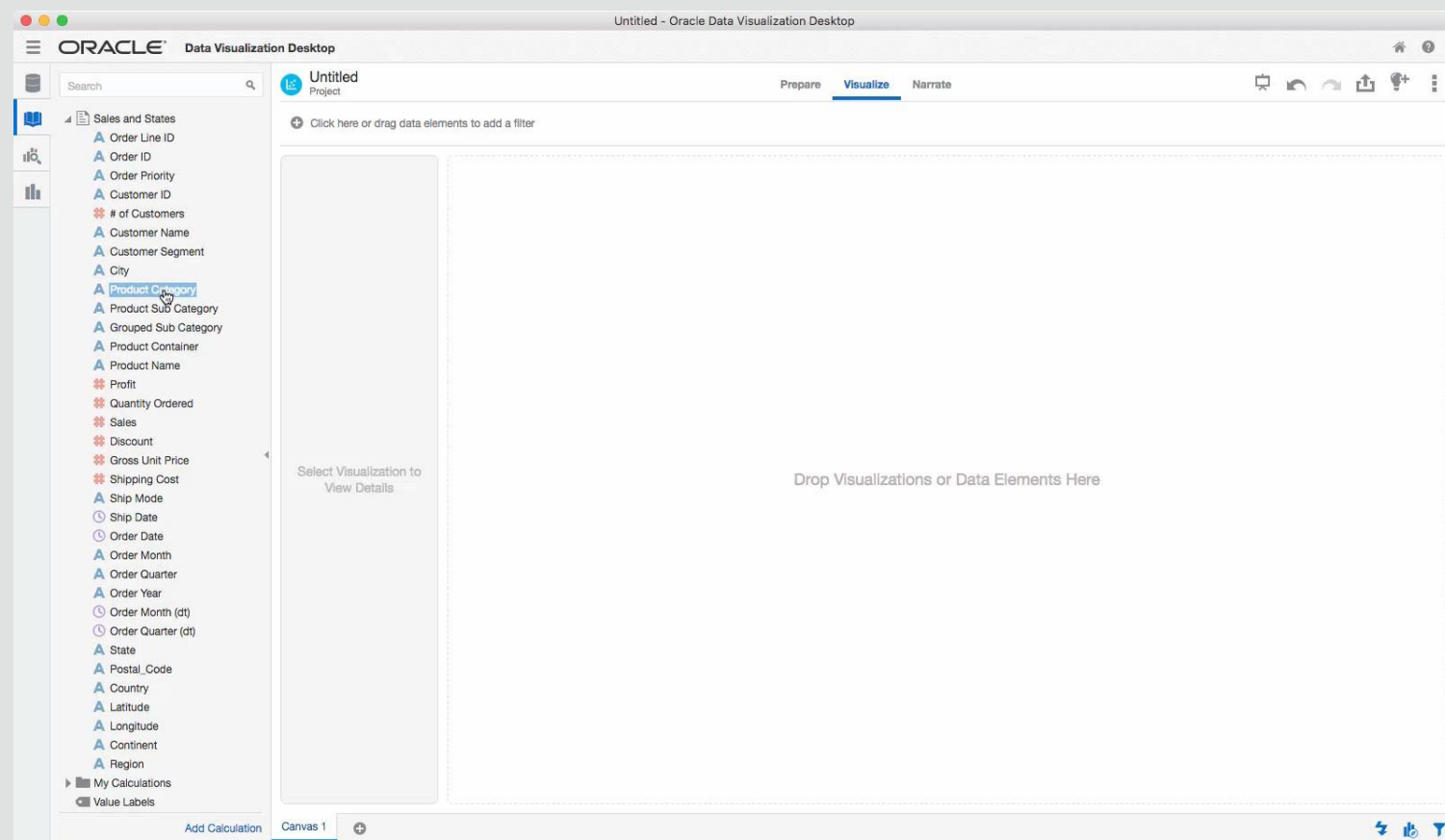
## IT/Разработчики

- Управление моделью, гарантия безопасности данных
- Разработка нестандартных решений
- Встраивание в существующие бизнес приложения

# Создание визуализаций

## Создайте свою историю

- Качественные визуализации и интерактивные презентации
- Автоматическое создание оптимальных визуализаций
- Построение трендов и прогнозов, фильтрация выбросов и кластерный анализ
- Богатая палитра встроенных и внешних визуализаций
- Для веб и мобильных устройств



Готовый дэшборд за 25 секунд и 17 кликов!

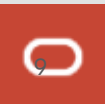




# Свобода ваших идей

Простой доступ к любым данным

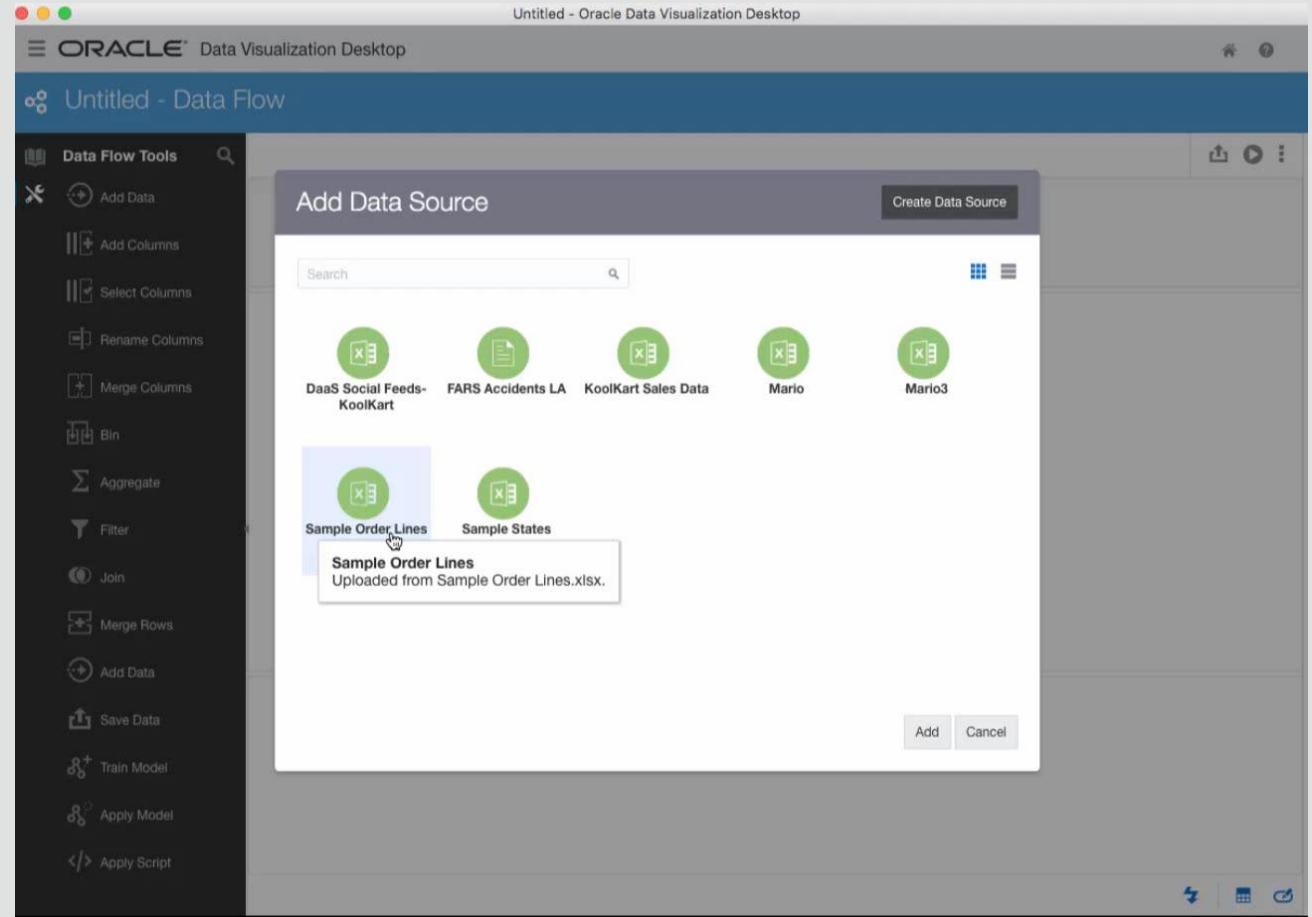
- Прямой коннект к 60+ разным источникам
- Объединяйте разные источники в одном анализе
- Приложения, Big Data, Базы данных, Сервисы, Файлы.
- Умные коннекторы к SaaS приложениям



# Загрузка и трансформация данных

## Доступный Self-service ETL

- Совместно используемые и отслеживаемые преобразования бизнес-данных
- Избегайте беспорядка в Excel и расширяйте возможности аналитиков по улучшению данных без навыков кодирования
- Группировки, объединения наборов данных, фильтрация строк / столбцов, вычисляемые поля и т. д.



Удобные потоки данных могут заменить операции, которые пользователь выполняет в Excel. Их же можно использовать и для больших объемов данных.



# Поиск и обогащение данных

- Простота поиска
  - Единый поиск по всем данным
  - Задавайте вопрос на естественном языке
- Рекомендации
  - Мгновенные рекомендации по подготовке, очистке и стандартизации данных
  - Определение типа поля и специфические операции для него (номер телефона, IP адрес, номер кредитной карты)
- Обогащение данных в один клик
  - Используйте семантическое профилирование чтобы добавить ценности в ваши данные

The screenshot displays the Oracle Analytics Cloud interface. At the top, there's a navigation bar with 'ORACLE Analytics Cloud' and a 'Home' button. Below this, a search bar contains the text 'Expenses'. The main area is divided into 'Data Sets' and 'Projects'. The 'Data Sets' section shows three cards: 'Expense Reports History Spark' (updated Oct 24, 2017), 'Expense Reports History Spark' (updated Jun 26, 2017), and another 'Expense Reports History Spark' (updated Jun 26, 2017). The 'Projects' section shows a 'Trended Perf' project. A 'Recommendations (36)' panel is overlaid on the right, listing various data manipulation and enrichment suggestions. A table titled 'My Customers' is also visible, showing columns for ID, GIVENAME, and other attributes.

**Recommendations (36)**  
All Columns  
Select a column to filter list

- ☒ Split Employee Name ✓ ✕  
Create Employee First...
- ##** Mask SSN  
### ## 1234
- ☒ Type SSN  
As Social Security Number
- ☒ Enrich Zip Code  
Lorem ipsum dolar sit
- R(x)** Extract Street from Address  
Create Street
- R(x)** Extract Year from Hire Date  
Create Hire Date Year
- R(x)** Extract City from Address  
Create City

| ID    | GIVENAME  |
|-------|-----------|
| 18410 | Felip     |
| 38228 | Kathryn   |
| 38529 | Robert    |
| 39479 | Randy     |
| 40031 | Carol     |
| 41881 | Felipe    |
| 44047 | Carol     |
| 44177 | Harriet   |
| 45210 | Catherine |
| 45639 | Ethel     |
| 46893 | Daren     |
| 49338 | Yvonne    |
| 49562 | Amal      |
| 74004 | Carole    |

# ДЕМО: Автоматические рекомендации по качеству данных

ORACLE Analytics Cloud

Untitled - Project

Prepare Visualize Narrate Save

Data Elements

AccountInfo demo for s...

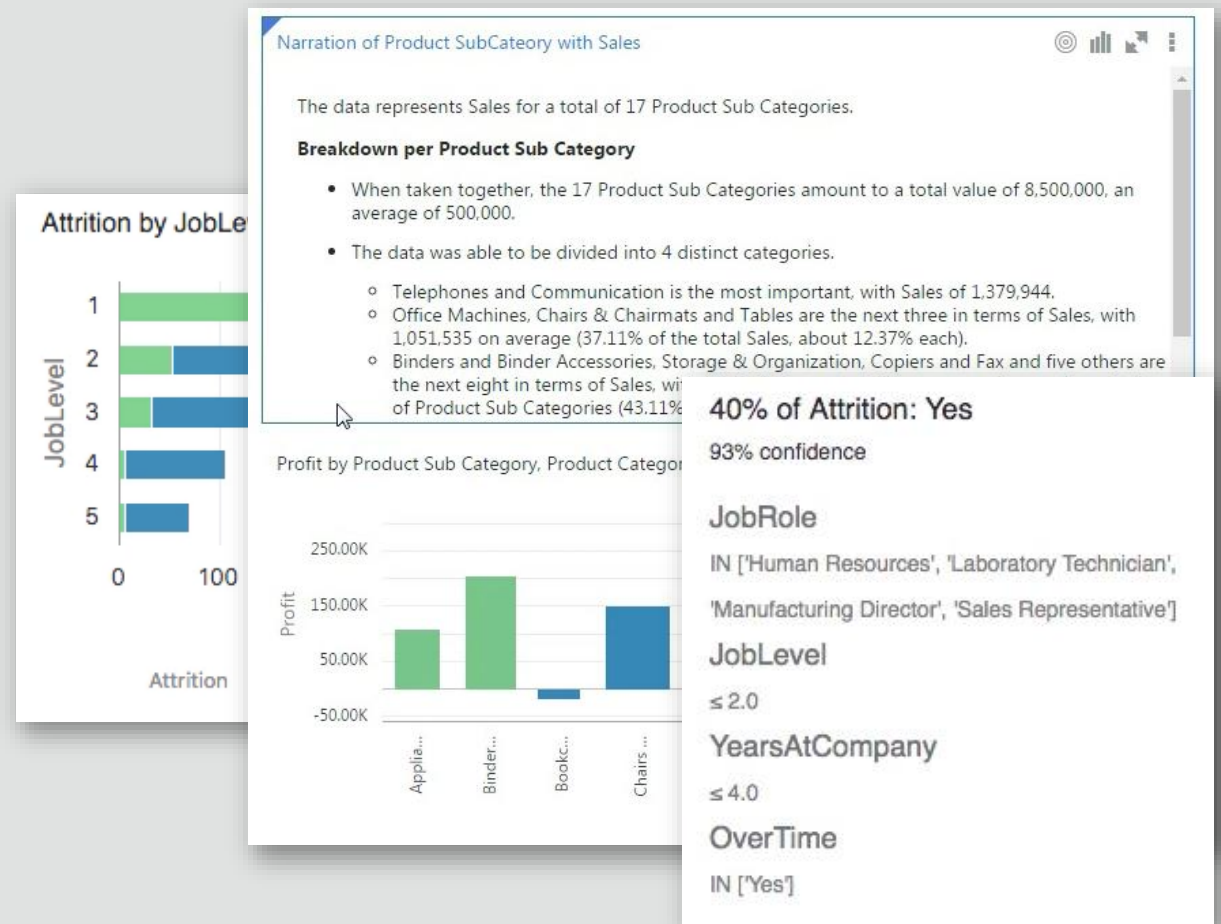
- id
- gender
- title
- firstname
- middleinitial
- lastname
- street\_address
- city
- state
- zip
- country
- email
- phone
- birthdate
- ccard
- ccnumber

Select Visualization to View Details

Drop Visualizations or Data Here

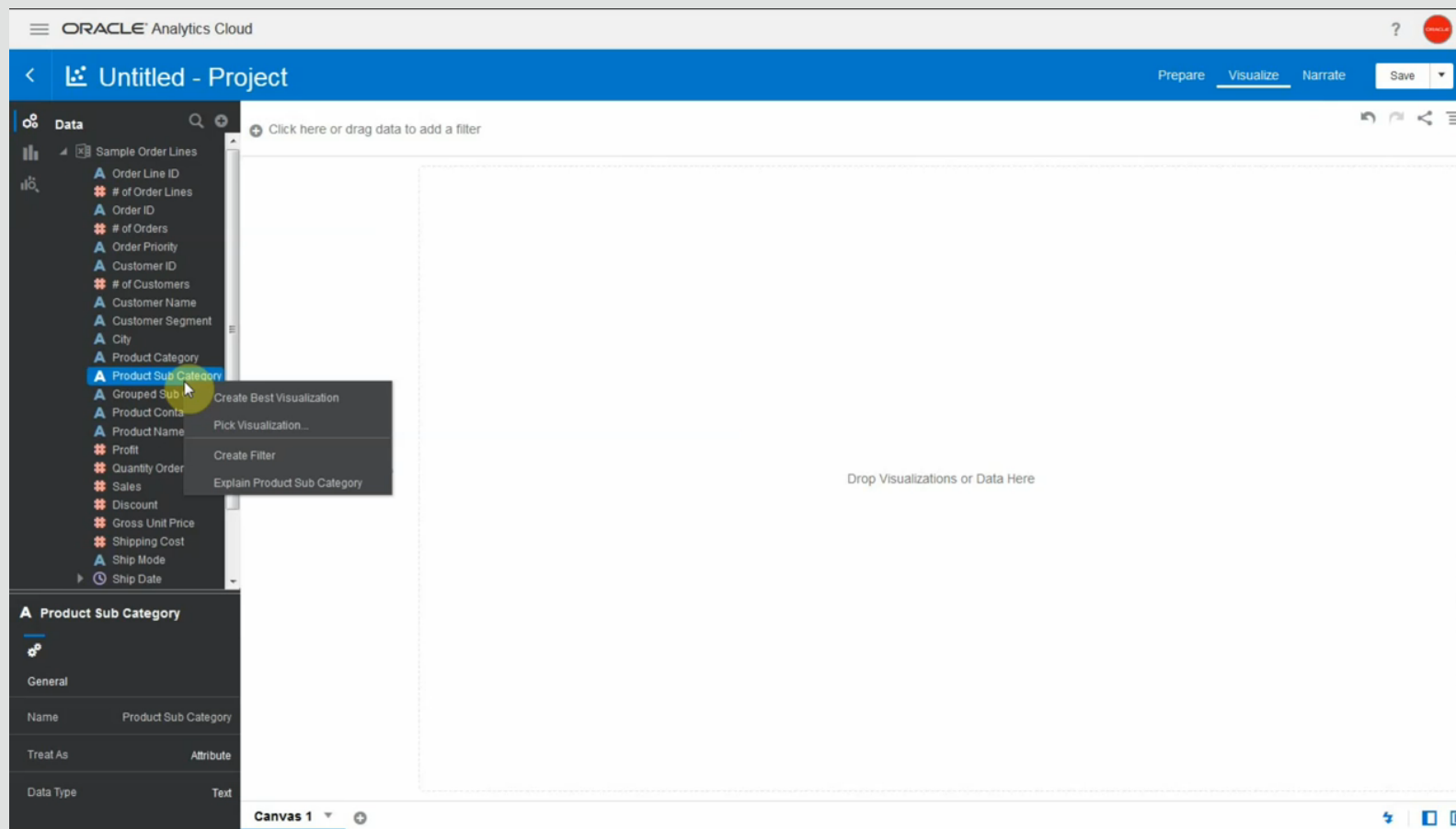
# Автоматические выводы и визуализации

- Простота использования
  - Генерация естественного языка помогает лучше понять выводы через текст/аудио
- Глубокая аналитика и выводы
  - Автоматизированные выводы помогают найти важные паттерны, которые иначе остались бы без внимания
- Повышение продуктивности
  - Начните свой анализ с автоматически сгенерированных визуализаций, а не с пустого экрана
  - Автоподбор оптимальных визуализаций

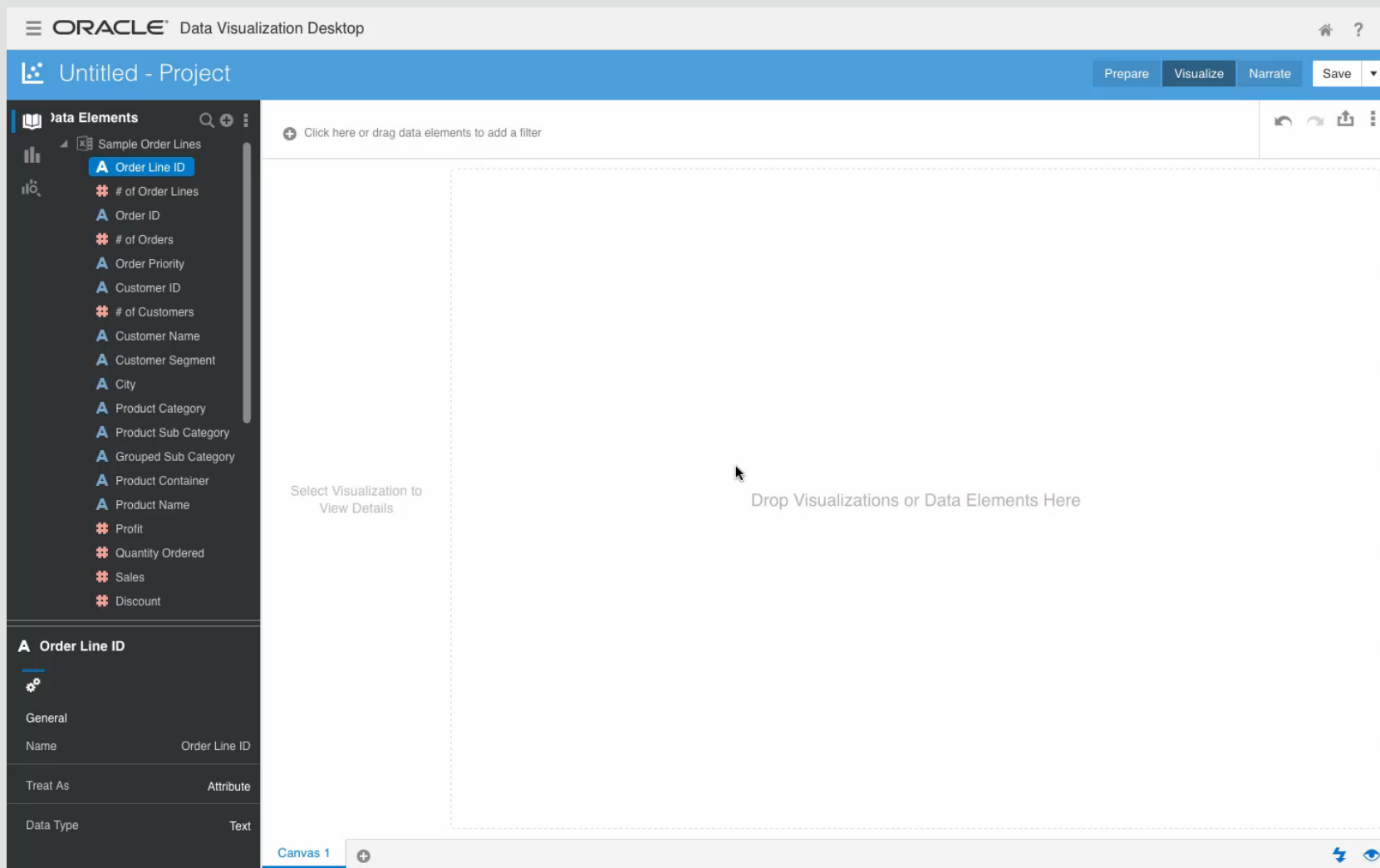




# ДЕМО: Автоматическая генерация аналитики



# ДЕМО: Автоматическая генерация текста



# Проактивная доставка бизнес идей

- Добавьте аналитику в ваши ежедневные активности
  - предугадывает ваши запросы благодаря самообучению
  - предлагает аналитику в зависимости от контекста: время, местоположение, звонящий и др
- Задавайте новые вопросы
  - BI Ask предлагает варианты аналитики по вашему запросу на естественном языке
  - Понимает специфические термины бизнеса
- Делитесь, обсуждайте
  - Делитесь одним кликом с вашей командой
  - Выгрузите данные, анализируйте оффлайн

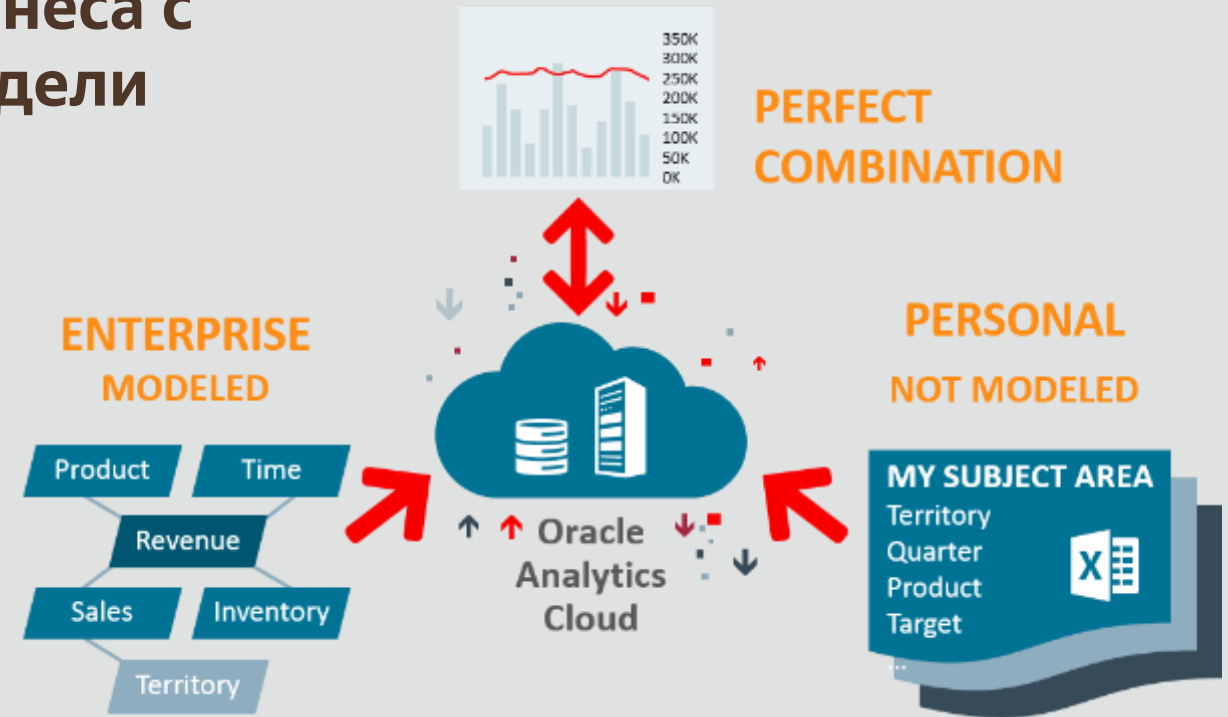




# Бизнес гибкость и доверие к данным

## Баланс требований гибкости для бизнеса с централизованным управлением модели

- Self-service для аналитиков как часть общего Data governance решения
- Безопасный On-Prem доступ к данным: Oracle, Teradata, SQL Server, DB2
- Работа с гетерогенными источниками



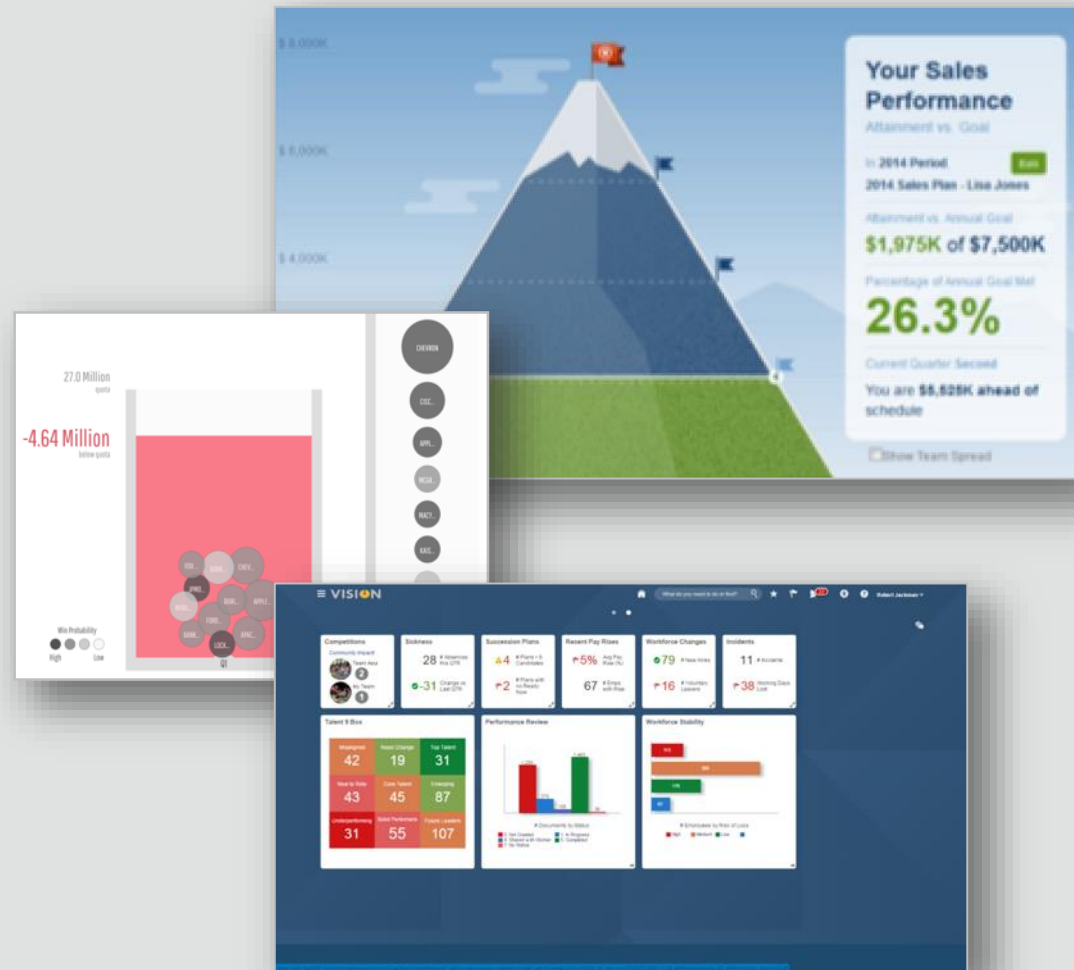
# Простота расширения и управления

# Открытая архитектура для разработчиков

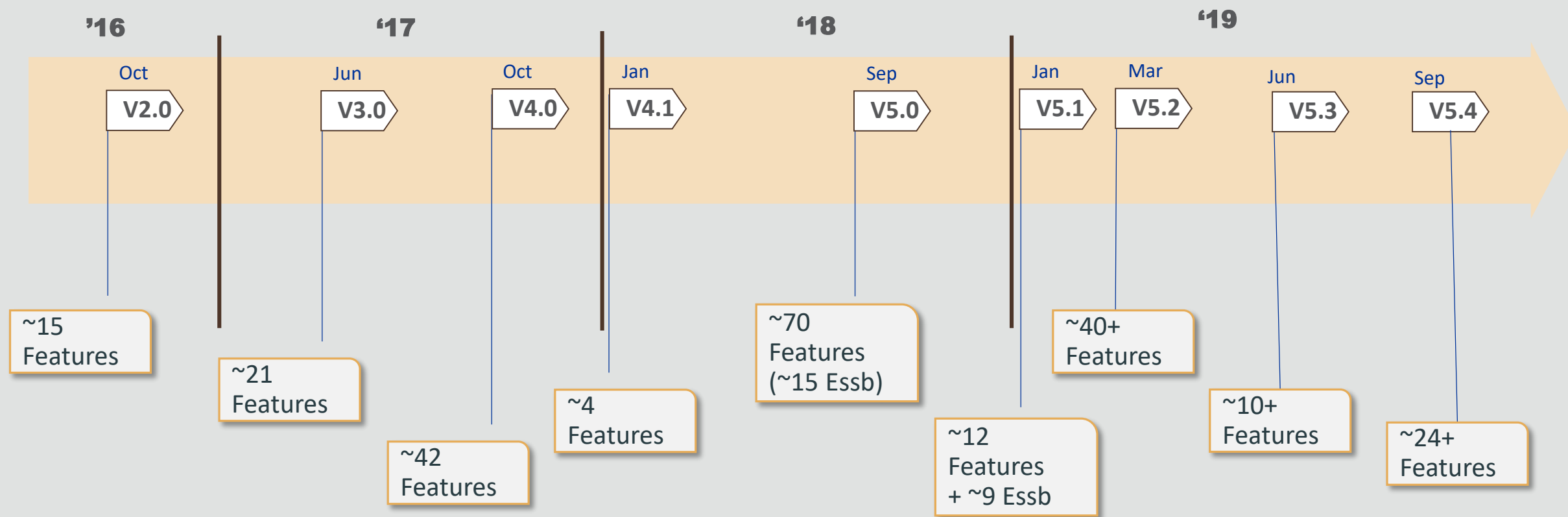
- Кастомные визуализации, коннекторы данных и функции
- Встраивание API и внешних интерфейсов
- REST API

# Oracle Managed OAC

- Управляется Oracle: мониторинг, исправление, резервное копирование, масштабирование и многое другое



# Oracle Analytics Cloud: релизы



9 релизов, >275 фич



# OAC 105.4: НОВЫЕ ВОЗМОЖНОСТИ

## Self-Service Analytics

1. Unified Home page
2. Copy Vizs & Canvas across projects
3. DV fonts customization
4. Right-click-forecast on all Time levels
5. Maps ambiguous location-matches
6. Spatial-functions in RPD models

## Search/Ask

7. Recognize plurals & autocorrect for searches
8. BI searching catalog content
9. DxD SSO Setup

## DataFlows / DataPrep

10. Export/Import data-flows
11. Additional Nodes & Wizards : Split column, trim spaces
12. Data Flow Tool tips
13. OCI Storage for FA data replication

## OA Publisher

14. SSL for datasources
15. Scheduler REST APIs
16. Hiding mandatory parameters

## Datasources

17. More support for SSL Encrypted datasources
18. SSL & RDG for Big Data providers & Support for Oracle Big Data SQL
19. RDG for Tier2 sources (Spark,Hive, Redshift...)
20. PBCS Enhancements
21. Thousand/Decimal separator pick in CSV imports

## Security/Admin

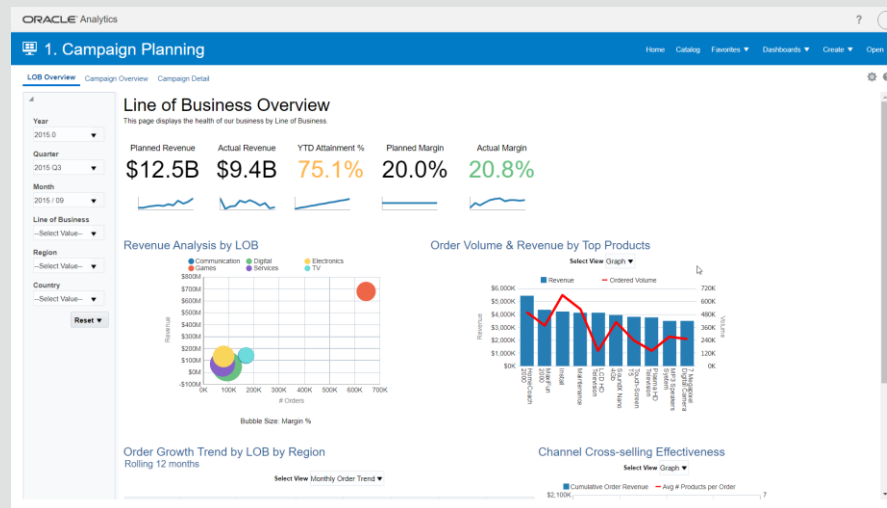
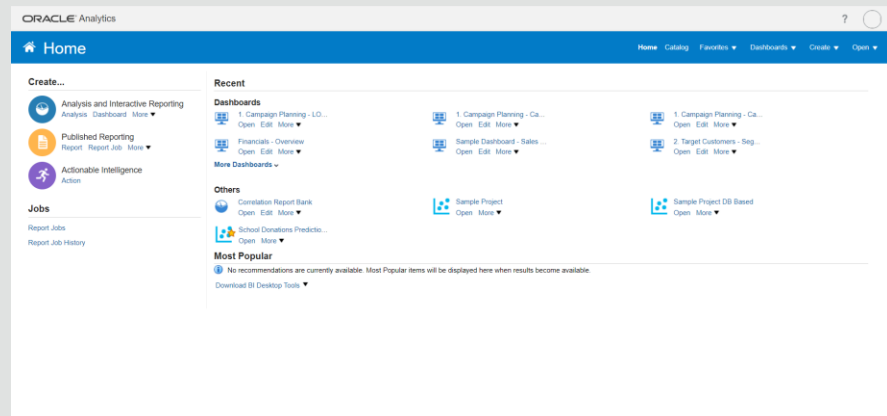
22. Top level URL changes
23. Login check for embedded content
24. Kerberos authentication

Более подробно: [bit.ly/OAC54Features](https://bit.ly/OAC54Features)

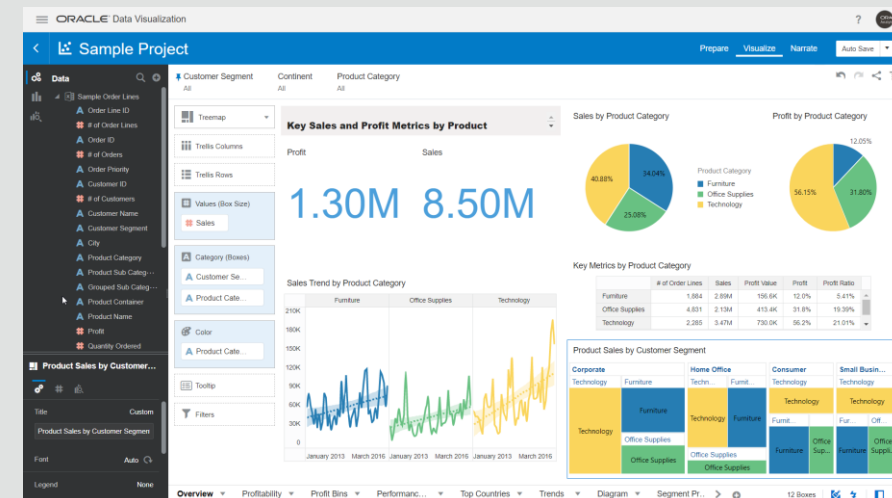
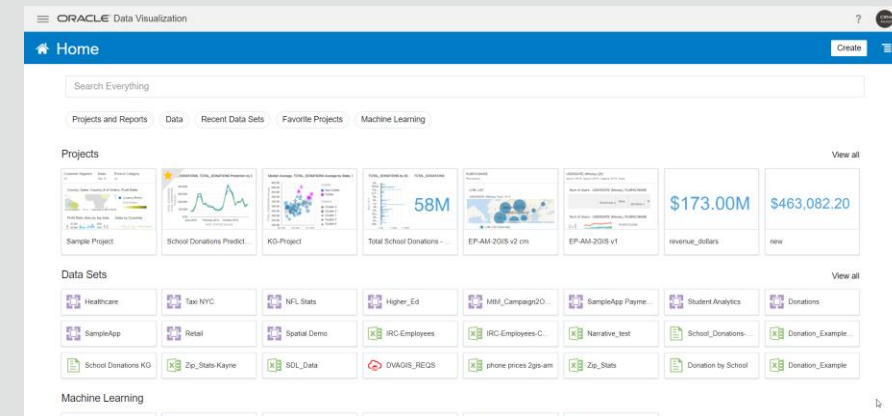


# Новый единый стиль для Classic BI и DV

## Classic BI

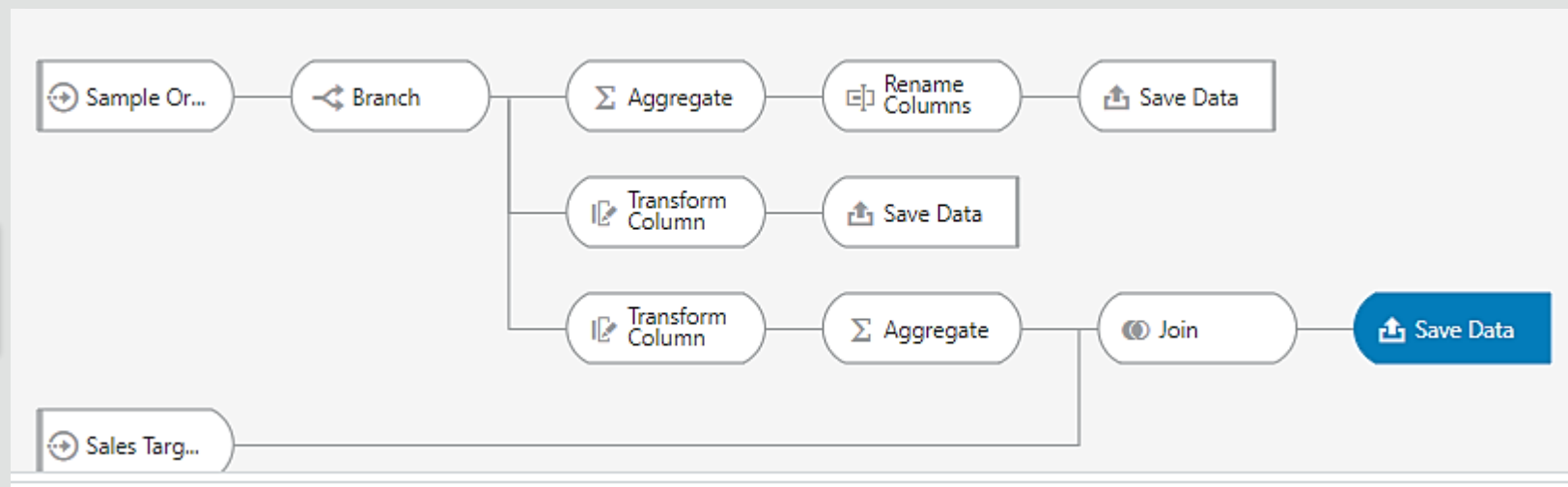


## DV



# Dataflow – активно развивается с каждым релизом

Add Data, Join, Merge Rows, Branch nodes



Несколько агрегаций одной колонки

Aggregate

| Aggregate | Function | New column name |
|-----------|----------|-----------------|
| Profit    | Sum      | Profit Sum      |
| Sales     | Sum      | Sales Sum       |
| Sales     | Average  | Sales Average   |

+ Add Aggregate

Group by

Customer Segment

+ Add Group

Sales Average

Инкрементальная загрузка, планировщик задач

Группировка по множеству колонок

# Pivot таблицы в DV – еще больше возможностей

## Ассимитричный выбор данных для фильтрации и экспорта

Pivot

Columns

Order Priority

Rows

Product Cont...

Product Cate...

Values

Size

Shape

Filters

# of Orders by Product Container, Product Category, Order Priority

| Product Container | Order Priority | Product Category | Critical | High  | Low   | Medium | Not Specified | Total |
|-------------------|----------------|------------------|----------|-------|-------|--------|---------------|-------|
| Jumbo Box         | Furniture      | Furniture        | 96       | 120   | 114   | 97     | 95            | 522   |
|                   |                | Technology       | 11       | 12    | 5     | 10     | 12            | 50    |
| Jumbo Drum        | Furniture      | Furniture        | 80       | 76    | 83    | 80     | 91            | 409   |
|                   |                | Office Supplies  | 17       | 20    | 15    | 17     | 12            | 81    |
|                   |                | Technology       | 34       | 44    | 49    | 26     | 40            | 193   |
| Large Box         | Furniture      | Furniture        | 39       | 35    | 40    | 28     | 35            | 177   |
|                   |                | Office Supplies  | 30       | 30    | 39    | 29     | 45            | 173   |
|                   |                | Technology       | 15       | 15    | 25    | 17     | 15            | 87    |
| Medium Box        | Furniture      | Furniture        | 27       | 29    | 29    | 25     | 22            | 132   |
|                   |                | Office Supplies  | 30       | 16    | 17    | 15     | 22            | 99    |
|                   |                | Technology       | 31       | 42    | 30    | 35     | 35            | 173   |
| Small Box         | Furniture      | Furniture        | 50       | 54    | 58    | 47     | 52            | 261   |
|                   |                | Office Supplies  | 539      | 599   | 557   | 580    | 573           | 2,846 |
|                   |                | Technology       | 193      | 210   | 233   | 236    | 223           | 1,095 |
| Small Pack        | Furniture      | Furniture        | 38       | 57    | 49    | 38     | 39            | 221   |
|                   |                | Office Supplies  | 60       | 56    | 56    | 47     | 48            | 267   |
|                   |                | Technology       | 101      | 119   | 97    | 105    | 98            | 520   |
| Wrap Bag          | Furniture      | Furniture        | 38       | 17    | 24    | 23     | 23            | 125   |
|                   |                | Office Supplies  | 174      | 184   | 190   | 172    | 194           | 814   |
|                   |                | Technology       | 15       | 23    | 13    | 17     | 12            | 67    |
| Total             |                |                  | 1,244    | 1,288 | 1,266 | 1,223  | 1,241         | 5,262 |

Keep Selected

Remove Selected

Drill to Attribute/Hierarchy...

Use as Filter

Add Statistics

Color

Shape

Edit

Hide Value Labels

# of Orders by Product Container, Product Category, Order Priority

Keep Selection

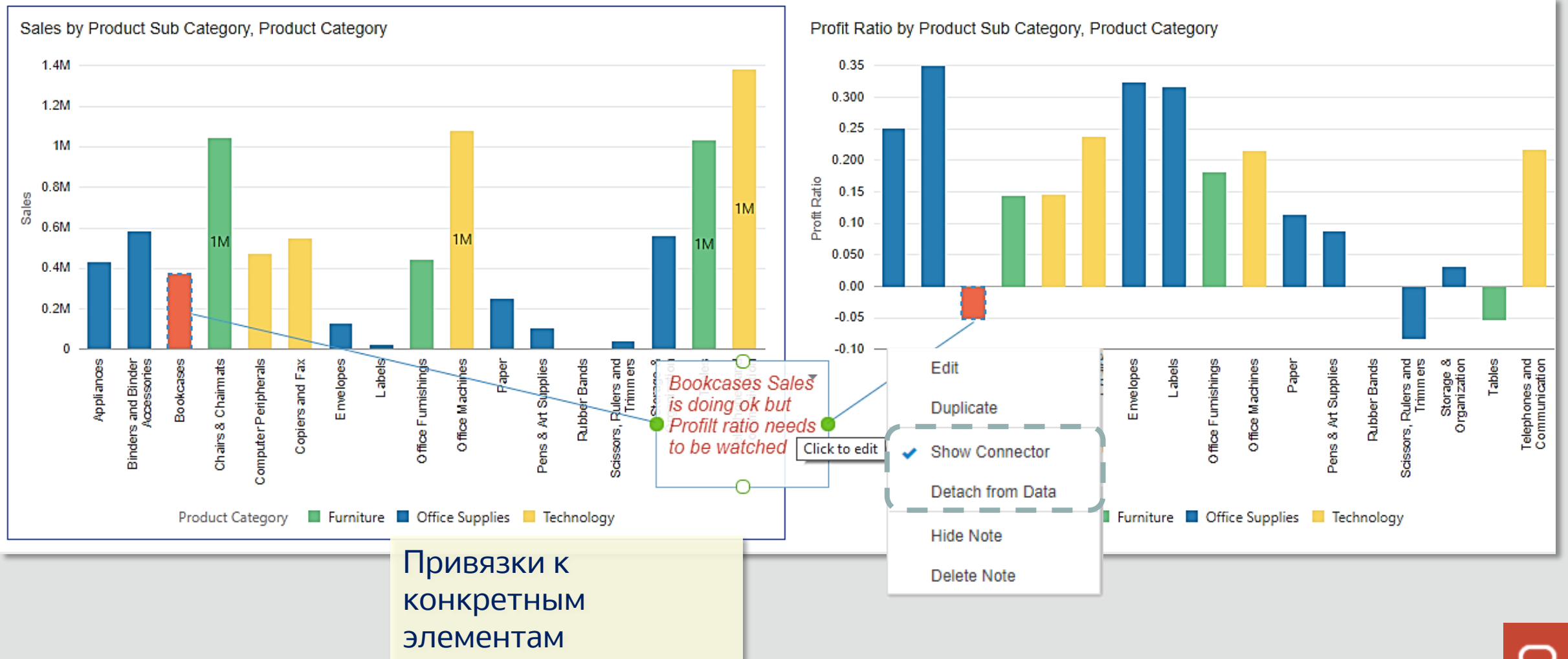
| Product Container | Order Priority | Product Category | Critical | High  | Low   | Medium | Not Specified | Total |
|-------------------|----------------|------------------|----------|-------|-------|--------|---------------|-------|
| Jumbo Box         | Furniture      | Furniture        |          |       | 114   |        |               | 114   |
|                   |                | Technology       |          |       | 5     |        |               | 5     |
| Jumbo Drum        | Furniture      | Furniture        | 80       | 76    | 83    | 80     | 91            | 409   |
|                   |                | Office Supplies  | 17       | 20    | 15    | 17     | 12            | 81    |
|                   |                | Technology       | 34       | 44    | 49    | 26     | 40            | 193   |
| Large Box         | Furniture      | Furniture        | 39       |       | 40    |        |               | 79    |
|                   |                | Office Supplies  |          |       | 39    |        |               | 39    |
|                   |                | Technology       |          |       | 25    |        |               | 25    |
| Medium Box        | Furniture      | Furniture        |          |       | 29    |        | 22            | 51    |
|                   |                | Office Supplies  |          |       | 17    |        | 22            | 39    |
|                   |                | Technology       |          |       | 30    |        | 35            | 65    |
| Small Box         | Furniture      | Furniture        |          |       | 58    |        | 52            | 110   |
|                   |                | Office Supplies  |          |       | 557   |        | 573           | 1,130 |
|                   |                | Technology       |          |       | 233   |        | 223           | 456   |
| Small Pack        | Furniture      | Furniture        |          |       | 49    |        |               | 49    |
|                   |                | Office Supplies  |          |       | 56    |        |               | 56    |
|                   |                | Technology       | 101      | 119   | 97    | 105    | 98            | 520   |
| Wrap Bag          | Furniture      | Furniture        |          |       | 24    |        |               | 24    |
|                   |                | Office Supplies  |          |       | 190   |        | 194           | 384   |
|                   |                | Technology       |          |       | 13    |        | 12            | 25    |
| Total             |                |                  | 1,244    | 1,288 | 1,266 | 1,223  | 1,241         | 5,262 |

Фильтр, подсветка, экспорт, и многое другое



# Аннотации с привязкой к элементам визуализации

## А не только ко всему проекту или отчету



# Изменение шрифта, заливки, размеров

Title

Custom

# or Orders

Font

Auto

Legend

Auto

Title

Auto

Labels

Auto

12

B I U A

Background

Fill Color

Transparency

0

Settings

Grid

Refresh

Help

Search

Headers

Values, Rows

Header

Tahoma

Data

Auto

Totals

Auto

Использовать осторожно.  
Многим могут не понравиться ваши вкусы.  
Проконсультируйтесь с дизайнерами 😊

|                                | 2013       | 2014       | 2015       | 2016       |
|--------------------------------|------------|------------|------------|------------|
| Appliances                     | <u>94</u>  | <u>112</u> | <u>111</u> | <u>148</u> |
| Binders and Binder Accessories | <u>184</u> | <u>193</u> | <u>215</u> | <u>323</u> |
| Bookcases                      | <u>42</u>  | <u>60</u>  | <u>38</u>  | <u>62</u>  |
| Chairs & Chairmats             | <u>89</u>  | <u>92</u>  | <u>113</u> | <u>130</u> |
| Computer Peripherals           | <u>171</u> | <u>196</u> | <u>181</u> | <u>252</u> |
| Copiers and Fax                | <u>17</u>  | <u>25</u>  | <u>22</u>  | <u>31</u>  |
| Envelopes                      | <u>50</u>  | <u>62</u>  | <u>52</u>  | <u>98</u>  |
| Labels                         | <u>58</u>  | <u>59</u>  | <u>69</u>  | <u>89</u>  |
| Office Furnishings             | <u>168</u> | <u>183</u> | <u>196</u> | <u>268</u> |
|                                | <u>77</u>  | <u>71</u>  | <u>127</u> |            |
|                                | <u>01</u>  | <u>299</u> | <u>370</u> |            |
|                                | <u>37</u>  | <u>154</u> | <u>196</u> |            |
|                                | <u>34</u>  | <u>41</u>  | <u>50</u>  |            |
|                                | <u>27</u>  | <u>39</u>  | <u>45</u>  |            |
|                                | <u>51</u>  | <u>132</u> | <u>190</u> |            |
|                                | <u>88</u>  | <u>95</u>  | <u>132</u> |            |
|                                | <u>12</u>  | <u>225</u> | <u>322</u> |            |

Labels Axis

Title

Auto

Font

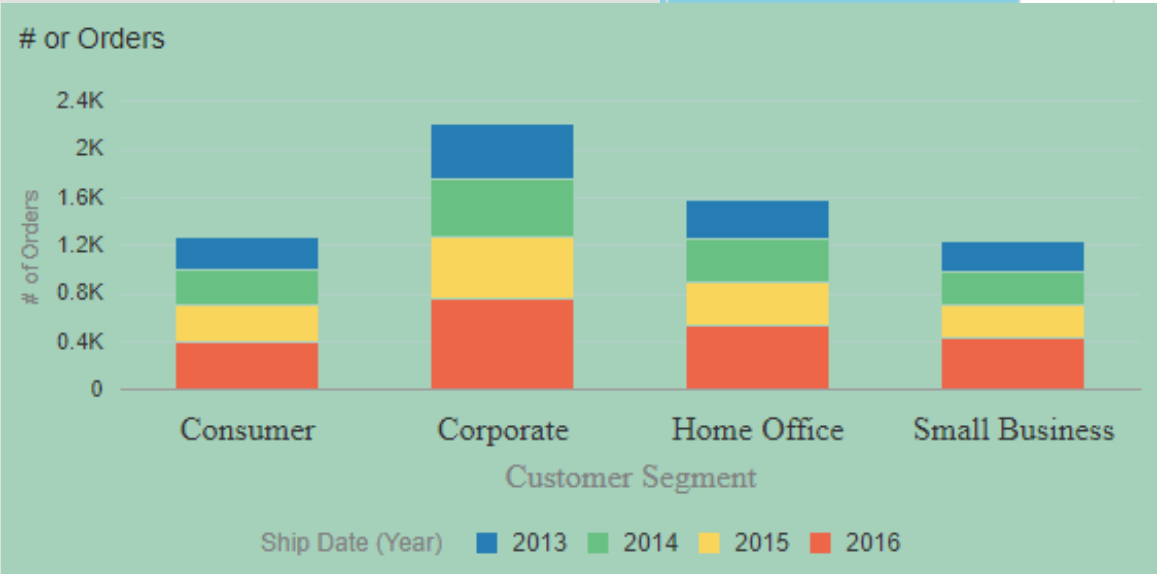
Times New Roman, 16

Labels

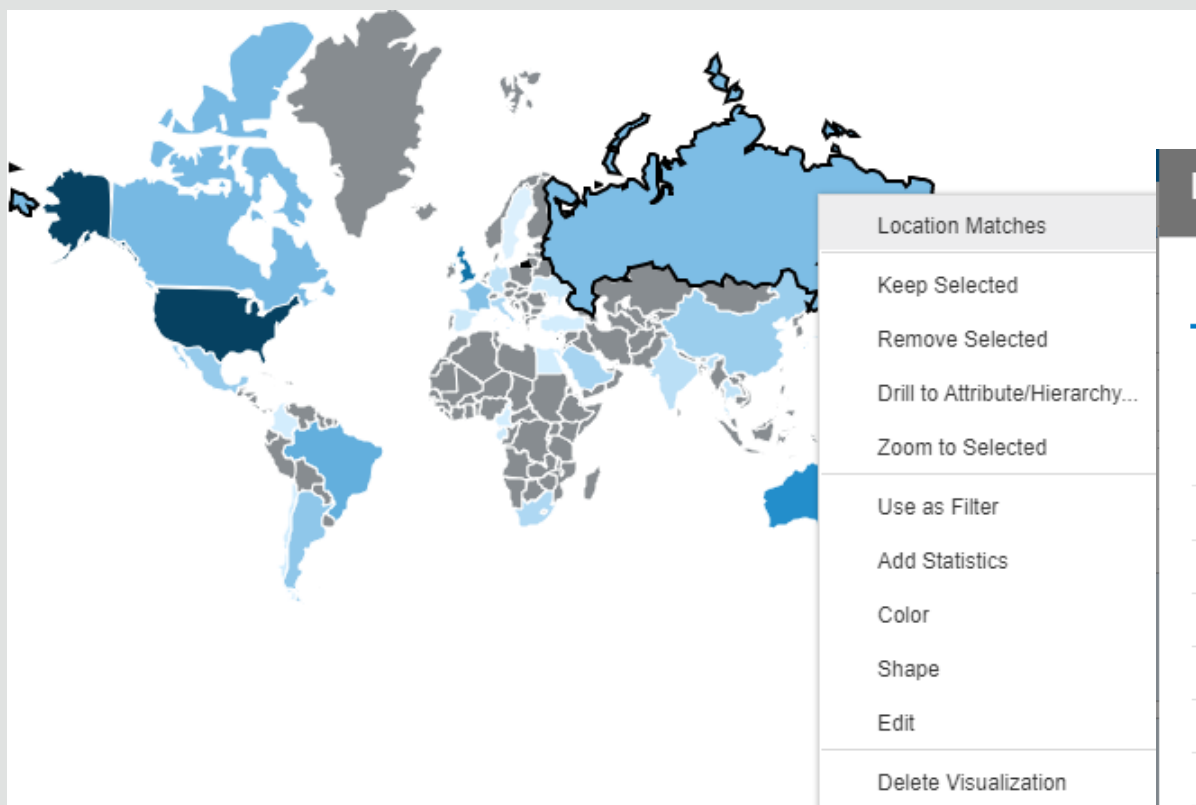
On

Font

Times New Roman, 16



# Карты: маппинг справочников и геоданных



## Location Matches

 Country

Map Layer Auto (world countries) ▼

30 Locations (2 Issues)

| Your Data        | Match ▼                                                                                       | Match Quality   | Remove ☰                 |
|------------------|-----------------------------------------------------------------------------------------------|-----------------|--------------------------|
|                  |  No Match  | No Match        | <input type="checkbox"/> |
| Hong Kong S.A.R. |  HONG KONG | 56% Confidence  | <input type="checkbox"/> |
| Argentina        | ARGENTINA                                                                                     | 100% Confidence | <input type="checkbox"/> |
| Australia        | AUSTRALIA                                                                                     | 100% Confidence | <input type="checkbox"/> |
| Brazil           | BRAZIL                                                                                        | 100% Confidence | <input type="checkbox"/> |
| Cameroon         | CAMEROON                                                                                      | 100% Confidence | <input type="checkbox"/> |
| Canada           | CANADA                                                                                        | 100% Confidence | <input type="checkbox"/> |
| Chile            | CHILE                                                                                         | 100% Confidence | <input type="checkbox"/> |
| China            | CHINA                                                                                         | 100% Confidence | <input type="checkbox"/> |
| Colombia         | COLOMBIA                                                                                      | 100% Confidence | <input type="checkbox"/> |
| Egypt            | EGYPT                                                                                         | 100% Confidence | <input type="checkbox"/> |

Автоматические подсказки по наиболее вероятным вариантам маппинга с ручными правками



# Oracle Analytics Cloud: новая цена

**\$20**

**USER**

ИЛИ

**\$2000**

**OCPU**

*Professional*

*Enterprise*



A night landscape featuring a starry sky with the Milky Way visible. A bright meteor streaks across the upper left portion of the sky. In the foreground, a calm body of water reflects the starry sky and the dark silhouettes of mountains and grassy fields in the background.

# *Oracle* *Analytics* **SERVER**

# Oracle Analytics Server



ETA – December 2019

Все возможности Oracle Analytics Cloud будут доступны on-premise.

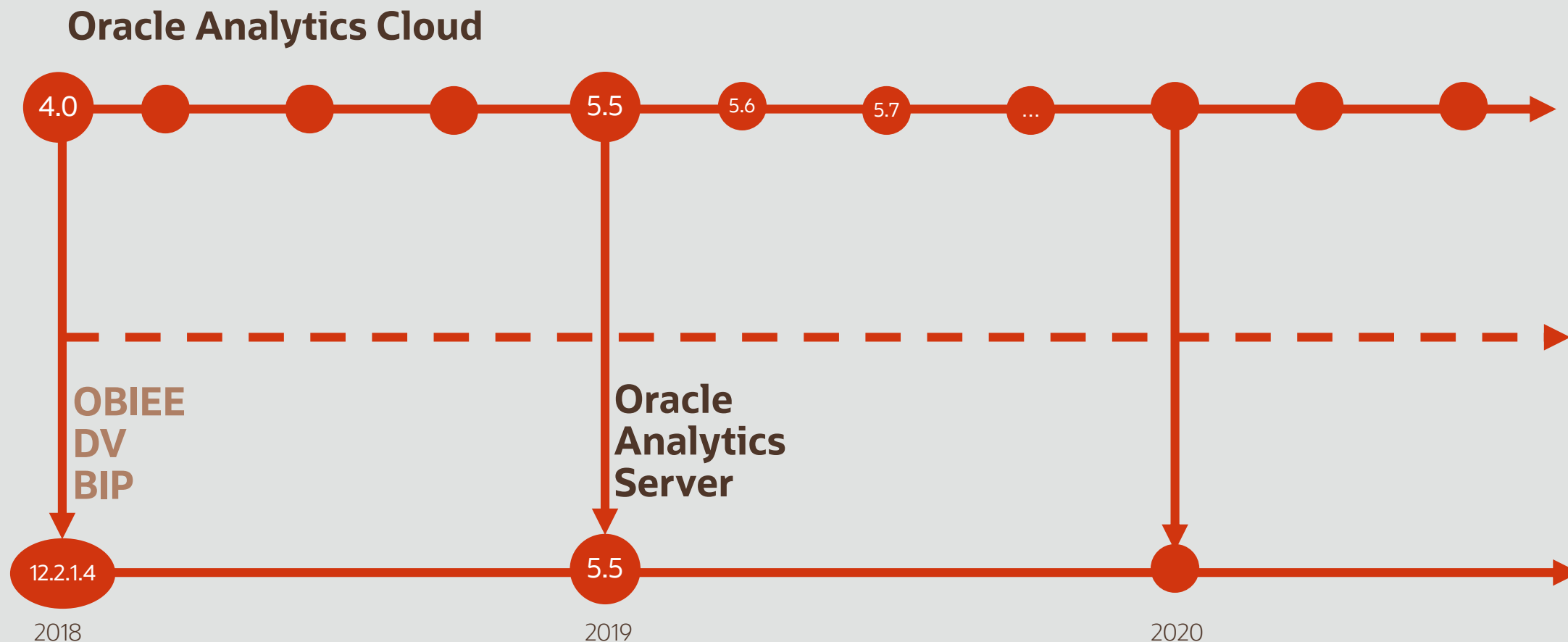
Для тех, кто только начинает свой путь в облако

Бесплатное обновление для текущих пользователей OBIEE

Совместимо с Oracle Analytics Cloud

Упрощение миграции в облако и поддержка гибридных решений

# Oracle Analytics Server – релизы ежегодно





# Oracle Analytics Server

Концептуально – переименование OBIEE

- Можно рассматривать как OBIEE 12.2.1.5
- Out of place upgrade
- Без значительных изменений инфраструктуры и процедуры установки

Включает возможности DV (Self-Service BI)

Обновление для всех существующих пользователей OBIEE/OBIFS

Цена остается прежней

Linux в декабре

- Windows в начале 2020
- Solaris планируется

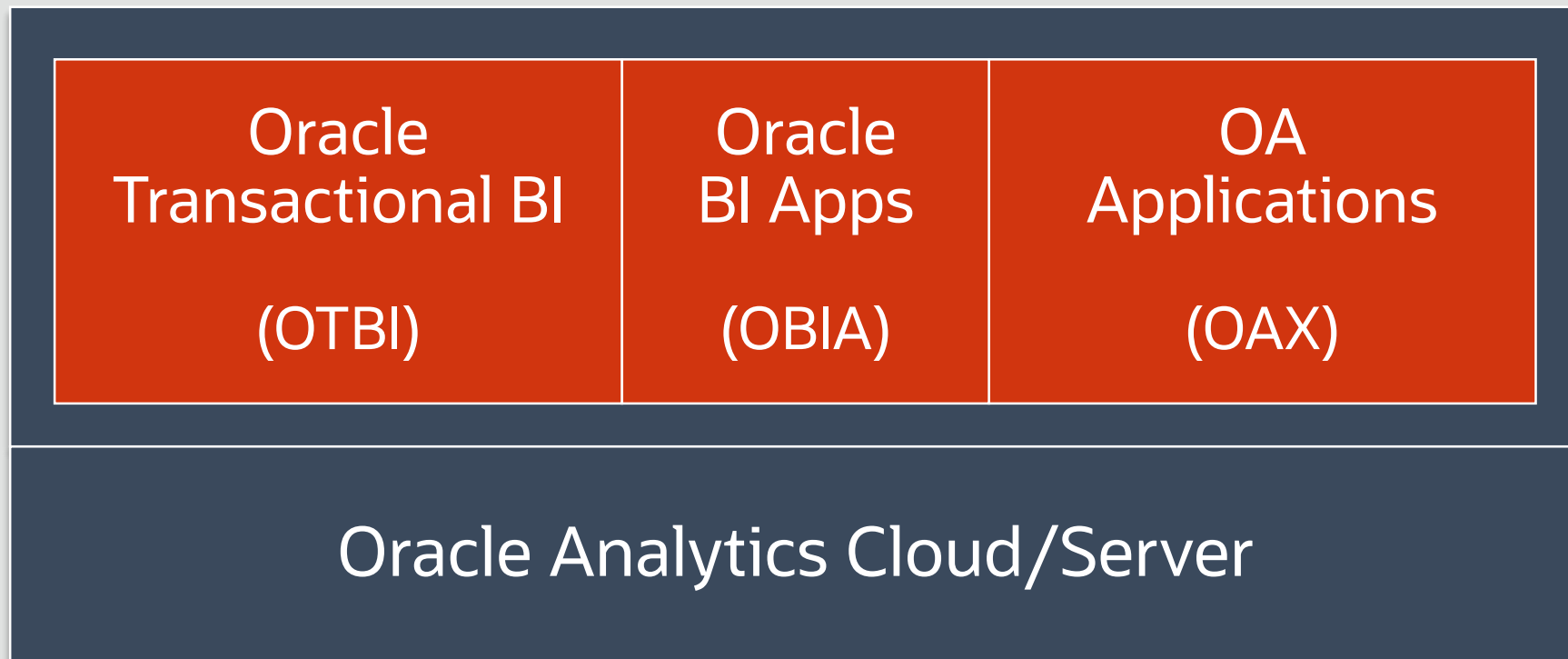


A person stands in the center of a dark, cavernous space, illuminated by a bright flashlight beam. The walls of the cave are rugged and covered in snow or ice, with some green moss visible. The ceiling is dark and starry, suggesting a night sky or a deep underground passage. The overall atmosphere is mysterious and exploratory.

# *Oracle Analytics* **APPLICATIONS**

# Oracle Analytics for Applications

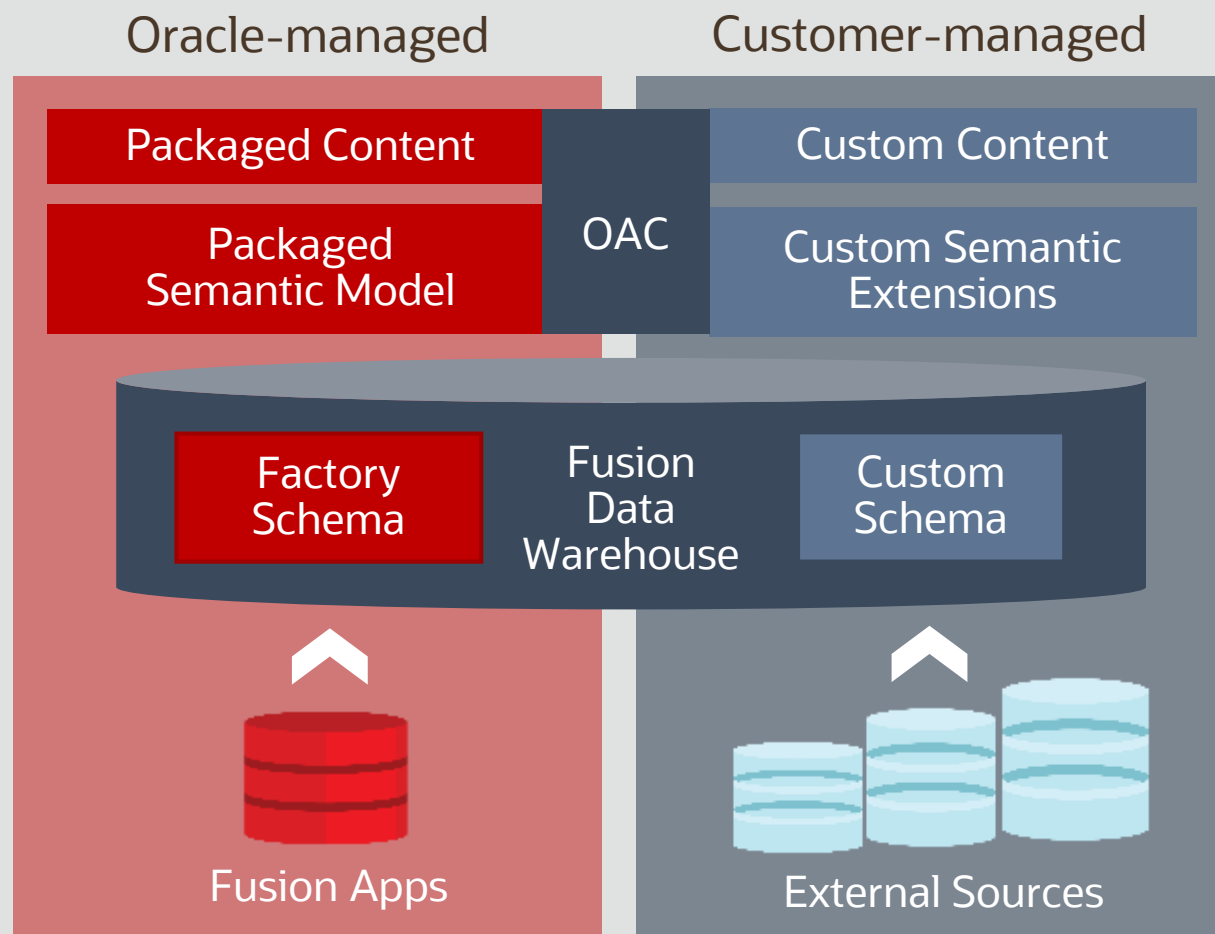
Портфолио продуктов





# Oracle Analytics for Applications (OAX)

Расширяемая преднастроенная модель



- Загрузка внешних данных в общую ADW
- Расширение преднастроенной семантики с помощью кастомных предметных областей, метрик, измерений и иерархий
- Кастомные отчеты и дэшборды
- Сохранение всех кастомизаций при обновлениях от релиза к релизу

# OAX: Semantic Model Extensions

Удобный интерфейс для кастомизации модели данных

ORACLE Analytics for Applications

## Semantic Model Extensions

Branches Environments Version History

Manage semantic model extensions your Analytics Warehouse

Main Development Branch

|             |                  |      |
|-------------|------------------|------|
| Main Branch | OA4F Version 1.1 | Last |
|-------------|------------------|------|

Customization Branches

Customization Name: Extend Cost Center

3 Subject Area: Select

- Financials - AP Overview
- Financials - GL Profitability
- Financials - GL Detail Transactions
- Financials - GL Balance Sheet
- Financials - AP Balance

Folder

Logical Table

### Add Step

2

- Add a Dimension
- Extend a Dimension
- Add a Hierarchy
- Add a Calculation
- Extend an Fact
- Reorder Columns
- Show/Hide Columns
- Create Subject Area
- Translations

1 2 3 4

Select a dimension table from the Semantic Layer to extend

Customization Name: Extend Cost Center

Subject Area: Financials - GL Profitability

Folder: Cost Center

Logical Table: Dim - Cost Center

Available Attributes in Dim - Cost Center

- Cost Center Level 1 Code
- Cost Center Level 2 Code
- Cost Center Level 3 Code
- Cost Center Level 4 Code
- Cost Center Level 5 Code
- Cost Center Level 6 Code

Cancel Next >

Data Preview (100 Rows)  
Coming Soon...

### Create a New Branch

1

Name: Branch to Extend Cost Center

Branch: Clean version of Main Branch

Main Branch including my customizations

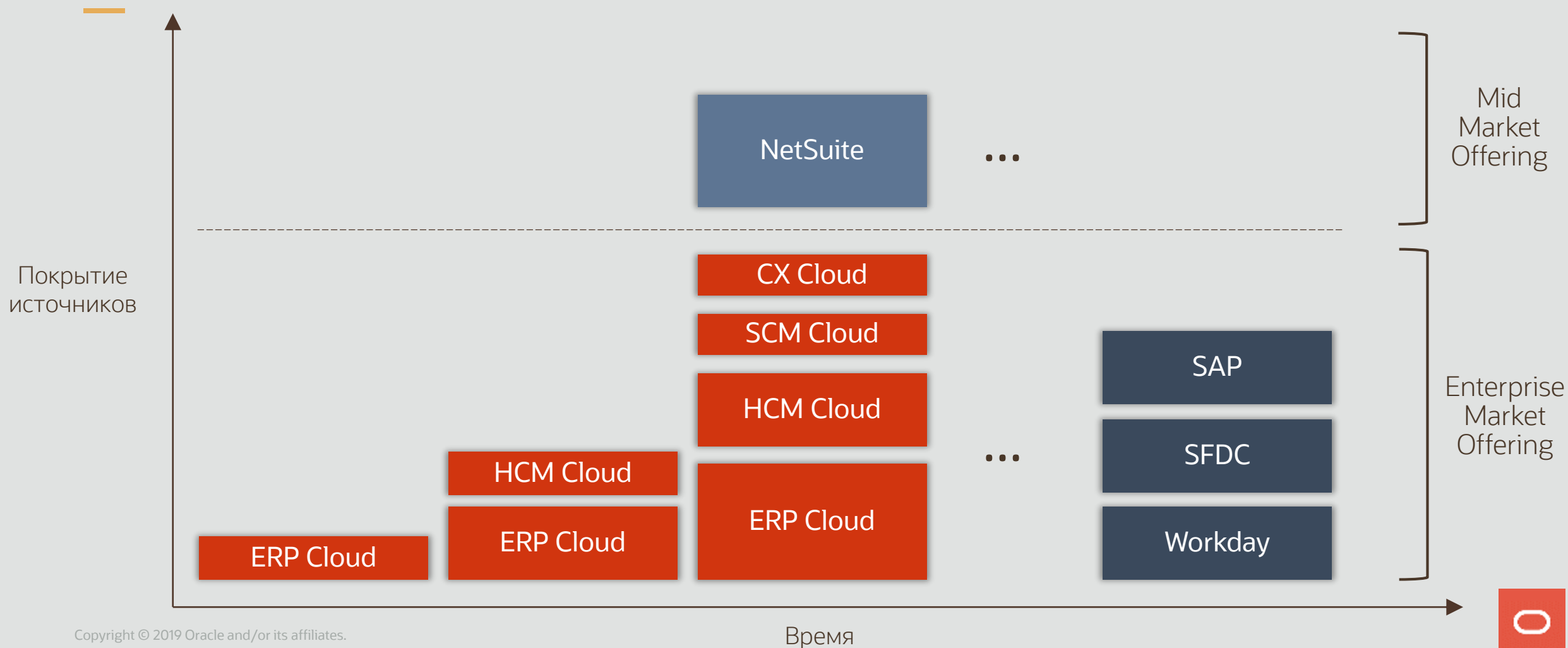
Description: Branch to Extend OOTB Cost Center

Cancel Ok



# ОАХ для всех облачных приложений Oracle

Расширяемая преднастроенная модель



# ОАХ: новый инструмент – KPI Cards

Вся ключевая информация о показателе в одном месте

Нотификация



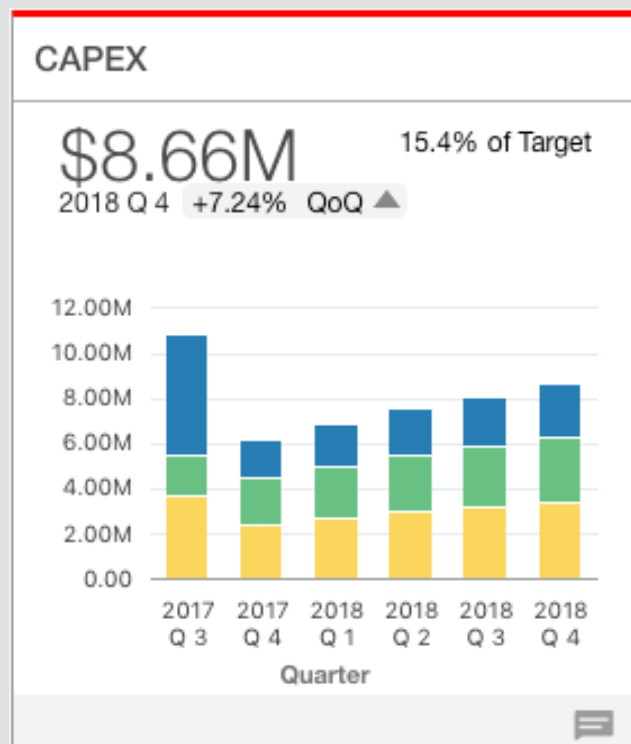
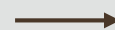
Значение / %  
выполнения



Тренд



Визуализация



Discussion threads

- Персонализируемые KPI Cards
- Взаимосвязи показателями
- Нотификации
- Бенчмарки
- Обсуждения
- Возможность перехода в детали или связанные отчеты



Search by KPI Name or Operational Goal

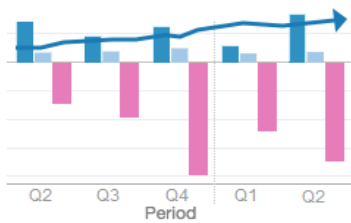
## CFO Overview

Filter by Exceptions: None Minor Moderate Severe

### Cash Conversion Cycle

Period: Quarter

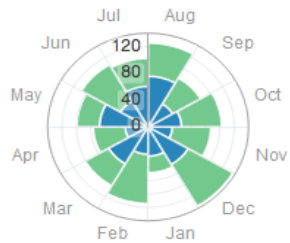
280 days ▲



### Inventory by Month

Inventory Type: All Product: A, B

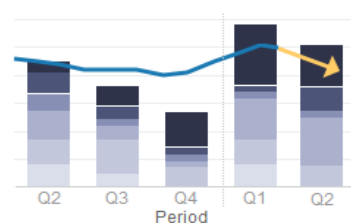
206M ▲



### Capex by Asset

Period: Quarter

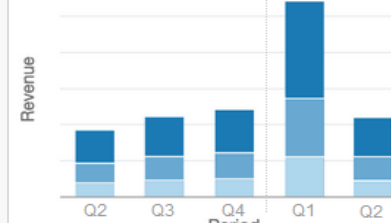
66M ▼



### Revenue by Product

Period: Quarter

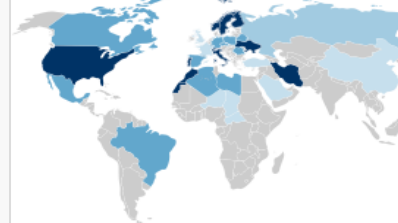
230M ▼



### Operating Expenses

Period: Current Month

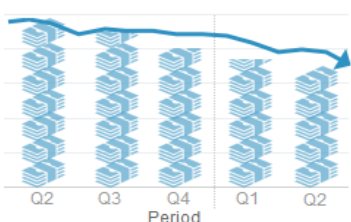
41M ▼



### Cash by Quarter

Period: Quarter

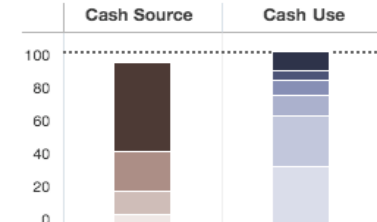
74M ▼



### Cash Flow Source and Usage

Period: Quarter

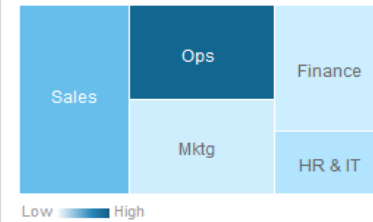
-\$5.6M ▼



### Headcount Spend by Dept.

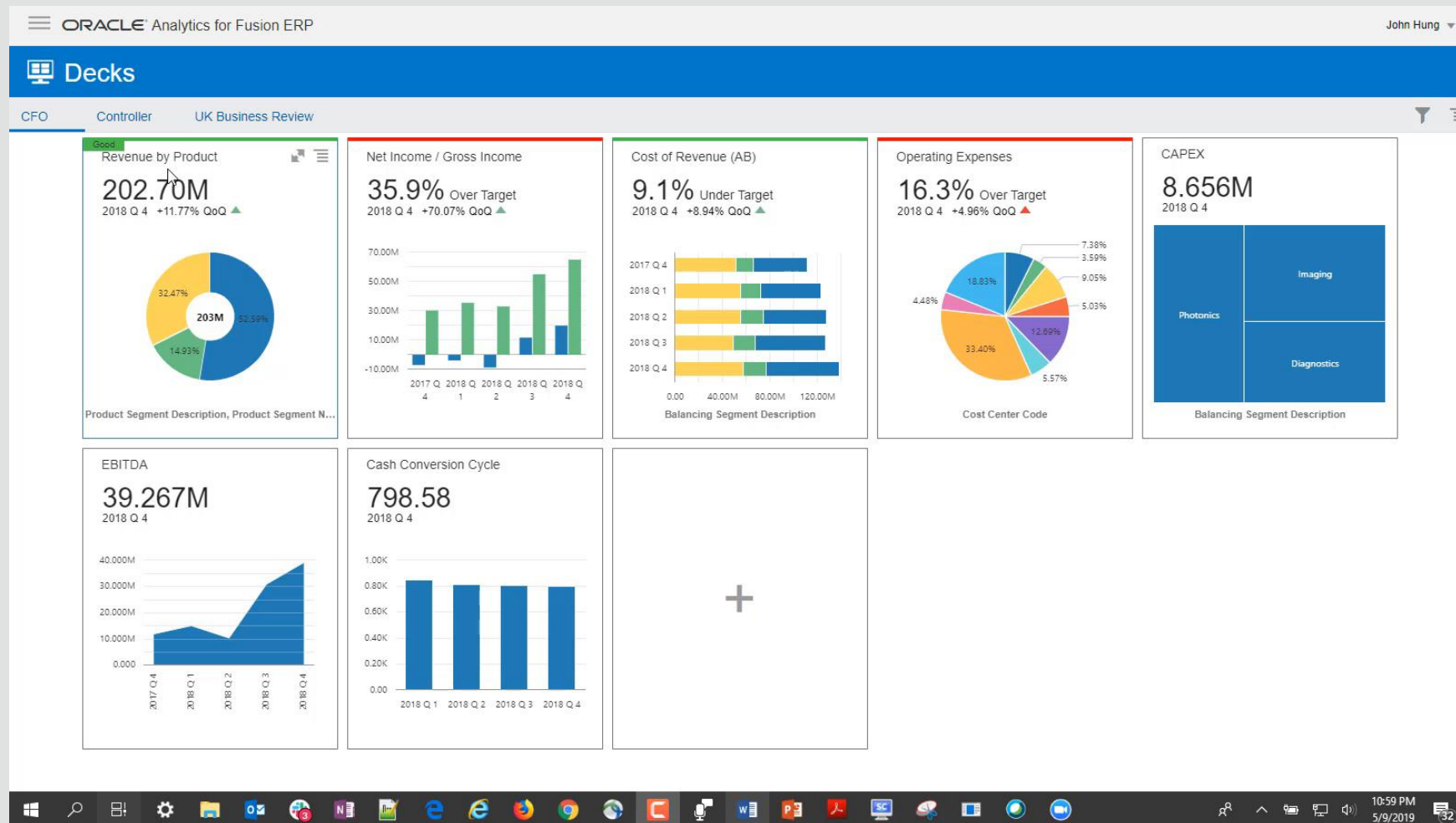
Period: Quarter

22.61M ▼



Add Card

# DEMO: KPI Cards





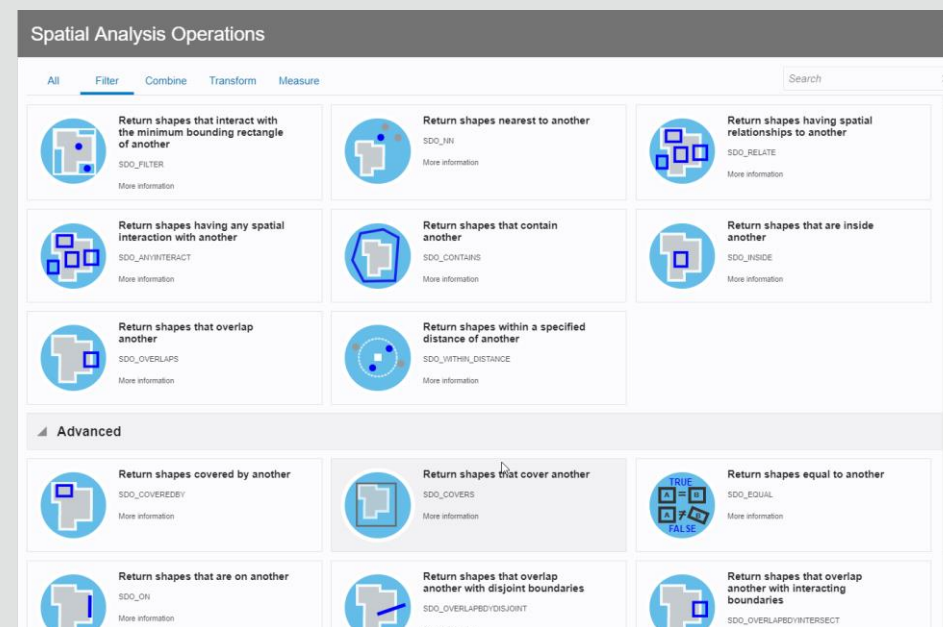
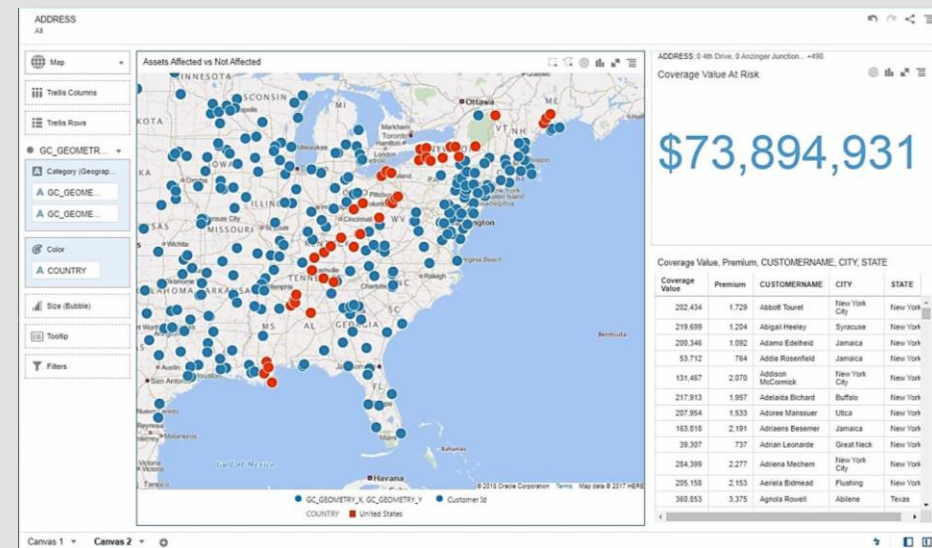


*Oracle*  
**SPATIAL  
STUDIO**

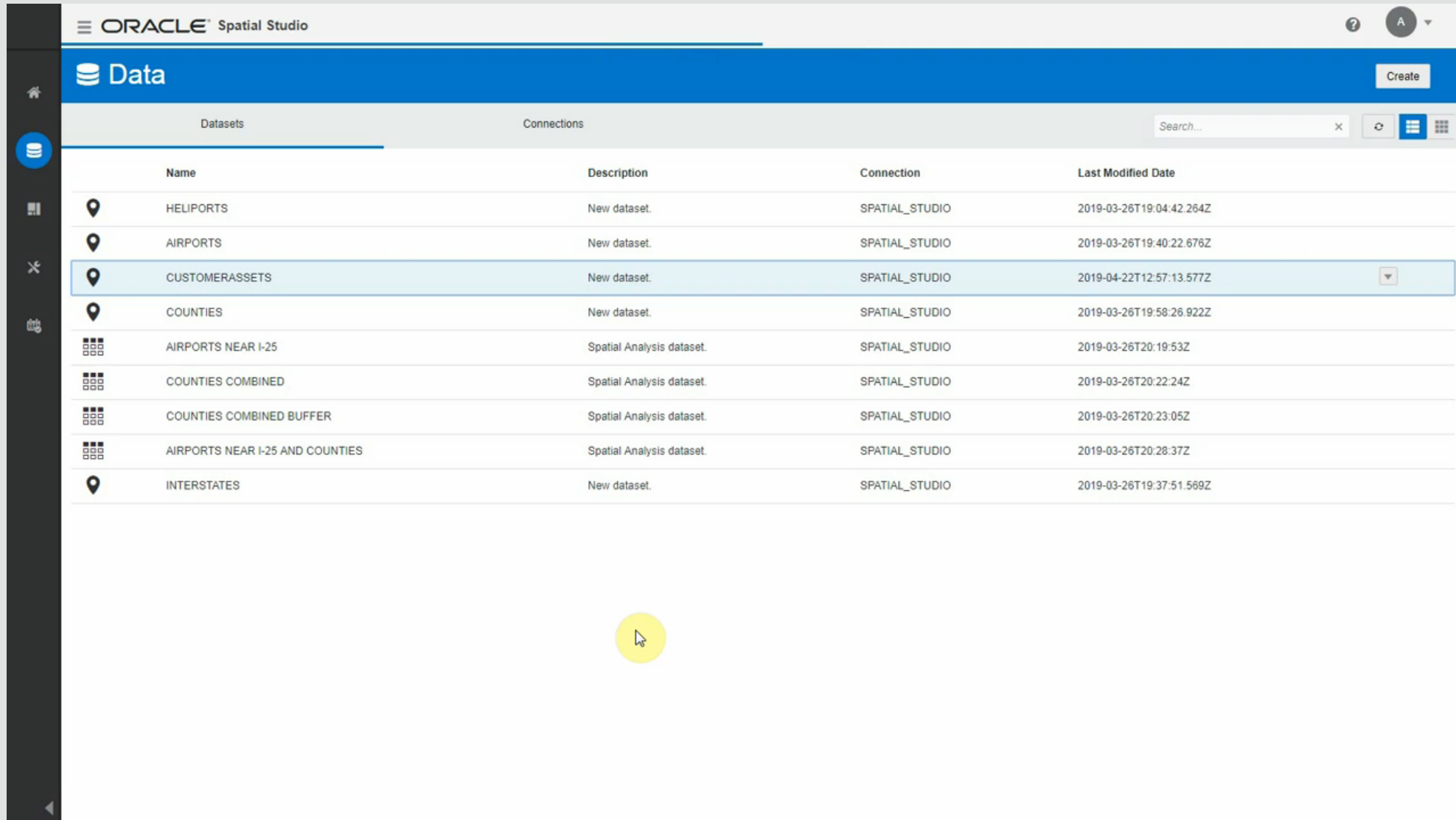


# Spatial Studio

- Self-service, drag&drop UI, похож на DV
- Подготовка геоданных:
  - Загрузка, преобразования типов, координат
  - Геокодинг
- Пространственные операции:
  - Фильтрация, комбинация, трансформация, измерения
- Гео визуализации
- Экспорт результатов и геоданных
- JEE приложение или standalone Jetty
- Oracle DB 12.2+ (CS or On-prem) с опцией Spatial and Graph



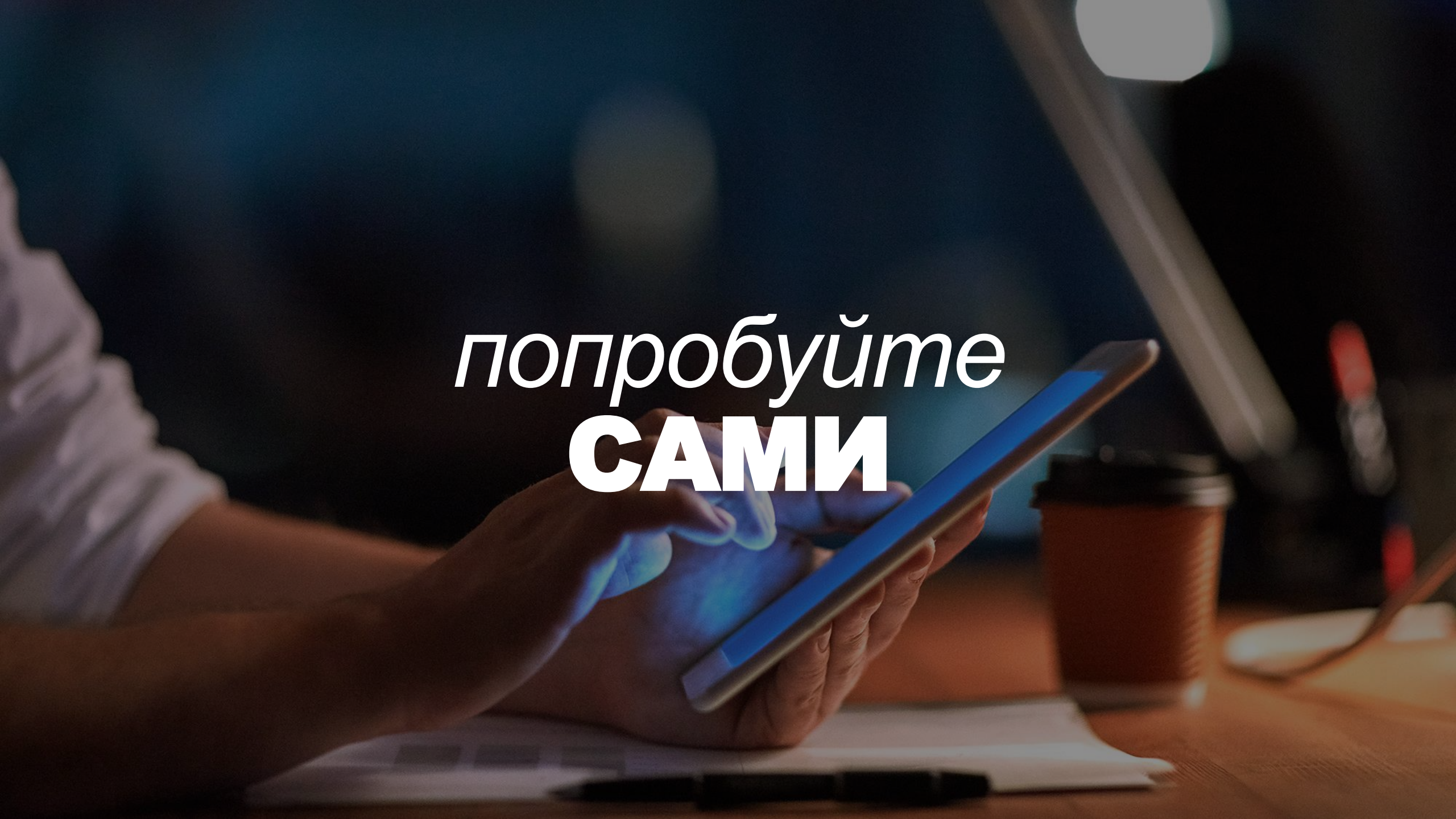
# DEMO: Spatial Studio



The screenshot displays the Oracle Spatial Studio interface. The top navigation bar includes the Oracle logo and the text "ORACLE Spatial Studio". Below this, a blue header bar contains the word "Data" and a "Create" button. The main content area is divided into two tabs: "Datasets" (selected) and "Connections". A search bar is located to the right of the tabs. The "Datasets" tab displays a table with the following columns: Name, Description, Connection, and Last Modified Date. The table lists several datasets, with "CUSTOMERASSETS" highlighted. A yellow circle with a mouse cursor icon is positioned below the table.

| Name                            | Description               | Connection     | Last Modified Date       |
|---------------------------------|---------------------------|----------------|--------------------------|
| HELIPORTS                       | New dataset.              | SPATIAL_STUDIO | 2019-03-26T19:04:42.264Z |
| AIRPORTS                        | New dataset.              | SPATIAL_STUDIO | 2019-03-26T19:40:22.676Z |
| CUSTOMERASSETS                  | New dataset.              | SPATIAL_STUDIO | 2019-04-22T12:57:13.577Z |
| COUNTIES                        | New dataset.              | SPATIAL_STUDIO | 2019-03-26T19:58:26.922Z |
| AIRPORTS NEAR I-25              | Spatial Analysis dataset. | SPATIAL_STUDIO | 2019-03-26T20:19:53Z     |
| COUNTIES COMBINED               | Spatial Analysis dataset. | SPATIAL_STUDIO | 2019-03-26T20:22:24Z     |
| COUNTIES COMBINED BUFFER        | Spatial Analysis dataset. | SPATIAL_STUDIO | 2019-03-26T20:23:05Z     |
| AIRPORTS NEAR I-25 AND COUNTIES | Spatial Analysis dataset. | SPATIAL_STUDIO | 2019-03-26T20:28:37Z     |
| INTERSTATES                     | New dataset.              | SPATIAL_STUDIO | 2019-03-26T19:37:51.569Z |



A person is sitting at a desk in a dimly lit room at night. They are holding a tablet computer with both hands, and the screen is illuminated with a blue light. The person is wearing a light-colored long-sleeved shirt. On the desk, there is a brown paper coffee cup with a black lid, a white piece of paper, and a black pen. In the background, a desk lamp is visible, casting a warm light. The overall atmosphere is quiet and focused.

*попробуйте*  
**САМИ**



# Oracle Analytics Library

## <http://oracle.com/analytics-library>

- Примеры
- Инструкции
- Расширения
- Гео-слои
- Живые демо
- Видео

### Choose Your Own Starting Point



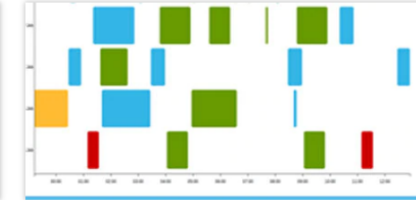
#### Examples

Create your data visualizations with the help of these prebuilt examples.



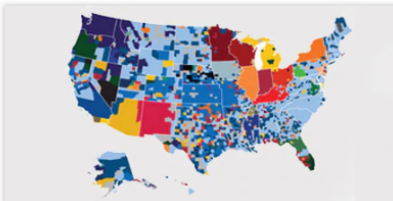
#### Tutorials

Download our tutorials today and learn advanced OAC functionality along with step by step guides and videos.



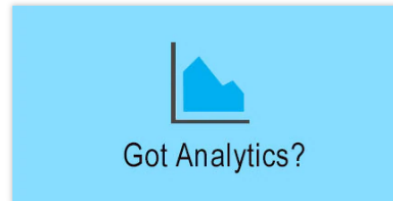
#### Extensions

Supercharge your data with our custom DV extensions.



#### Geo Layers

Custom map layers to further enhance the meaning behind your data.



#### Live Demos

Try it live today, logon to OAC and interact with our latest DV samples.



#### Videos

Search our library for whats new in OAC and to find product specific feature videos.

# Oracle Analytics Cloud еще новое и полезное:

1000+ страниц документации **на русском!**

<https://docs.oracle.com/cloud/help/ru/analytics-cloud/index.htm>

Udemy classes on OAC :

OAC Part 1: <https://www.udemy.com/augmented-analytics/>

OAC Part 2: <https://www.udemy.com/machinelearning-analytics/>

DV Desktop:

<https://www.oracle.com/middleware/technologies/oracle-data-visualization-desktop.html>

Public Roadmap

<https://www.oracle.com/solutions/business-analytics/roadmap.html>

Спасибо





# Дополнительные слайды



# Направления развития бизнес аналитики

## Диалоговая

- Адаптивная генерация естественного языка
- Интеграция с Chatbot и цифровым помощником

## Дополненная

- Кастомные шаблоны, знания и алгоритмы для обогащения данных
- Интеграция с платформами машинного обучения

## Гибкая

- Единая модель данных и семантика совместное использование
- Самообслуживание, любые данные из любого источника

## Предиктивная

- Проактивные оповещения на основе ботов
- Знания и оповещения на основе графовых моделей

## Коллаборационная

- Многопользовательская совместная работа над одним проектом
- Обсуждения на проекте DV

## UX/Design

- Совершенствование пользовательского опыта
- Преемственность между on-prem/облаком/mobile



Section 1 - Universal Credits

Prices in US Dollar

PaaS - Oracle Analytics Cloud Services:  
Analytics

Standard term lengths: 1-year, 2-year, 3-year, or 4-year term. For additional information, refer to the Oracle Cloud Approval Matrix document on eSource.

Note: For details on additional product requirements and prerequisites, see the Oracle PaaS and IaaS - Public Cloud Global Price List Supplement .

|                                        | Price | Universal Credits Minimums (per month) | Minimum Universal Credits Details                                                          | Notes | Part Number |
|----------------------------------------|-------|----------------------------------------|--------------------------------------------------------------------------------------------|-------|-------------|
| Oracle PaaS and IaaS Universal Credits |       |                                        |                                                                                            |       |             |
| Oracle PaaS and IaaS Universal Credits | 1.00  | 1,000                                  | Minimum Monthly Flex spend in Universal Credits to be eligible for Universal Credits model | 1, 9  | B88206      |
|                                        |       | 5,000                                  | Minimum Monthly Flex spend in Universal Credits to be eligible for discount                |       |             |

**NOTE:** As of June 1, 2018, new customers should use only the following Universal Credits part number: **B88206 - Oracle PaaS and IaaS Universal Credits** (and noted above) and the following Universal Credits part numbers are only available for existing customers (prior to June 1, 2018) for expansions and renewals: **B88640 - Oracle PaaS and IaaS Universal Credits [for North America]**; and **B88643 - Oracle Analytics Universal Credits [for North America]**.  
(Note 7 highlights the services that were also eligible for purchase with B88643 - Oracle Analytics Universal Credits [for North America] and this part number (i.e., B88643) is now only available for existing customers for expansions and renewals).

|                                                                                       | Pay as You Go | Monthly Flex | Metric        | Metric Minimum | Additional Information | Notes       | Part Number |
|---------------------------------------------------------------------------------------|---------------|--------------|---------------|----------------|------------------------|-------------|-------------|
| Oracle Analytics Cloud Services                                                       |               |              |               |                |                        |             |             |
| Oracle Analytics Cloud                                                                |               |              |               |                |                        |             |             |
| Oracle Analytics Cloud - Professional                                                 | 2.0161        | 1.3441       | OCPU Per Hour | -              |                        | 1, 7        | B89630      |
| Oracle Analytics Cloud - Essbase                                                      | 4.0323        | 2.6882       | OCPU Per Hour | -              |                        | 1, 7        | B89632      |
| Oracle Analytics Cloud - Enterprise                                                   | 4.0323        | 2.6882       | OCPU Per Hour | -              |                        | 1, 7        | B89631      |
|                                                                                       | Pay as You Go | Monthly Flex | Metric        | Metric Minimum | Additional Information | Notes       | Part Number |
| Oracle Analytics Cloud Services - Bring Your Own License (BYOL)                       |               |              |               |                |                        |             |             |
| Oracle Analytics Cloud - BYOL                                                         |               |              |               |                |                        |             |             |
| Oracle Analytics Cloud - Professional - BYOL*<br>(*Limited Availability: See Note 10) | 0.4839        | 0.3226       | OCPU Per Hour | -              |                        | 1, 4, 7, 10 | B89636      |
| Oracle Analytics Cloud - Essbase - BYOL*<br>(*Limited Availability: See Note 10)      | 0.4839        | 0.3226       | OCPU Per Hour | -              |                        | 1, 4, 7, 10 | B89638      |
| Oracle Analytics Cloud - Enterprise - BYOL*<br>(*Limited Availability: See Note 10)   | 0.4839        | 0.3226       | OCPU Per Hour | -              |                        | 1, 4, 7, 10 | B89637      |

For Bring Your Own License (BYOL) requirements including eligible Oracle on-premise software licenses and conversion ratios (i.e., ratio requirement of software license metric to cloud equivalent metric), see the Oracle PaaS and IaaS Universal Credits Service Descriptions document at Oracle.com:  
<http://www.oracle.com/us/corporate/contracts/paas-iaas-universal-credits-3940775.pdf>





Section 2.1 - Analytics Cloud Subscription

Prices in US Dollar

PaaS - Analytics Cloud Subscription

Note: Standard term length is a 1-year term. For additional information, refer to the Oracle Cloud Approval Matrix document on eSource.

The following services are not eligible for purchase using Universal Credits, Pre-Paid Subscription, or Pay as You Go.

|                                                                   | Price | Metric                      | Metric Minimum | Service Includes | Notes | Part Number |
|-------------------------------------------------------------------|-------|-----------------------------|----------------|------------------|-------|-------------|
| Analytics Cloud Subscription                                      |       |                             |                |                  |       |             |
| Oracle Analytics Cloud - Professional - Subscription              | 20    | Hosted Named User Per Month | 20             |                  | 1     | B90824      |
|                                                                   | 1,000 | OCPU Per Month              | -              |                  | 1, 2  | B90825      |
| Oracle Analytics Cloud - Essbase - Subscription                   | 120   | Hosted Named User Per Month | 20             |                  | 1, 2  | B90826      |
|                                                                   | 2,000 | OCPU Per Month              | -              |                  | 1, 2  | B90827      |
| Oracle Analytics Cloud - Enterprise - Subscription                | 100   | Hosted Named User Per Month | 10             |                  | 1     | B90828      |
|                                                                   | 2,000 | OCPU Per Month              | -              |                  | 1, 2  | B90829      |
| Oracle Analytics for Fusion ERP                                   |       |                             |                |                  |       |             |
| Oracle Analytics for Fusion ERP                                   | 450   | Hosted Named User Per Month | 20             |                  | 1, 2  | B91150      |
| Oracle Analytics Cloud - Enterprise for Oracle Fusion Application | 0     | Hosted Named User Per Month | 40             |                  | 1     | B91374      |



Section 5 - Pre-Paid Subscription / Metered

Prices in US Dollar

PaaS Metered: Oracle Analytics Cloud

Note: Standard term length is a 1-year term. For additional information, refer to the Oracle Cloud Approval Matrix document on eSource.

|                                        | Price | Minimum | Includes                                                                                                      | Notes | Part Number |
|----------------------------------------|-------|---------|---------------------------------------------------------------------------------------------------------------|-------|-------------|
| Oracle Analytics Public Cloud Services | 1.00  | -       | Increases Cloud balance by 1 (one) currency unit, for use to purchase Oracle Analytics Public Cloud Services. | 1     | B87411      |

The following services are eligible for purchase both with Oracle Analytics Public Cloud Services "Pre-Paid Subscriptions" and "Pay as You Go."

Note: "Pay as You Go," which also includes "bursting," is always at the current hourly list price ("Per Hour" metrics), is non-discountable, will be billed monthly in arrears and cannot be paid with "Pre-Paid Subscription."

|                                               | Price   | Metric         | Minimum | Service Includes Per Month | Notes | Part Number |
|-----------------------------------------------|---------|----------------|---------|----------------------------|-------|-------------|
| Oracle Analytics Cloud - Metered              |         |                |         |                            |       |             |
| Oracle Analytics Cloud - Standard - Metered   | 6,000   | OCPU Per Month | -       |                            | 1     | B87406      |
|                                               | 10.0810 | OCPU Per Hour  | -       |                            | 1     | B87407      |
| Oracle Analytics Cloud - Enterprise - Metered | 12,000  | OCPU Per Month | -       |                            | 1     | B87408      |
|                                               | 20.1610 | OCPU Per Hour  | -       |                            | 1     | B87409      |



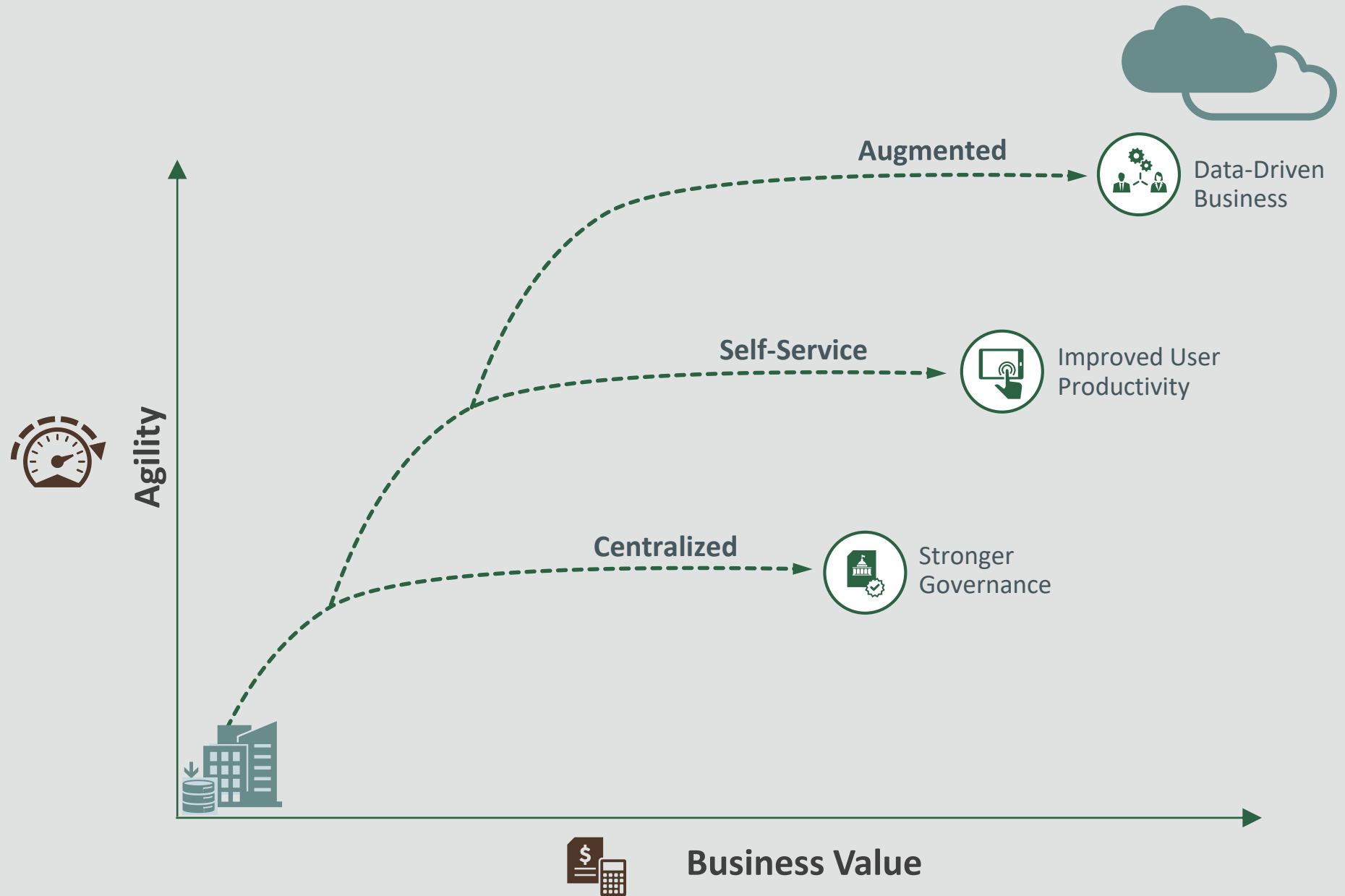
|        | Oracle Analytics Cloud - Metered              |                |                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                    |
|--------|-----------------------------------------------|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| B87406 | Oracle Analytics Cloud - Standard - Metered   | OCPU Per Month | 1 OCPU and 7.5GB of Memory<br>Restricted use of Oracle Data Visualization Desktop (restricted to 50 named users per OCPU)<br>Oracle SmartView | Any of the Oracle Analytics Cloud offerings (Commercial PaaS Non-metered) requires as a prerequisite any of the following Oracle Database Cloud Service offerings (Commercial PaaS Metered):<br><br>- Oracle Database Cloud Service - Standard Edition - Metered (General Purpose or High Memory)                                                  |
| B87407 | Oracle Analytics Cloud - Standard - Metered   | OCPU Per Hour  | 1 OCPU and 7.5GB of Memory<br>Restricted use of Oracle Data Visualization Desktop (restricted to 50 named users per OCPU)<br>Oracle SmartView | - Oracle Database Cloud Service - Enterprise Edition - Metered (General Purpose or High Memory)<br><br>- Oracle Database Cloud Service - Enterprise Edition High Performance - Metered (General Purpose or High Memory)<br><br>- Oracle Database Cloud Service - Enterprise Edition Extreme Performance - Metered (General Purpose or High Memory) |
| B87408 | Oracle Analytics Cloud - Enterprise - Metered | OCPU Per Month | 1 OCPU and 7.5GB of Memory<br>Restricted use of Oracle Data Visualization Desktop (restricted to 50 named users per OCPU)<br>Oracle SmartView | AND:<br><br>Any of the Oracle Analytics offerings (Commercial PaaS Metered) also requires as prerequisite the following offerings:                                                                                                                                                                                                                 |
| B87409 | Oracle Analytics Cloud - Enterprise - Metered | OCPU Per Hour  | 1 OCPU and 7.5GB of Memory<br>Restricted use of Oracle Data Visualization Desktop (restricted to 50 named users per OCPU)<br>Oracle SmartView | - Oracle Compute Cloud Service - Block Storage - Metered (Commercial IaaS Metered)<br><br>- Oracle Storage Cloud Service - Metered (Commercial IaaS Metered)<br><br>Note: the above two products cannot be sold standalone.                                                                                                                        |



# *Аналитика*

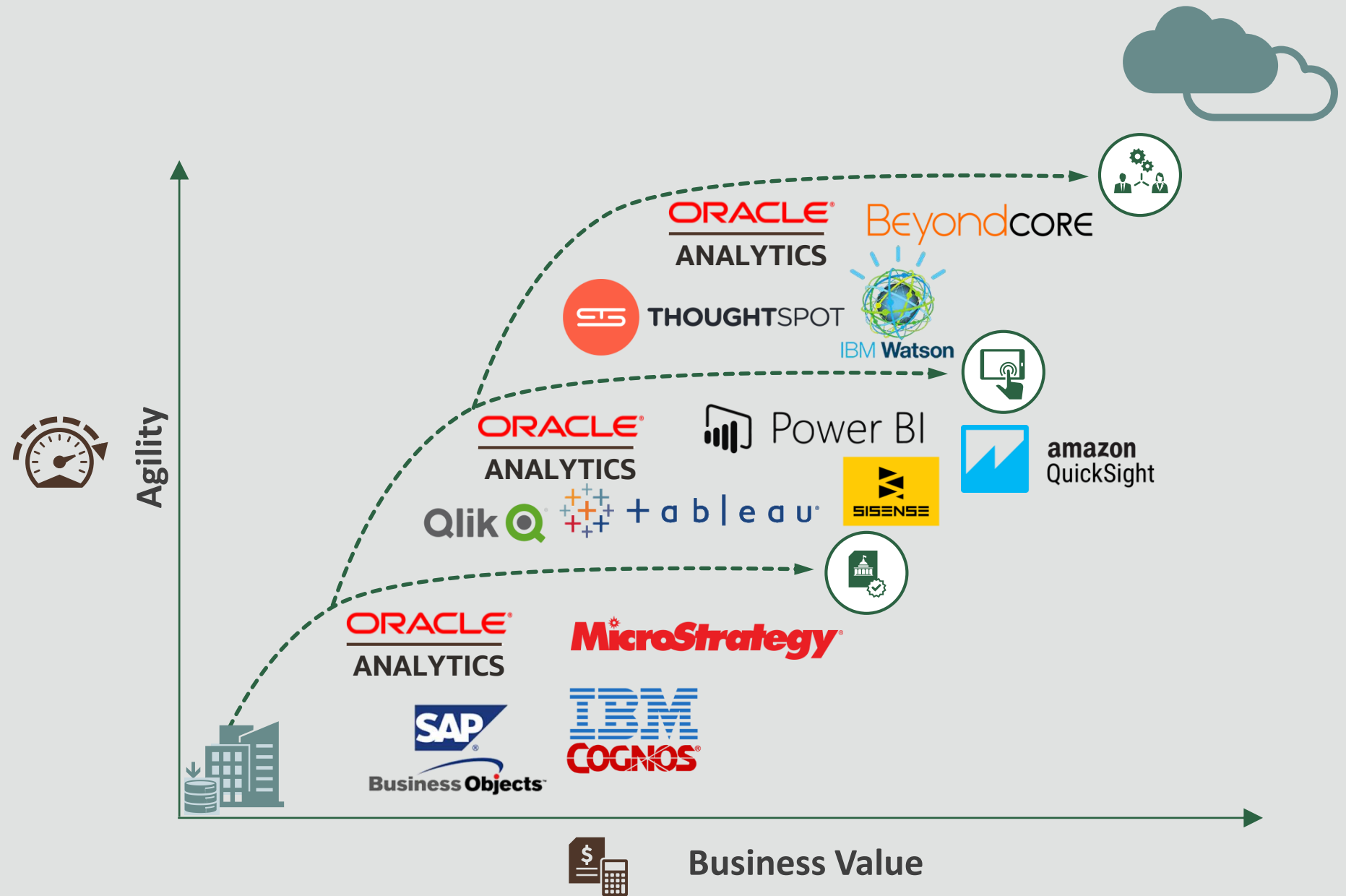


# Analytics Industry Waves



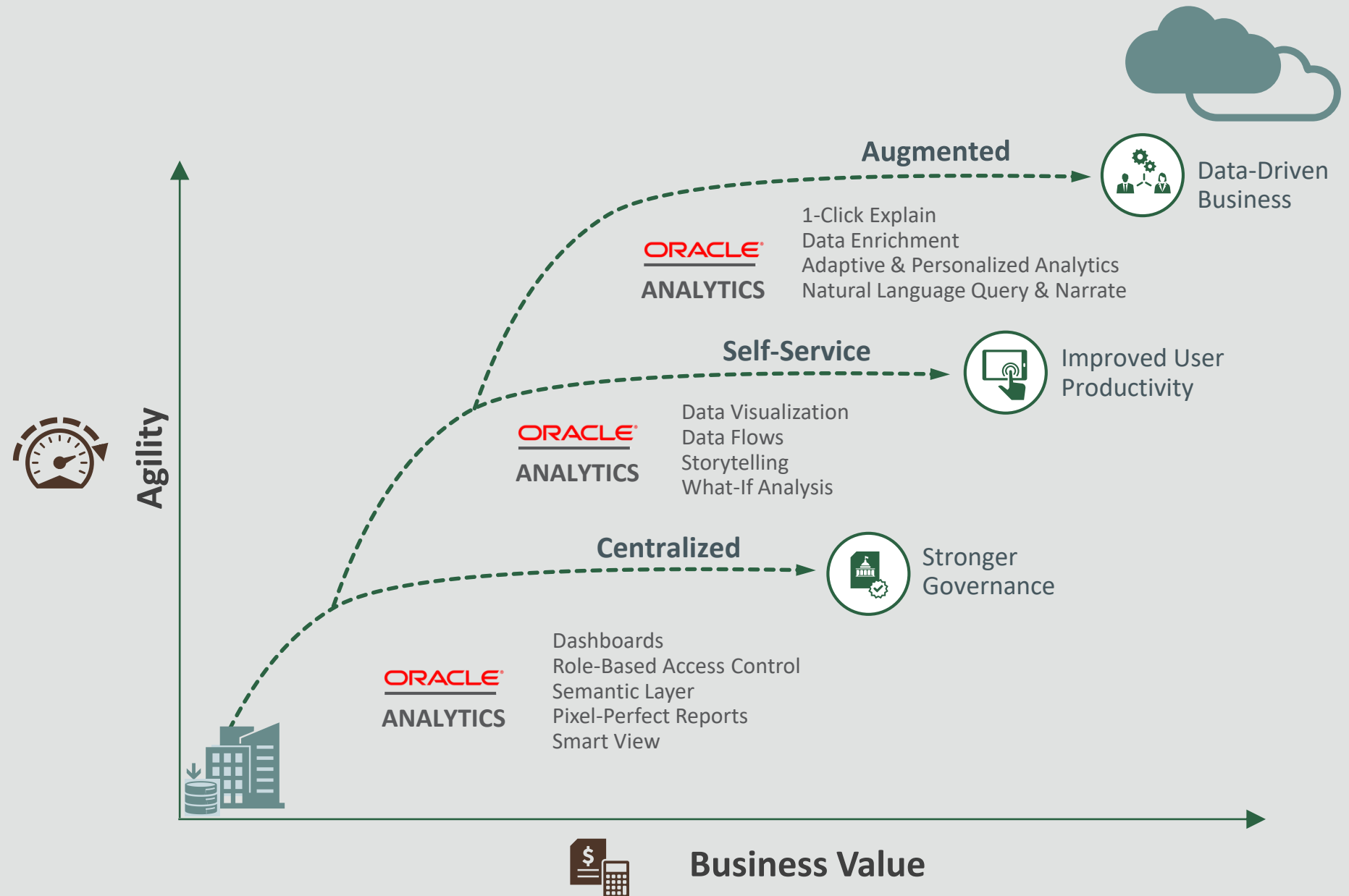


# Analytics Industry Waves





# Analytics Industry Waves



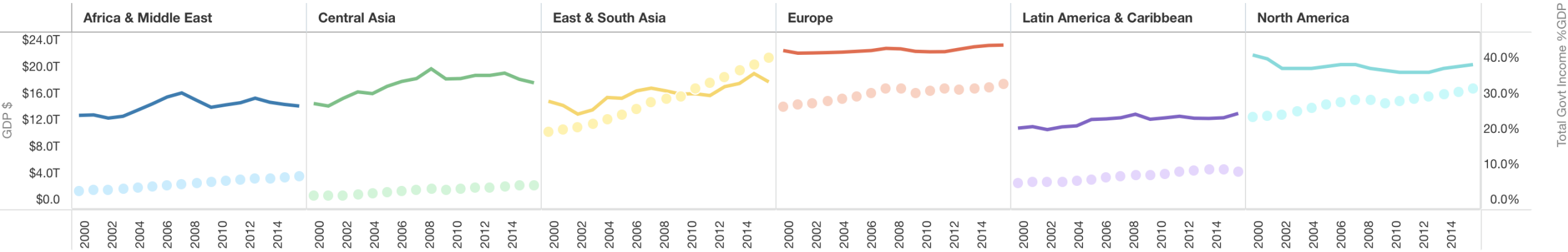
 World Taxes - Project

Visualize Narrate

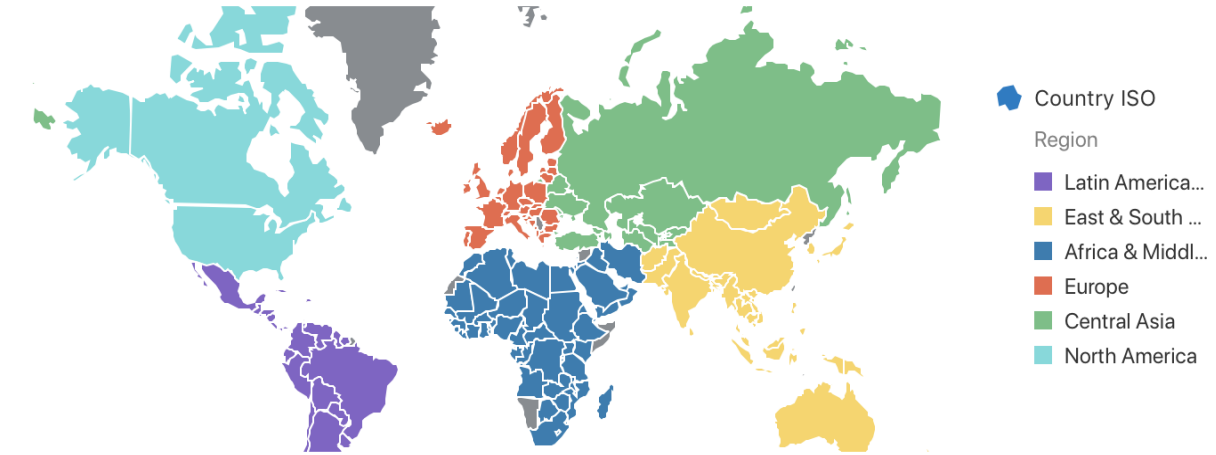
 Click here to add a filter

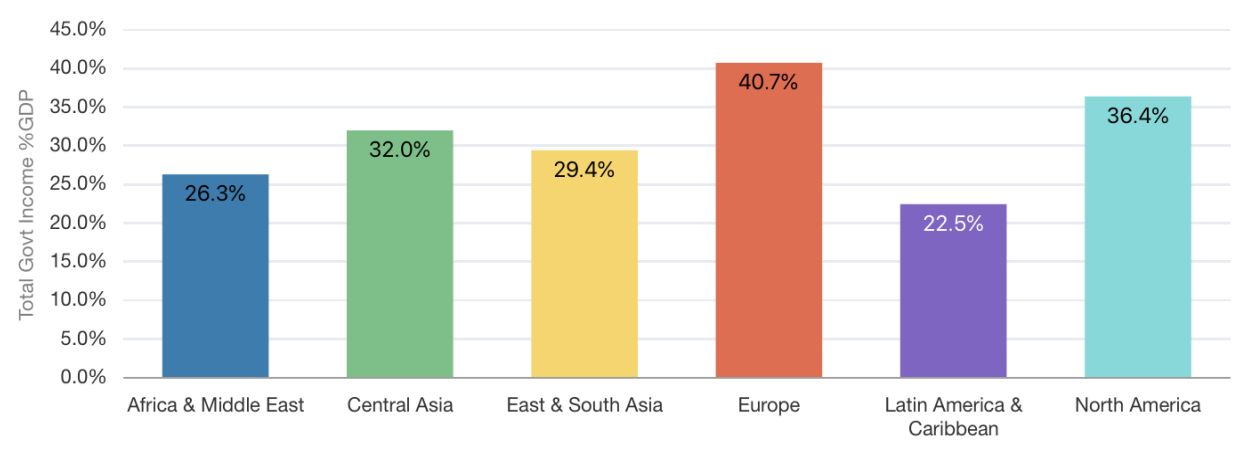
Total Govt Income as %GDP (Plain Line), GDP value in US \$ (Dotted Line)



Country ISO, Region



Total Govt Income %GDP by Region





# Finance, Sales, and Marketing Analysis

Prepare

Visualize

Narrate

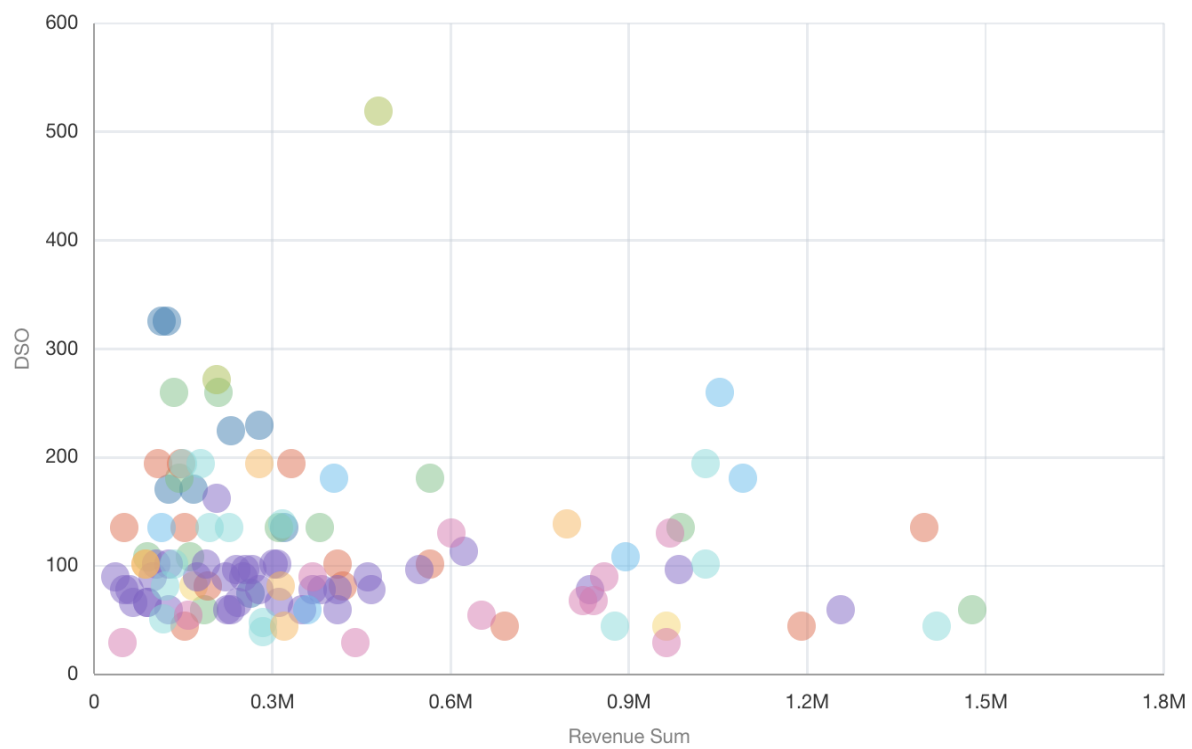
Auto Save



+ Click here or drag data to add a filter



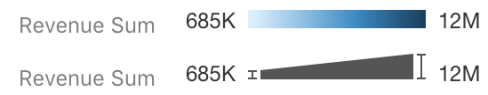
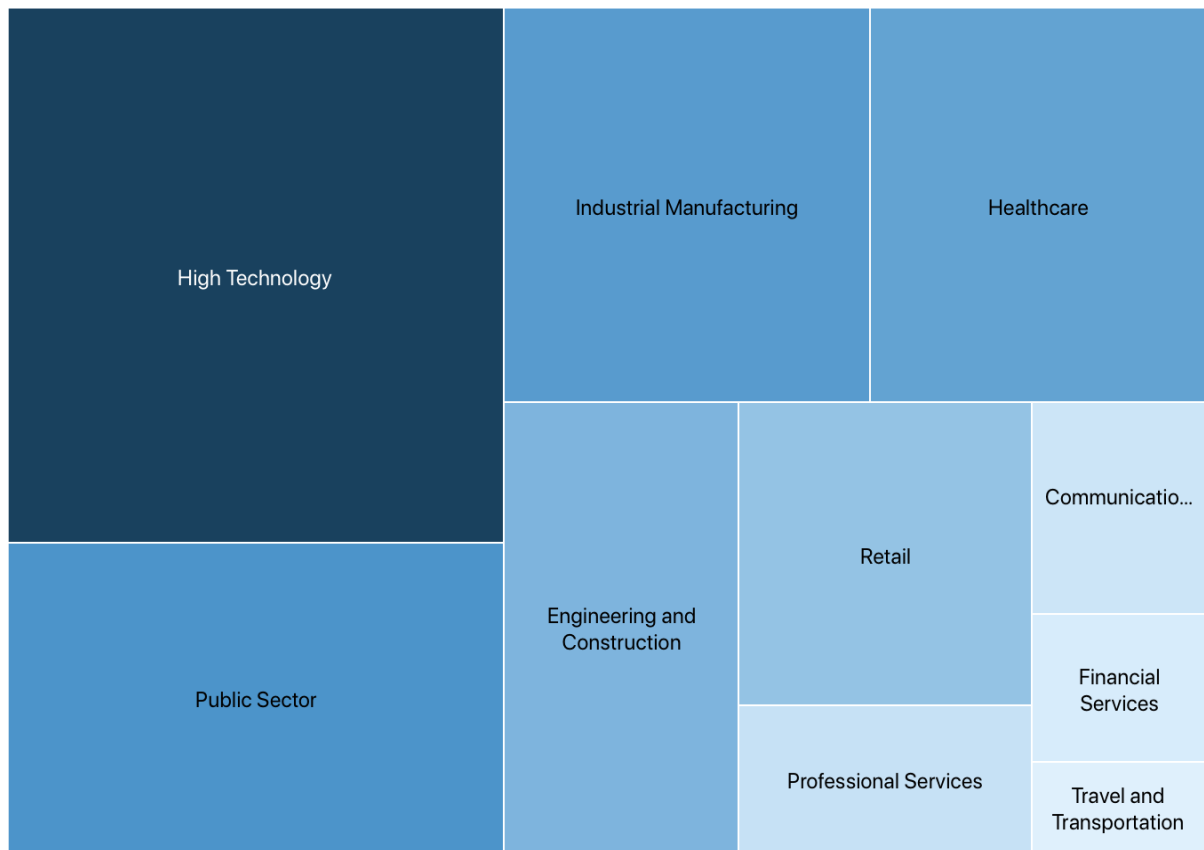
Revenue Sum, DSO by CUST\_NAME, INDUSTRY



INDUSTRY

- Communications
- Engineering and Construction
- Financial Services
- Healthcare
- High Technology
- Industrial Manufacturing
- Professional Services
- Public Sector
- Retail
- Travel and Transportation

Revenue Sum by INDUSTRY







| Line   | Average Daily Passengers |
|--------|--------------------------|
| Line-1 | 697K                     |
| Line-3 | 266K                     |
| Line-4 | 418K                     |
| Line-5 | ~30K                     |
| Line-6 | 412K                     |
| Line-7 | 115K                     |

FIFA-Worldcup-2019-Women - Project

Visualize Narrate

COUNTRY All  
PLAYER All



Total Goals Scored

138

Avg Goals Per Matches

1.33

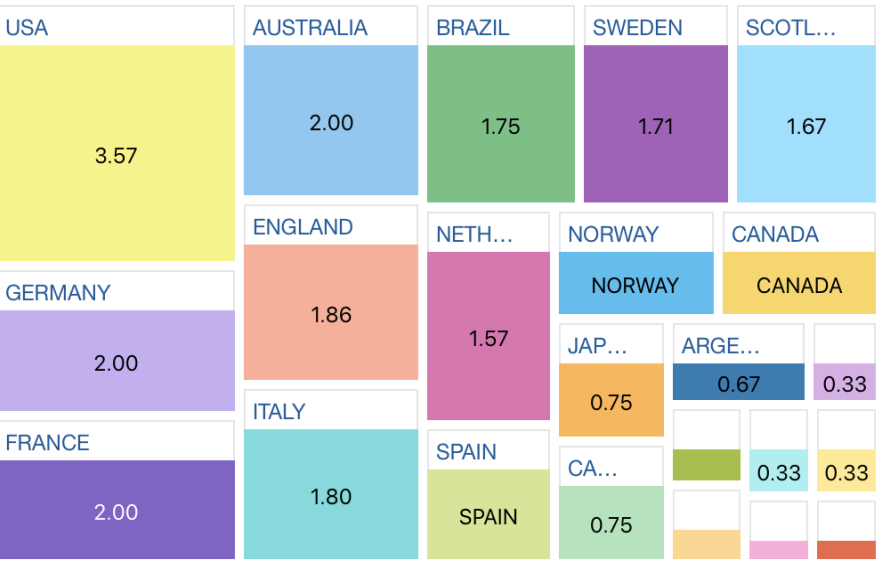
52

Top Player Goals: Megan Rapinoe

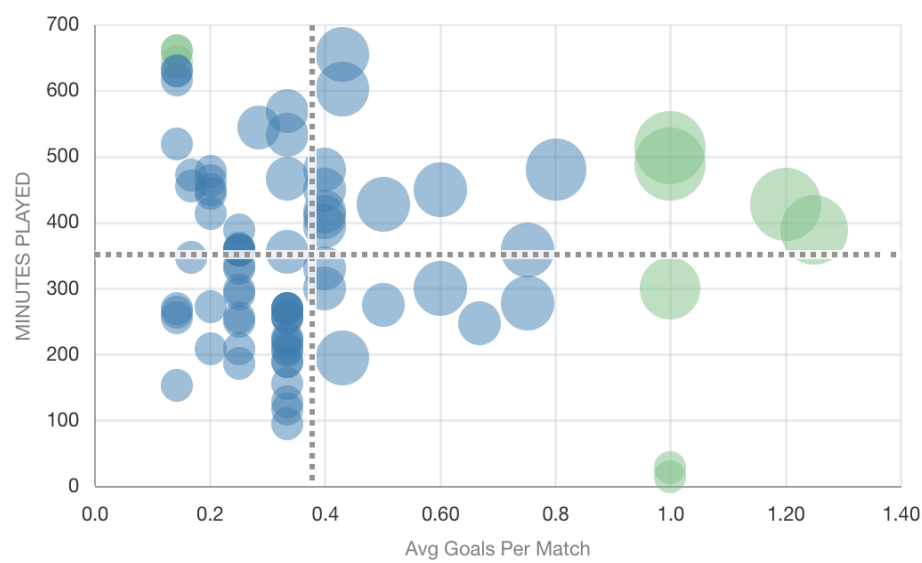
6



Avg Goals per Match, by National Teams

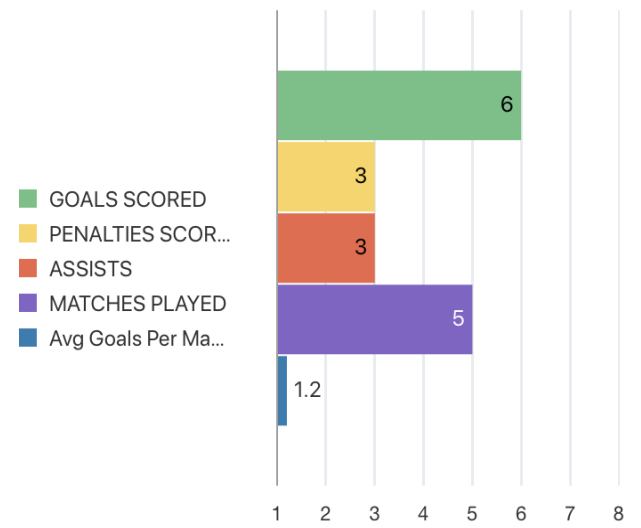


Avg Goals per Match, by Player (hover to see names)



STATISTICS

PLAYER: Megan RAPINOE



<

Maps Examples - Project

Visualize

Narrate

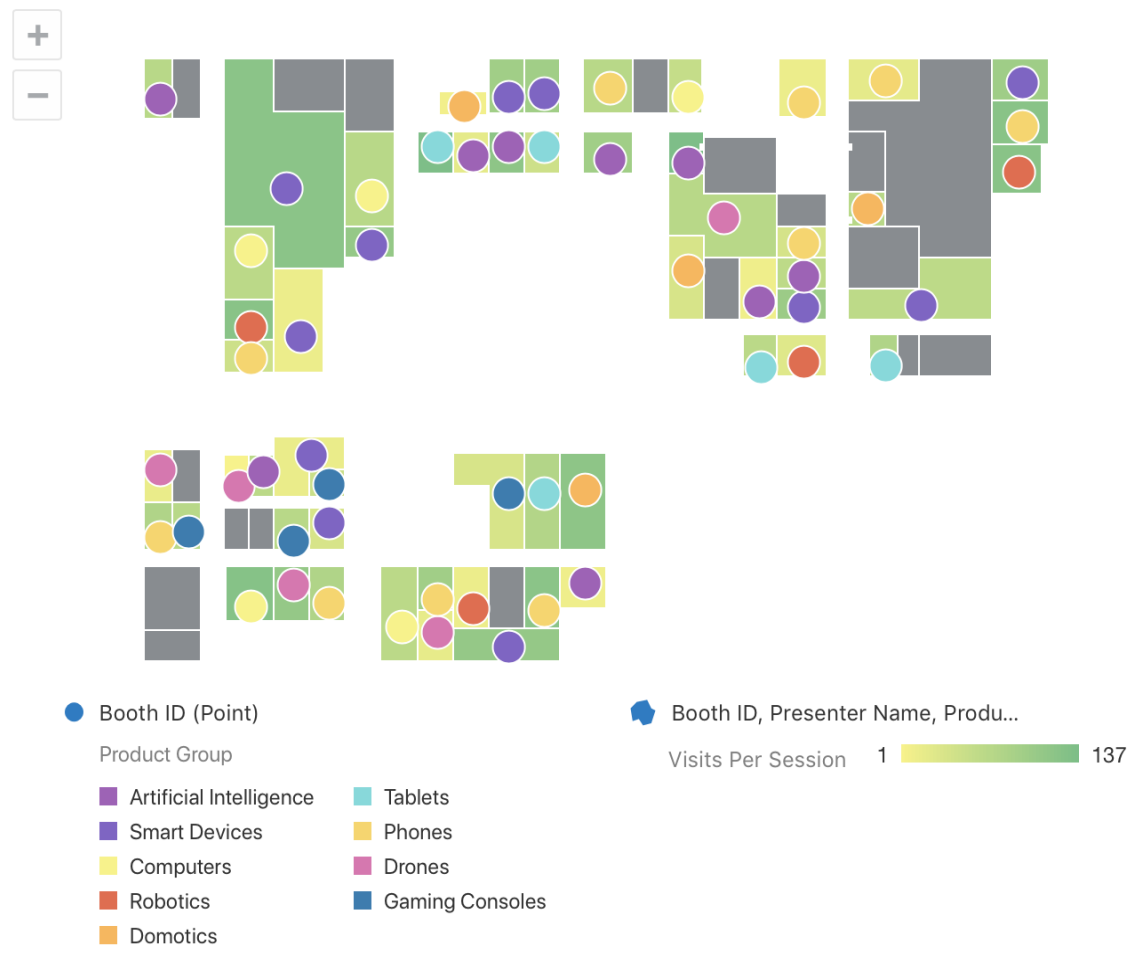
Product Group

All

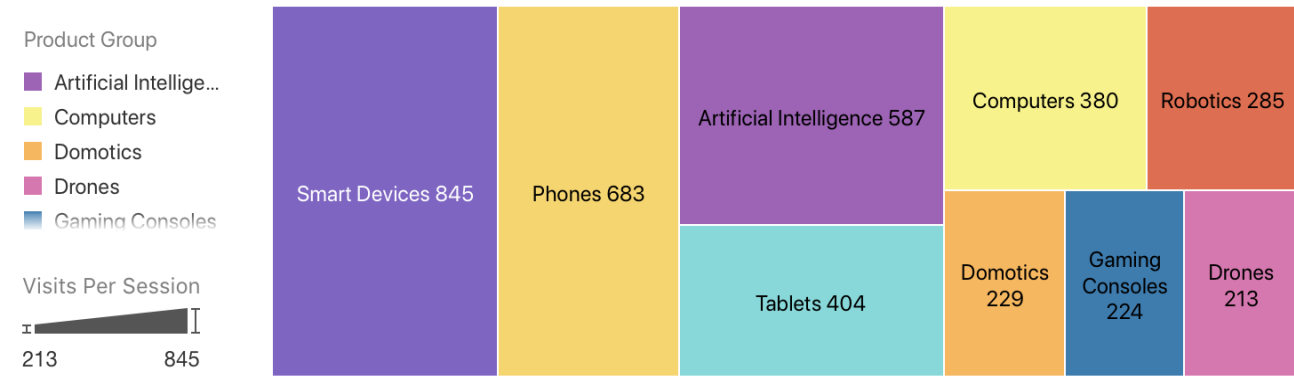
+



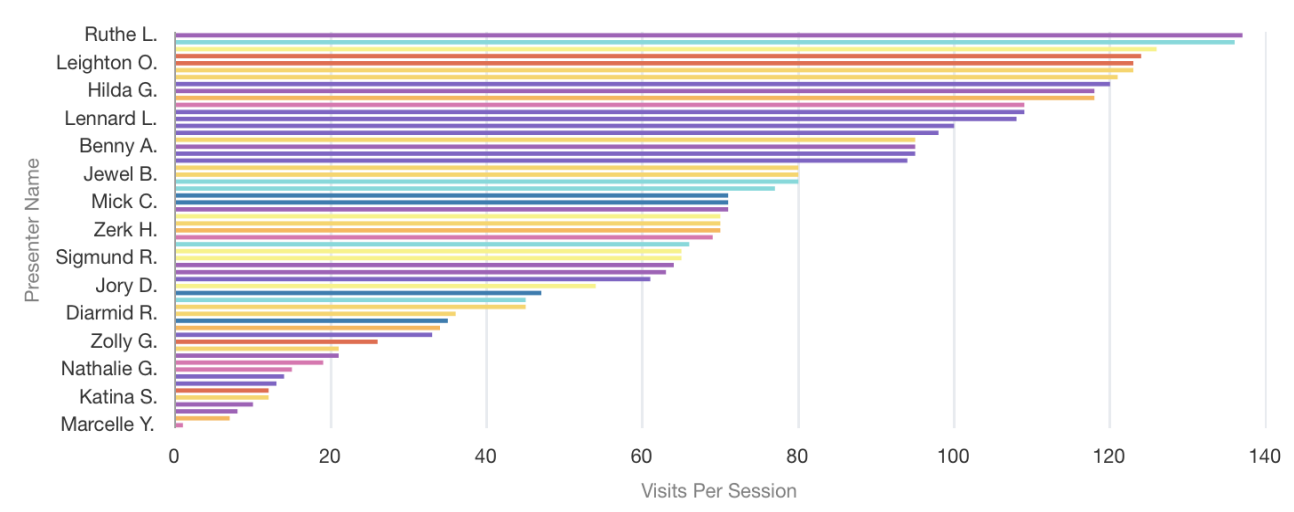
Show Avenue Booths Traffic



Traffic by Product Group



Traffic by Booth Owners







Product Category

All

Order Year

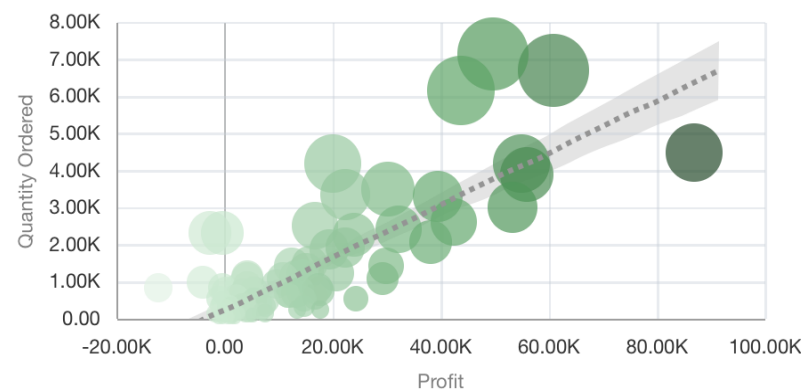
All

City (3)

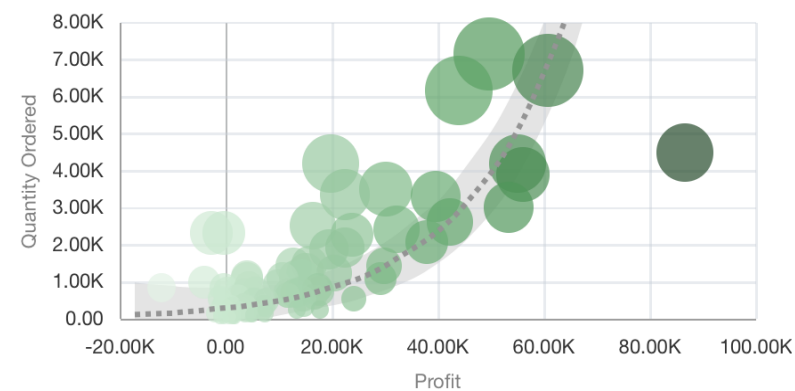
Hong Kong, Los Angeles, Riyadh

**Regression Trendings on Profit x Qty Ordered. Dots on the scatter represent Cities.**

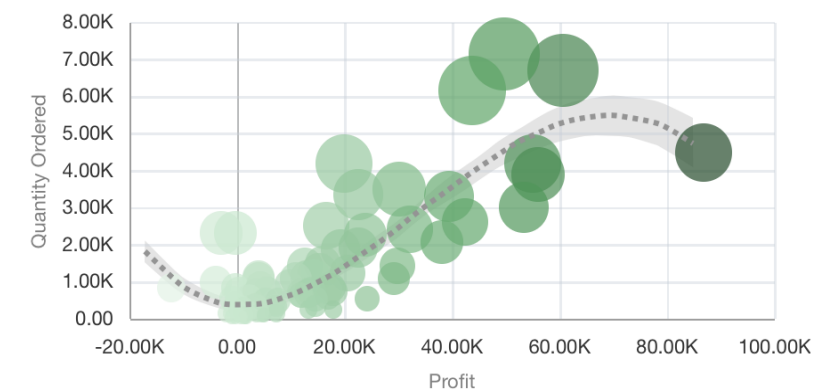
Linear Regression Trending



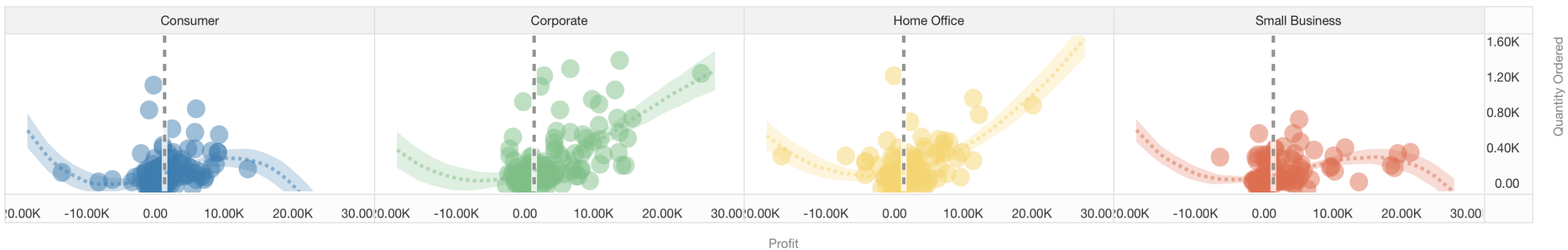
Exponential Regression Trending



Polynomial Deg 4 Regression



Trellised Exponential Regression Trending



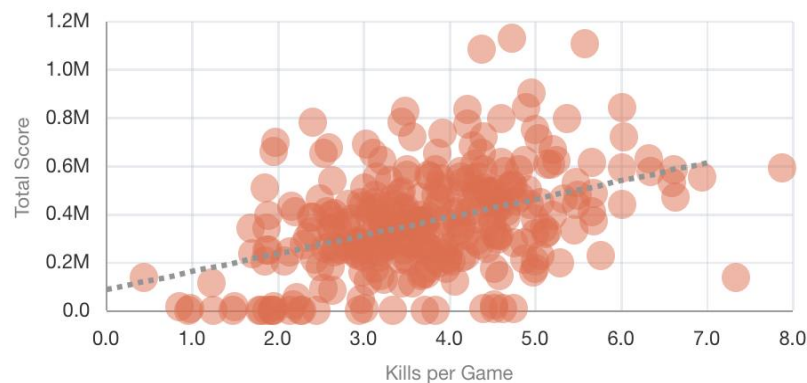
# Fortnite Scores - Project

Total Games Played  
≥ 45

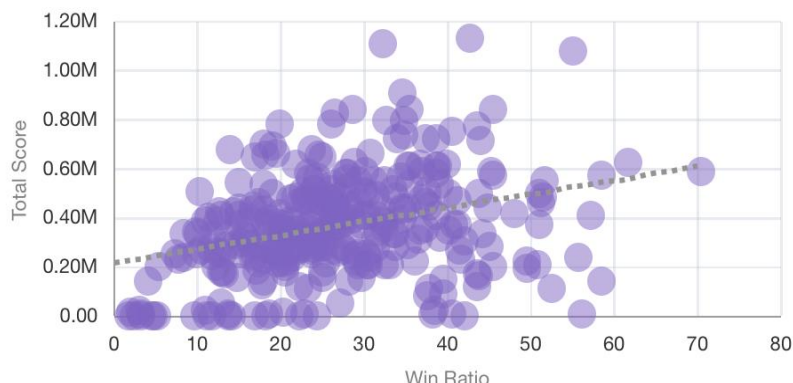


**Basic Fortnite Score Correlations** - Hover over the trend line to see regression formula and quality metrics, real player names where obfuscated.

Total Score x Kills per Game, by players



Total Score x Win Ratio, by players



# of Players

310

Total Games Played

943.4K

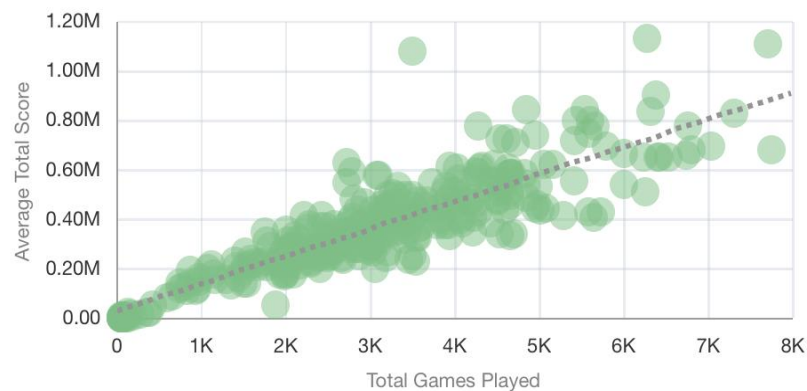
Kills per Game

3.71

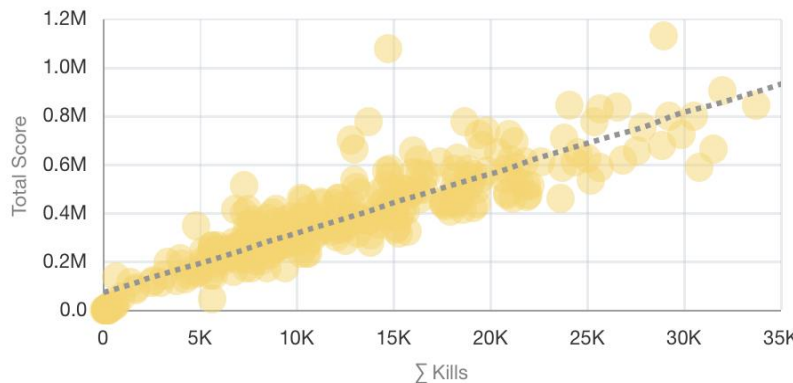
Avg Games Per Player

3.0K

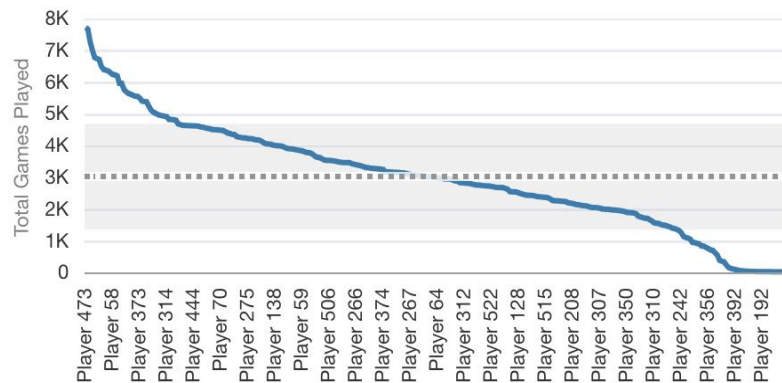
Total Score x Games Played, by players



Total Score x  $\sum$  Kills, by players



Total Games Played by Player



What Drives Total Score ▾

Solo Vs Squad or Duo ? ▾