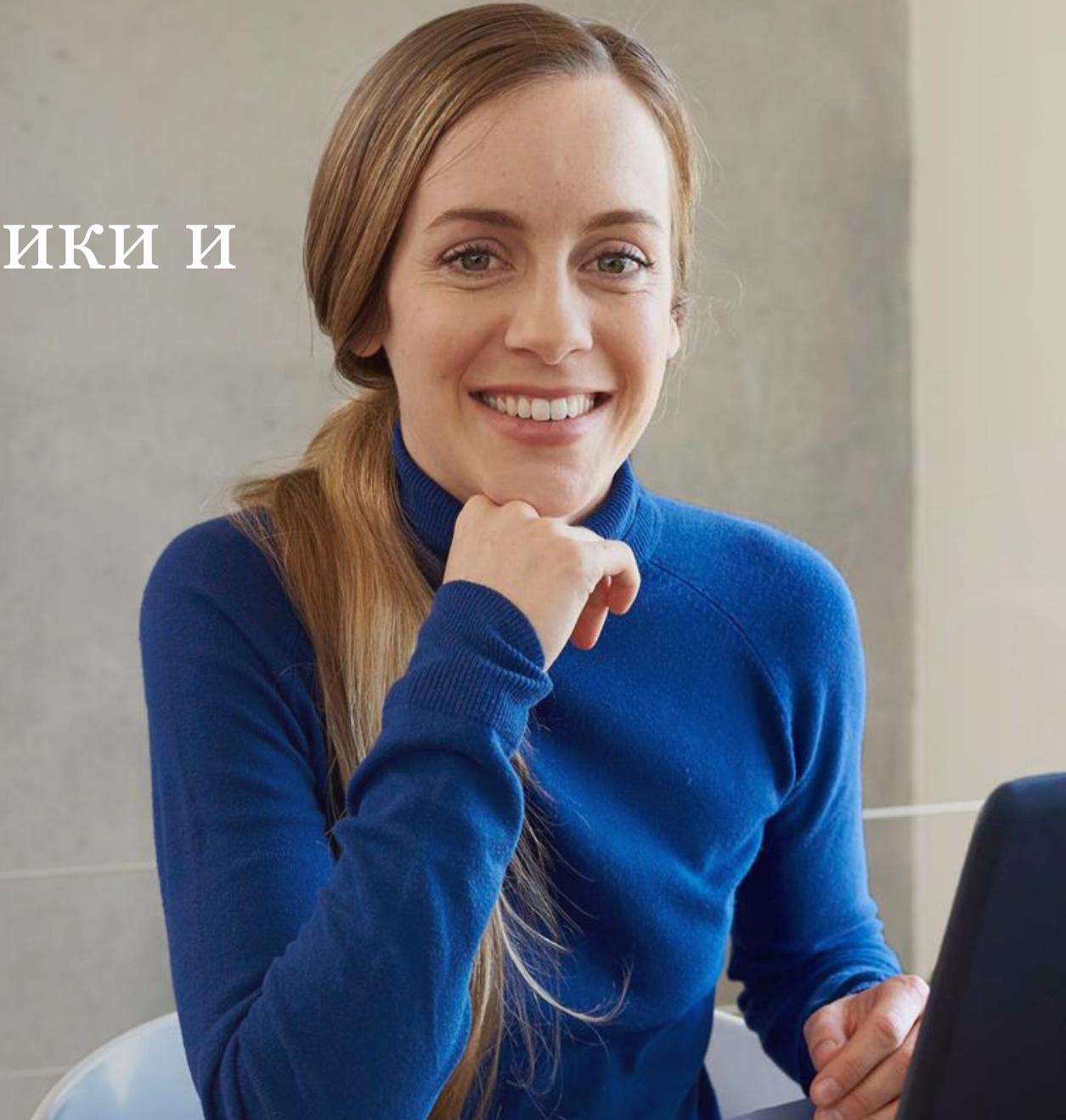


Новинки бизнес аналитики и визуализации данных

Павел Дубинин
BI Presales
Oracle Москва
30 октября, 2019



Safe harbor statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions.

The development, release, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.

Oracle Analytics



Новая аналитика. Oracle Analytics.



Oracle
Analytics
Cloud



Oracle
Analytics
Server



Oracle
Analytics for
Applications



Oracle
Analytics
CLOUD

Oracle Analytics

Полноценная платформа для бизнеса, аналитиков и ИТ

Контролируемая		Self-Service			Инновационная	
Дашборды	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 сырьими 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



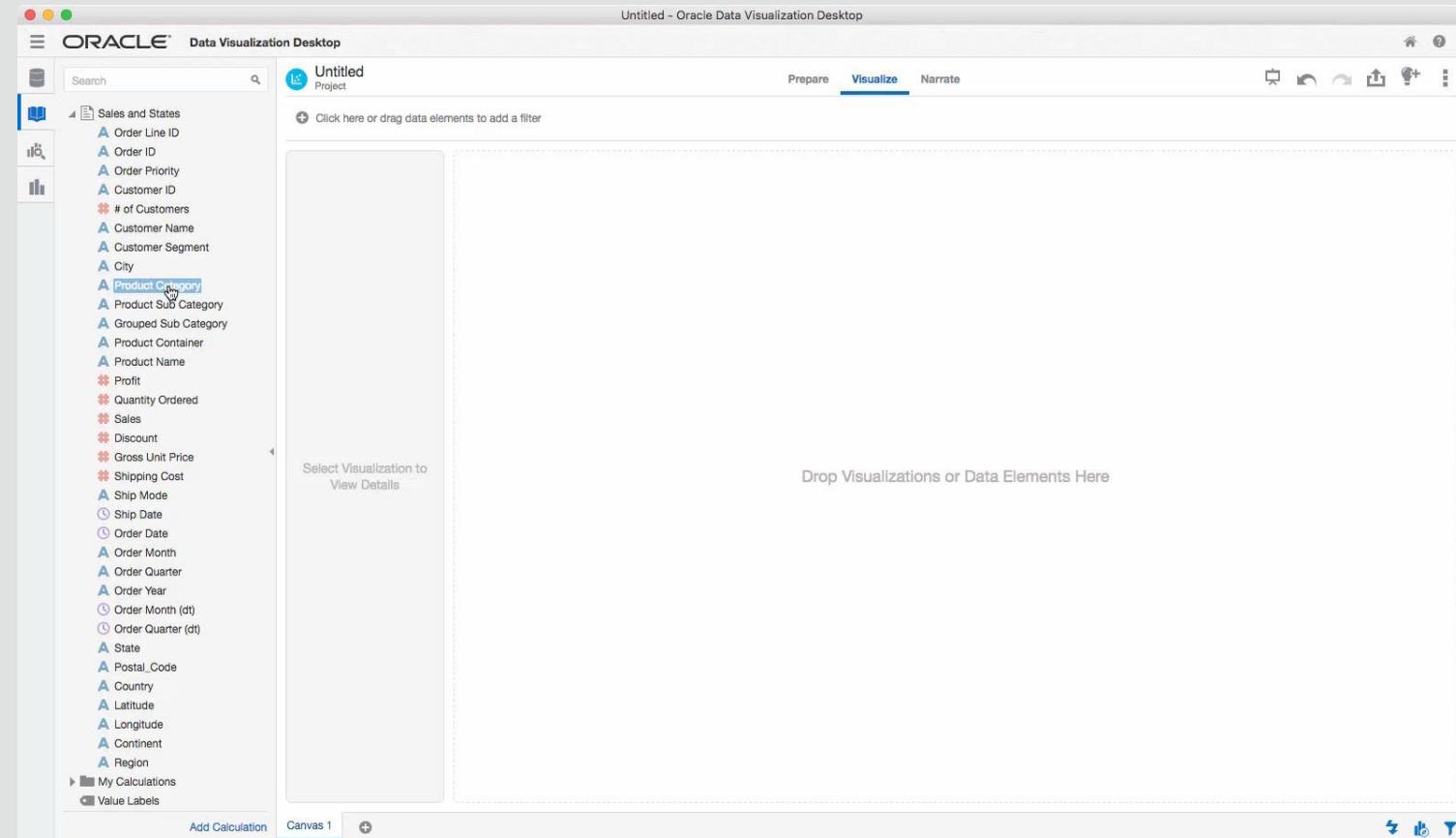
IT/Разработчики

- 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 дашборд за 25 секунд и 17 кликов!

Свобода ваших идей

Простой доступ к любым данным

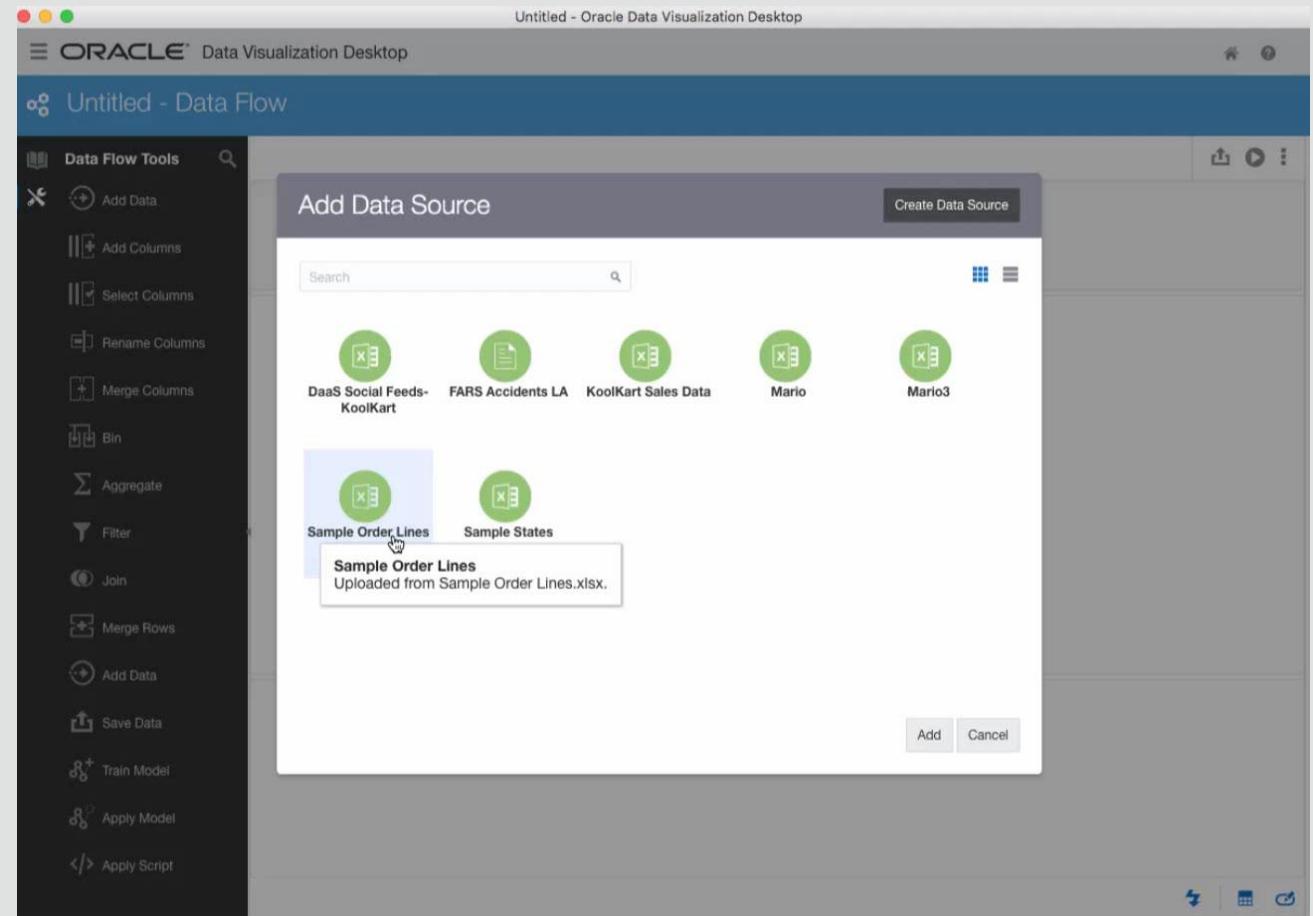
- Прямой коннект к 60+ разным источникам
- Объединяйте разные источнике в одном анализе
- Приложения, Big Data, Базы данных, Сервисы, Файлы.
- Умные коннекторы к SaaS приложениям



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 shows the Oracle Analytics Cloud interface. At the top, there's a navigation bar with the Oracle logo and 'Analytics Cloud'. Below it is a blue header bar with a house icon and the word 'Home'. Underneath, there's a sub-header 'Expenses'.

In the main area, there are two sections:

- Data Sets:** A card for 'Expense Reports History Spark' (orange background, 'Sp' icon) was last updated on Oct 24, 2017.
- Projects:** A card for 'Untitled - Project' (blue background) has a 'Data Elements' sidebar on its left. This sidebar lists various fields under 'My Customers': ID, GIVENNAME, MIDDLEINITIAL, SURNAME, STREETADDRESS, CITY, STATE, ZIPCODE, COUNTRY, EMAILADRESS, TELEPHONENUMBER, BIRTHDAY, CONNUMBER, CCExpires, NATIONALID. The 'ID' field is currently selected, indicated by a yellow circle with a cursor icon over it.

To the right of these cards is a sidebar titled 'Recommendations (36)'. It includes a section for 'All Columns' with a note 'Select a column to filter list'. Below this are several recommendations listed as cards:

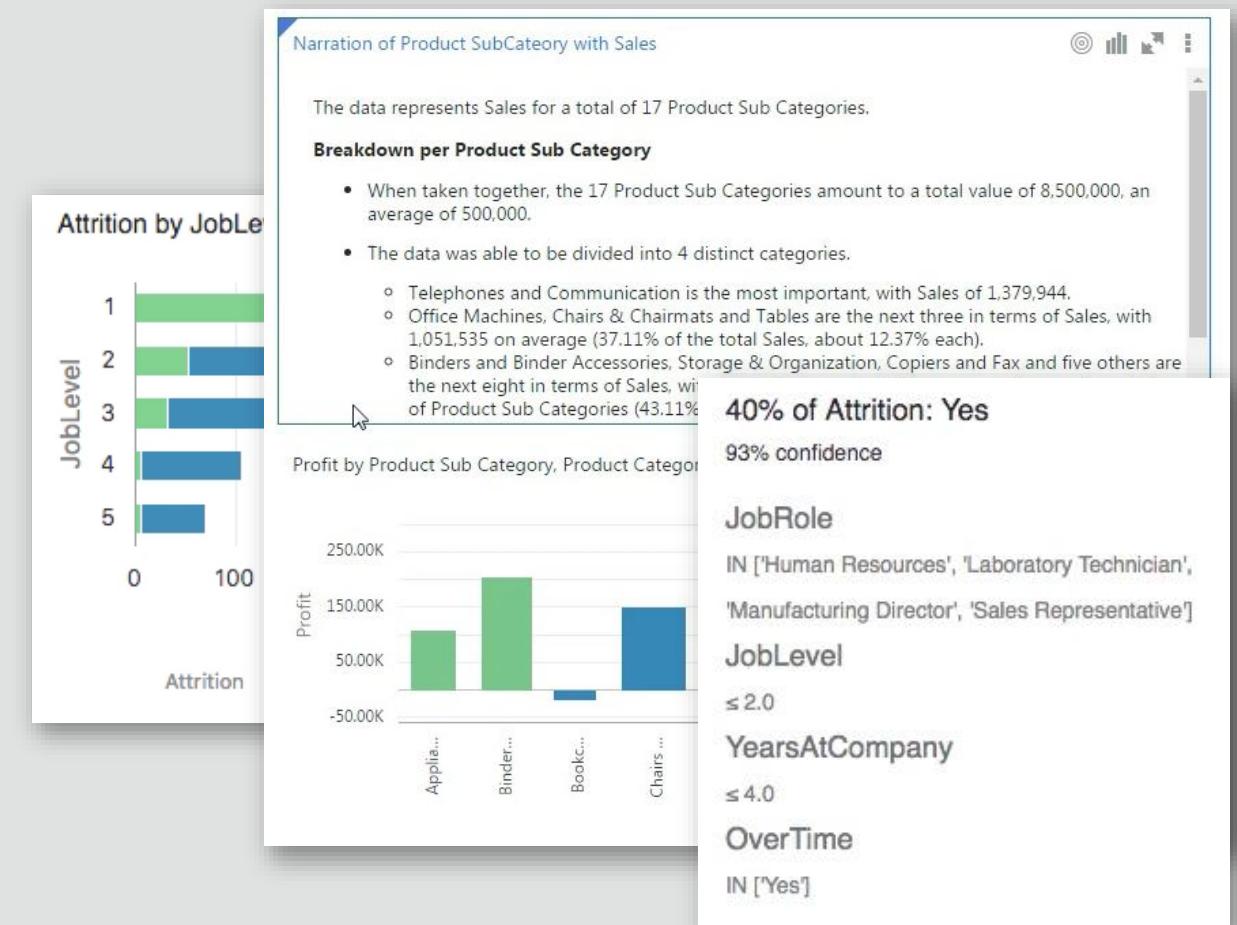
- Split Employee Name** (with a checkmark): Create Employee First... (with a cursor icon pointing to it)
- Mask SSN**: ## # # 1234
- Type SSN**: As Social Security Number
- Enrich Zip Code**: Lorem ipsum dolor sit
- Extract Street from Address**: Create Street
- Extract Year from Hire Date**: Create Hire Date Year
- Extract City from Address**: Create City

ДЕМО: Автоматические рекомендации по качеству данных

The screenshot displays the Oracle Analytics Cloud interface. At the top, the title bar reads "ORACLE Analytics Cloud" and "Untitled - Project". The top navigation bar includes "Prepare", "Visualize" (which is underlined), "Narrate", and "Save". On the left, the "Data Elements" sidebar lists various fields under a section titled "AccountInfo demo for s...". The "id" field is selected and highlighted in blue. Other listed fields include gender, title, firstname, middleinitial, lastname, street_address, city, state, zip, country, email, phone, birthdate, ccard, and cnumber. Below the sidebar, a large workspace area is visible. It features a central dashed-line box with the placeholder text "Click here or drag data to add a filter". To the left of this box, the text "Select Visualization to View Details" is displayed. To the right, the text "Drop Visualizations or Data Here" is shown. The bottom right corner of the slide contains a red square with a white "O" icon.

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

The screenshot shows the Oracle Analytics Cloud interface. The top navigation bar includes 'ORACLE Analytics Cloud', a user profile icon, and tabs for 'Prepare', 'Visualize' (which is selected), and 'Narrate'. Below the navigation is a toolbar with icons for search, refresh, and save.

The main area is titled 'Untitled - Project'. On the left, the 'Data' pane displays a list of data fields under 'Sample Order Lines'. A context menu is open over the 'Product Sub Category' field, listing options: 'Create Best Visualization', 'Pick Visualization...', 'Create Filter', and 'Explain Product Sub Category'. The 'Product Sub Category' field is highlighted with a yellow circle.

The central workspace is labeled 'Drop Visualizations or Data Here'. At the bottom, there is a footer bar with the text 'Canvas 1' and other interface controls.

ДЕМО: Автоматическая генерация текста

The screenshot shows the Oracle Data Visualization Desktop interface. The top navigation bar includes the Oracle logo, a home icon, a question mark icon, and tabs for Prepare, Visualize, Narrate, and Save. The main area is titled "Untitled - Project". On the left, a "Data Elements" panel lists various data elements under "Sample Order Lines", such as Order Line ID, # of Order Lines, Order ID, # of Orders, Order Priority, Customer ID, # of Customers, Customer Name, Customer Segment, City, Product Category, Product Sub Category, Grouped Sub Category, Product Container, Product Name, Profit, Quantity Ordered, Sales, and Discount. Below this, a specific entry for "Order Line ID" is expanded, showing settings for "General", "Name" (Order Line ID), "Treat As" (Attribute), and "Data Type" (Text). The central workspace is a large dashed rectangle labeled "Select Visualization to View Details" and "Drop Visualizations or Data Elements Here". A cursor is visible in the center of the workspace.

Проактивная доставка бизнес идей

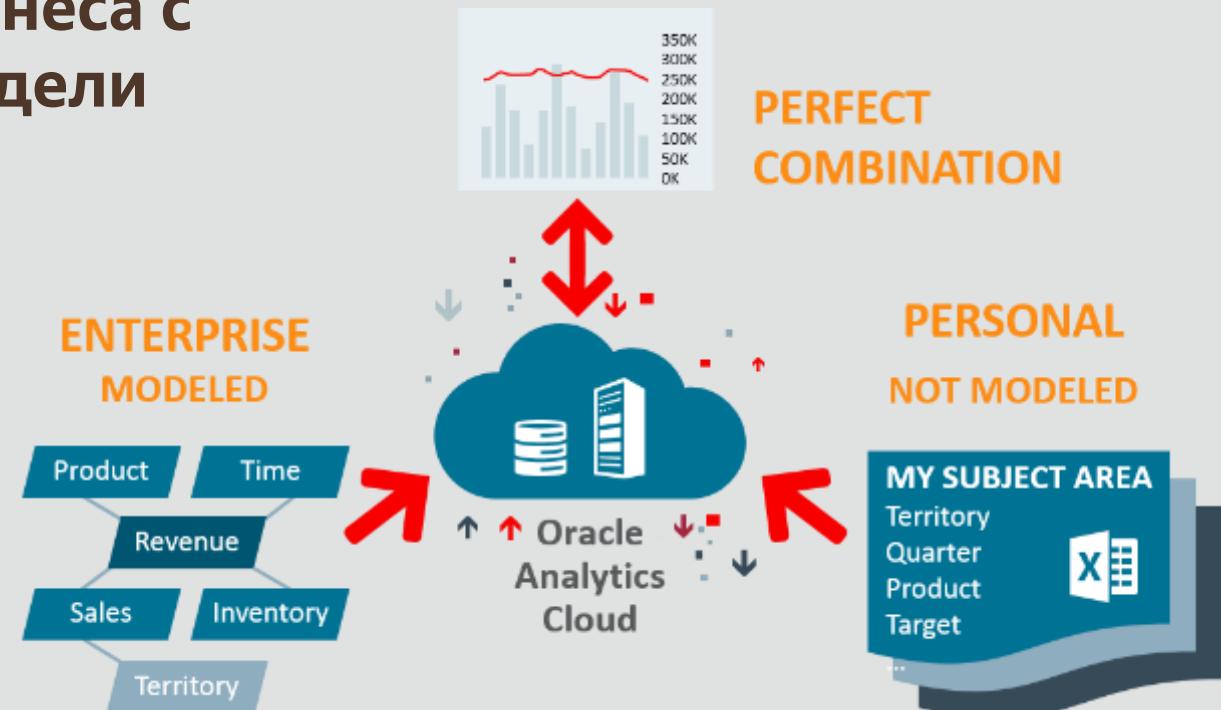
- Добавьте аналитику в ваши ежедневные активности
 - предугадывает ваши запросы благодаря самообучению
 - предлагает аналитику в зависимости от контекста: время, местоположение, звонящий и др
- Задавайте новые вопросы
 - BI Ask предлагает варианты аналитики по вашему запросу на естественном языке
 - 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



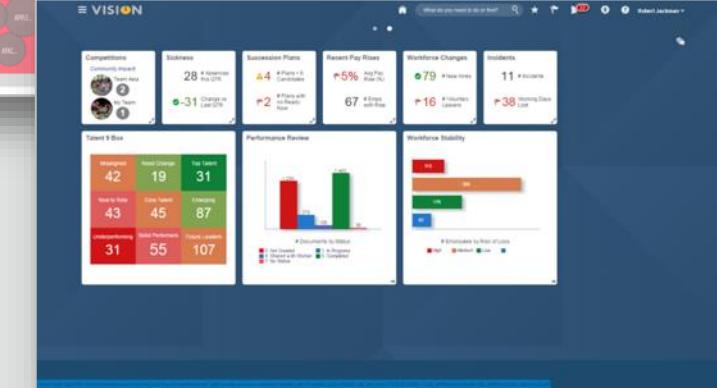
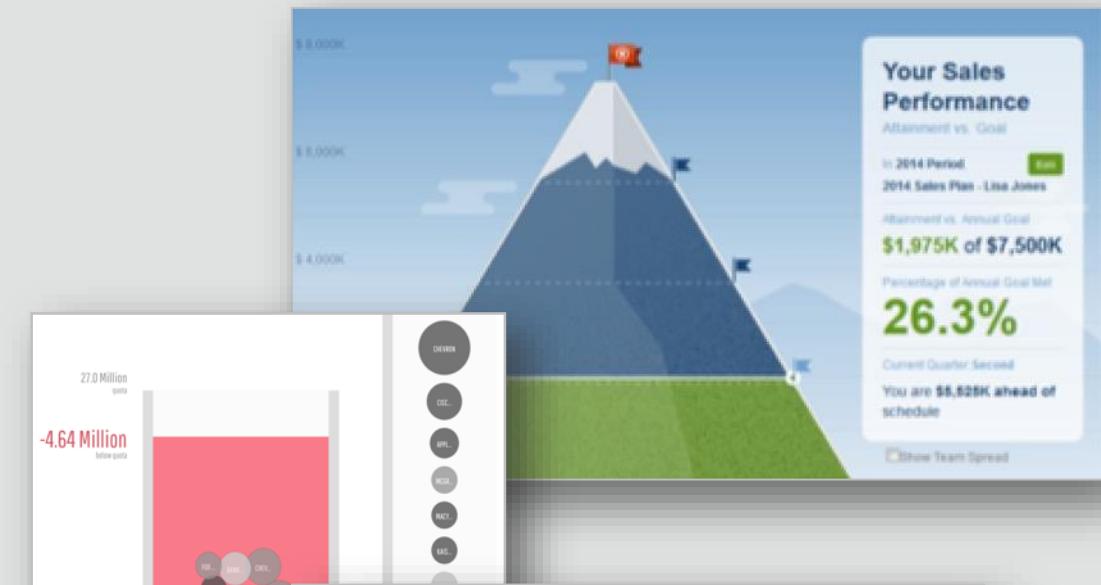
Простота расширения и управления

Открытая архитектура для разработчиков

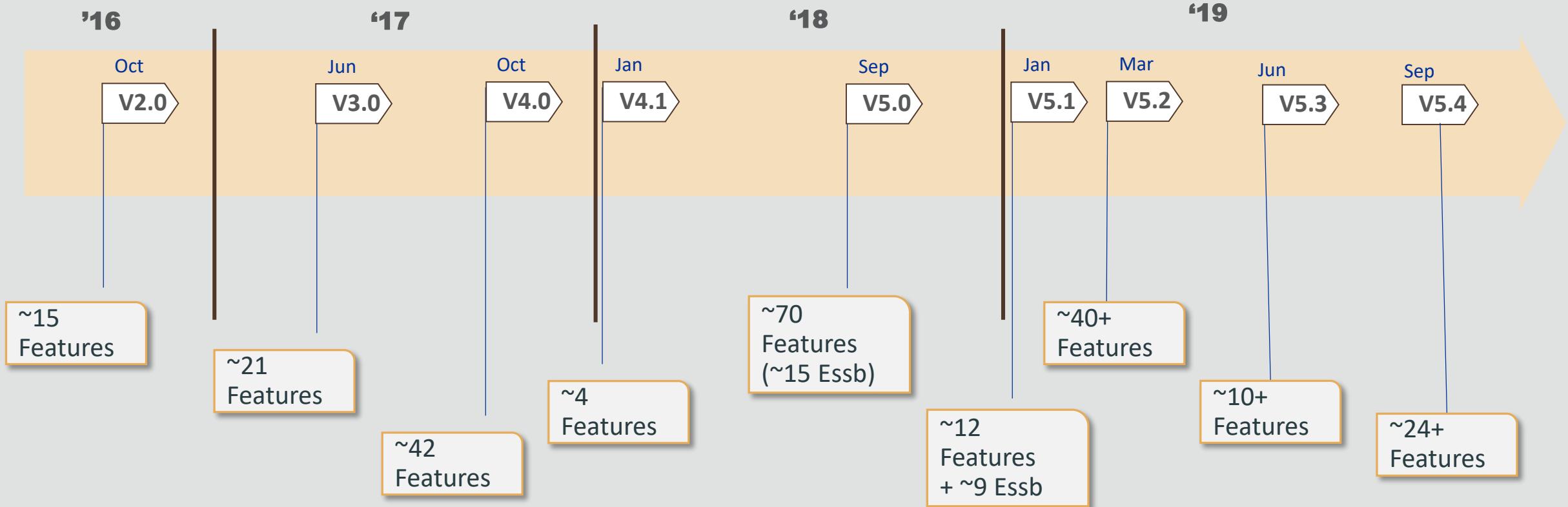
- Кастомные визуализации, коннекторы данных и функции
- Встраивание API и внешних интерфейсов
- REST API

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



Новый единый стиль для Classic BI и DV

Classic BI

The screenshot shows the Oracle Analytics Home page. On the left, there's a sidebar with 'Create...' options like Analysis and Interactive Reporting, Published Reporting, and Actionable Intelligence. Below that are sections for 'Jobs' (Report Jobs, Report Job History) and 'Most Popular'. The main area displays a grid of recent items, including '1. Campaign Planning - LOB' and 'Sample Dashboard - Sales'. A message at the bottom says 'No recommendations are currently available. Most Popular items will be displayed here when results become available.'

This screenshot shows the '1. Campaign Planning' dashboard. It features a 'Line of Business Overview' section with KPIs: Planned Revenue (\$12.5B), Actual Revenue (\$9.4B), YTD Attainment % (75.1%), Planned Margin (20.0%), and Actual Margin (20.8%). Below this are three charts: 'Revenue Analysis by LOB' (bubble chart), 'Order Volume & Revenue by Top Products' (bar chart), and 'Order Growth Trend by LOB by Region' (line chart). At the bottom is a 'Channel Cross-selling Effectiveness' section.

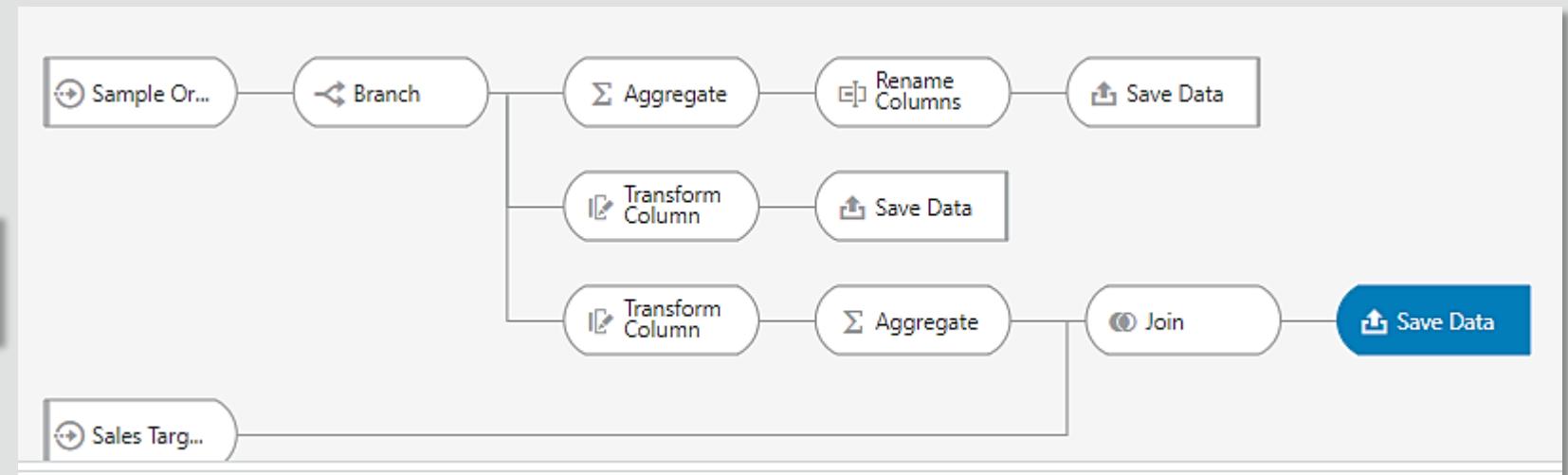
DV

The screenshot shows the Oracle Data Visualization Home page. It has a search bar and tabs for 'Projects and Reports', 'Data', 'Recent Data Sets', 'Favorite Projects', and 'Machine Learning'. Below these are sections for 'Projects' (with cards for 'School Donations Predict.', 'KQ-Project', etc.), 'Data Sets' (listing various datasets like Healthcare, Tax NYC, NFL Stats, etc.), and 'Machine Learning' (listing ML models like 'EP-AM-2015 v2 cm' and 'EP-AM-2015 v1').

This screenshot shows a 'Sample Project' view in Oracle Data Visualization. It includes a 'Key Sales and Profit Metrics by Product' section with large numbers '1.30M' and '8.50M'. To the right are two pie charts showing product category distribution. Below these are sections for 'Sales Trend by Product Category' (line chart) and 'Key Metrics by Product Category' (table). The interface includes a sidebar for 'Data' and 'Content' selection.

Dataflow – активно развивается с каждым релизом

Add Data, Join, Merge Rows, Branch nodes



Несколько агрегаций одной колонки

Инкрементальная загрузка, планировщик задач

Aggregate	Function	New column name	Group by
Profit	Sum	Profit Sum	Customer Segment
Sales	Sum	Sales Sum	Sales Average
Sales	Average	Sales Average	

+ Add Aggregate

Customer Segment

+ Add Group

Sales Average

Группировка по множеству колонок



Pivot таблицы в DV – еще больше возможностей

Асимметричный выбор данных для фильтрации и экспорта

Выбор, используя зажатую клавишу Ctrl

of Orders by Product Container, Product Category, Order Priority

Product Container	Product Category	Order Priority					Total
		Critical	High	Low	Medium	Not Specified	
Jumbo Box	Furniture	96	120	114	97	95	522
	Technology	11	12	5	10	12	50
Jumbo Drum	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	39	35	40	28	35	177
	Office Supplies	30	30	39	29	45	173
	Technology	15	15	25	17	15	87
Medium Box	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	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	38	57	49	38	39	221
	Office Supplies	60	56	56	47	48	
	Technology	101	119	97	105	98	
Wrap Bag	Furniture	38	17	24	23	23	
	Office Supplies	174	184	190	172	194	
	Technology	15	23	13	17	12	
Total		1,244	1,288	1,266	1,223	1,241	

Keep Selection

of Orders by Product Container, Product Category, Order Priority

Product Container	Product Category	Order Priority					Total
		Critical	High	Low	Medium	Not Specified	
Jumbo Box	Furniture			114			114
	Technology			5			5
Jumbo Drum	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	39		40			79
	Office Supplies				39		39
	Technology				25		25
Medium Box	Furniture				29		51
	Office Supplies				17		39
	Technology				30		65
Small Box	Furniture				58		110
	Office Supplies				557		1,130
	Technology				233		456
Small Pack	Furniture				49		49
	Office Supplies				56		56
	Technology				101		520
Wrap Bag	Furniture				174		24
	Office Supplies				184		384
	Technology				15		13
Total		1,244	1,288	1,266	1,223	1,241	3,076

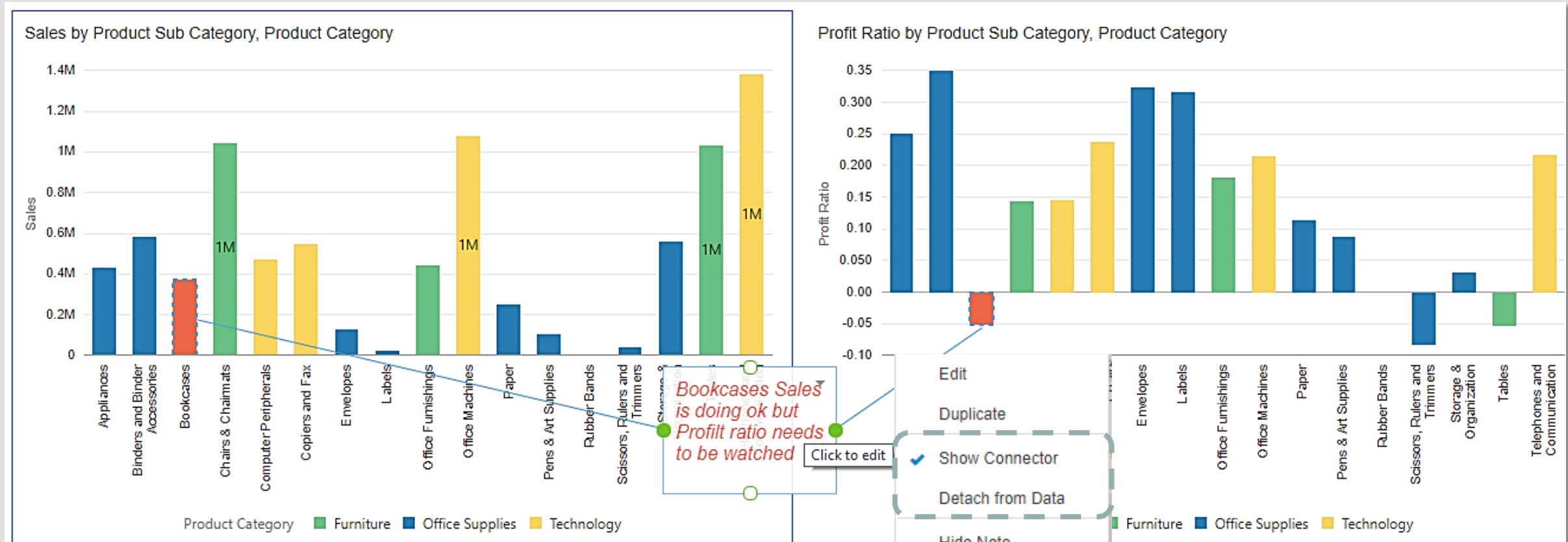
Фильтр, подсветка, экспорт, и многое другое

- Keep Selected
- Remove Selected
- Drill to Attribute/Hierarchy...
- Use as Filter
- Add Statistics
- Color
- Shape
- Edit
- Hide Value Labels



Аннотации с привязкой к элементам визуализации

А не только ко всему проекту или отчету



Привязки
конкретным
элементам

Изменение шрифта, заливки, размеров

The screenshot shows a user interface for modifying chart elements. It includes sections for:

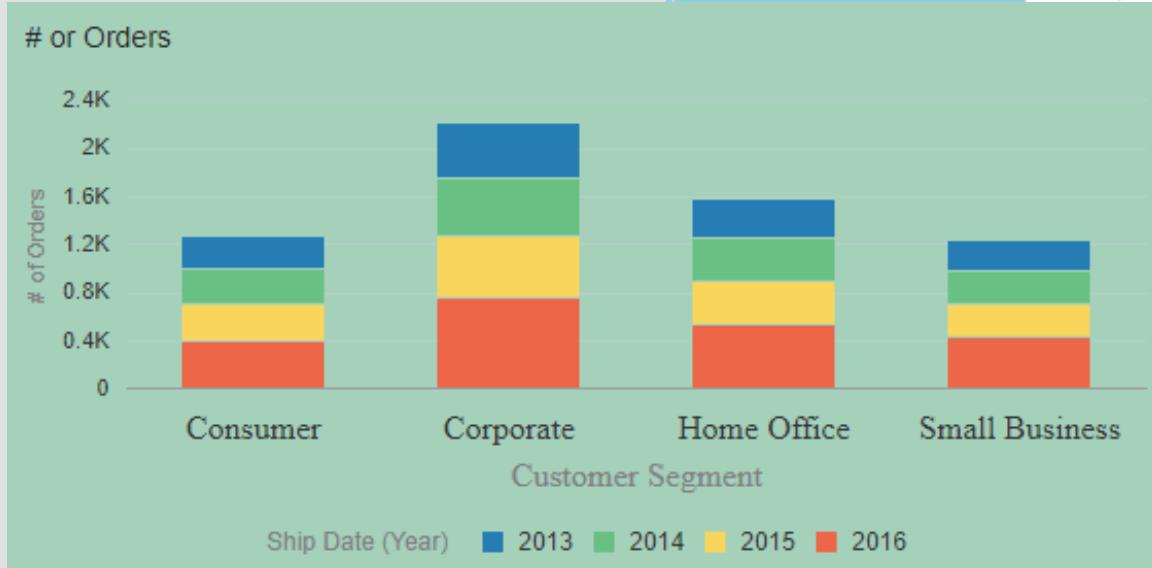
- Title:** # or Orders, Custom
- Font:** Auto
- Legend:** Auto
- Title:** Auto
- Labels:** Auto, 12, Bold, Italic, Underline, A
- Background:** Auto
- Fill Color:** Light Blue
- Transparency:** 0

Below these are two more sections for axis labels:

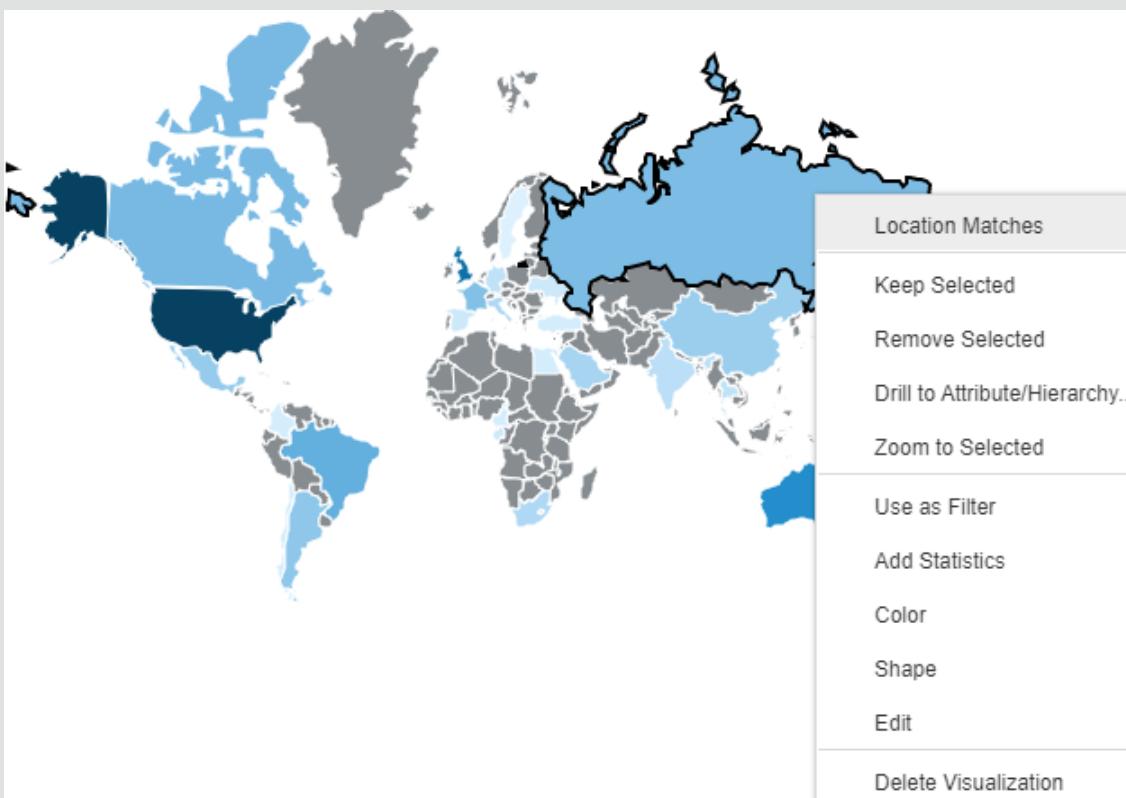
- Labels Axis:** Title Auto, Font Times New Roman, 16, Labels On
- Labels Axis:** Font Times New Roman, 16

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

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



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

The background of the image is a dark, star-filled night sky. In the foreground, there is a dark silhouette of a landscape featuring mountains and a body of water. The text is centered over this silhouette.

Oracle Analytics **SERVER**

Oracle Analytics Server



ETA – December 2019

Все возможности Oracle Analytics Cloud будут доступны on-premise.

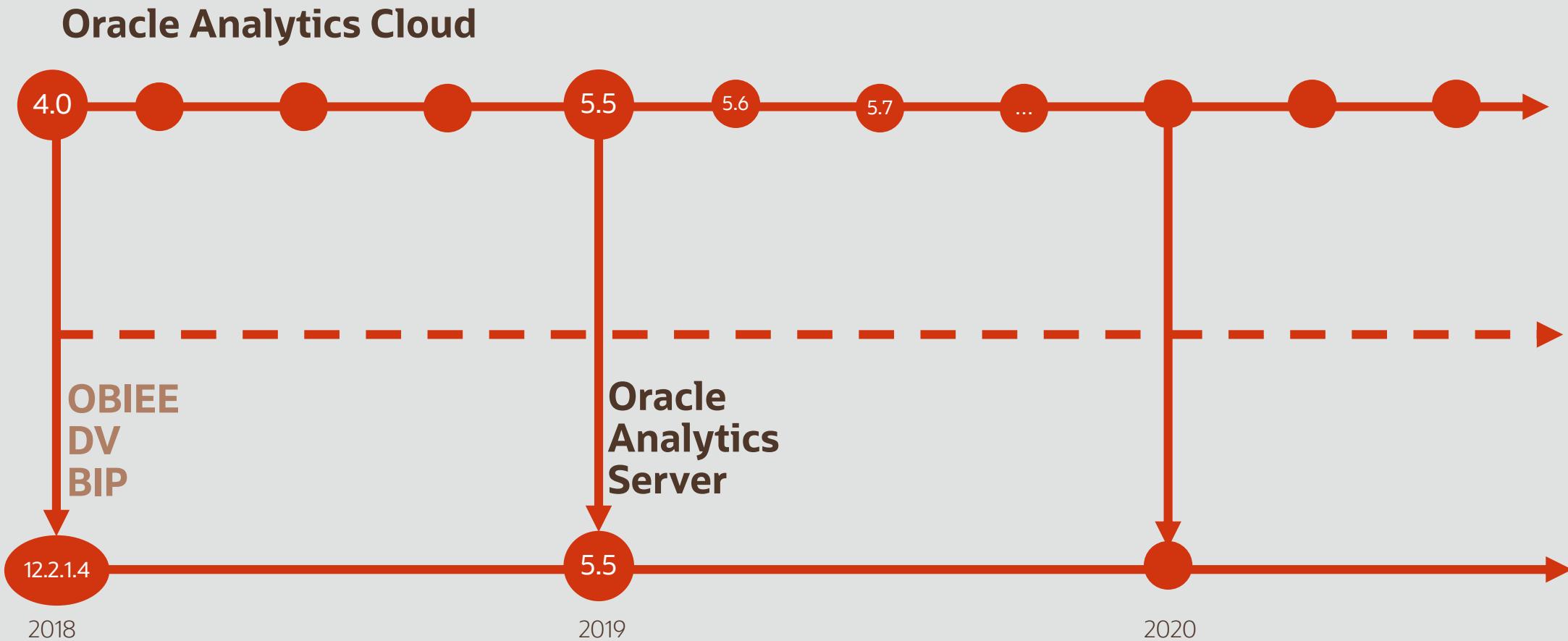
Для тех, кто только начинает свой путь в облако

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

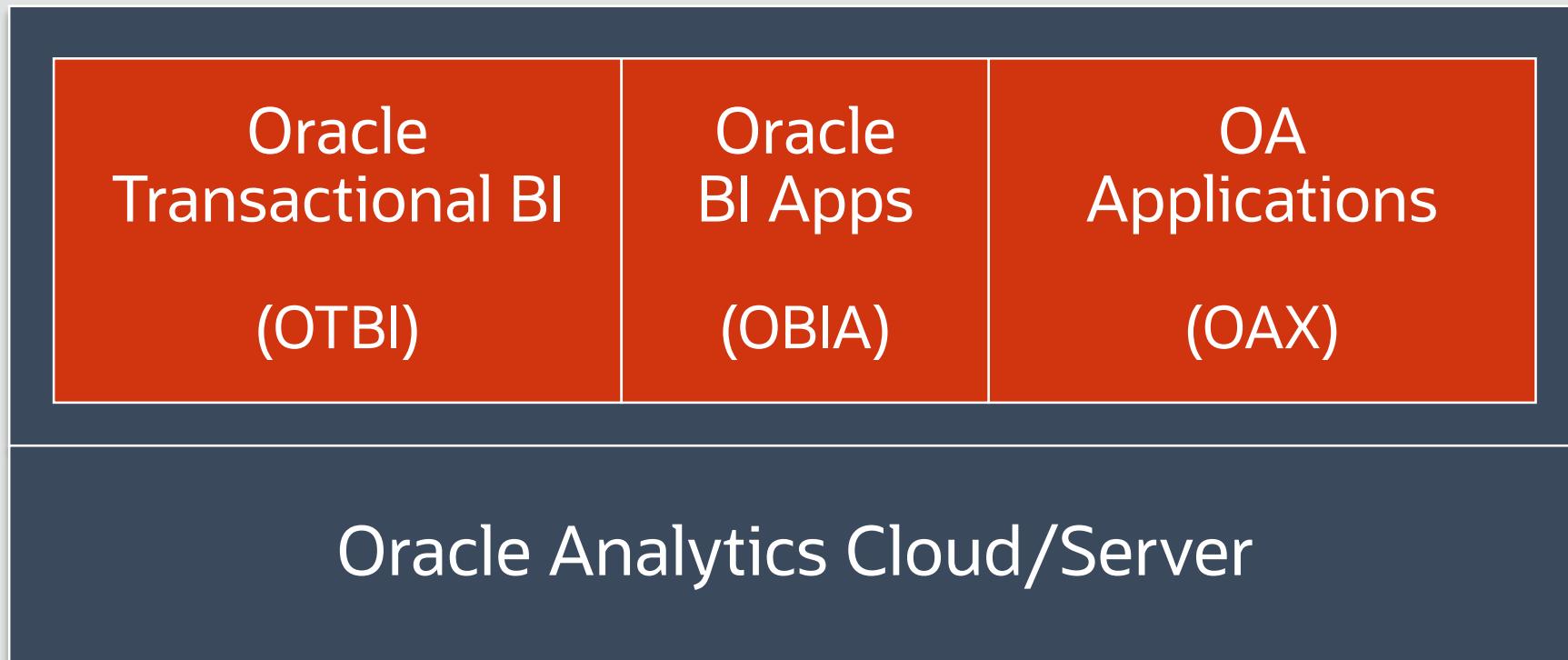
- Windows в начале 2020
- Solaris планируется



Oracle Analytics **APPLICATIONS**

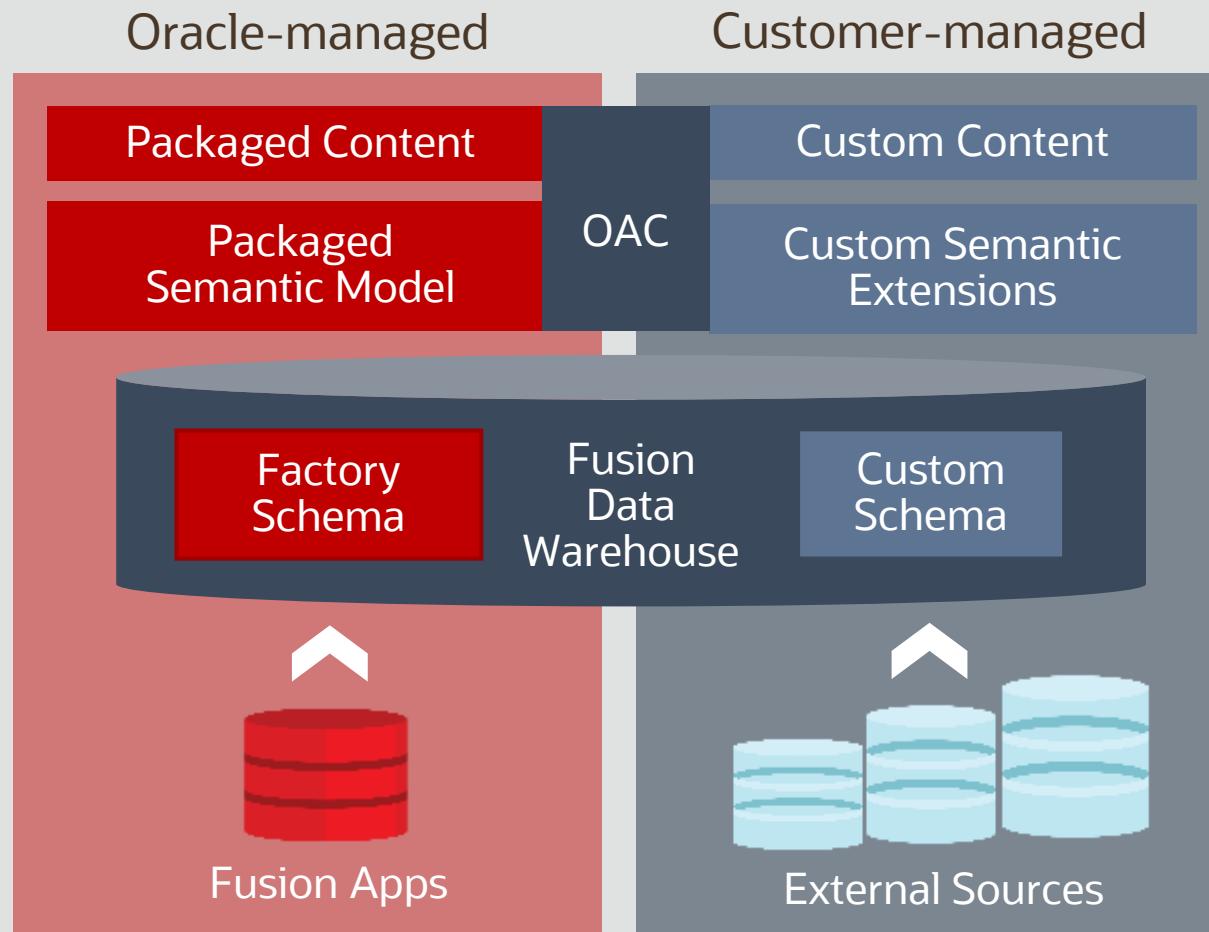
Oracle Analytics for Applications

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 дашборды
- Сохранение всех кастомизаций при обновлениях от релиза к релизу

OAX: Semantic Model Extensions

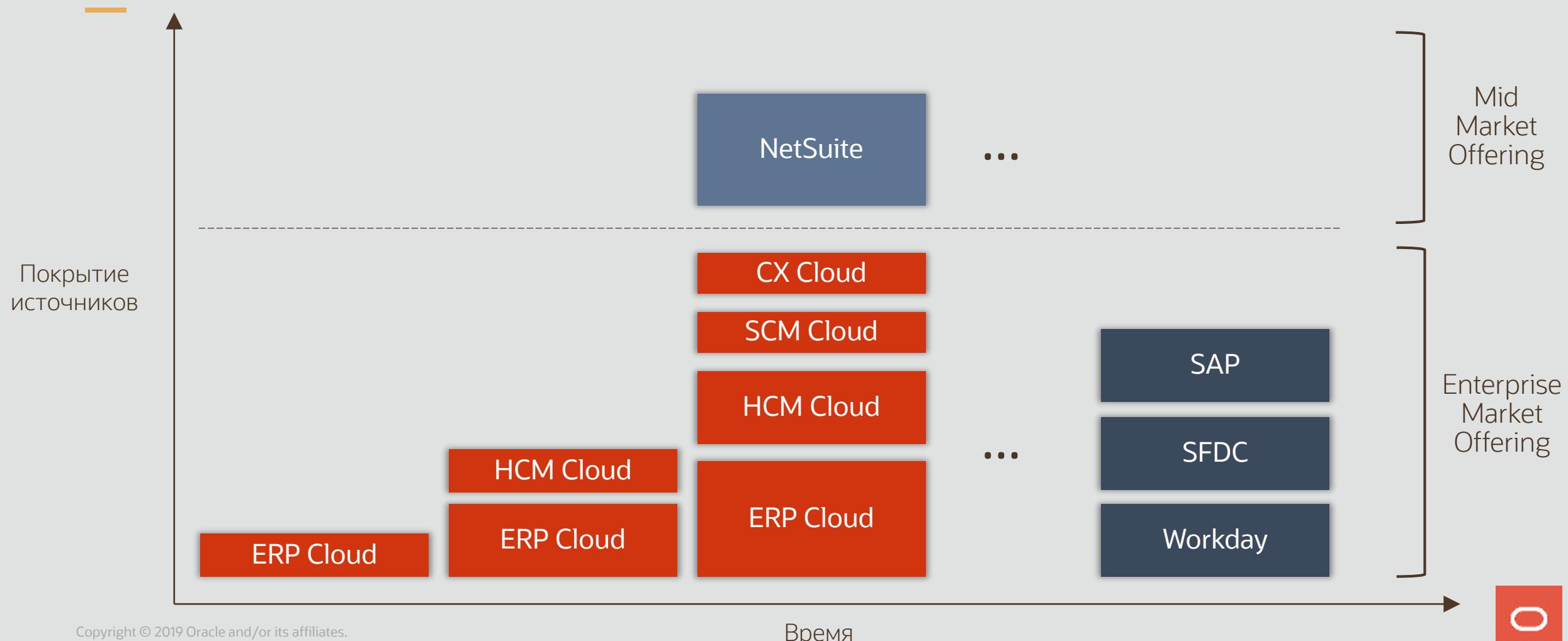
Удобный интерфейс для кастомизации модели данных

The screenshot shows the Oracle Analytics for Applications interface. A modal window titled "Create a New Branch" is open. Inside, the "Name" field is populated with "Branch to Extend Cost Center". The "Branch" section contains two radio button options: "Clean version of Main Branch" (selected) and "Main Branch including my customizations". The "Description" field contains the text "Branch to Extend OOTB Cost Center". At the bottom right of the modal is a blue "Ok" button. To the left of the modal, the main application window shows the "Semantic Model Extensions" tab selected. The navigation bar includes "Branches", "Environments", and "Version History". Below the navigation bar, the message "Manage semantic model extensions your Analytics Warehouse" is displayed, followed by "Main Development Branch" and "Main Branch". The status bar at the bottom indicates "OA4F Version 1.1".

The screenshot shows the "Add Step" dialog and the subsequent customization steps. Step 1: "Create a New Branch" (from previous screenshot). Step 2: "Add Step" dialog with icons for "Add a Dimension" (highlighted with a red circle), "Extend a Dimension", "Add a Hierarchy", "Add a Calculation", "Extend an Fact", "Reorder Columns", "Show/Hide Columns", "Create Subject Area", and "Translations". Step 3: "Customization Name" step with "Extend Cost Center" entered. Step 4: "Select a dimension table from the Semantic Layer to extend" step, showing "Customization Name: Extend Cost Center", "Subject Area: Financials - GL Profitability", "Folder: Cost Center", and "Logical Table: Dim - Cost Center". To the right, a list of available attributes for the dimension table is shown, ranging from "Cost Center Level 1 Code" to "Cost Center Level 6 Code". At the bottom, there are "Cancel" and "Next >" buttons, and a note "Data Preview (100 Rows) Coming Soon...".

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



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

Discussion threads

Search by KPI Name or Operational Goal

CFO Overview

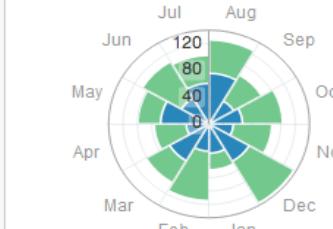
Cash Conversion Cycle

Period: Quarter

280 days ▲

Inventory by Month

Inventory Type: All Product: A, B

206M ▲

Capex by Asset

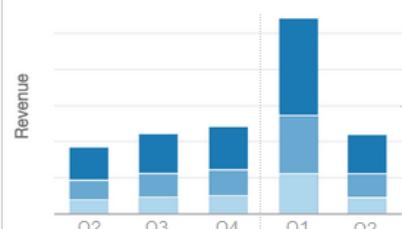
Period: Quarter

66M ▼

Filter by Exceptions:

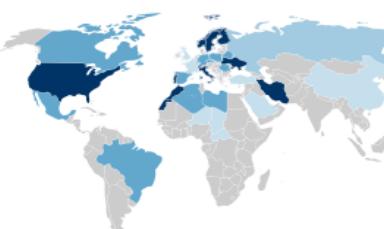
Revenue by Product

Period: Quarter

230M ▼

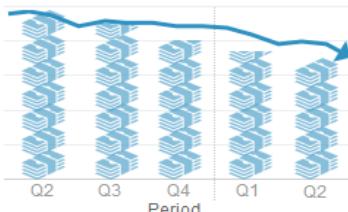
Operating Expenses

Period: Current Month

41M ▼

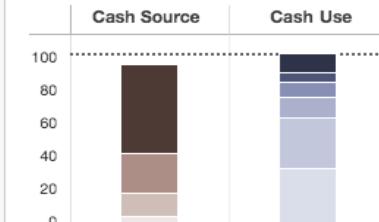
Cash by Quarter

Period: Quarter

74M ▼

Cash Flow Source and Usage

Period: Quarter

-\$5.6M ▼

Headcount Spend by Dept.

Period: Quarter

22.61M ▼

Add Card

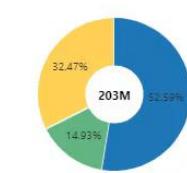
ДЕМО: KPI Cards

ORACLE Analytics for Fusion ERP John Hung ▾

Decks

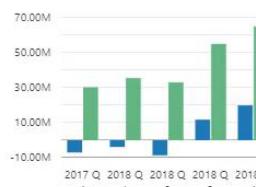
CFO Controller UK Business Review

Revenue by Product
202.70M
2018 Q 4 +11.77% QoQ ▲



Product Segment Description, Product Segment N...

Net Income / Gross Income
35.9% Over Target
2018 Q 4 +70.07% QoQ ▲

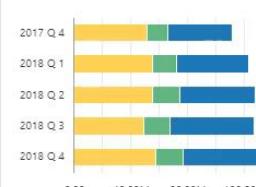


70.00M
50.00M
30.00M
10.00M
-10.00M

2017 Q 4 2018 Q 1 2018 Q 2 2018 Q 3 2018 Q 4

Balancing Segment Description

Cost of Revenue (AB)
9.1% Under Target
2018 Q 4 +8.94% QoQ ▲

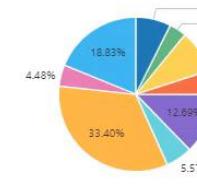


120.00M
100.00M
80.00M
60.00M
40.00M
20.00M
0.00

2017 Q 4 2018 Q 1 2018 Q 2 2018 Q 3 2018 Q 4

Balancing Segment Description

Operating Expenses
16.3% Over Target
2018 Q 4 +4.96% QoQ ▲



7.38%
3.59%
9.05%
5.09%
12.69%
33.40%
4.48%
18.83%

Cost Center Code

CAPEX
8.656M
2018 Q 4

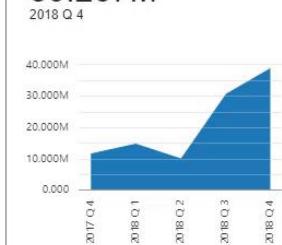


120.00M
100.00M
80.00M
60.00M
40.00M
20.00M
0.00

Photonics Diagnostics Imaging

Balancing Segment Description

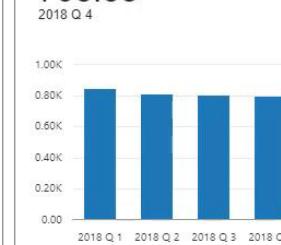
EBITDA
39.267M
2018 Q 4



40.000M
30.000M
20.000M
10.000M
0.000M

2017 Q 4 2018 Q 1 2018 Q 2 2018 Q 3 2018 Q 4

Cash Conversion Cycle
798.58
2018 Q 4



1.00K
0.80K
0.60K
0.40K
0.20K
0.00

2018 Q 1 2018 Q 2 2018 Q 3 2018 Q 4

+

Windows Search Task View Settings Start File Explorer Internet Explorer Firefox Chrome Edge File Explorer Powerpoint Word Excel OneDrive Mail Task View Taskbar Icons 10:59 PM 5/9/2019 32

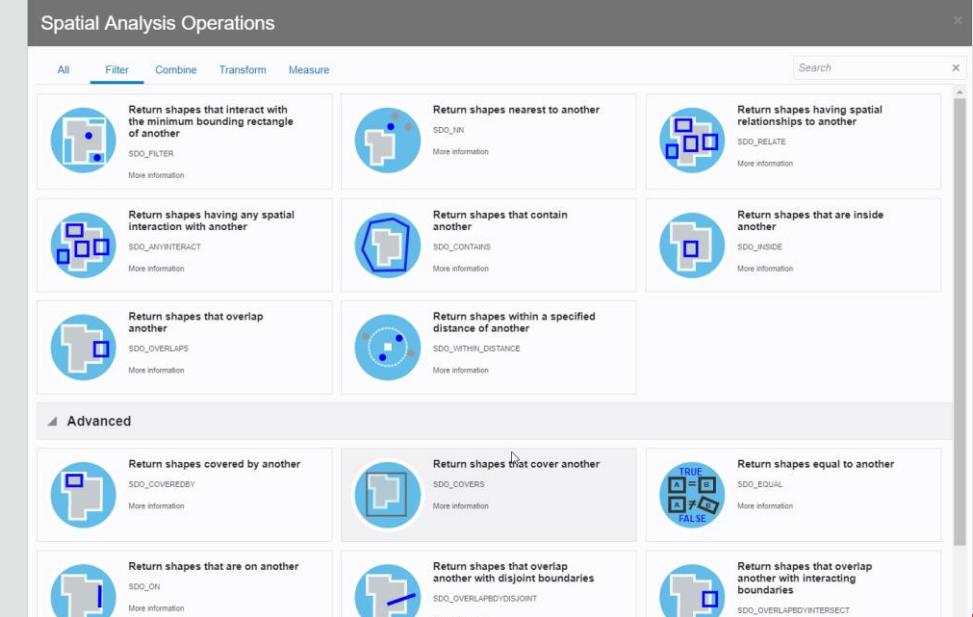
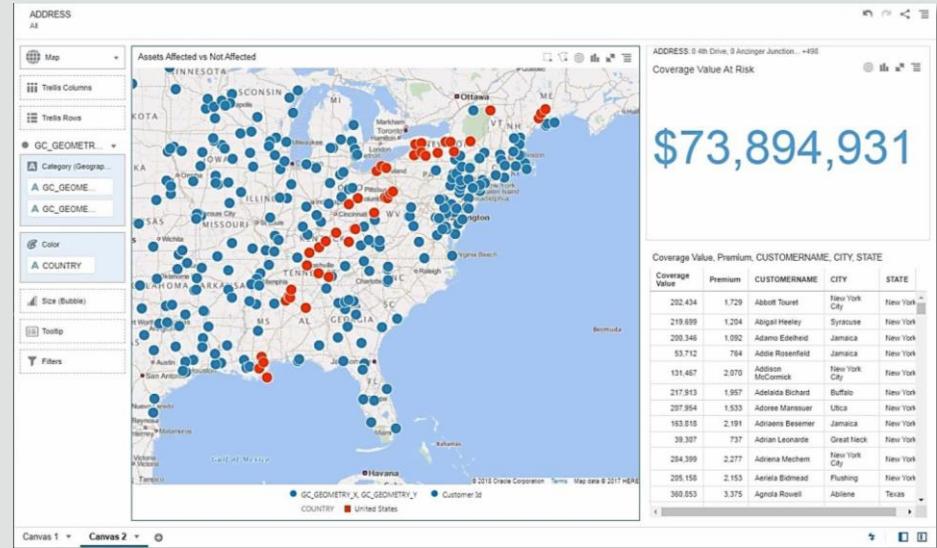


The background of the image is a dark, star-filled night sky. A full moon is visible in the upper right quadrant. The horizon at the bottom is a vibrant, glowing band of light, transitioning from orange to yellow to blue, suggesting either a sunset or a sunrise over a planet's surface.

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

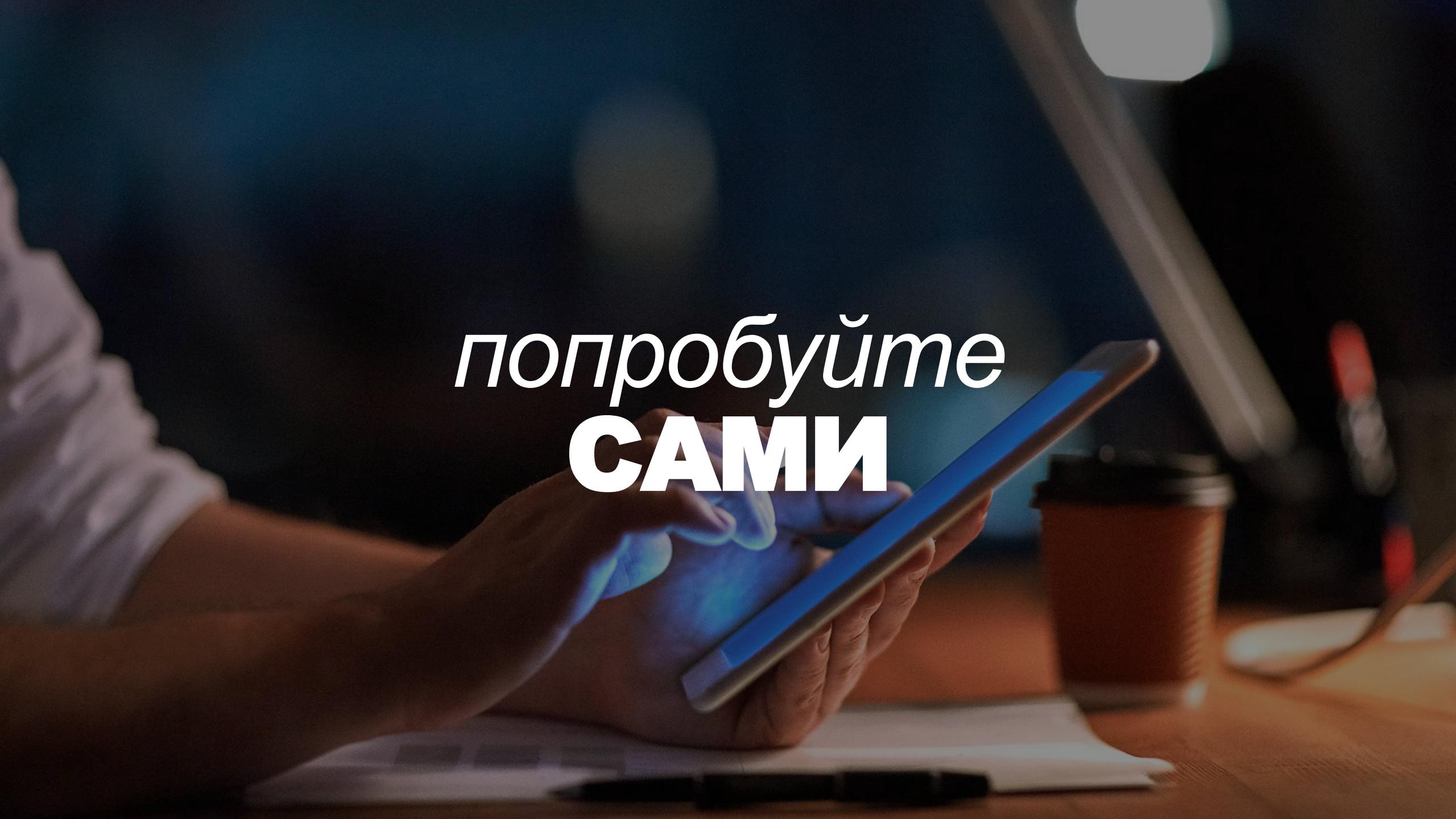


ДЕМО: Spatial Studio

The screenshot shows the Oracle Spatial Studio interface, specifically the 'Data' section. The left sidebar has icons for Home, Data (selected), Connections, and Help. The main area has tabs for 'Datasets' (selected) and 'Connections'. A search bar and various filter icons are at the top right. The 'Datasets' table lists the following:

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 yellow circle highlights the cursor over the 'CUSTOMERASSETS' row. The bottom right corner of the slide features a red square with a white 'O'.

A photograph of a person's hands holding a smartphone. The phone's screen is illuminated with a blue glow, which reflects onto the person's fingers. The hands are resting on a light-colored surface, possibly a desk. In the background, there is a blurred image of a laptop and a brown paper cup with a lid, suggesting a coffee shop or office environment. The overall lighting is low, creating a cozy atmosphere.

попробуйте
САМИ

Oracle Analytics Library

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

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

Choose Your Own Starting Point



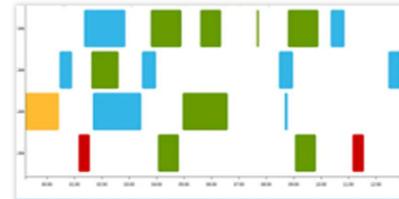
Examples

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



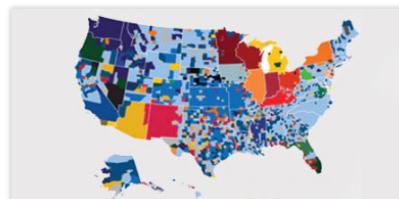
Tutorials

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



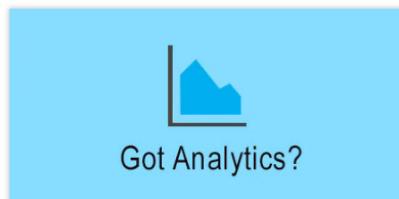
Extensions

Supercharge your data with our custom DV extensions.



Geo Layers

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



Got Analytics?

Live Demos

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



Videos

Search our library for what's 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

Предиктивная

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

Дополненная

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

Коллaborационная

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

Гибкая

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

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 5,000	Minimum Monthly Flex spend in Universal Credits to be eligible for Universal Credits model Minimum Monthly Flex spend in Universal Credits to be eligible for discount	1, 9	B88206

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* (*Limited Availability: See Note 10)	0.4839	0.3226	OCPU Per Hour	-		1, 4, 7, 10	B89636
Oracle Analytics Cloud - Essbase - BYOL* (*Limited Availability: See Note 10)	0.4839	0.3226	OCPU Per Hour	-		1, 4, 7, 10	B89638
Oracle Analytics Cloud - Enterprise - BYOL* (*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 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 10.0810	OCPU Per Month OCPU Per Hour	- -	-	1 1	B87406 B87407
Oracle Analytics Cloud - Enterprise - Metered	12,000 20.1610	OCPU Per Month OCPU Per Hour	- -	-	1 1	B87408 B87409

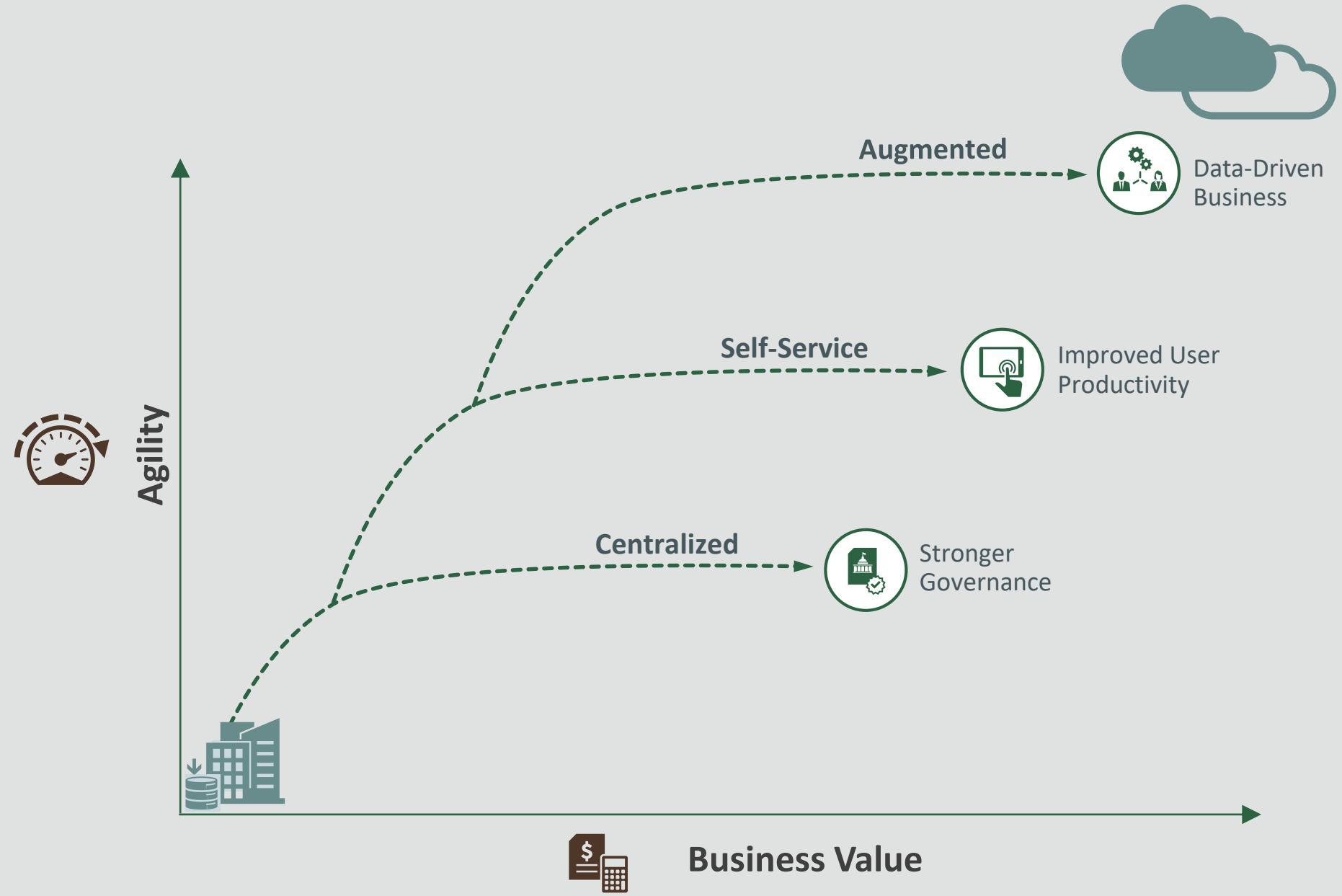
	Oracle Analytics Cloud - Metered			
B87406	Oracle Analytics Cloud - Standard - Metered	OCPU Per Month	1 OCPU and 7.5GB of Memory Restricted use of Oracle Data Visualization Desktop (restricted to 50 named users per OCPU) Oracle SmartView	<p>Any of the Oracle Analytics Cloud offerings (Commercial PaaS Non-metered) requires as a prerequisite any of the following Oracle Database Cloud Service offerings (Commercial PaaS Metered):</p> <ul style="list-style-type: none"> - 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 Restricted use of Oracle Data Visualization Desktop (restricted to 50 named users per OCPU) Oracle SmartView	<ul style="list-style-type: none"> - Oracle Database Cloud Service - Enterprise Edition - Metered (General Purpose or High Memory) - Oracle Database Cloud Service - Enterprise Edition High Performance - Metered (General Purpose or High Memory) - 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 Restricted use of Oracle Data Visualization Desktop (restricted to 50 named users per OCPU) Oracle SmartView	<p>AND:</p> <p>Any of the Oracle Analytics offerings (Commercial PaaS Metered) also requires as prerequisite the following offerings:</p> <ul style="list-style-type: none"> - Oracle Compute Cloud Service - Block Storage - Metered (Commercial IaaS Metered) - Oracle Storage Cloud Service - Metered (Commercial IaaS Metered)
B87409	Oracle Analytics Cloud - Enterprise - Metered	OCPU Per Hour	1 OCPU and 7.5GB of Memory Restricted use of Oracle Data Visualization Desktop (restricted to 50 named users per OCPU) Oracle SmartView	<p>Note: the above two products cannot be sold standalone.</p>



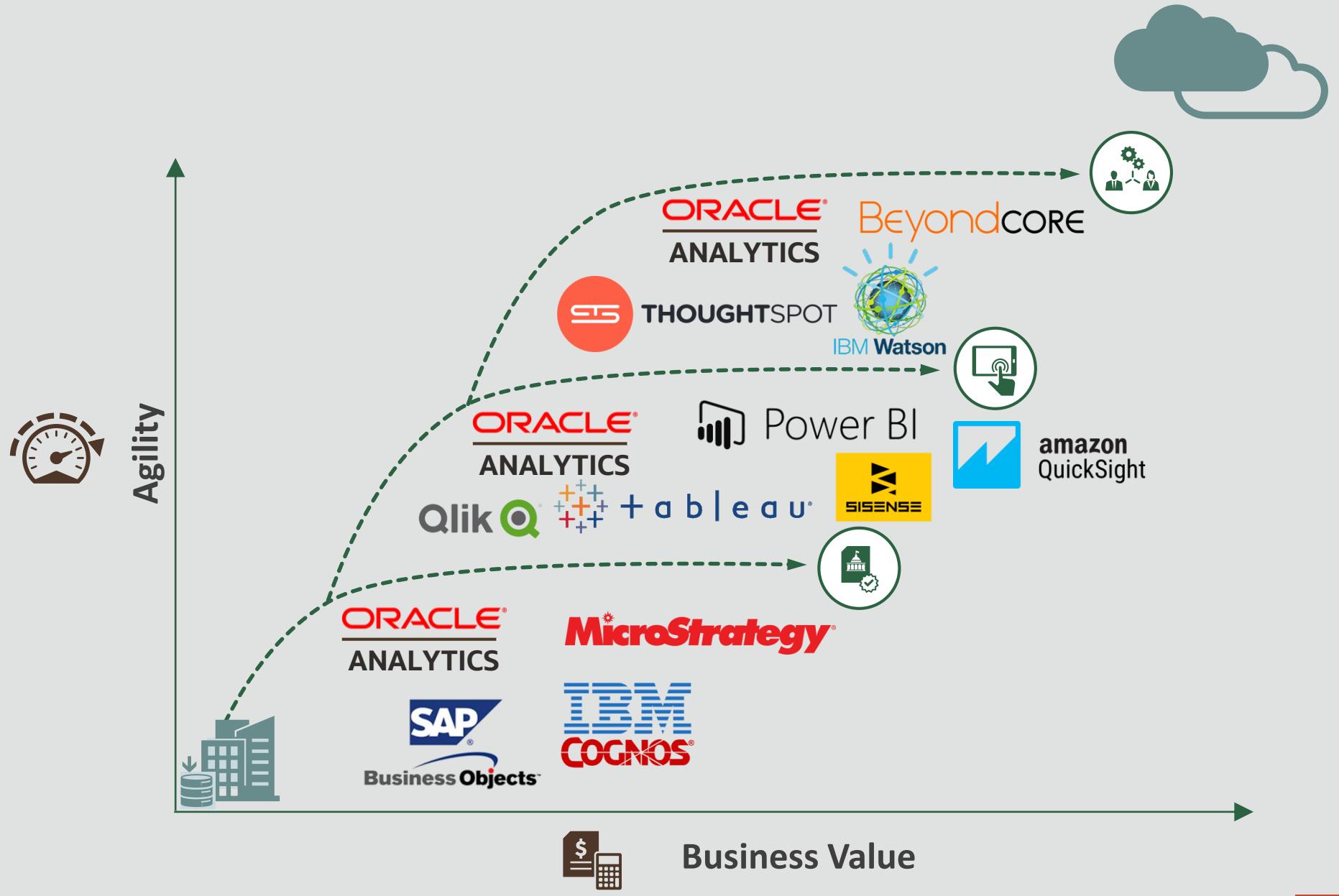
A photograph of a dark, rocky landscape at night. In the center-left, a person stands on a rocky outcrop, their silhouette clearly visible against the bright, colorful sky above. The sky transitions from deep purple at the top to orange and yellow near the horizon, filled with numerous small stars. The terrain below is dark and textured.

Аналитика

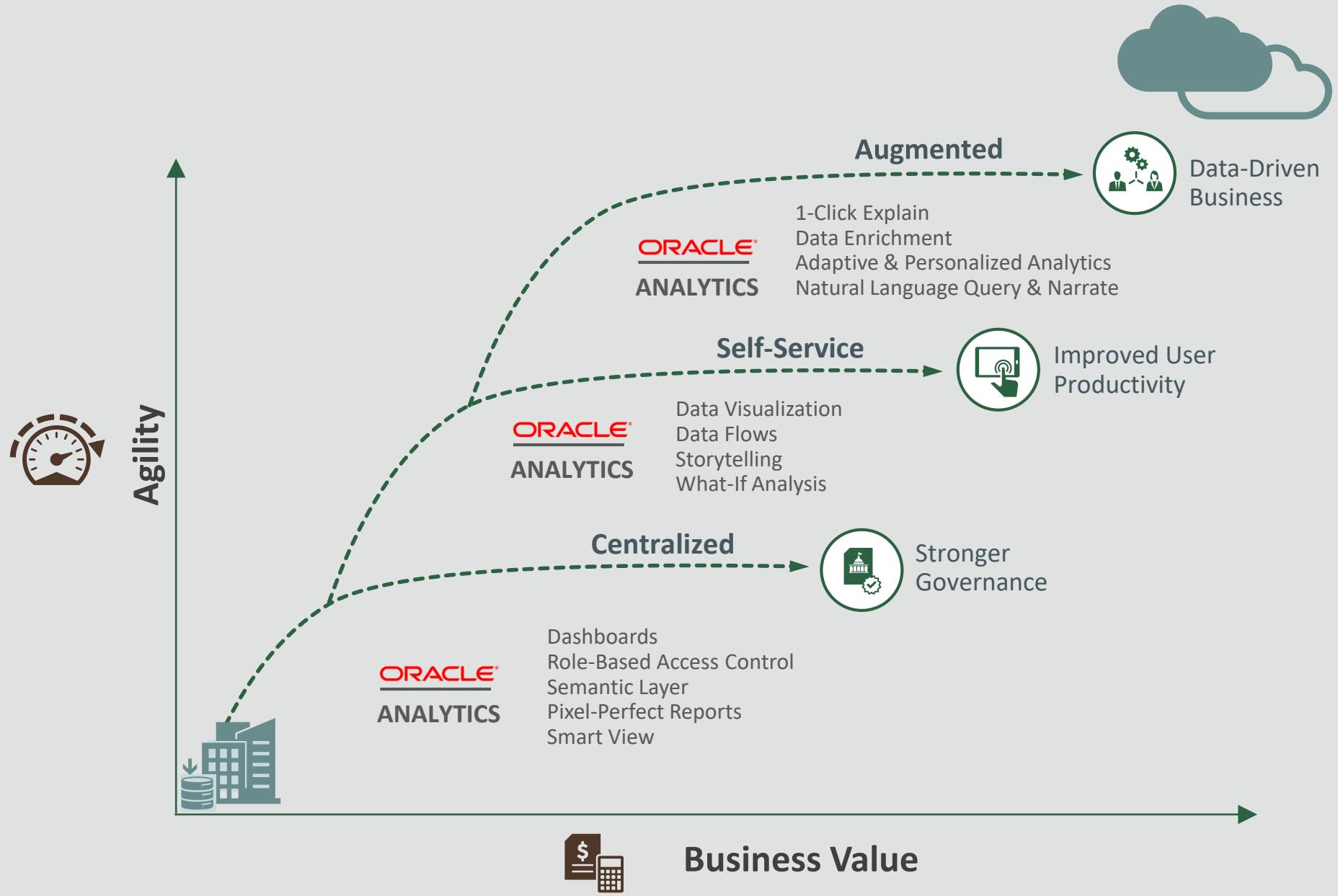
Analytics Industry Waves



Analytics Industry Waves



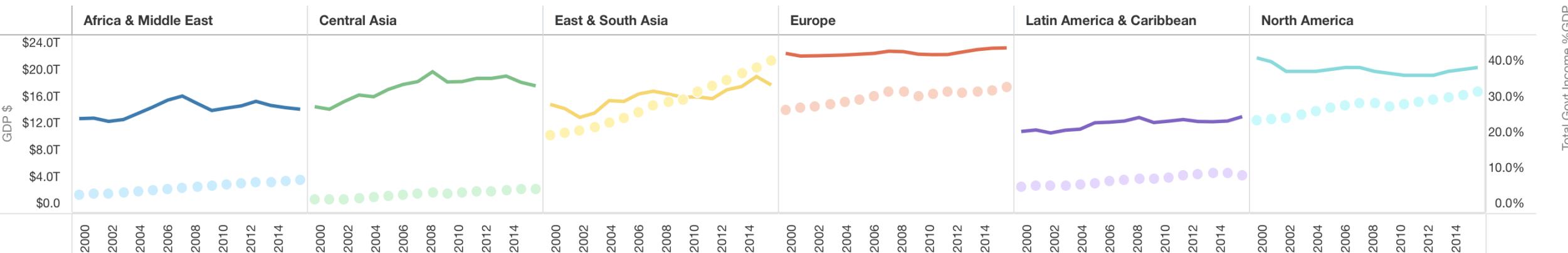
Analytics Industry Waves



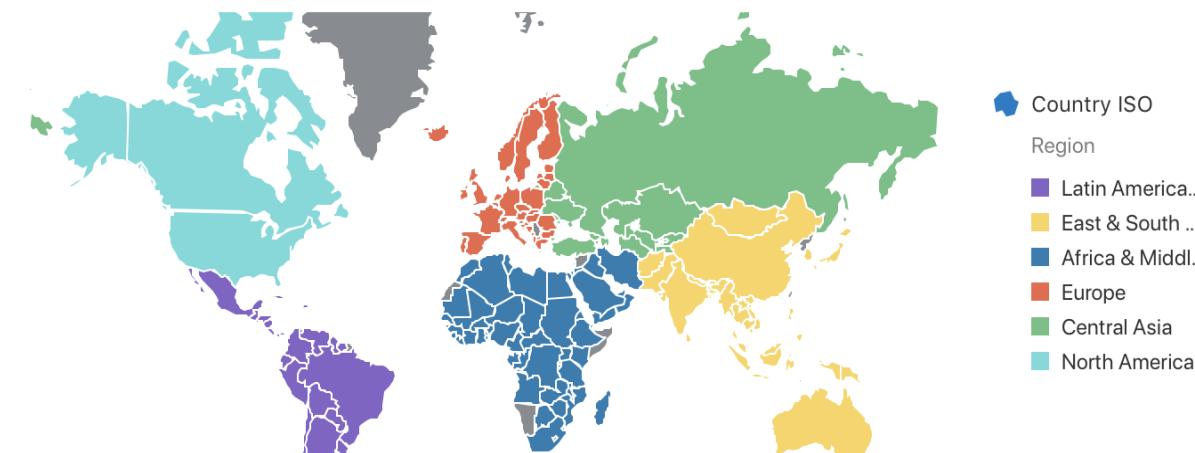
World Taxes - Project

[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

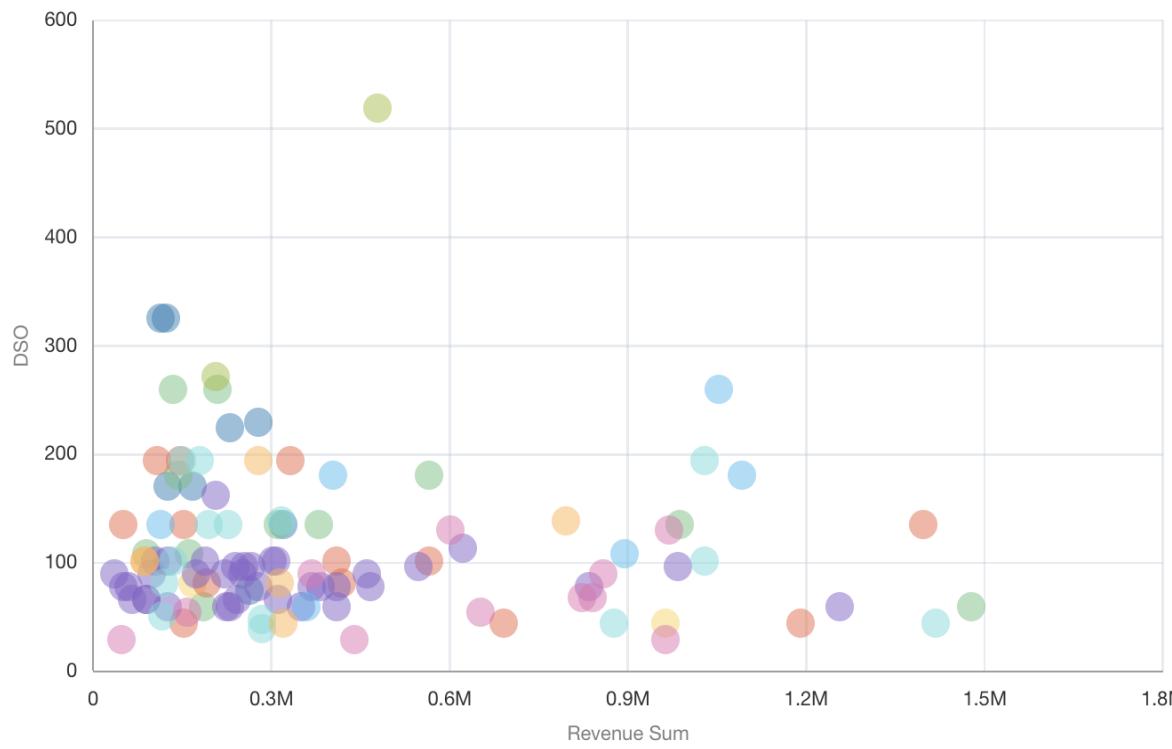
Prepare Visualize Narrate

Auto Save ▾

+ Click here or drag data to add a filter



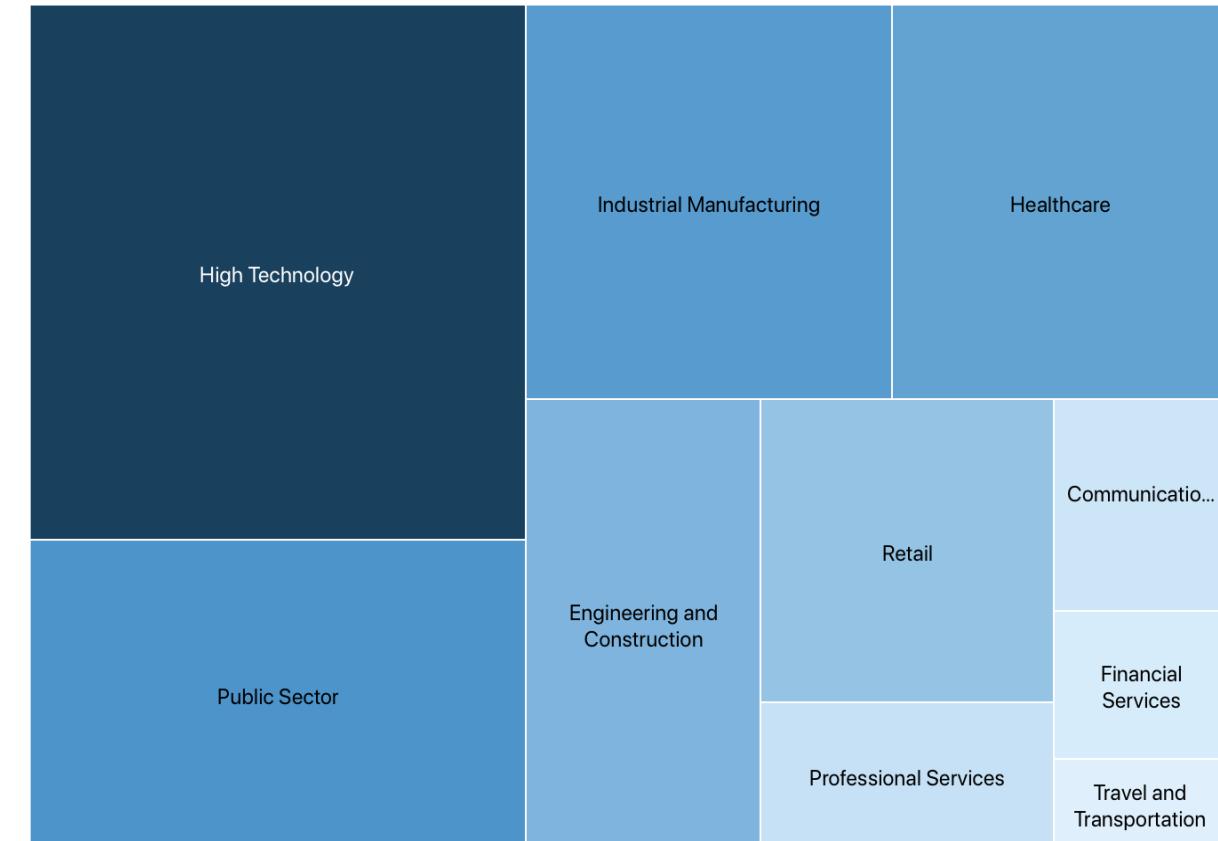
Revenue Sum, DSO by CUST_NAME, INDUSTRY



INDUSTRY

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

Revenue Sum by INDUSTRY



Revenue Sum 685K 12M
Revenue Sum 685K 12M

Maps Examples - Project

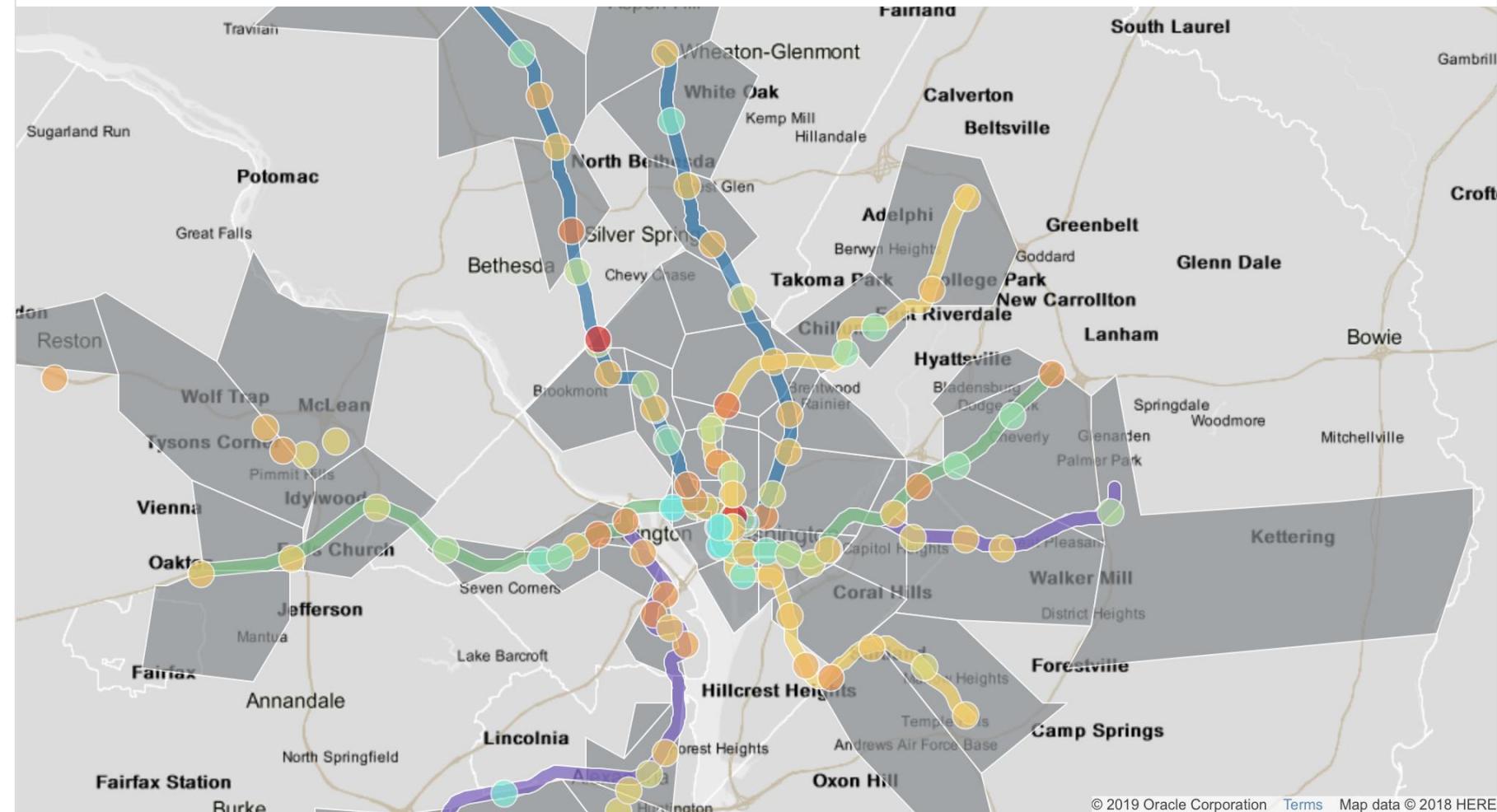
[Visualize](#) [Narrate](#)

Line

All



Passenger Volume Per Day in DC Metro

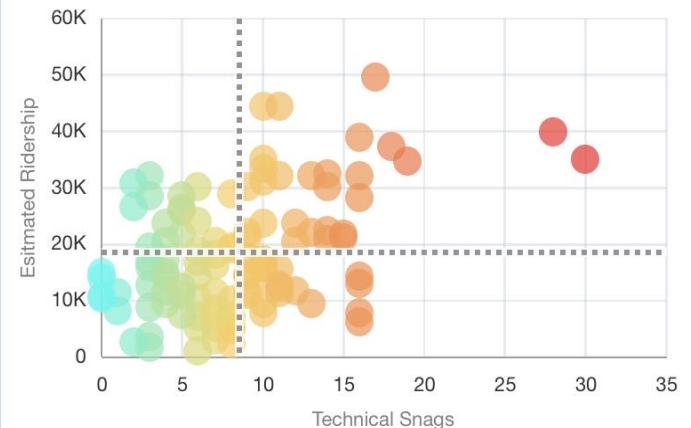

 © 2019 Oracle Corporation [Terms](#) Map data © 2018 HERE

Sales Profit Analysis

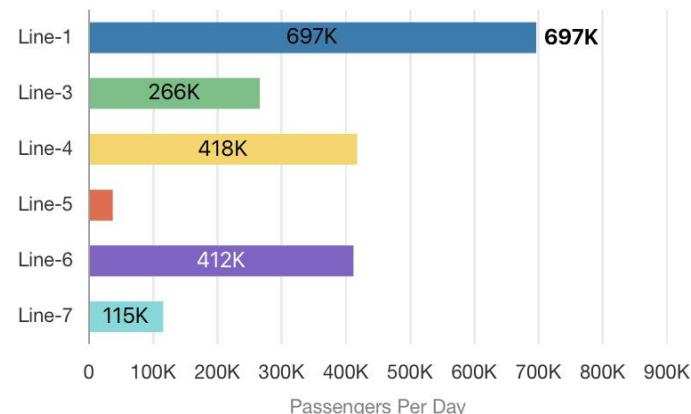
Metro Passenger Volume

Booth Attendance

Ridership x Technical Snags by Station



Passengers Per Day by Line



◀ FIFA-Worldcup-2019-Women - Project
Visualize Narrate
COUNTRY
All

PLAYER
All


Total Goals Scored

Avg Goals Per Matches

138

1.33

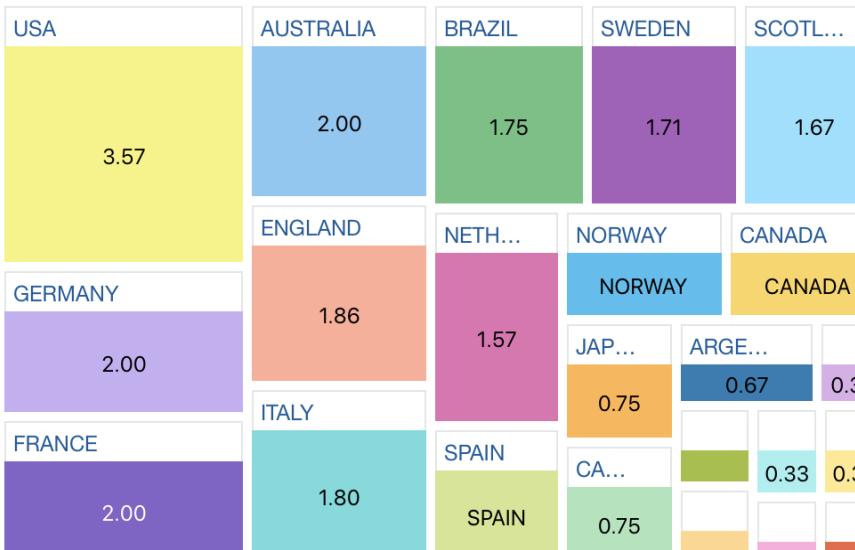
52

6

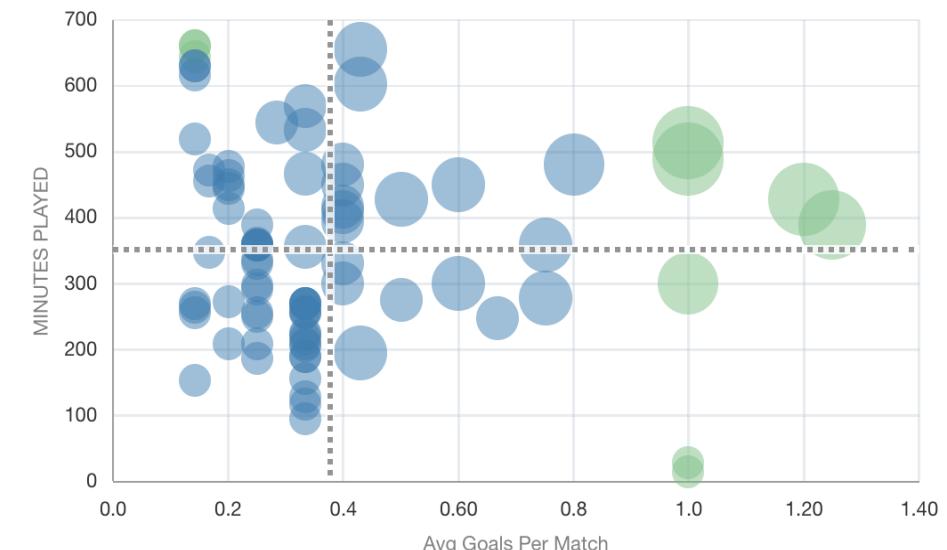
Top Player Goals: Megan Rapinoe



Avg Goals per Match, by National Teams

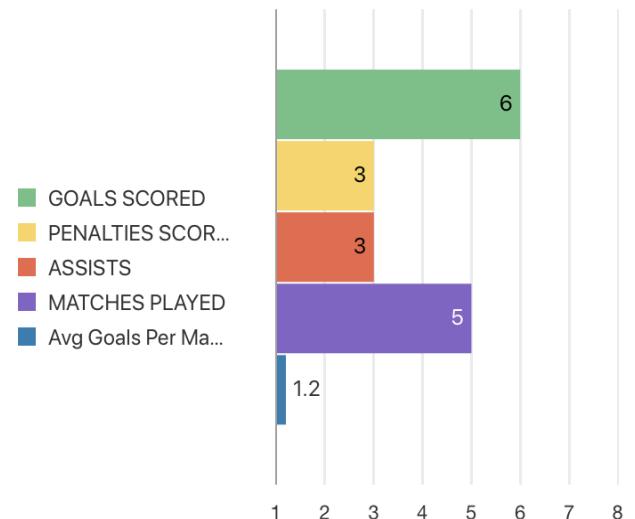


Avg Goals per Match, by Player (hover to see names)



STATISTICS

PLAYER: Megan RAPINOE



Maps Examples - Project

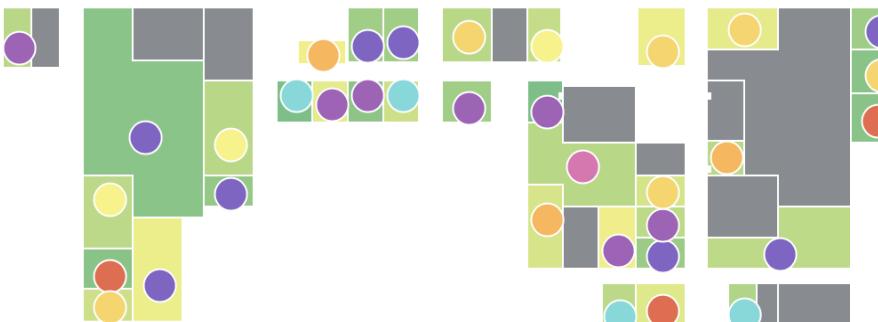
[Visualize](#) [Narrate](#)

Product Group

All



Show Avenue Booths Traffic


● Booth ID (Point)

Product Group

Artificial Intelligence

Tablets

Smart Devices

Phones

Computers

Drones

Robotics

Gaming Consoles

Domotics

● Booth ID, Presenter Name, Product Group

Visits Per Session 1 137

Traffic by Product Group

Product Group

Artificial Intelligence

Computers

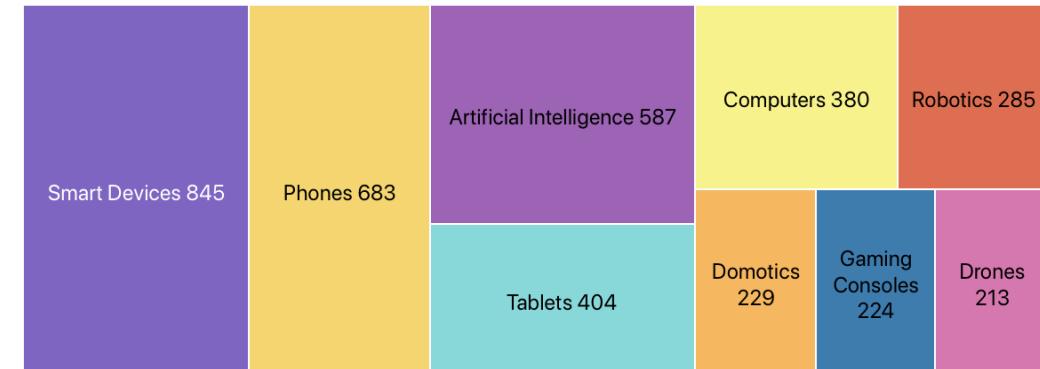
Domotics

Drones

Gaming Consoles

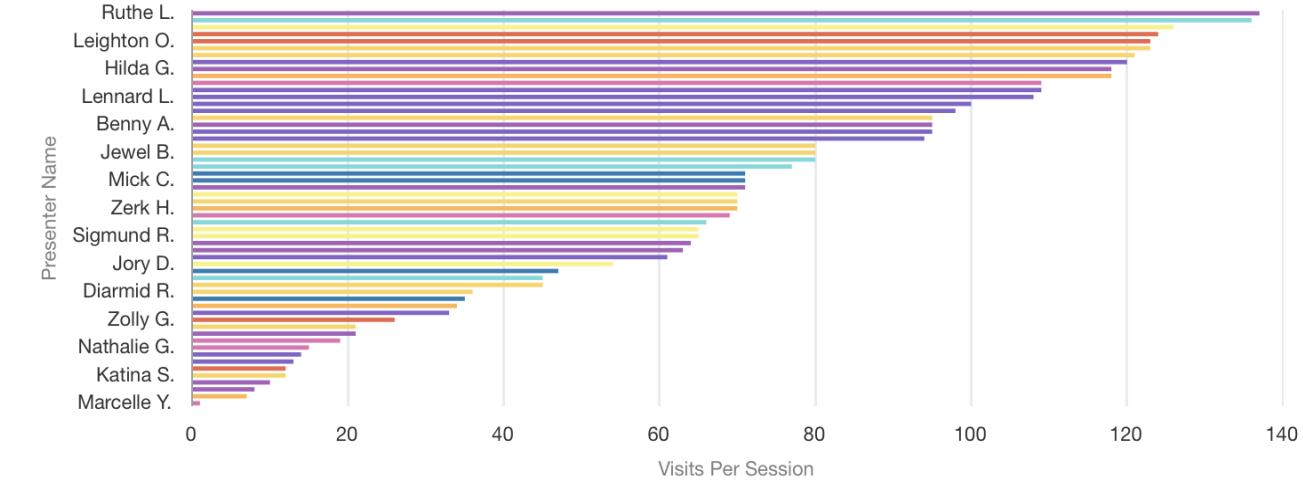
Visits Per Session

213 845



Traffic by Booth Owners

Presenter Name



Vanilla Advanced Analytics

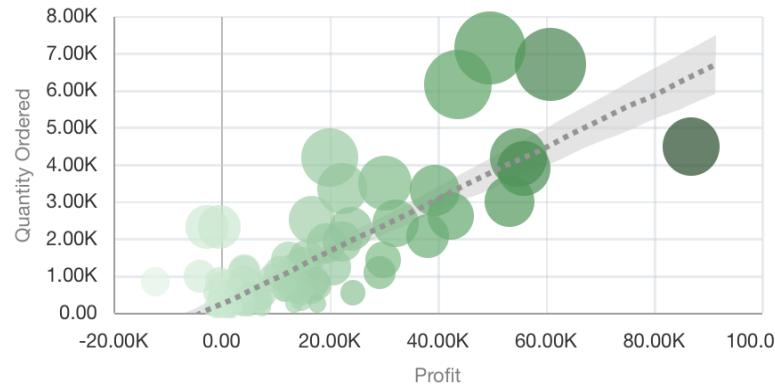
[Prepare](#) [Visualize](#) [Narrate](#)
[Save](#)


Product Category Order Year City (3)
All All Hong Kong, Los Angeles, Riyadh

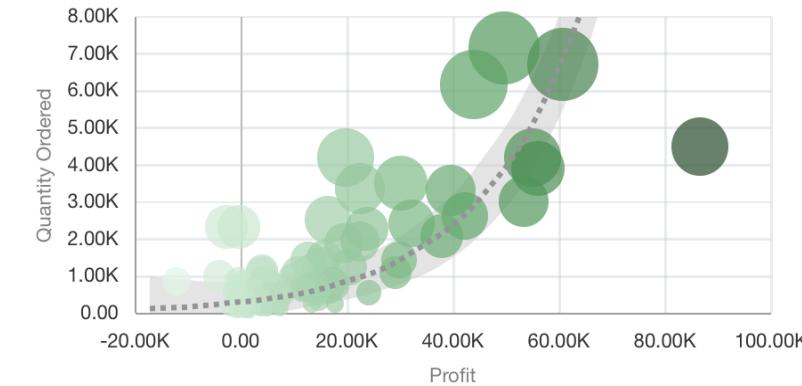


Regression Trendings on Profit x Qty Ordered. Dots on the scatter represent Cities.

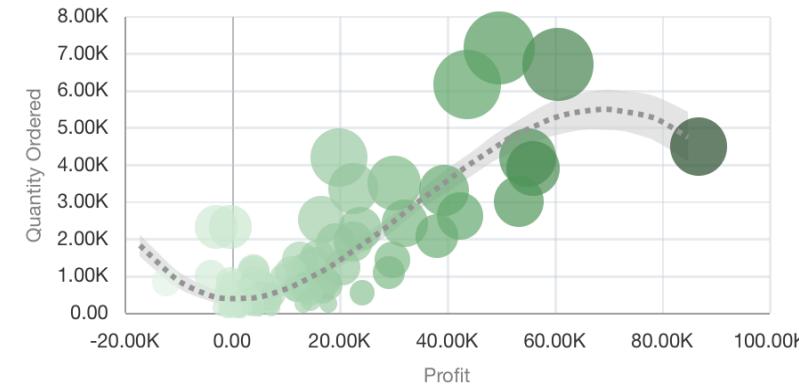
Linear Regression Trending



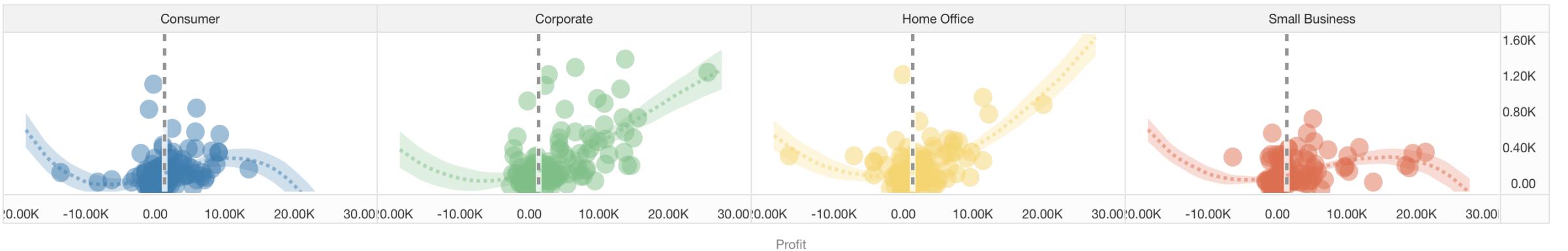
Exponential Regression Trending



Polynomial Deg 4 Regression



Trellised Exponential Regression Trending


[Trending](#)
[Clustering](#)
[Canvas 3](#)
[Binning](#)
[Canvas 5](#)
[Canvas 6](#)
[Canvas 7](#)
[Canvas 8](#)


◀ Fortnite Scores - Project

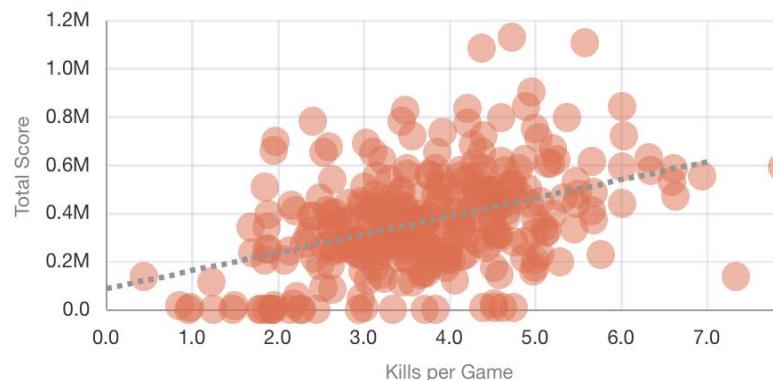
Total Games Played

≥ 45

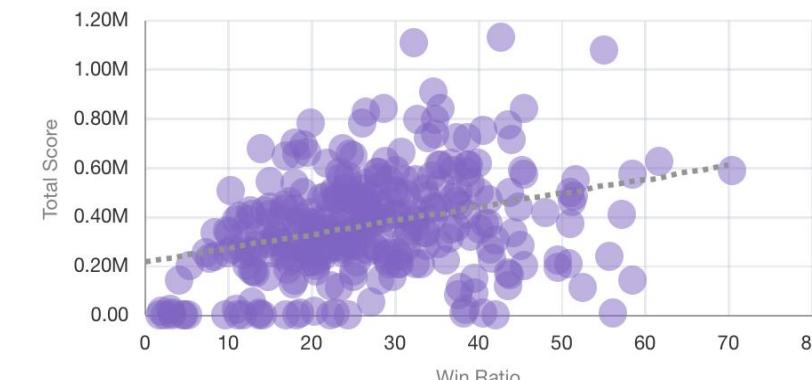


Basic Fortnite Score Correlations - Hover over the trend line to see regression formula and quality metrics, real player names where obfuscated.

Total Score x Kills per Game, by players



Total Score x Win Ratio, by players



of Players

310

Total Games Played

943.4K

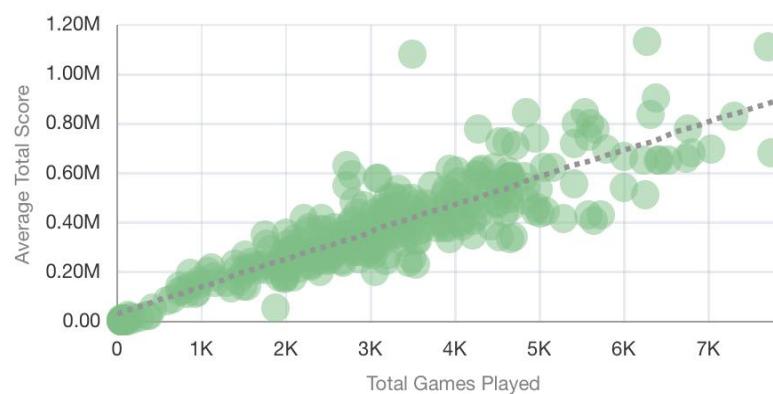
Kills per Game

3.71

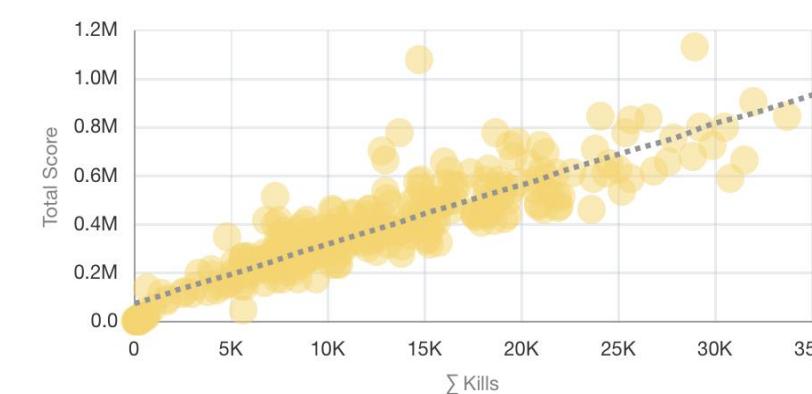
Avg Games Per Player

3.0K

Total Score x Games Played, by players



Total Score x \sum Kills, by players



Total Games Played by Player

