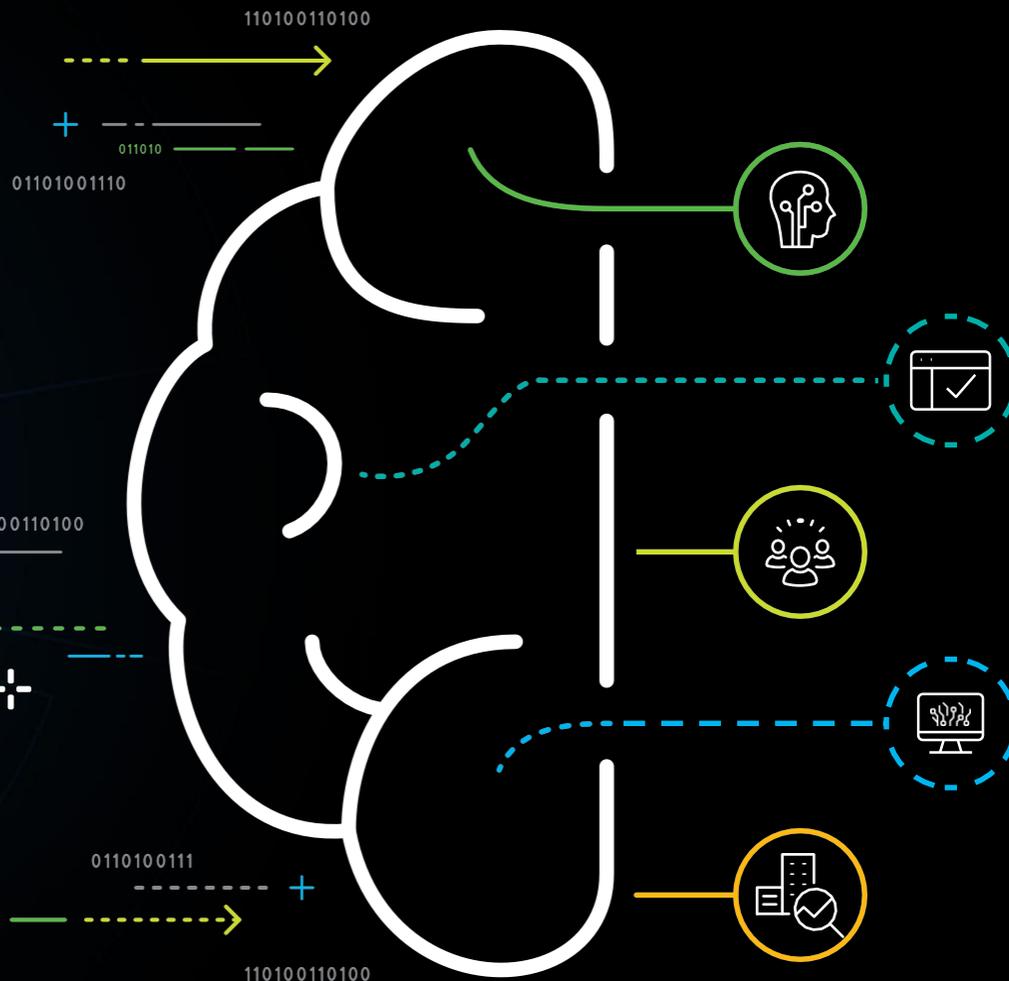


数字经济 中小企业“智”造利器

Aaron Zhong
Cloud Specialist Director, Analytics, APAC



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以上内容旨在概述产品的总体发展方向。该内容仅供参考，不可纳入任何合同。该内容不承诺提供任何材料、代码或功能，也不应将其作为购买决策的依据。此处所述有关 Oracle 产品的任何特性或功能的开发、发布以及相应的日程安排和定价可能会发生变更，且均由甲骨文公司自行决定。

作为中小企业，您上一次考虑这些问题是在什么时候？



竞争的白热化



数据在企业中的角色



分析协作的重要意义



需求预测

.../category/screen?category_id=...
.../product_id=EST-16&product_id=RP-LI-02
.../action=changequantity&item_id=EST-18&product_id=AV-CW-01
.../item_id=EST-18" Opera/9.20 (Windows NT 6.0; U; en)
.../ID=SD10SL8FF2ADFF9 HTTP 1.1" 200 1649 "http://buttercup-
.../ct_id=AV-SB-02" Opera/9.01 (Windows NT 5.1; U; en) 55
.../WERS&JSESSIONID=SD8SL8FF1ADFF6 HTTP 1.1" 200 3971 "htt
.../ct_id=FL-DSH-01" Opera/9.01 (Windows NT 5.1; U; en) 6
.../RPRISE&JSESSIONID=SD1SL9FF9ADFF9 HTTP 1.1" 404 474 "htt
.../ndows NT 5.1)" 606 195.69.160.22 -- [07/Jan/2016 18:1
.../ID=SD4SL1FF7ADFF7 HTTP 1.1" 200 205 "http://buttercup-
.../ct_id=AV-SB-02" Mozilla/4.0 (compatible; MSIE 6.0; Win
.../nk?item_id=EST-17&JSESSIONID=SD1SL9FF9ADFF1 HTTP 1.1"
.../ct_id=K9-CW-01" Mozilla/5.0 (Macintosh; U; Intel Mac
.../533.4" 544 86.9.190.90 -- [07/Jan/2016 18:10:54:166]
.../SL3FF1ADFF4 HTTP 1.1" 404 2258 "http://buttercup-shopp
.../ct_id=FI-SW-01" Mozilla/4.0 (compatible; MSIE 6.0; Wind
.../gory.screen?category_id=TEDDY&JSESSIONID=SD1SL1FFADFF2
.../27&product_id=FL-DLI-02" Mozilla/4.0 (compatible; MS
.../an/2016 18:10:54:145) "GET /cart.do?action=view&item_id=
...p-shopping.com/cart.do?action=view&item_id=EST-13&prod
.../97" -- [07/Jan/2016 18:10:54:121] "GET /category.screen
...p-shopping.com/cart.do?action=addtocart&item_id=EST-27&
.../533.4 (KHTML, like Gecko) Chrome/5.0.375.38 Safari/533.4
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.../IONID=SD2SL1FF7ADFF2 HTTP 1.1" 200 1649 "http://buttercup-
.../6.0; Windows NT 5.1)" 298 128.241.720.82 -- [07/Jan/2016 18:1
.../1.1" 200 1649 "http://buttercup-shopping.com/category/screen?
.../25 17 14 100 -- [07/Jan/2016 18:10:51:357] "POST
...tercup-shopping.com/category/screen?category_id=...
... (like Gecko) Chrome/5.0.375.38 Safari/533.4" 404 2258 "ht
.../ID=SD0SL2FF3ADFF4 HTTP 1.1" 200 363 "http://buttercup-
.../ndows NT 5.1)" 281 131.178.233.243 -- [07/Jan/2016 18:
.../1" 200 3326 "http://buttercup-shopping.com/product.screen?
.../25 19 106 -- [07/Jan/2016 18:10:51:109] "GET /product-
...p-shopping.com/product.screen?product_id=RP-SN-01" "K
.../2016 18:10:50:198) "GET /product.screen?product_id=K9-
...ct.screen?product_id=K9-CW-01" Mozilla/4.0 (compatible;
...ET /cart.do?action=view&item_id=EST-17&product_id=FL-DSH-
...ct.screen?product_id=FL-DSH-01" Mozilla/4.0 (compatib
.../2016 18:10:50:178) "GET /cart.do?action=addtocart&item
...tercup-shopping.com/product.screen?product_id=RP-LI-02"
... "POST /cart.do?action=purchase&item_id=EST-11&product-
...g.com/category.screen?category_id=GIFTS" Mozilla/4.0 (C
.../2016 18:10:50:119) "GET /oldlink?item_id=EST-11&JSESSIONID
...EST-11" Mozilla/5.0 (Macintosh; U; Intel Mac OS X 10.6
.../533.4" 442 12.130.69.4 -- [07/Jan/2016 18:10:49:128] "H
.../ID=SD6SL2FF4ADFF9 HTTP 1.1" 200 831 "http://buttercup-s
.../ndows NT 5.1)" 298 128.241.720.82 -- [07/Jan/2016 18:1
.../ID=SD6SL1FF10ADFF7 HTTP 1.1" 200 1409 "http://buttercup
.../2016 18:10:57:153] "GET /category.screen?category_id=GI
.../do?action=view&item_id=EST-6&product_id=FI-SW-01" "Oper
.../GET /product.screen?product_id=FL-DSH-01&JSESSIONID=SD5
..._id=GIFTS" Mozilla/4.0 (compatible; MSIE 6.0; Windows
...JSESSIONID=SD5SL9FF1ADFF3 HTTP 1.1" 200 1318 "http://bu
.../ct_id=K9-CW-01" Mozilla/4.0 (compatible; MSIE 6.0; Win
.../7] "POST /category.screen?category_id=SURPRISE&JSESSION
...addtocart&item_id=EST-16&product_id=RP-LI-02" "Opera/9.2
.../do?action=changequantity&item_id=EST-18&product_id=AV-C
.../nk?item_id=EST-18" Opera/9.20 (Windows NT 6.0; U; en)
.../IONID=SD10SL8FF2ADFF9 HTTP 1.1" 200 3865 "http://butter
.../ct_id=AV-SB-02" Opera/9.01 (Windows NT 5.1; U; en) 55
.../WERS&JSESSIONID=SD8SL8FF1ADFF6 HTTP 1.1" 200 3971 "htt
.../ct_id=FL-DSH-01" Opera/9.01 (Windows NT 5.1; U; en) 6
.../RPRISE&JSESSIONID=SD1SL9FF9ADFF9 HTTP 1.1" 404 474 "htt
.../ndows NT 5.1)" 606 195.69.160.22 -- [07/Jan/2016 18:1
.../ID=SD4SL1FF7ADFF7 HTTP 1.1" 200 205 "http://buttercup-
.../ct_id=AV-SB-02" Mozilla/4.0 (compatible; MSIE 6.0; Win
.../nk?item_id=EST-17&JSESSIONID=SD1SL9FF9ADFF1 HTTP 1.1"
.../ct_id=K9-CW-01" Mozilla/5.0 (Macintosh; U; Intel Mac
.../533.4" 544 86.9.190.90 -- [07/Jan/2016 18:10:54:166]
.../SL3FF1ADFF4 HTTP 1.1" 404 2258 "http://buttercup-shopp
.../ct_id=FI-SW-01" Mozilla/4.0 (compatible; MSIE 6.0; Wind
.../gory.screen?category_id=TEDDY&JSESSIONID=SD1SL1FFADFF2
.../27&product_id=FL-DLI-02" Mozilla/4.0 (compatible; MS
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...p-shopping.com/cart.do?action=addtocart&item_id=EST-27&
.../533.4 (KHTML, like Gecko) Chrome/5.0.375.38 Safari/533.4
.../a-surprise&JSESSIONID=SD7SL1FFADFF16 HTTP 1.1" 404
.../1.0 (compatible; MSIE 6.0; Windows NT 5.1; U; en) 55
.../IONID=SD2SL1FF7ADFF2 HTTP 1.1" 200 1649 "http://buttercup-
.../6.0; Windows NT 5.1)" 298 128.241.720.82 -- [07/Jan/2016 18:1
.../1.1" 200 1649 "http://buttercup-shopping.com/category/screen?
.../25 17 14 100 -- [07/Jan/2016 18:10:51:357] "POST
...tercup-shopping.com/category/screen?category_id=...
... (like Gecko) Chrome/5.0.375.38 Safari/533.4" 404 2258 "ht
.../ID=SD0SL2FF3ADFF4 HTTP 1.1" 200 363 "http://buttercup-
.../ndows NT 5.1)" 281 131.178.233.243 -- [07/Jan/2016 18:
.../1" 200 3326 "http://buttercup-shopping.com/product.screen?
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...p-shopping.com/product.screen?product_id=RP-SN-01" "K
.../2016 18:10:50:198) "GET /product.screen?product_id=K9-
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...ET /cart.do?action=view&item_id=EST-17&product_id=FL-DSH-
...ct.screen?product_id=FL-DSH-01" Mozilla/4.0 (compatib
.../2016 18:10:50:178) "GET /cart.do?action=addtocart&item
...tercup-shopping.com/product.screen?product_id=RP-LI-02"
... "POST /cart.do?action=purchase&item_id=EST-11&product-
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.../ID=SD6SL1FF10ADFF7 HTTP 1.1" 200 1409 "http://buttercup
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.../do?action=view&item_id=EST-6&product_id=FI-SW-01" "Oper
.../GET /product.screen?product_id=FL-DSH-01&JSESSIONID=SD5
..._id=GIFTS" Mozilla/4.0 (compatible; MSIE 6.0; Windows
...JSESSIONID=SD5SL9FF1ADFF3 HTTP 1.1" 200 1318 "http://bu
.../ct_id=K9-CW-01" Mozilla/4.0 (compatible; MSIE 6.0; Win
.../7] "POST /category.screen?category_id=SURPRISE&JSESSION
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.../nk?item_id=EST-18" Opera/9.20 (Windows NT 6.0; U; en)
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.../WERS&JSESSIONID=SD8SL8FF1ADFF6 HTTP 1.1" 200 3971 "htt
.../ct_id=FL-DSH-01" Opera/9.01 (Windows NT 5.1; U; en) 6
.../RPRISE&JSESSIONID=SD1SL9FF9ADFF9 HTTP 1.1" 404 474 "htt
.../ndows NT 5.1)" 606 195.69.160.22 -- [07/Jan/2016 18:1
.../ID=SD4SL1FF7ADFF7 HTTP 1.1" 200 205 "http://buttercup-
.../ct_id=AV-SB-02" Mozilla/4.0 (compatible; MSIE 6.0; Win



分析30年变化之旅 传统数据仓库时代

(2000年左右开始)



同时代的科技能力：

- Windows 带来 PC时代
- Office 带来 办公自动化
- 浏览器 带来 互联网浪潮

分析30年变化之旅 自助分析时代

(2010左右开始)



同时代的科技能力:

- 智能移动设备 带来 移动互联网
- 大数据 带来 数字化基础
- 显示技术 带来 大屏和多屏

分析30年变化之旅 “增强分析”时代

(Oracle引领未来10年)



同时代的科技能力。

- 云计算 带来 计算服务普适化
- AI 带来 全新服务
- 5G 带来 万物互联



M i c r o s o f t E x c e l 工
作表

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Tnx ID	订单号	订购数量	单价	折扣	销售额	毛利	产品基础	产品实际利润	客户号	客户名	客户群	销售大区	销售部门	城市
2	7401	91407	4	3.6	0.06	15.19	27.55642	0.39	2.20	2704	Juan Gold	Consumer	South	South Atlantic	Pensacola
3	5706	87893	6	3.69	0.09	21.77	28.99962	0.38	1.72	2099	Nathan Fox	Home Office	South	South Atlantic	Myrtle Beach
4	5802	89675	1	6.3	0.06	10.92	12.6528	0.39	0.55	2123	Pauline Erickson	Corporate	South	West South Central	Springdale
5	6726	88146	10	2.1	0.08	21.9	24.76674	0.57	0.52	2468	Rhonda Stein	Corporate	South	South Atlantic	Salisbury
6	5761	87865	1	4.13	0.1	3.92	4.05758	0.39	1.43	2111	Bob Harrington	Home Office	South	South Atlantic	Kannapolis
7	6144	89602	1	4.98	0.08	4.95	4.94916	0.39	1.39	2260	Geoffrey H Wong	Corporate	South	South Atlantic	Rome
8	6120	89281	6	8.67	0.09	50.75	47.14848	0.58	1.32	2253	Calvin Ferrell	Corporate	South	East South Central	Owensboro
9	4203	86969	11	5.28	0.06	59.44	52.40928	0.4	1.27	1574	Sherry Hurley	Consumer	South	South Atlantic	Fayetteville
10	3787	91461	2	7.38	0.03	19.3	16.39824	0.36	1.24	1421	Alison Starr	Home Office	South	South Atlantic	Cornelius
11	8444	89422	1	8.32	0.02	10.62	8.939754	0.74	0.82	3073	Roger Hopkins	Corporate	South	West South Central	Conway
12	5390	90569	18	12.64	0.08	225.76	184.584	0.48	1.21	2000	Dale Yu	Corporate	South	South Atlantic	Danville
13	6931	87918	17	6.37	0.04	115.65	93.102	0.38	1.20	2545	Rick Ellis	Small Business	South	South Atlantic	Springfield
14	9083	90751	6	19.23	0.05	119.78	-213.328	0.44	0.30	3284	Michael Shaffer	Corporate	South	South Atlantic	Kissimmee
15	5148	85906	2	376.13	0.05	807.49	654.2586	0.74	1.20	1919	Nathan Jenkins	Home Office	South	West South Central	Pine Bluff
16	6934	87922	11	35.99	0.06	319.48	250.914	0.36	0.58	2545	Rick Ellis	Small Business	South	South Atlantic	Springfield
17	5667	89384	5	12.28	0.01	68.89	54.654	0.38	0.58	2085	Arlene Grimes	Small Business	South	West South Central	Russellville
18	670	85860	4	4.98	0.01	22.62	17.595	0.64	1.17	258	Allan Shields	Consumer	South	South Atlantic	Seminole
19	971	90919	8	10.23	0.02	85.75	67.044	0.59	0.57	374	Kathy Cooke	Small Business	South	East South Central	Memphis
20	7769	85930	12	5.88	0	76.95	-132.378	0.36	0.30	2846	Jennifer Marks	Corporate	South	East South Central	Cleveland
21	3357	89518	8	95.99	0.03	633.15	484.4286	0.56	1.16	1268	Stuart Bruce	Corporate	South	South Atlantic	Boynton Beach
22	2155	89272	5	19.98	0.06	97.07	74.544	0.68	1.16	824	Joann Moser	Small Business	South	East South Central	Spring Hill
23	8439	89424	1	19.23	0.06	21.15	16.152	0.44	1.15	3072	Kevin Rouse	Corporate	South	West South Central	Bentonville
24	5140	85898	17	10.44	0.1	168.04	125.724	0.39	1.14	1918	Hannah Tyson	Home Office	South	West South Central	Paragould
25	2688	90644	11	449.99	0.06	4978.6	3735.216	0.38	1.14	1038	Jon Hale	Corporate	South	South Atlantic	Belle Glade
26	975	90920	16	15.74	0.1	257.41	193.728	0.5	0.54	375	Sandra Sharma	Small Business	South	East South Central	Morristown
27	4000	90731	8	2.16	0.05	18.59	-29.8886	0.37	0.30	1499	Charlotte L Doyl	Home Office	South	South Atlantic	Coral Gables
28	3281	90883	7	205.99	0.05	1210.93	914.076	0.59	0.54	1241	Bradley Schroede	Small Business	South	East South Central	Auburn
29	4528	90475	1	4.98	0.01	5.73	4.305672	0.36	1.14	1701	Renee Ellington	Home Office	South	East South Central	Jackson
30	8906	90817	2	16.74	0.05	33.89	25.02	0.36	1.13	3222	Diane Lu	Corporate	South	South Atlantic	Tallahassee
31	6728	88140	18	20.28	0.06	356.58	263.556	0.47	1.13	2469	Herbert Reddy	Home Office	South	South Atlantic	Thomasville
32	9346	88841	10	9.99	0.01	106.99	-164.185	0.4	0.30	3379	Annette McIntyre	Home Office	South	South Atlantic	Kennesaw
33	5109	87450	13	22.98	0.03	315.86	231.48	0.51	0.82	1904	Dan McGee	Consumer	South	South Atlantic	Reston
34	8918	86513	8	80.98	0.01	676.35	487.392	0.81	1.11	3225	Robyn Crawford	Small Business	South	East South Central	Germantown
35	6370	89511	10	29.18	0.02	288.41	203.37	0.42	1.10	2346	Sylvia Kumar	Corporate	South	East South Central	Pleasure Ridge Park
36	6409	88272	10	24.92	0.01	250.22	176.634	0.39	1.10	2360	Troy Hendrix	Corporate	South	South Atlantic	Fort Pierce
37	7085	88301	16	12.88	0.05	211.52	150.402	0.82	1.10	2581	Jean Frazier	Home Office	South	East South Central	Tuscaloosa
38	5861	87573	15	167.27	0.01	2518.37	1795.68	0.85	1.10	2143	Lester Sawyer	Home Office	South	South Atlantic	Fairfax
39	6762	91001	20	5.98	0.1	113.3	80.838	0.36	1.10	2481	Kelly Sawyer	Corporate	South	West South Central	Lafayette

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销售订单2019.xlsx 1.5 MB

OAC 4 项

CIMB 2 项

Temp 2 项

Manu 2 项

Blog 9 项

Macintosh HD > 用户 > zzh > 下载 > 销售订单2019.xlsx

adwoac01-apaccpt03.ana

ORACLE

主页

创建

您对什么感兴趣?

新增内容

更新时间: 2019年07月09日

产品促销数据文件

Revenue and Cost 项目

更新时间: 2019年07月09日

GanttChart 文件

Sales Analysis 项目

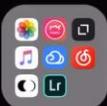
更新时间: 2019年07月02日

MANUFACTURING 文件

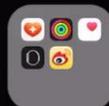
Spend Analysis 项目

Mac OS X dock bar with application icons: Finder, Mail, Messages, Photos, Safari, Chrome, PowerPoint, Word, Excel, Calendar, Notes, WeChat, QQ, and others.

09:41



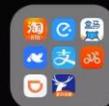
Media



eLife



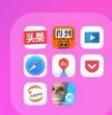
Tools

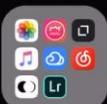


eCom



Day By Day

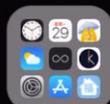




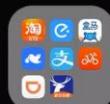
Media



eLife



Tools



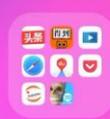
eCom



Day By Day



Synopsis



您对他什么感兴趣?

新增内容

更新时间: 刚才

销售订单2019
文件

更新时间: 2019年07月09日

产品促销数据
文件

更新时间: 2019年07月09日

GanttChart
文件

更新时间: 2019年07月02日

MANUFACTURING
文件

更新时间: 2019年07月02日

ManufacturingInfo_R1
文件

更新时间: 2019年07月02日

MachineDetailInfo
文件

更新时间: 2019年06月28日

Sample Order Lines-CN
文件

更新时间: 2019年05月31日

F_REVENUE_REVIEW
文件

Revenue and Cost
项目

Sales Analysis
项目

Manufacturing Production line
项目

Spend Analysis
项目

Recruitment Analysis
项目

提示: 只需将您的文件拖放到

无标题 - 项目

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 - 销售部门
 - 城市
 - 地区
 - 地区代码
 - 邮政编码
 - 订单年份
 - 订单月份
 - 订单日期
 - 订单优先级
 - 产品大类
 - 产品中类
 - 产品名称

订单日期
2019/1/1 - 2019/8/7

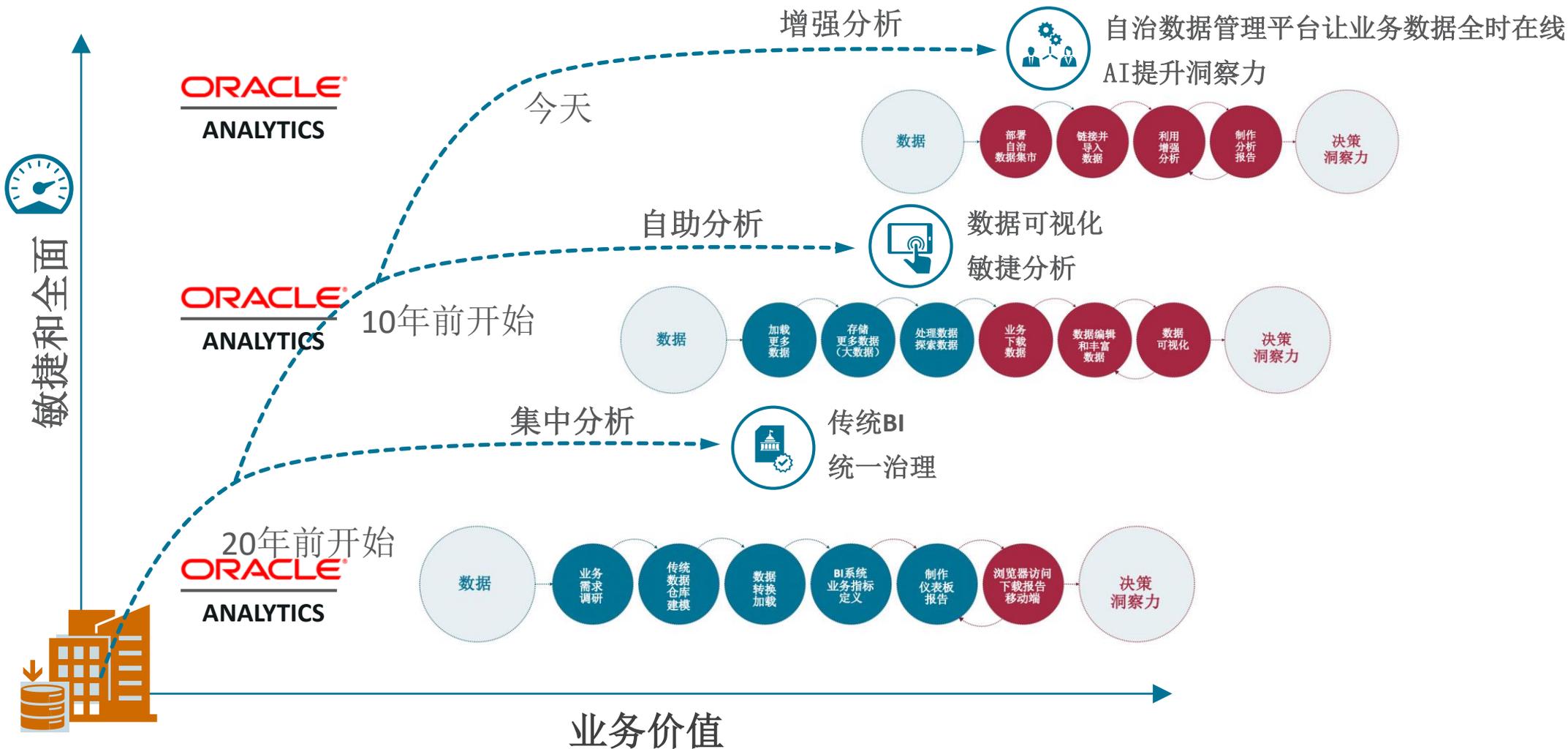
选择要查看详细信息的可视化

在此处放置可视化或数据

选择数据或可视化效果以显示属性



Oracle 改变数据使用方式，带来“智”造利器



“智”造利器 - 增强分析

数据丰富化建议

产品促销数据 - 数据集

年龄	薪资	LTV	信用卡额度	信用卡余额	房屋贷款金额	交易总金额	LTV分交易总金额	客户ID	姓名
41	65,596	23,996.50	500	0	6,000	53.06	0.002211155790	CJ3039	CARL
49	72,753	26,588.25	1,500	0	2,100	54.83	0.002062189124	CJ4893	JACO
38	62,801	20,500.25	500	0	0	53.01	0.002586822124	CJ4893	JACO
49	71,744	26,336.00	1,400	5,378	3,070	54.23	0.002059158509	CJ4893	JACO
72	80,513	23,328.25	1,500	0	1,509	53.62	0.002298600744	CJ4893	JACO
56	61,661	22,015.25	500	0	0	53.17	0.002415144043	CJ4893	JACO
17	66,900	19,425.00	1,000	0	0	53.06	0.002731531531	CJ4893	JACO
26	63,049	15,362.25	500	0	0	53.14	0.003459128708	CJ4893	JACO
41	60,409	20,202.25	800	0	3,800	53.18	0.002632780009	CJ4893	JACO
30	63,132	22,283.00	1,000	0	1,000	53.13	0.002384328960	CJ4893	JACO
51	71,100	28,880.00	1,000	0	2,000	53.06	0.001837257617	CJ4893	JACO
38	74,542	20,935.00	2,500	6,705	0	53.26	0.002544094020	CJ4893	JACO
43	61,165	33,991.25	900	0	800	53.08	0.001580773408	CJ4893	JACO
28	58,142	24,835.50	1,500	0	3,000	53.47	0.002152866611	CJ4893	JACO
33	73,569	19,192.25	1,500	0	1,800	53.05	0.002764136560	CJ4893	JACO
22	57,313	12,028.25	1,000	0	0	53.03	0.004408787644	CJ4893	JACO
25	62,105	13,526.25	1,000	783	0	53.17	0.003930875150	CJ4893	JACO
31	66,417	18,704.25	3,500	0	5,000	53.12	0.002839996257	CJ4893	JACO

一键解释

无标题 - 项目

数据元素

- 产品促销数据
- 薪资
- LTV
- 信用卡额度
- 信用卡余额
- 房屋贷款金额
- 交易总金额
- LTV分交易总金额
- 客户ID
- 姓名

选择要查看详细信息的可视化

在此处放置可视化或数据

一键预测



自然语言生成

Oracle Analytics

Untitled

Click here or drag data to add a filter

Select Visualization to View Details

Drop Visualizations or Data Here

Canvas 1

机器学习

无标题 - 数据流

数据流步骤

添加数据 - 产品促销数据

数据源: 产品促销数据

运行: 运行 | 取消选择数据

年龄	薪资	LTV	信用卡额度	信用卡余额	房屋贷款金额	交易总金额	LTV分交易总金额	客户ID	姓名
41	65,596	23,996.50	500	0	6,000	53.06	0.002211155793532	CJ3039	CARL
49	72,753	26,588.25	1,500	0	2,100	54.83	0.0020621891248954	CJ4893	JACO
38	62,801	20,500.25	500	0	0	53.01	0.0025868221241204	CJ4893	JACO

搜索, 自然语言处理

主页

搜索

正在加载...

产品促销数据

Manufacturing

MachineDetails

Top Crossing Movies

Revenue and Cost

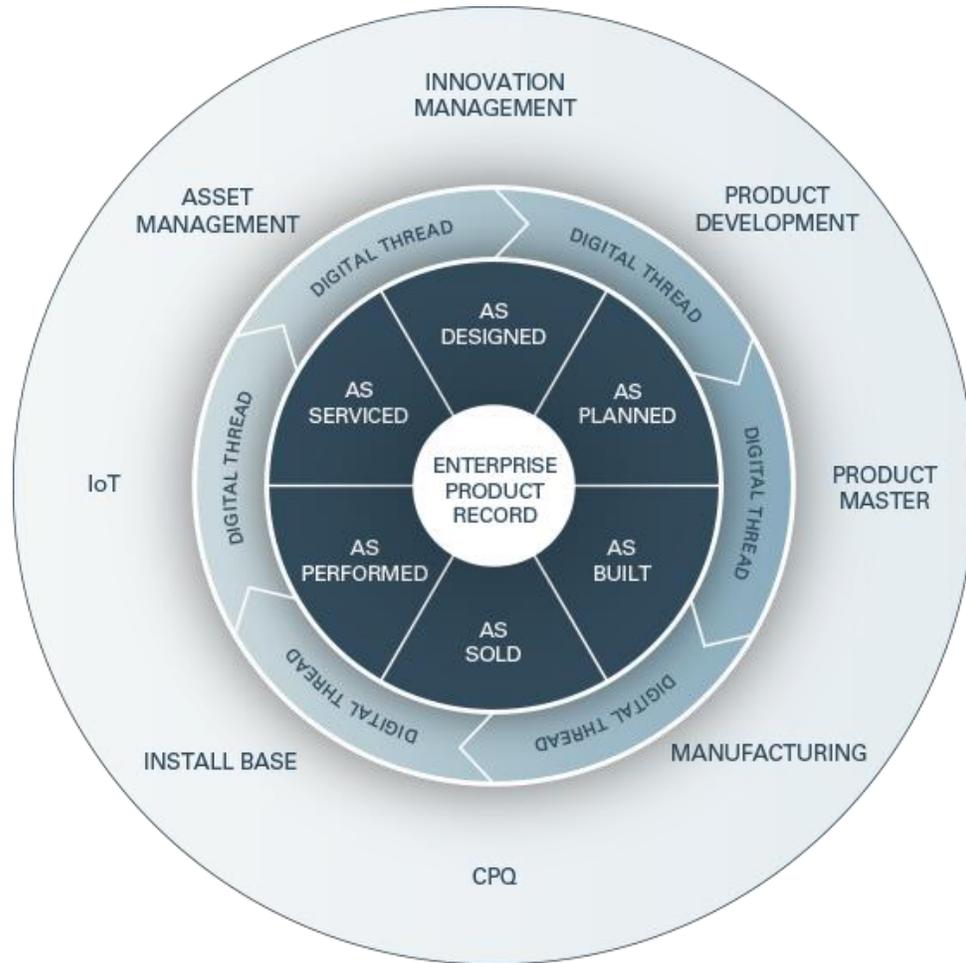
Sales Analysis

AZ-Finance

连接到数据

提示: 只需将您的文件拖放到

“智”造利器 – 帮助中小企业形成数字化管理主线



- 我设计了什么？
- 我是怎么做到的？
- 我销售了什么？
- 我是如何提供服务的？
- 目前的表现如何？过去的表现如何？
- 使用了哪些功能？

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