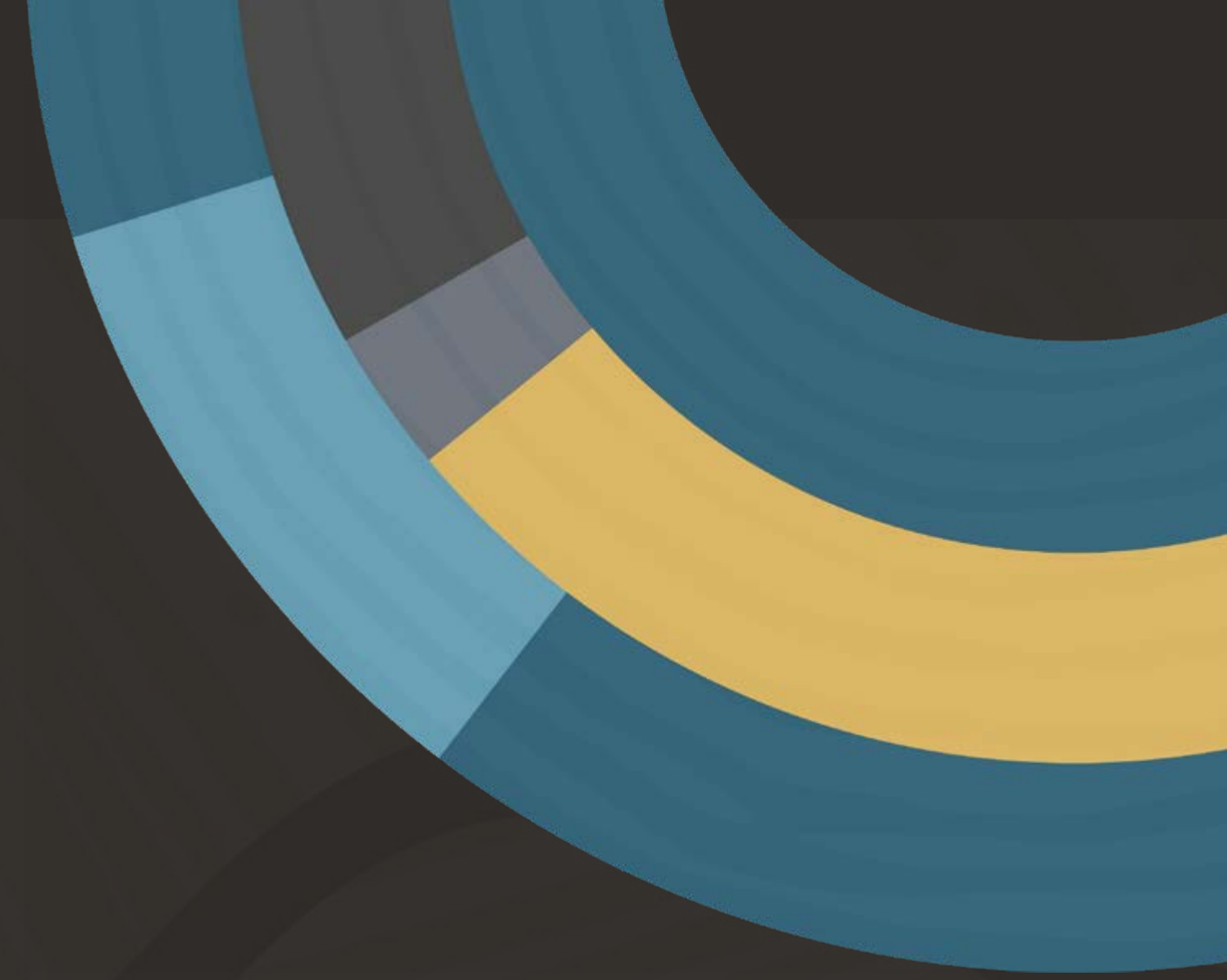ORACLE
Analytics

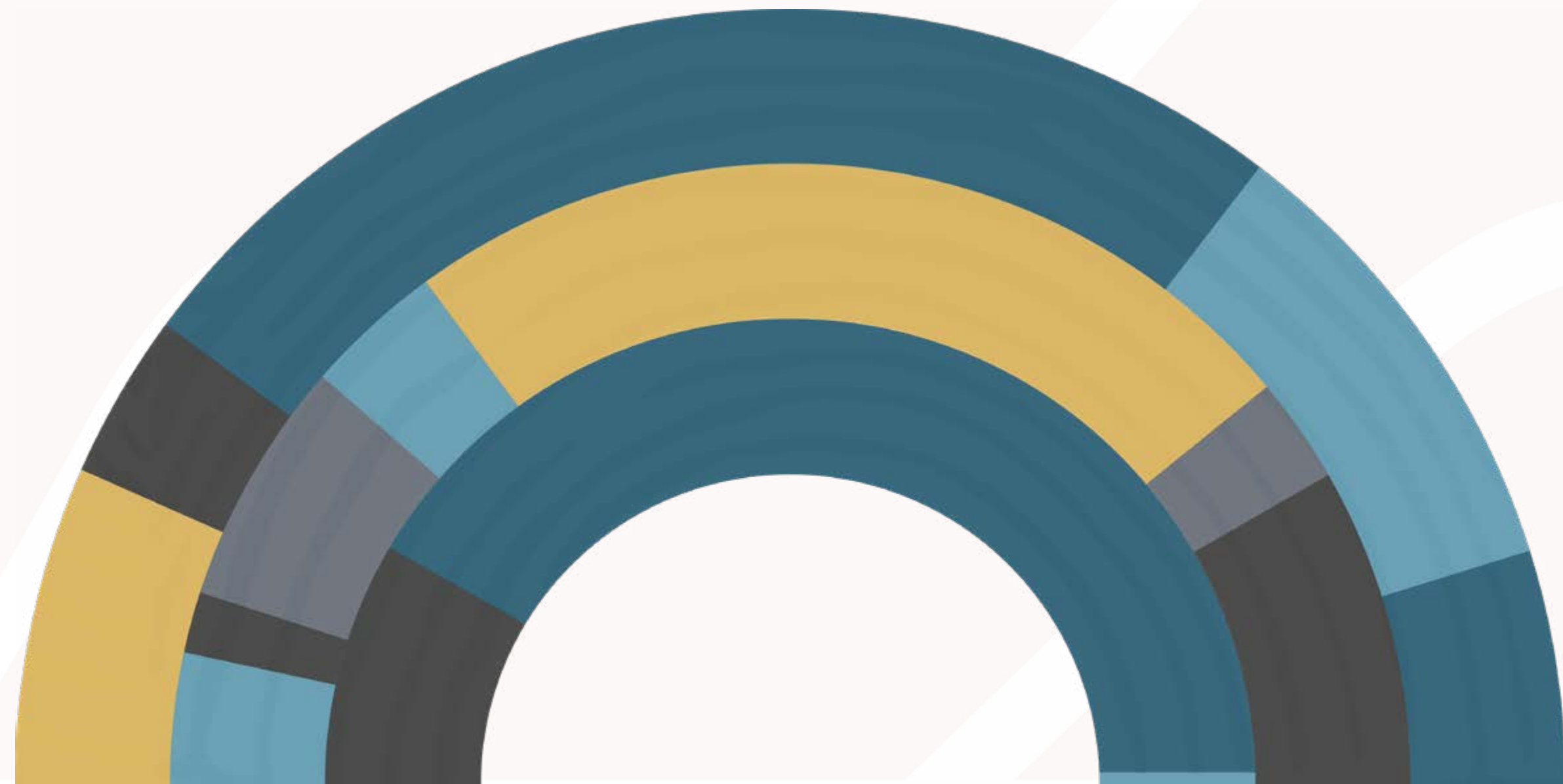# Data Visualization Challenge 2025

Contents

Community Talent

The Oracle Analytics Community is a diverse network of skilled Oracle Analytics users, including customers, partners, developers, and Oracle employees.

Between February 3 and March 14, 2025, this Community was invited to participate in the Oracle Analytics Data Visualization Challenge 2025 - a global initiative designed to spotlight the power of storytelling through data.

The competition placed a strong emphasis on creativity, analytical rigor, and visual design excellence, encouraging Oracle Analytics users to showcase their talent for translating complex information into clear, engaging visual narratives. The entries submitted showcased the power of Data Visualization at its best.

Thank you to all and well done to all who participated.

Data Visualization Challenge 2025

The Oracle Analytics Data Visualization Challenge granted participants from across the globe access to Oracle Analytics Cloud (OAC), along with a curated selection of structured datasets to demonstrate their data storytelling skills in a competitive, creative format.

Entrants explored a wide range of subjects, from racing statistics and insurance retention trends to wildfire tracking and global health patterns, demonstrating not only the depth of Oracle Analytics tools, but also the diverse ways in which data can inform, persuade and inspire.

Results

The Oracle Analytics Data Visualization Challenge concluded with the announcement of outstanding submissions across both the community and Oracle employee categories. Each winner showcased the ability to transform complex datasets into compelling, well - structured visual narratives that highlighted the power and flexibility of Oracle Analytics Cloud.

Real-world data
Countless stories
1 global stage

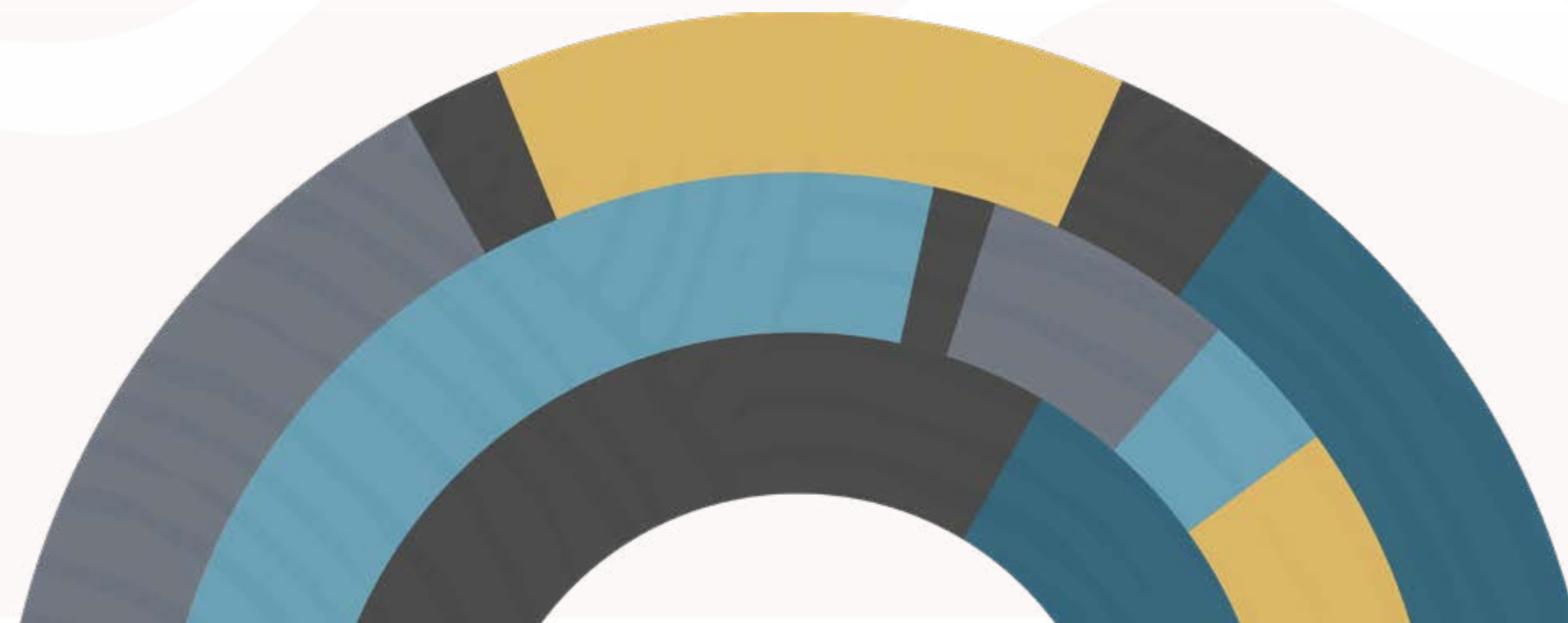**Oracle customers, partners and employees.**

15
Winners

1,000+
Registrations

5,000+
Article Views

150+
Data Visualizations submitted

20,000+
Community Gallery views

1,000+
Community Gallery votes

DATA
VISUALIZATION
Challenge
2025

Quotes

"" It was a great opportunity to showcase my skills and creativity while learning from other talented participants in the Oracle Community. ""

Huzaifa Saifee

"" The Data Visualization Challenge is where robust analytics meets elegant design, and that's what makes it truly powerful! ""

Anisha Patra

"" I enjoyed the variety of datasets to explore, and the collaborative and supportive environment the Oracle Analytics team provided was excellent. ""

Philip Godfrey

"" It was exciting to participate in a challenge with talented OAC users and see what kind of visualizations they created. ""
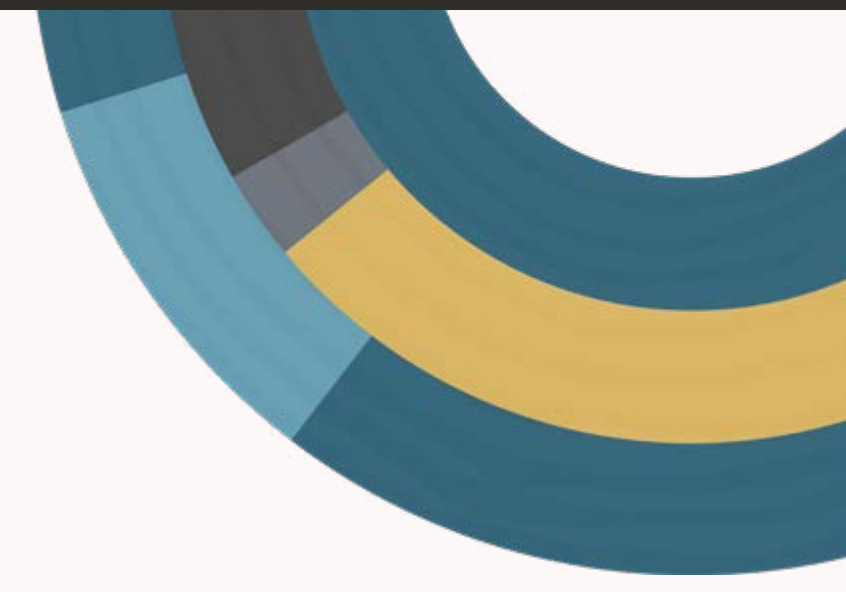
Emily Liu

"" I've been impressed by OAC's enhanced capabilities, including powerful data visualization, an intuitive interface, and seamless connectivity to diverse data sources. ""

James Lomotey

DATA VISUALIZATION
Challenge
2025

Winners

Community Winners

Oracle Winners

Carlos Megía Tarín
ClearPeaks

Community Winner
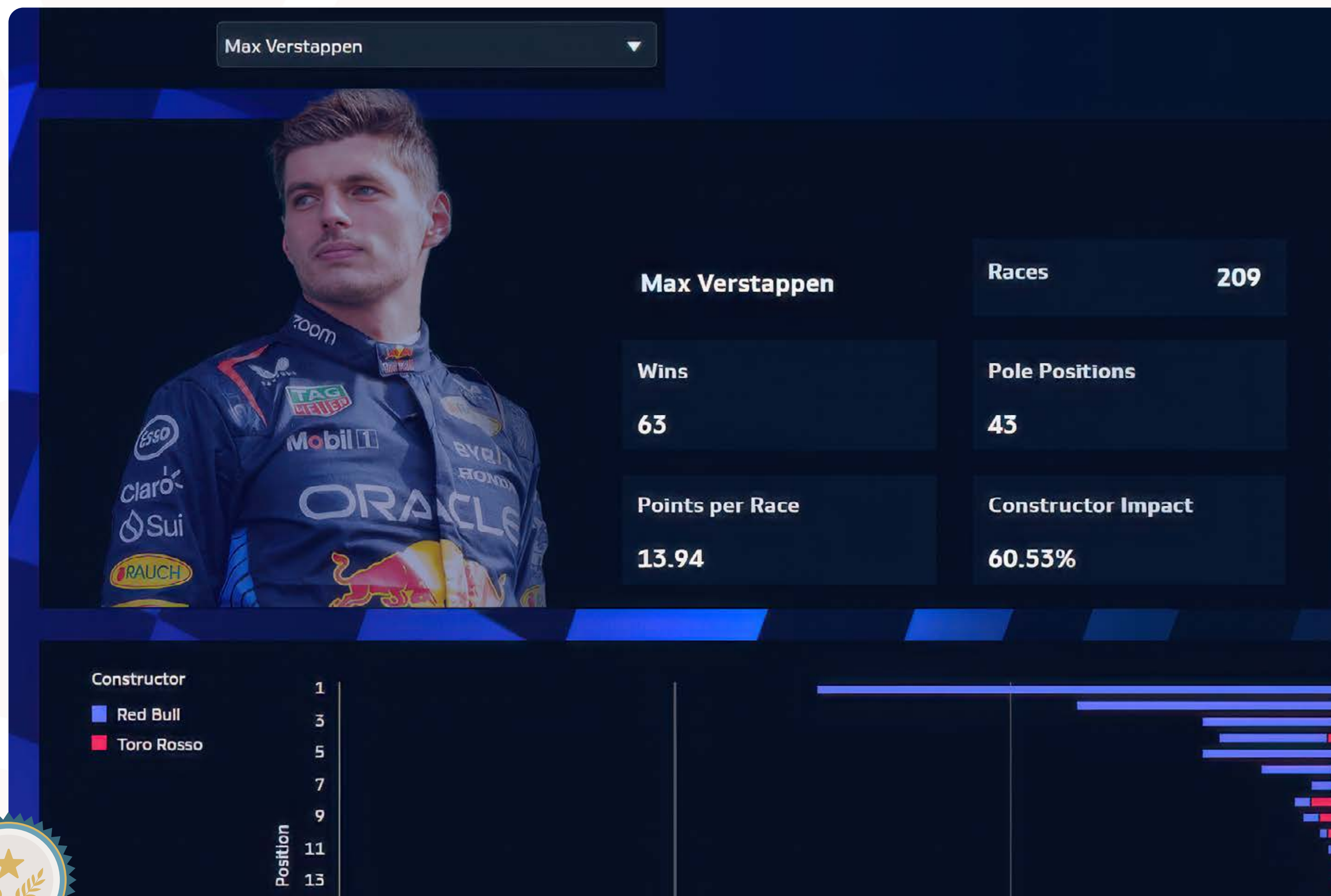
 🇪🇸

Daniel Bueno
ClearPeaks

Community Winner

🇪🇸

[View Winning Entry]

After reviewing the available datasets and watching the impressive demonstration at the introduction webinar, we realized that Formula 1 was perfect for our goals. However, we wanted to work with data from multiple drivers, circuits, and races, so we searched for a public dataset that included all this information. Eventually, we found one that could provide meaningful data for both fans and non-fans and also gave us the opportunity to create a visualization that captured the competitive nature of this sport and let the users create their own 'face-offs' between drivers.

❝ Our goal was to create a visualization that not only provides valuable insights but also connects with users on an emotional level, reminding them of the thrill and intensity of live sports. ❞

DATA VISUALIZATION
Challenge
2025

Max Verstappen ▼

Max Verstappen

Races	209
Wins	
63	
Pole Positions	
43	
Points per Race	
13.94	
Constructor Impact	
60.53%	

Constructor
■ Red Bull
■ Toro Rosso

Position
1
3
5
7
9
11
13

Dan Bunker
Playfair Data

Community Winner

🇺🇸

[View Winning Entry]

We chose the Auto Insurance data set so we could apply our expertise to business analysis. I wanted to show that the visual analytics principles of design, data prep, strategy, and visual analytics engineering are universal across all data visualization tools.

" A good data visualization, at its most basic is any visualization that first of all, reduces time to insight. The data is trying to say something. It's just a matter of surfacing that story. "

" Dan's entry stunned the judges twice – once with his elegant, impactful and insightful design, and second when they learned he had been using OAC for only 3-months at the time of the challenge. How exciting to invite such a new and talented user to the Oracle Analytics Community. "

Customer Lifetime Value (LTV)
$1,614 per customer

40 avg policy duration (months)

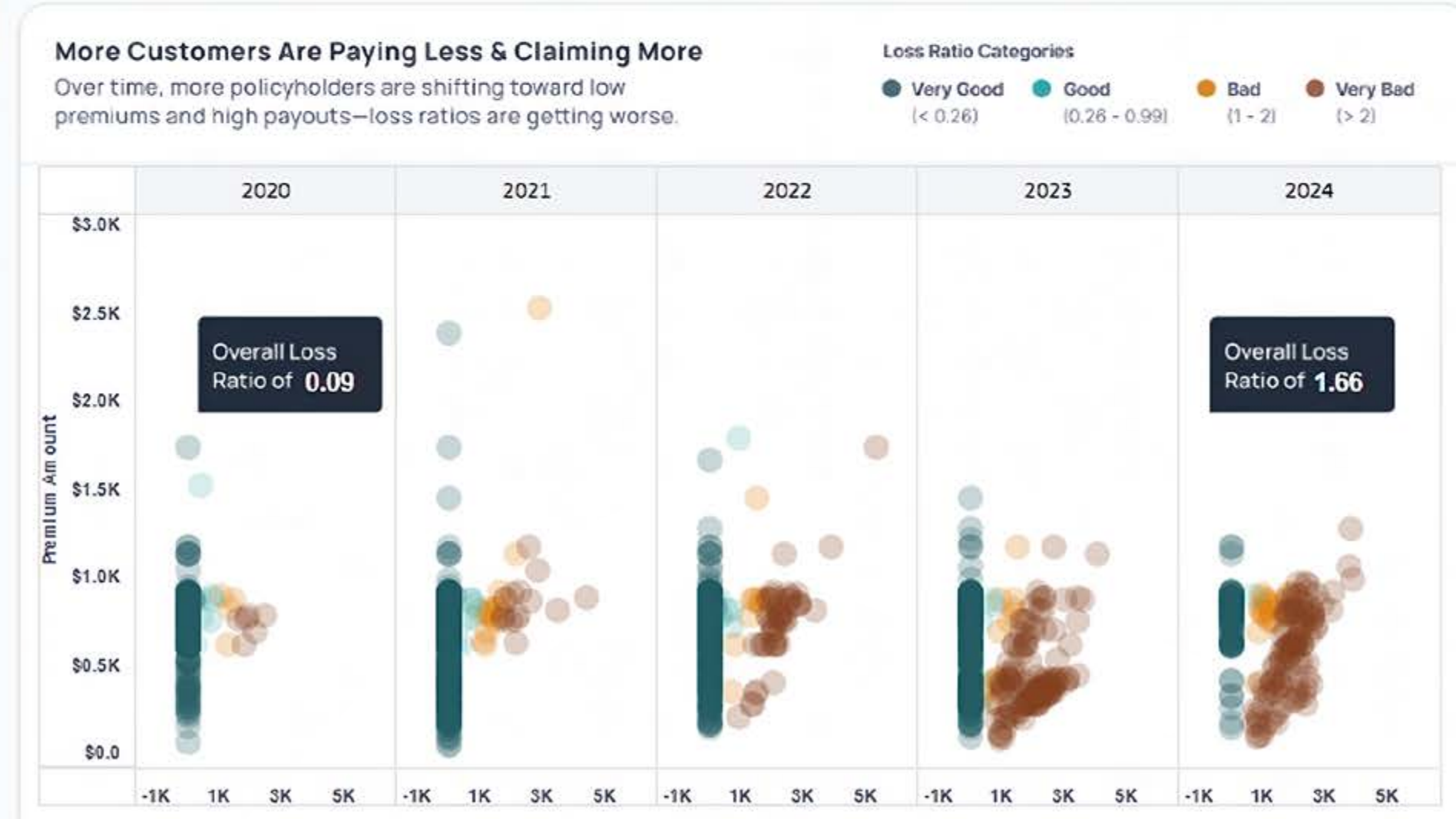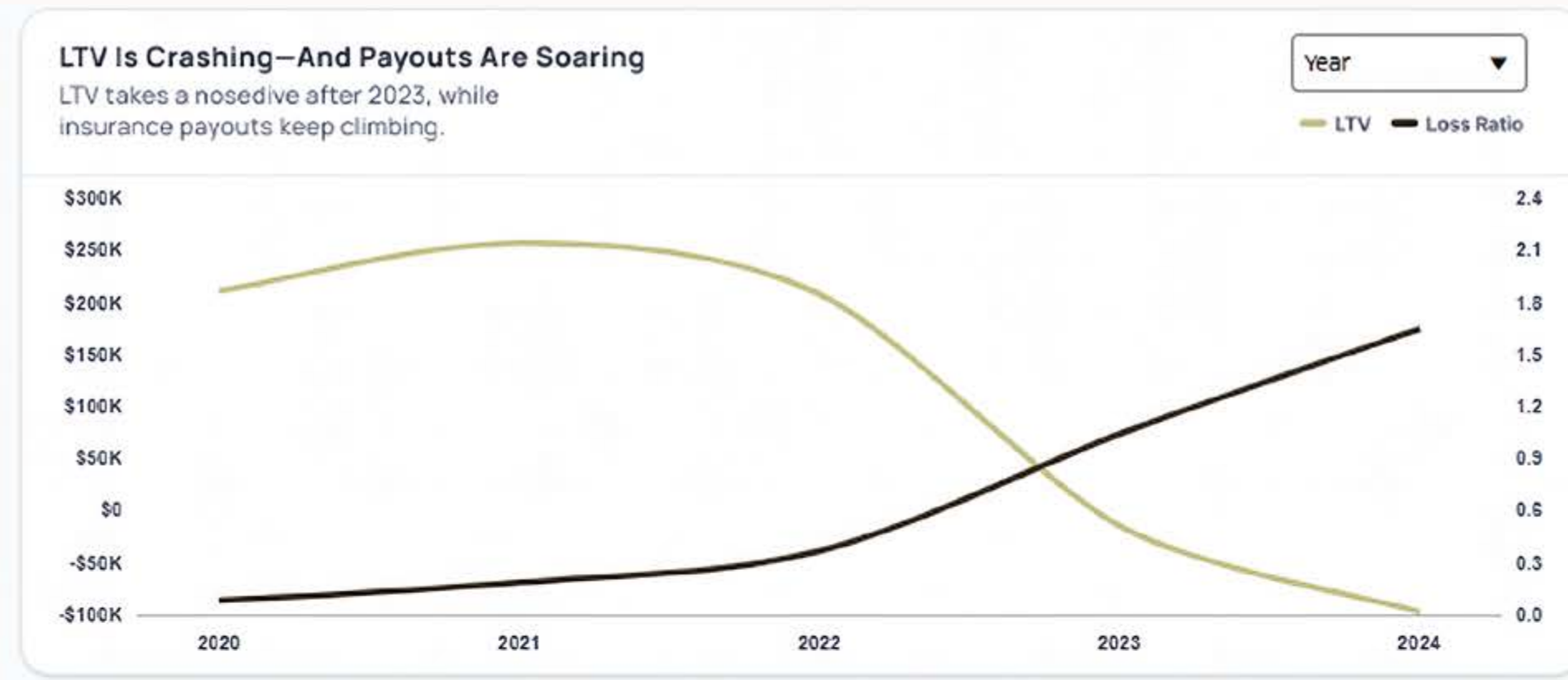**3** avg duration after incident (months)

Loss Ratio
55%

$1,285,851 premiums

$717,807 insurance paid

WHAT THIS MEANS FOR THE BUSINESS

Lifetime Value (LTV) took a drastic hit in 2023 and went negative in 2024, meaning customers are costing more than they bring in. This coincides with a rising Loss Ratio—our payouts are climbing while revenue is shrinking.

What could be driving the decrease in Lifetime Value and the increase in the loss ratio?

LTV Is Crashing—And Payouts Are Soaring
LTV takes a nosedive after 2023, while insurance payouts keep climbing.

Year ▼

— LTV — Loss Ratio

More Customers Are Paying Less & Claiming More
Over time, more policyholders are shifting toward low premiums and high payouts—loss ratios are getting worse.

Loss Ratio Categories
● Very Good (< 0.26) ● Good (0.26 - 0.99) ● Bad (1 - 2) ● Very Bad (> 2)

Overall Loss Ratio of **0.09**

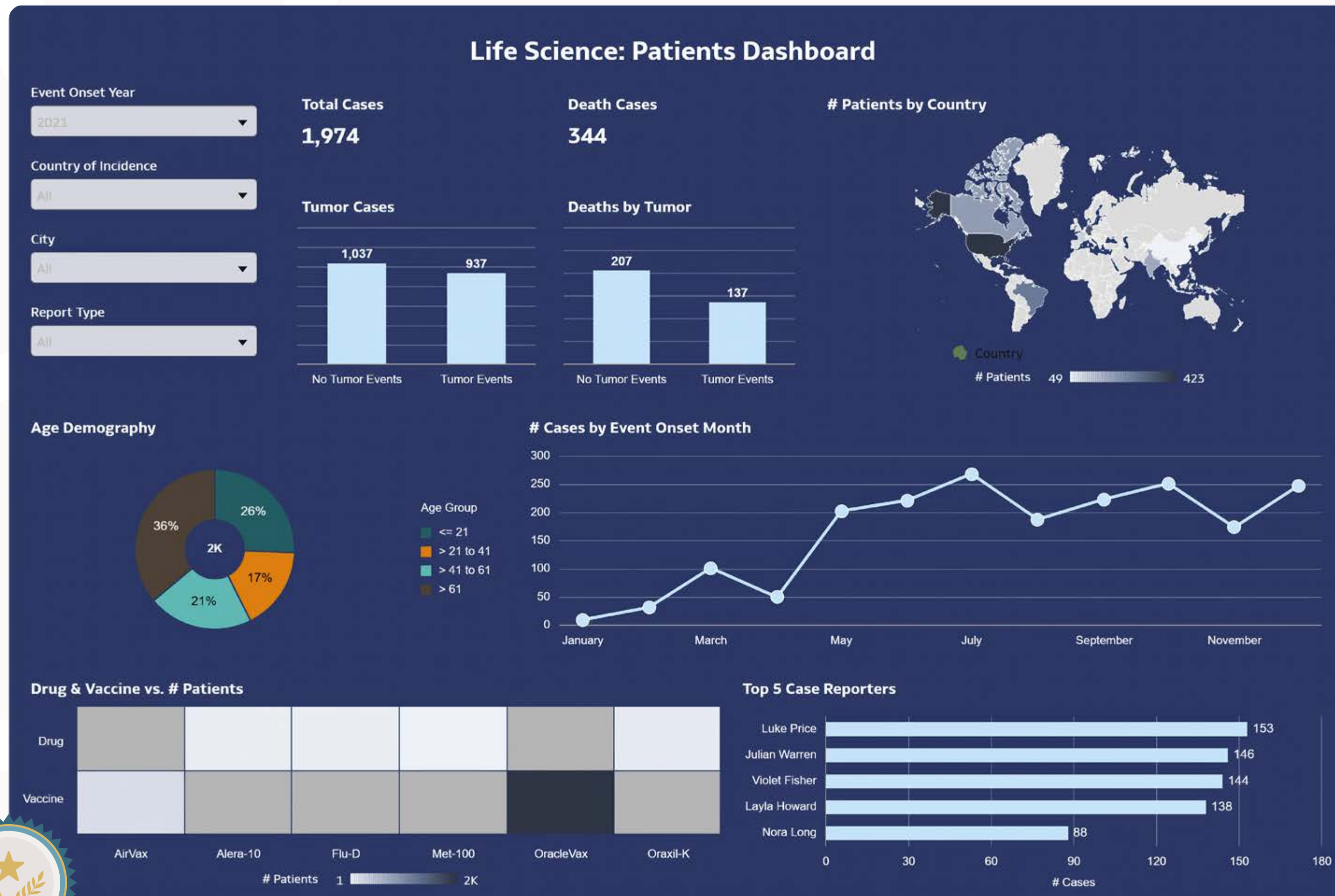Overall Loss Ratio of **1.66**

Debasmita Das
Accenture

Community Winner

View Winning Entry

The data visualizations in patients' dashboard provides a comprehensive overview of patient's critical medical information, cases reported by reporters across various countries categorized as tumor and non-tumor events. Patients count is shown across various age groups and across country demographics. The dashboard shows which drugs or vaccines are widely used so that demand and supply can be met. It also shows recovery cases that can be sliced and diced using various parameters such as Year, country, city, to identify gaps and improvise healthcare facilities.

" Without visualization, data has no meaning. For the complex organizational data that gets accumulated in the source over years, data visualization provides actionable insights and helps in better decision-making. "

Life Science: Patients Dashboard

Event Onset Year
2021

Country of Incidence
All

City
All

Report Type
All

Total Cases
1,974

Death Cases
344

 # Patients by Country

Country

Patients   49 ▭▬ 423

Tumor Cases
- No Tumor Events: 1,037
- Tumor Events: 937

Deaths by Tumor
- No Tumor Events: 207
- Tumor Events: 137

Age Demography
- 26%
- 36%
- 2K
- 21%
- 17%

Age Group
- ■ <= 21
- ■ > 21 to 41
- ■ > 41 to 61
- ■ > 61

 # Cases by Event Onset Month
(line chart, x-axis: January, March, May, July, September, November; y-axis: 0 to 300)

Drug & Vaccine vs. # Patients
- Drug
- Vaccine

AirVax   Alera-10   Flu-D   Met-100   OracleVax   Oraxil-K

Patients   1 ▭▬ 2K

Top 5 Case Reporters
- Luke Price: 153
- Julian Warren: 146
- Violet Fisher: 144
- Layla Howard: 138
- Nora Long: 88

(x-axis: # Cases, 0 to 180)

DATA VISUALIZATION Challenge 2025

Huzaifa Saifee

Stantec

Community Winner

🇮🇳

View Winning Entry

I chose the sample super store dataset as a subject area because it provided a comprehensive data set that allowed me to explore various aspects of revenue performance and profit analysis. It was a perfect fit for demonstrating the capabilities of Oracle Analytics.

The human impact I intended to elicit with my data visualization was to highlight the importance of data-driven decision-making.

" **By presenting the data in an engaging and accessible way, I aimed to inspire others to leverage data for better outcomes.** "

DATA VISUALIZATION Challenge 2025
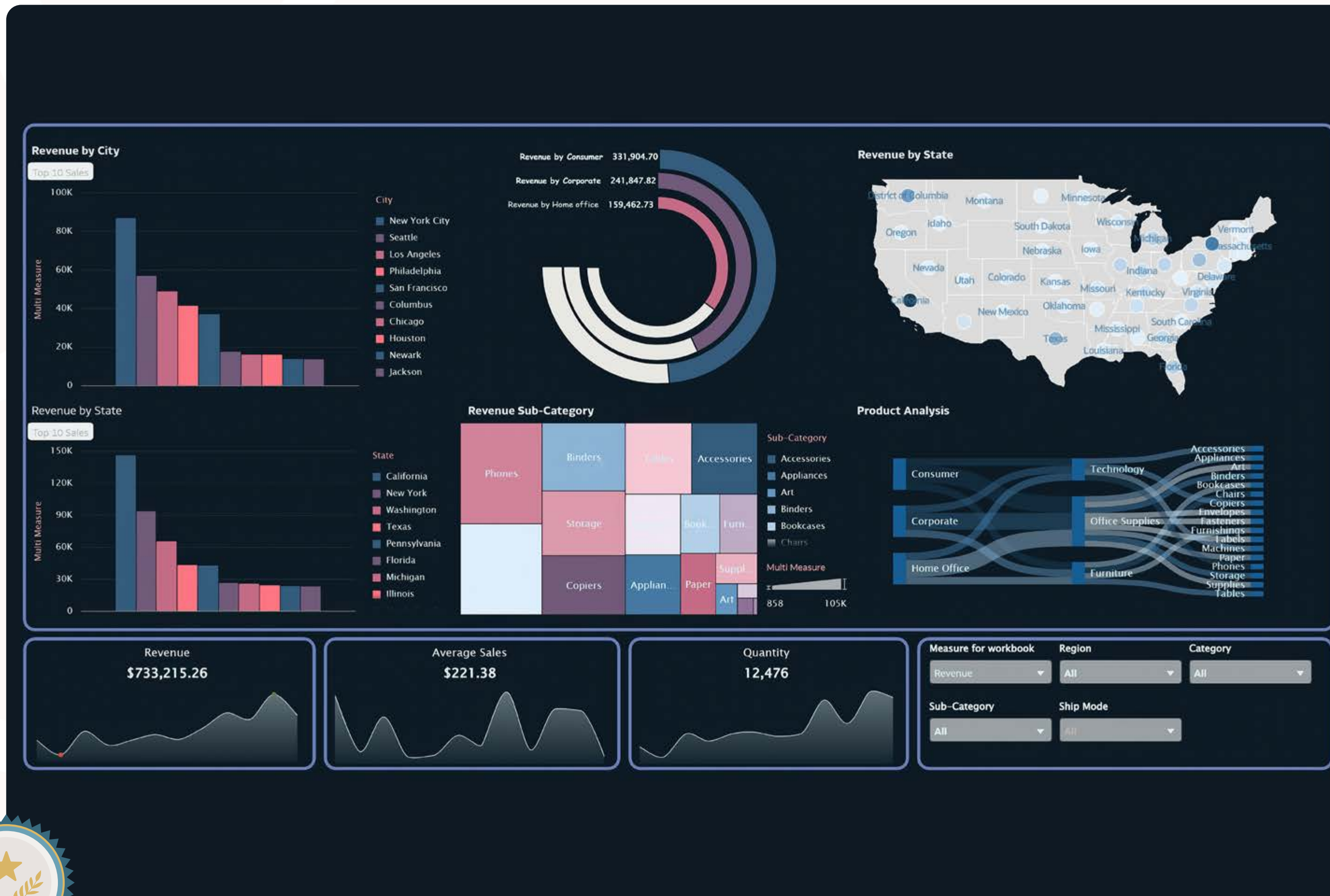
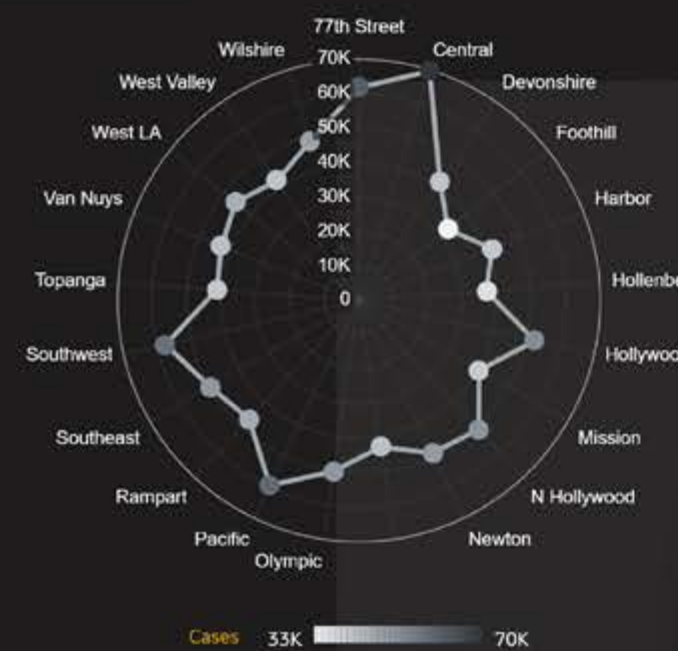## James Lomotey
Prudential Bank

Community Winner

🇬🇭

View Winning Entry

I believe that data-driven approaches can make a significant difference in reducing crime and improving public safety. By analysing crime patterns and trends, we can identify opportunities for prevention and optimization, ultimately creating safer communities. My goal was to create a visualization that would help law enforcement and policymakers understand the complexities of crime patterns and make data-driven decisions to enhance public safety.
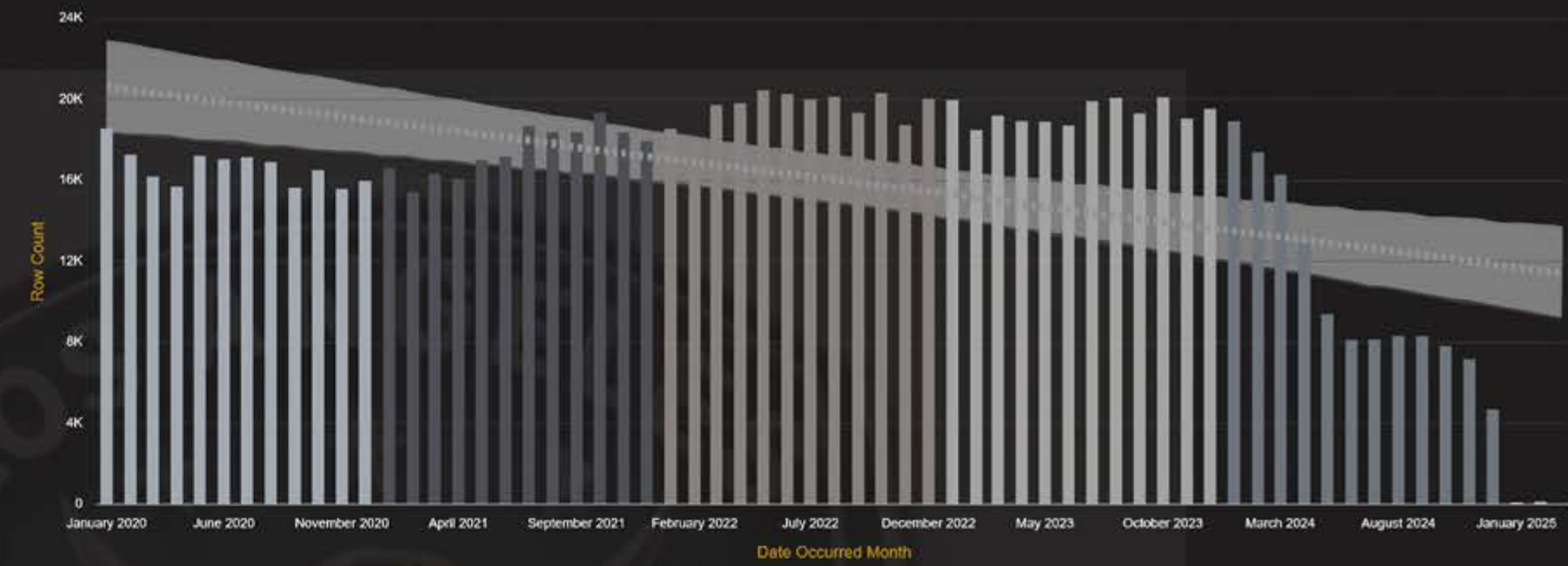
" By providing actionable insights, I hope to contribute to a reduction in crime rates and improved quality of life for citizens. "

Safe City Project

Cases by Area Name, Cases

Cases 33K — 70K

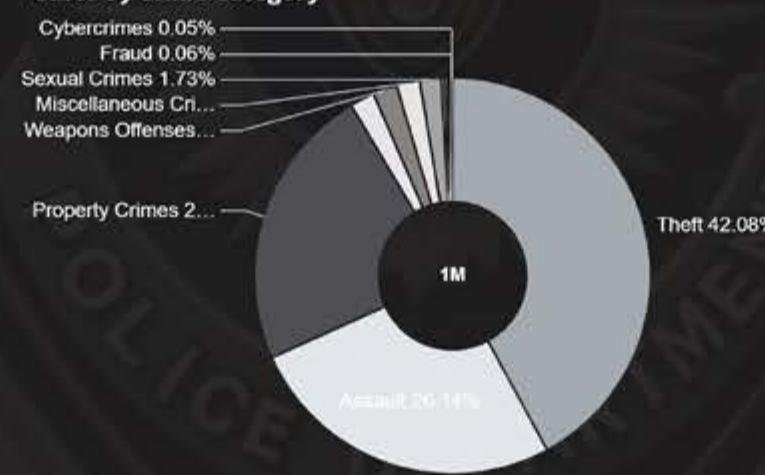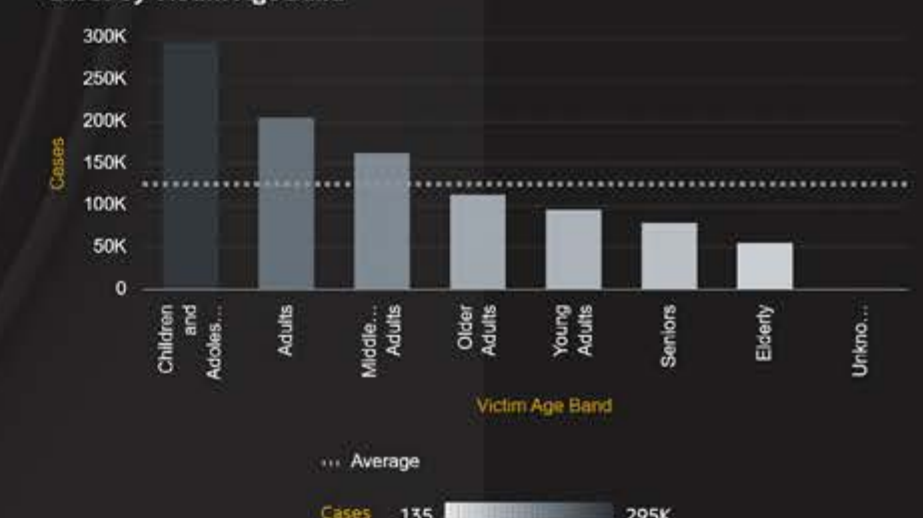Monthly Trend : Cases

Yearly Trend : Cases
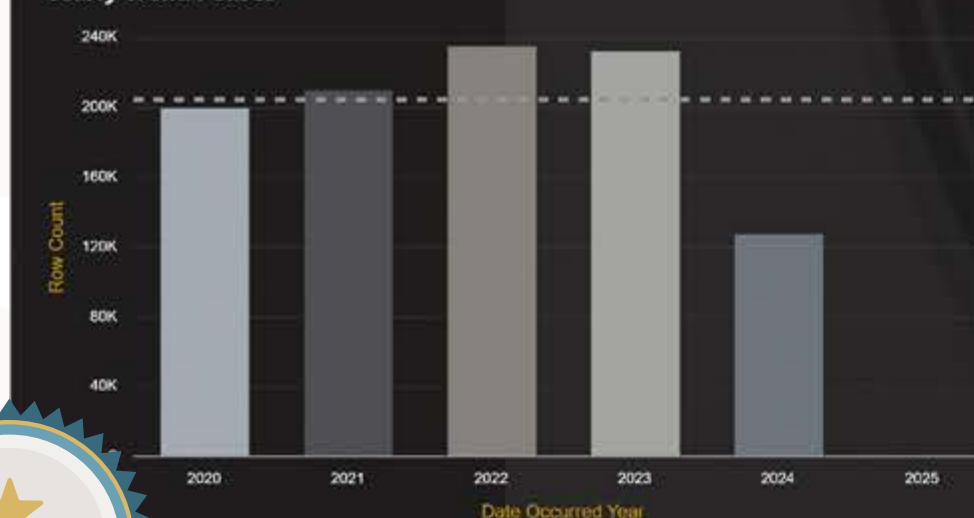
Cases by Crime Category

Cybercrimes 0.05%
Fraud 0.06%
Sexual Crimes 1.73%
Miscellaneous Cri…
Weapons Offenses…
Property Crimes 2…
Theft 42.08%
1M

Cases by Victim Age Band
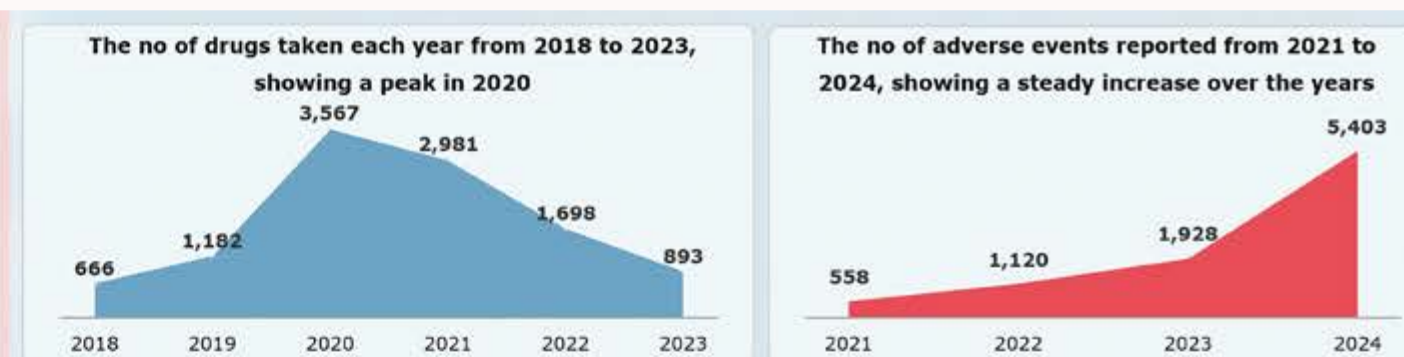
···· Average
Cases 135 — 295K
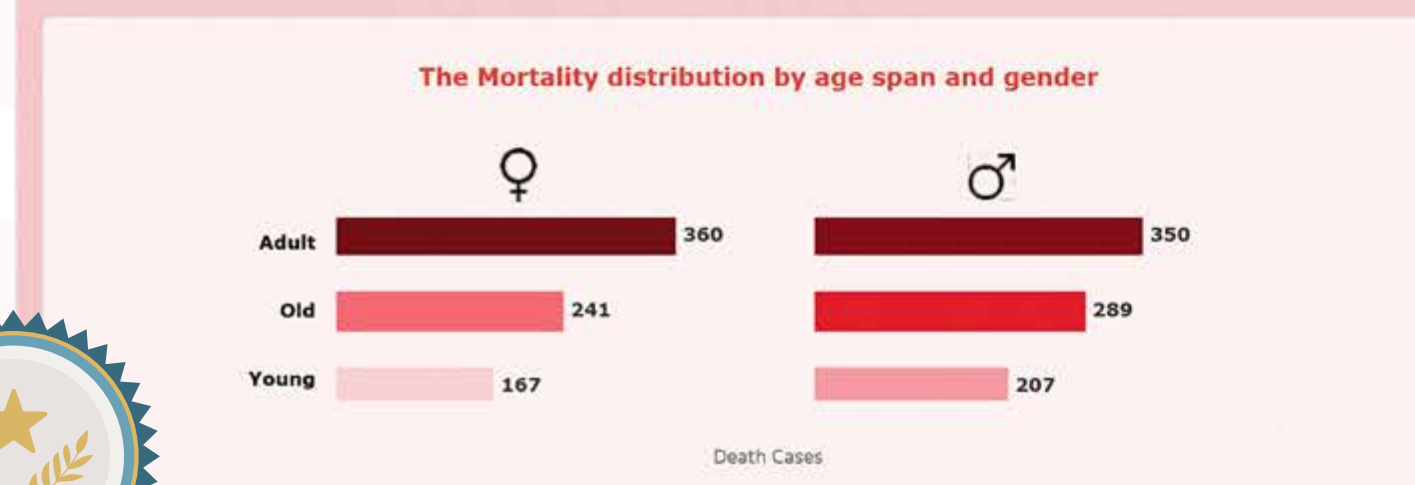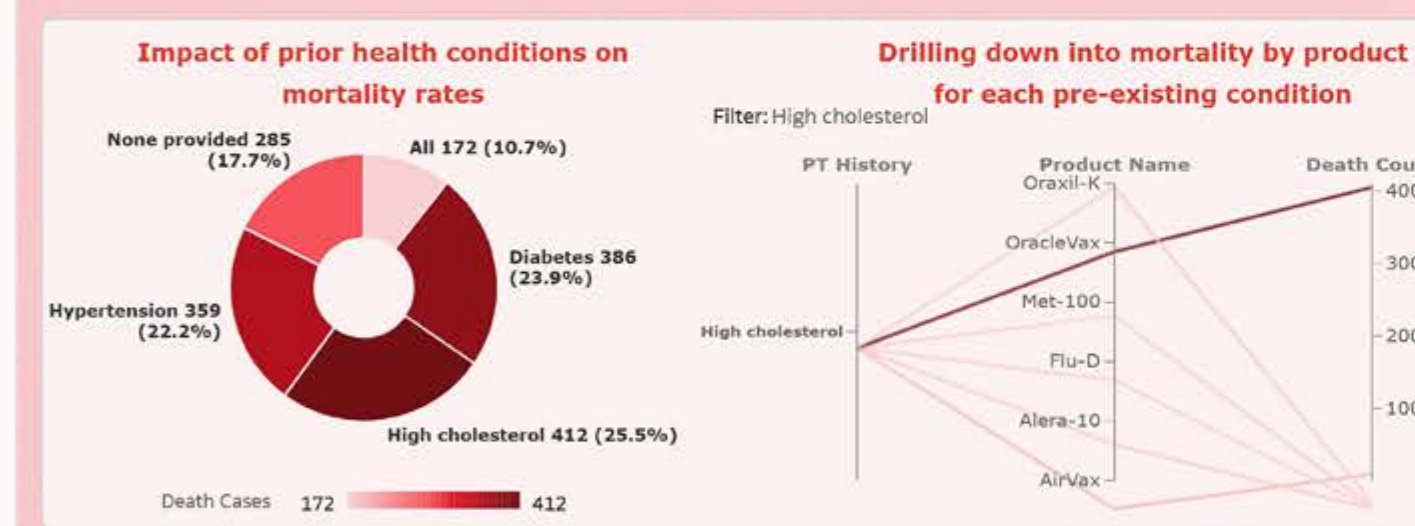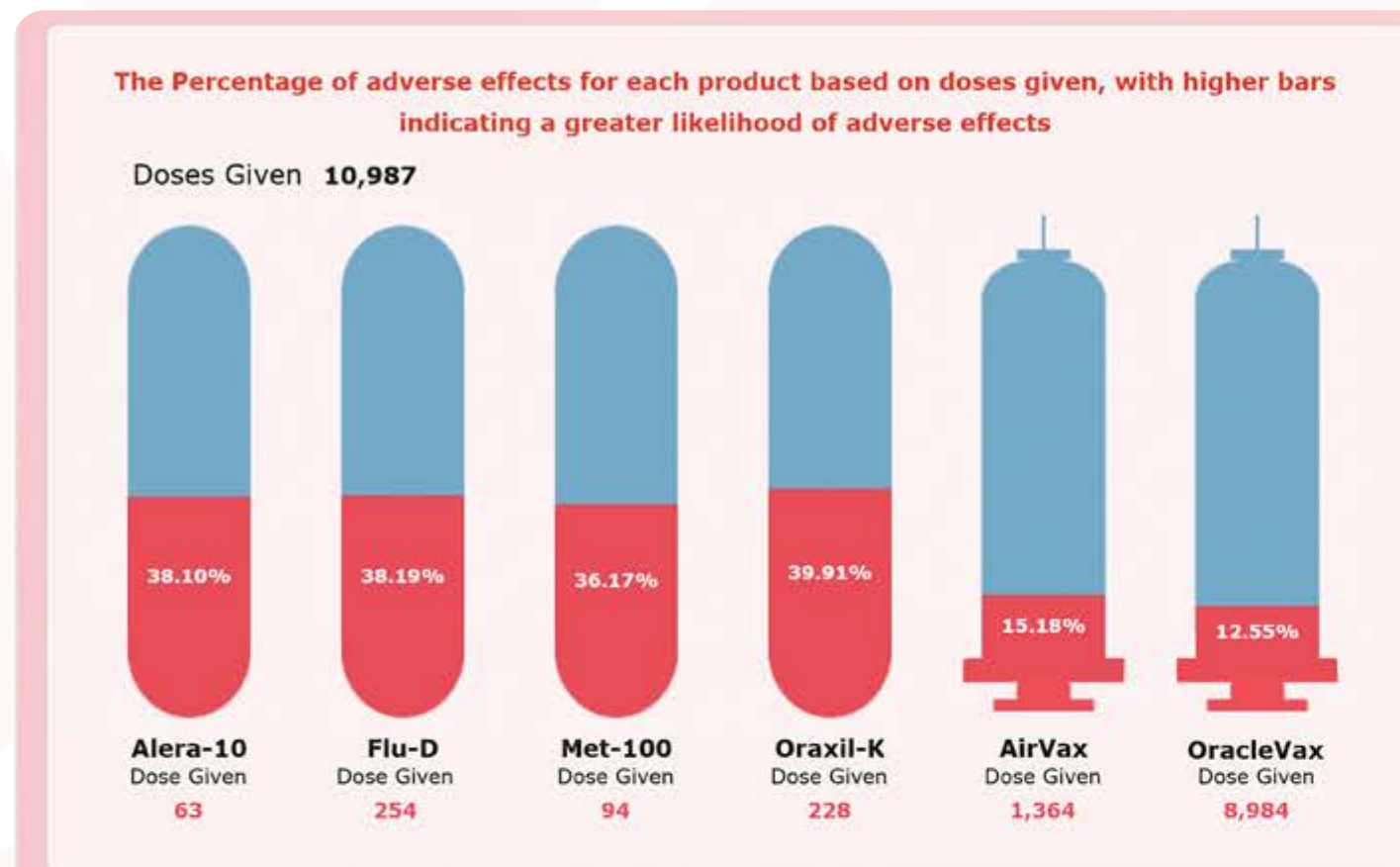
Kaliraj Ramu
OneGlobe
Community Winner

WINNER

View Winning Entry

I chose Pharma covigilance as my subject area because medication safety is a critical global concern. By analyzing adverse drug reactions, we can help healthcare professionals make informed decisions that improve patient outcomes and potentially save lives. I wanted my dashboard to contribute to something meaningful and impactful.

" By clearly showing trends in adverse drug reactions, I aimed to support better decision-making in healthcare, ultimately helping reduce harmful side effects and improve treatment outcomes for patients around the world. "

DATA
VISUALIZATION
Challenge
2025

The Percentage of adverse effects for each product based on doses given, with higher bars indicating a greater likelihood of adverse effects

Doses Given   **10,987**

38.10%	38.19%	36.17%	39.91%	15.18%	12.55%
Alera-10	**Flu-D**	**Met-100**	**Oraxil-K**	**AirVax**	**OracleVax**
Dose Given	Dose Given	Dose Given	Dose Given	Dose Given	Dose Given
63	254	94	228	1,364	8,984

Impact of prior health conditions on mortality rates

None provided 285 (17.7%)
All 172 (10.7%)
Diabetes 386 (23.9%)
Hypertension 359 (22.2%)
High cholesterol 412 (25.5%)

Death Cases   172 — 412

Drilling down into mortality by product for each pre-existing condition

Filter: High cholesterol

PT History   Product Name   Death Count
                  Oraxil-K   400
High cholesterol OracleVax
                  Met-100   300
                  Flu-D   200
                  Alera-10   100
                  AirVax

The Mortality distribution by age span and gender

♀ | ♂

	♀		♂
Adult	360		350
Old	241		289
Young	167		207

Death Cases

The no of drugs taken each year from 2018 to 2023, showing a peak in 2020

666 | 1,182 | 3,567 | 2,981 | 1,698 | 893
2018 | 2019 | 2020 | 2021 | 2022 | 2023

The no of adverse events reported from 2021 to 2024, showing a steady increase over the years

558 | 1,120 | 1,928 | 5,403
2021 | 2022 | 2023 | 2024

The trend shows an initial stability, a sharp rise from Q4 2023, peaking in Q3 2024, with a forecasted increase to 604 deaths by Q2 2025.

34 25 26 21 18 18 55 35 61 79 95 31 238 359 363 518 533 604

Q4 20 Q2 21   Q4 21   Q2 22   Q4 22   Q2 23   Q4 23   Q2 24   Q4 24   Q2 25

Forecast (95% Pred...)

Top 3 frequently occurring serious adverse events for each product

	OracleVax	AirVax	Flu-D	Oraxil-K	Met-100	Alera-10
Tumor embolism	105	17	7	9		5
Primary tumor	91				4	
Tumor marker positive	92					
Tumor angiogenesis		14	8			2
Tumor regression		13				
Tumor compression			8			
Secondary benign tumor				7		
Tumor growth				7		
Tumor marker increased					4	
Conjunctivitis					3	
Tumor fibrosis						3

Count   2 ▬ 105

The global distribution of cases and mortality rates by country.
Darker shades indicate higher case counts, while larger circles represent higher death rates

Canada 1.55%
Germany 29.16%
France 3.31%
United States 28.51%
ASIA
Japan 19.54%
China 19.10%
India 10.32%
AFRICA
Brazil 1.25%

Michael Juarez
KPMG

Community Winner

🇺🇸

View Winning Entry

Sports are a wonderful form of entertainment but also an amazing opportunity to analyze vast quantities of data around human feats. Some really fascinating things are going on in the world of sports, gain new users or fans to the game or to the team.

I enjoyed the data visualization challenge as it gave me the freedom to explore data of personal interest to me, and I loved seeing all the unique ideas and implementations by the other participants.

" Michael's entry captivated the judges, using a range of charts from simple to complex, and leveraging a scrolling infographic with numerous text boxes to highlight key insights and narrate the story to his audience. Compelling visual analysis that really got its point across. "

WINNER

| Non-Corner 3pt % | 35.8 |
| Corner 3pt % | 39.3 |
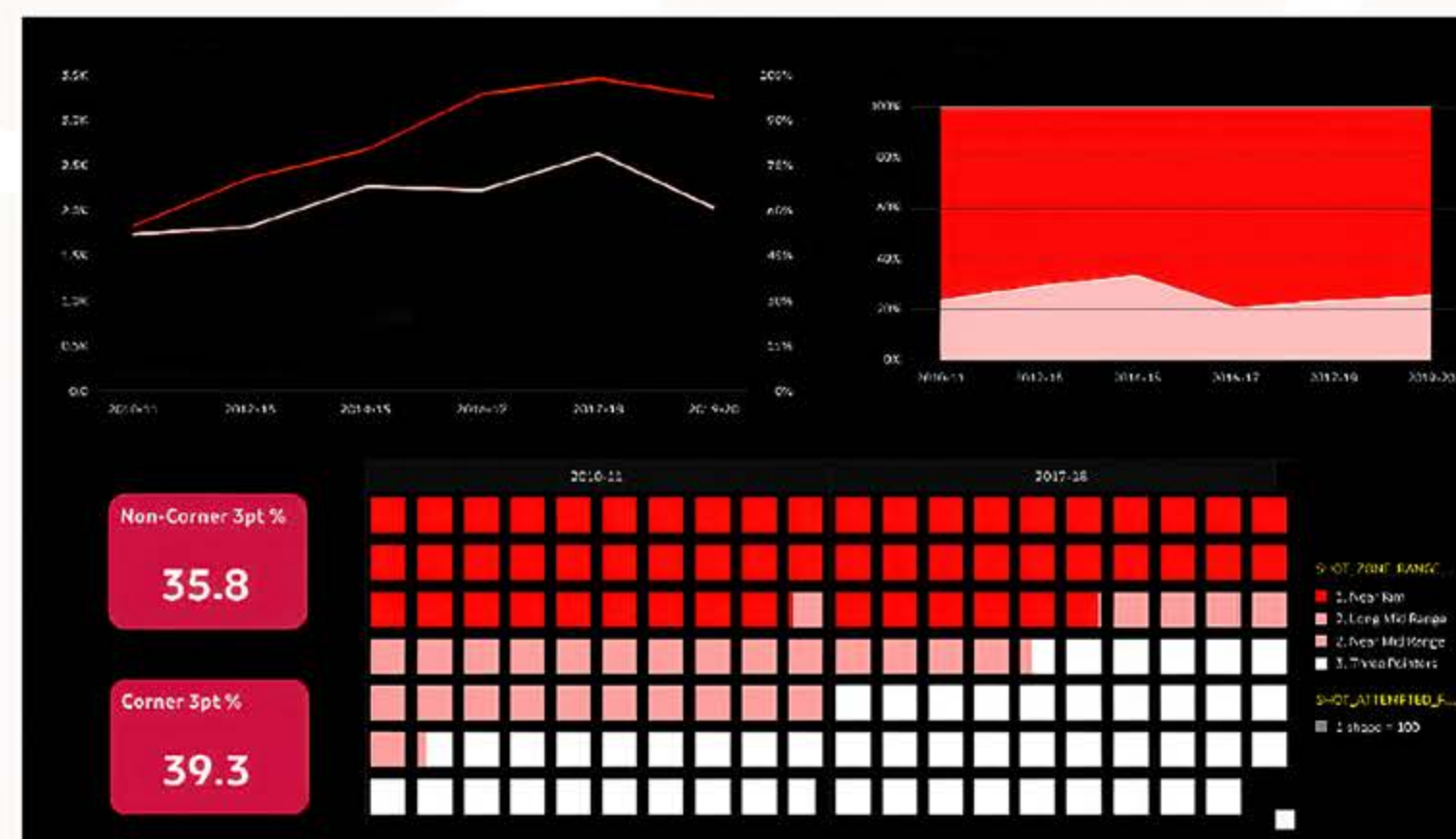
" We're drawn to stories, we're drawn to movies or talent, visual things. "

DATA VISUALIZATION
Challenge
2025
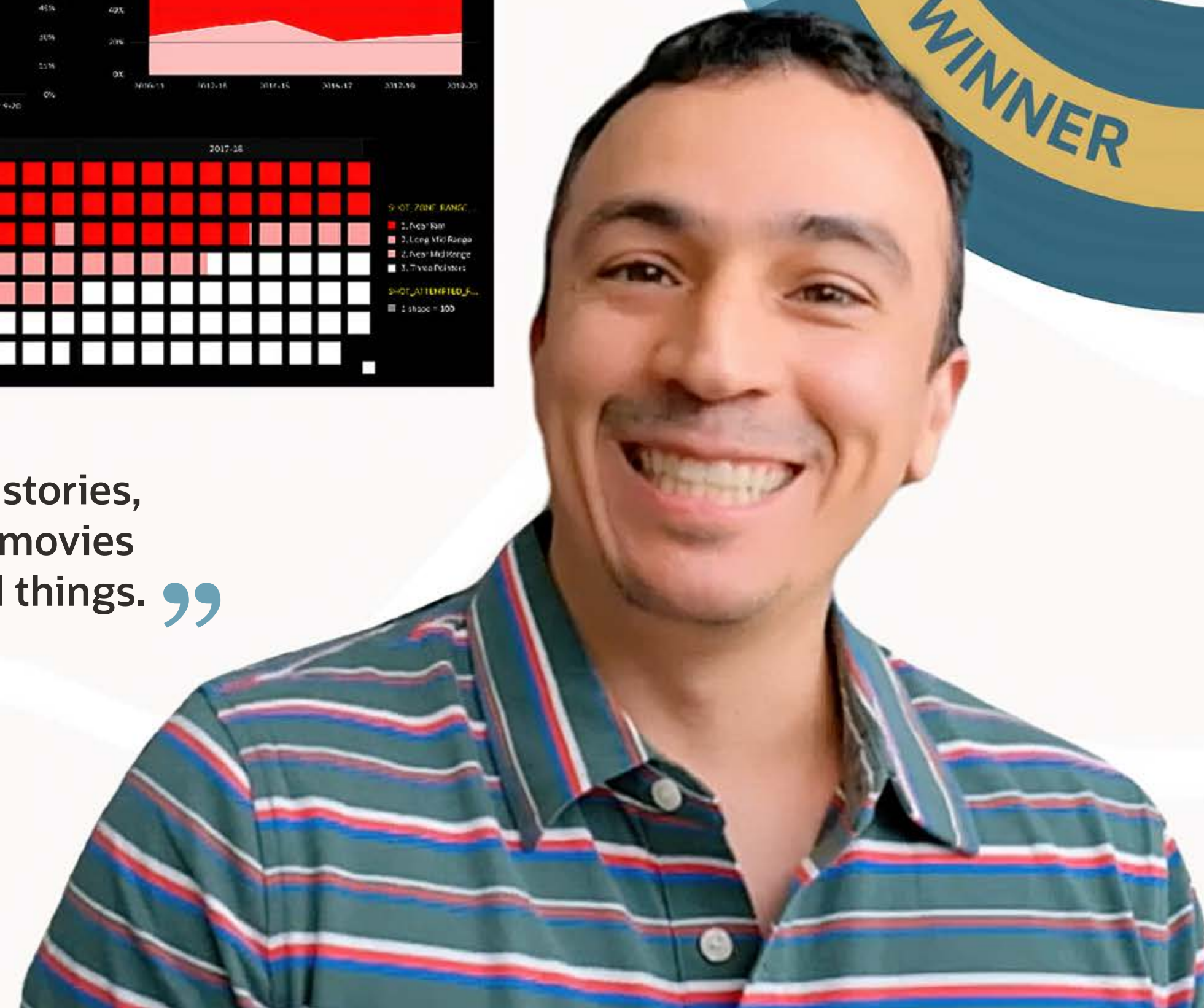
Philip Godfrey
Vertice

Community Winner
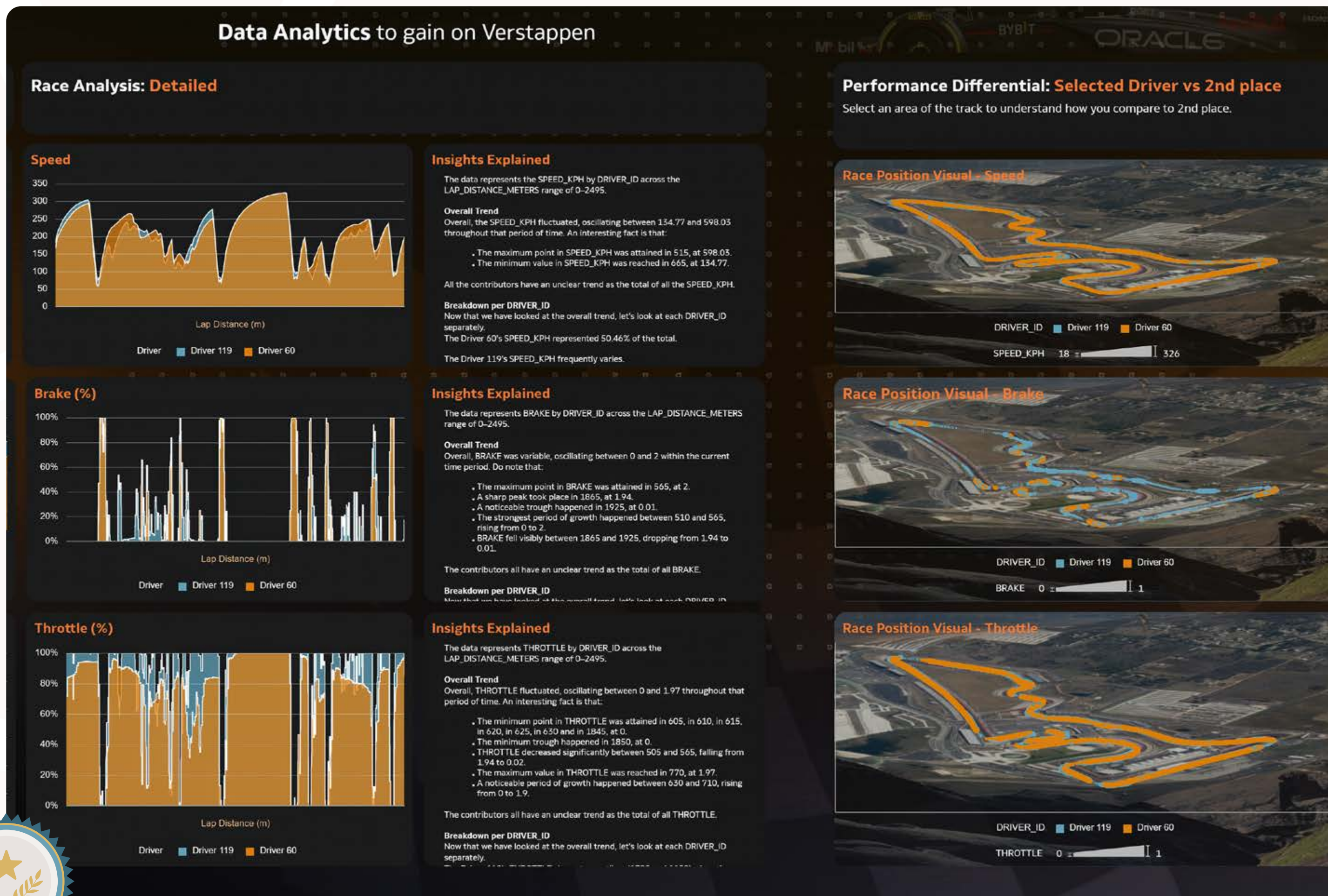
Colm McCarthy
Vertice

Community Winner

View Winning Entry

We chose eSports data because of the sheer volume and velocity of information generated. With IoT sensors producing vast amounts of data, being able to dive into the granular details and analyse it frame by frame presents an exciting opportunity to uncover insights that would be difficult to capture otherwise.

Our goal with the data visualisations was to inform the user by providing key insights into areas where they can improve their performance, even if it's by a small margin, to gain an edge over their nearest rivals.

> We wanted people to see more than just stats – to connect with the stories behind the data and understand the performance of each driver in a more engaging way.

DATA VISUALIZATION
Challenge 2025

Data Analytics to gain on Verstappen

Race Analysis: Detailed

Speed
Brake (%)
Throttle (%)

Insights Explained

Performance Differential: Selected Driver vs 2nd place
Select an area of the track to understand how you compare to 2nd place.

Race Position Visual - Speed
Race Position Visual - Brake
Race Position Visual - Throttle
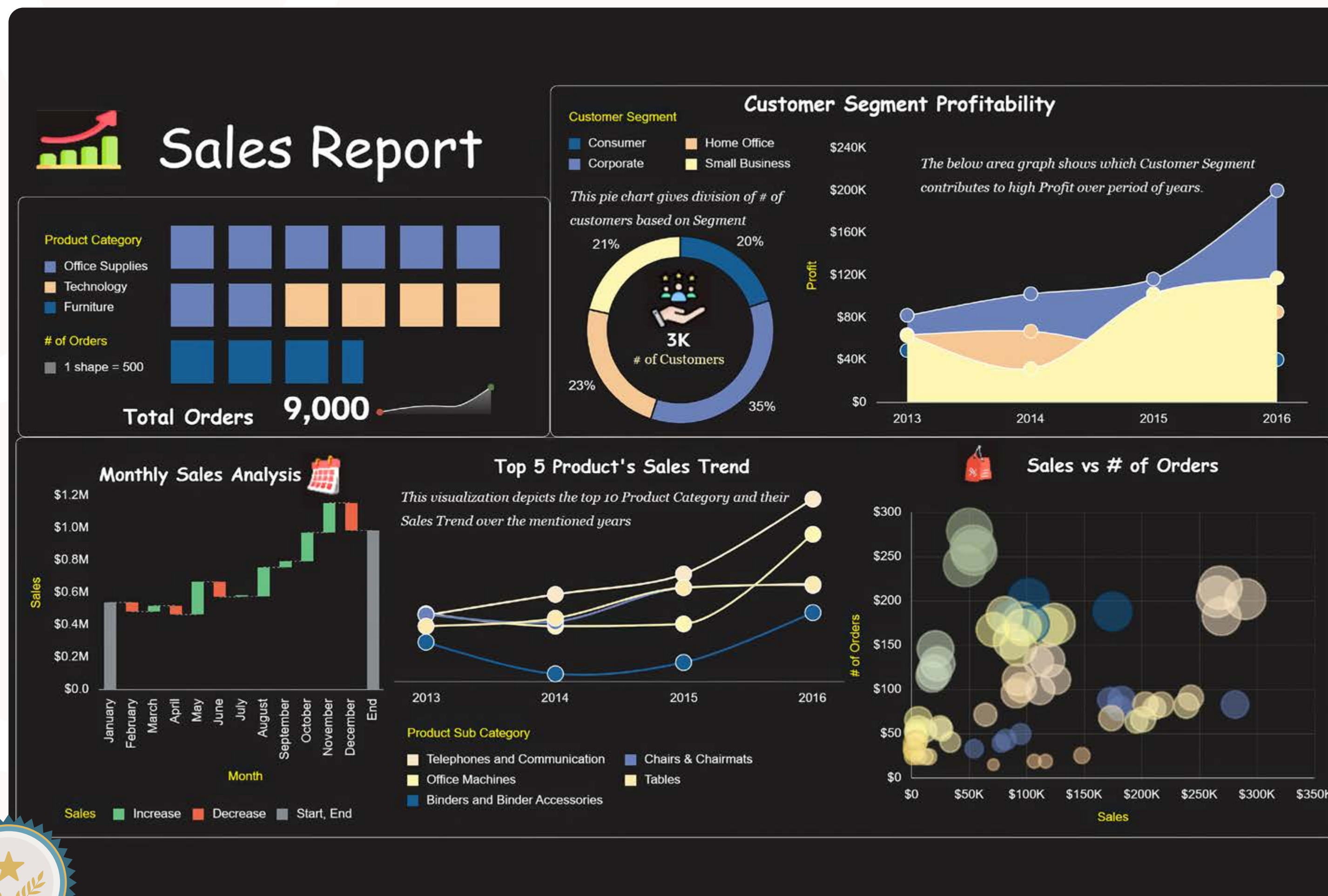
Sowmiya Ranganathan
OneGlobe

Community Winner

View Winning Entry

This dataset I used can be leveraged across various retailers and authorized distributors getting to know how sales are impacting their growth along with analyzing the customer segments. The aim is to offer well-informed insights so that the user can take decisions backed with data.

" This data visualization helps us to take necessary actions and helps to improve the growth in terms of sales. "

" Sowmiya's use of colour, sections and charts made her visualization stand out from the rest. Her data visualization was able to be fun, engaging and insightful, and provided meaningful interactivity to help business users get the information they needed! "

Sales Report

Product Category
- Office Supplies
- Technology
- Furniture

# of Orders
1 shape = 500

Total Orders **9,000**

Customer Segment Profitability

Customer Segment
- Consumer
- Corporate
- Home Office
- Small Business

This pie chart gives division of # of customers based on Segment

21%   20%
23%   35%

3K
# of Customers

The below area graph shows which Customer Segment contributes to high Profit over period of years.

$240K
$200K
$160K
$120K
$80K
$40K
$0

2013 2014 2015 2016

Monthly Sales Analysis

$1.2M
$1.0M
$0.8M
$0.6M
$0.4M
$0.2M
$0.0

January February March April May June July August September October November December End

Month

Sales
- Increase
- Decrease
- Start, End

Top 5 Product's Sales Trend

This visualization depicts the top 10 Product Category and their Sales Trend over the mentioned years

2013 2014 2015 2016

Product Sub Category
- Telephones and Communication
- Chairs & Chairmats
- Office Machines
- Tables
- Binders and Binder Accessories

Sales vs # of Orders

$300
$250
$200
$150
$100
$50
$0

$0 $50K $100K $150K $200K $250K $300K $350K

Sales

DATA VISUALIZATION
Challenge 2025

Sravani Raavi
Winfo Solutions
Community Winner

View Winning Entry

I came across wildfire incidents happening around the globe. I wanted to predict the future incidents to help first responders anticipate future incidents and allocate resources more effectively.

" I enjoy displaying numbers and figures in more beautiful way. Mostly, I like the creative part that goes behind the scenes. "

" Sravani's data visualization applies OAC's predictive analytics capability to a real world requirement. The judges were captivated by how she applied Oracle's technology to a meaningful issue that she felt strongly about. "

Wildfire Tracker

Cost of climate changes,

Nature cause and human activities

Cause ☐ Human A... ☐ Lightning ☐ Unknown

Incident Count
100

Incident Count by Location

100%	Sonoma County (12%)
80%	Shasta County (14%)
	Santa Barbara County (6%)
60%	San Diego County (12%)
	Riverside County (8%)
	Orange County (9%)
40%	Napa Valley (10%)
	Mendocino County (11%)
20%	Los Angeles County (7%)
0%	Butte County (11%)
	100 (100%)

Homes Destroyed
94,189

Fatalities
993

Area Burned in Acres
2,653,146

Businesses Destroyed
25,157

Vehicles Damaged
15,033

Injuries
4,204

Year
2023

2014 2015 2016 2017 2018 2019 2020 2021 2023 2023

DATA
VISUALIZATION
Challenge
2025

Anisha Patra

Principal Product Manager

Oracle Winner

🇺🇸

View Winning Entry

Attrition is the quiet pulse of every organization - it speaks volumes, even in silence. Working closely with HCM Analytics, I've come to appreciate how critical it is to understand the why behind workforce exits.

I chose this subject to shed light on patterns that often go unnoticed and to show how timely insights can help organizations retain talent before it's too late.

" It's about creating awareness that leads to better decisions, and ultimately, a more stable and supportive workplace. "

Attrition Pulse: Mapping Workforce Insights

Attrition ■ No ■ Yes

Need Help Navigating?

To access in mobile, please scan the QR code.

Which segment of employees are leaving?

Understanding employee attrition can help uncover patterns and key drivers, guiding better workforce decisions. **Let's Dive Deeper!**

Who's Leaving? Filter by Department & Role

Department

All ▾

Job Role

All ▾

Total Employees	Attrition Count	Attrition Rate
1,470	**23,** Export ▸	**16.12%**
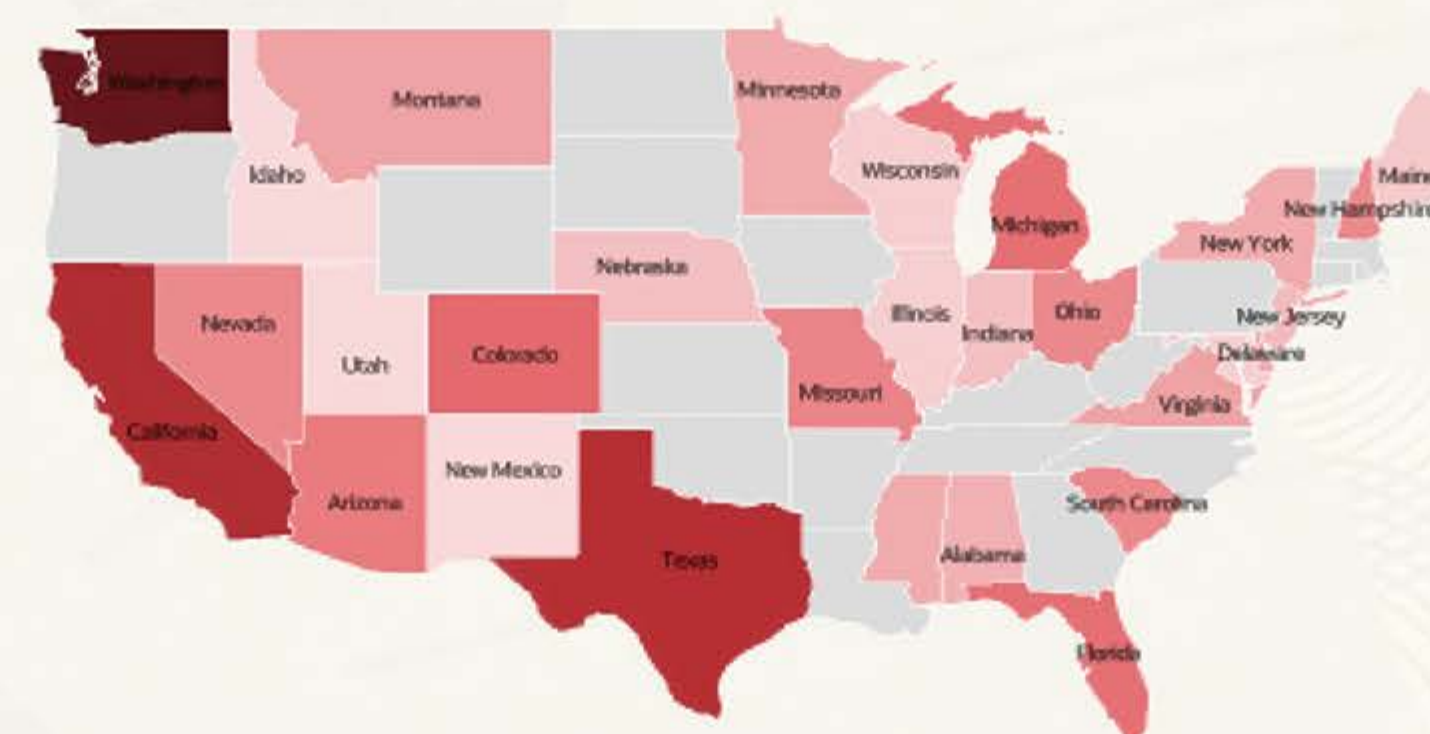
Emily Liu
Business Operations Analyst

Oracle Winner

View Winning Entry

I am interested in health-related subjects because staying healthy is pretty important, so I just looked for a dataset that was within that subject area.

I hoped to show how machine learning is useful in a healthcare environment with predicting conditions.

"" My visualization aims to help doctors and patients determine the right preventative plan to minimize health complications. ""

"" Emily's visualization was one of our favourite applications of Machine Learning across the whole competition. Her charts are intentionally selected to provide her audience clear insights into how much faith they should assign to the models discussed. ""

Chronic Kidney Disease Detection Models: How OAC ML Models Effectively Predict CKD
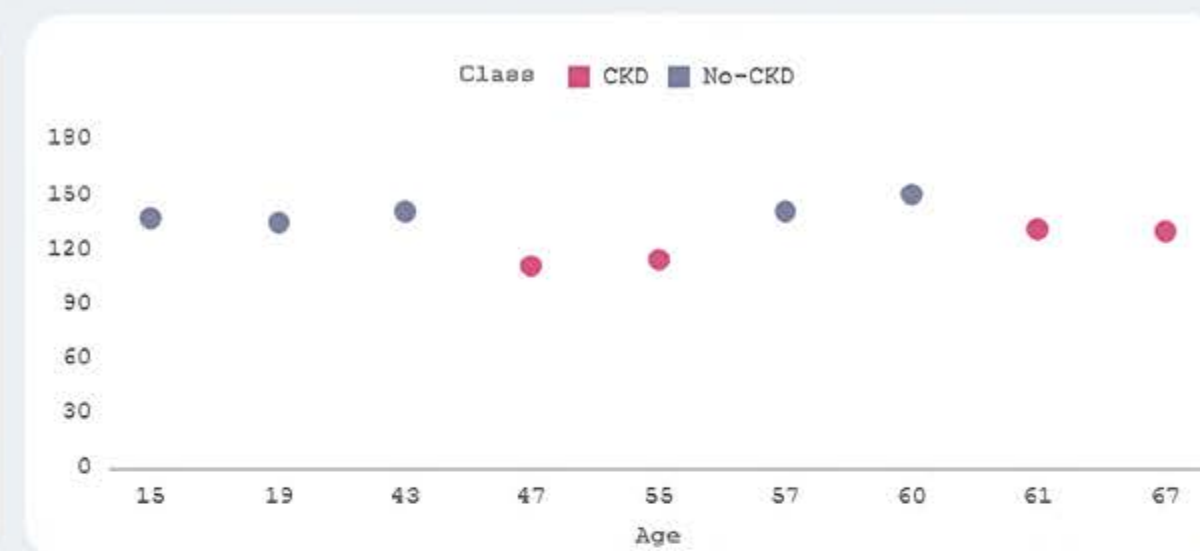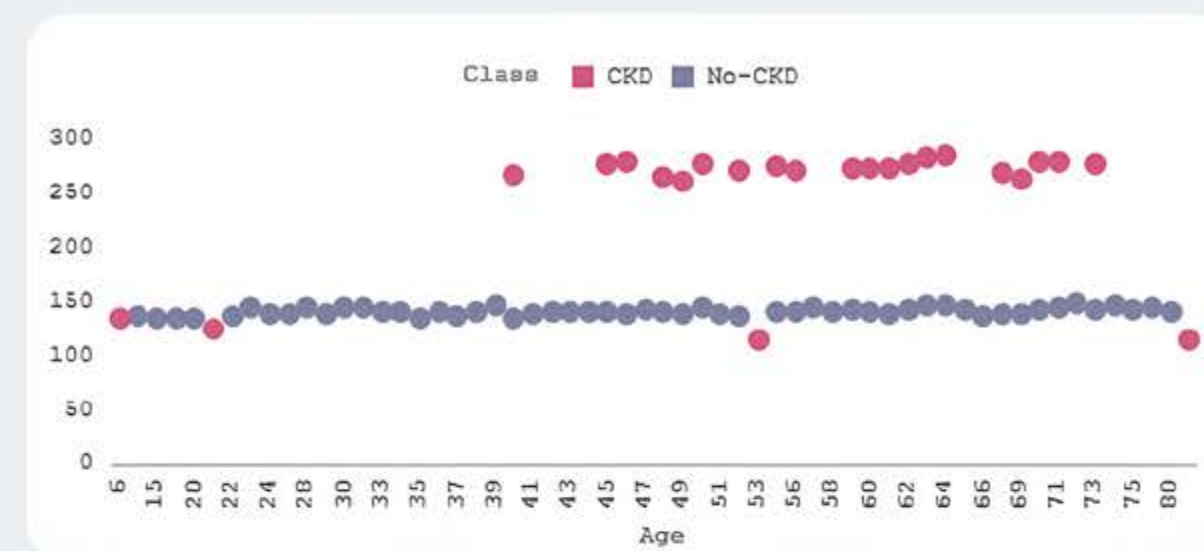
Blood sodium levels by age

High levels of blood sodium may indicate a kidney problem, no matter your age.
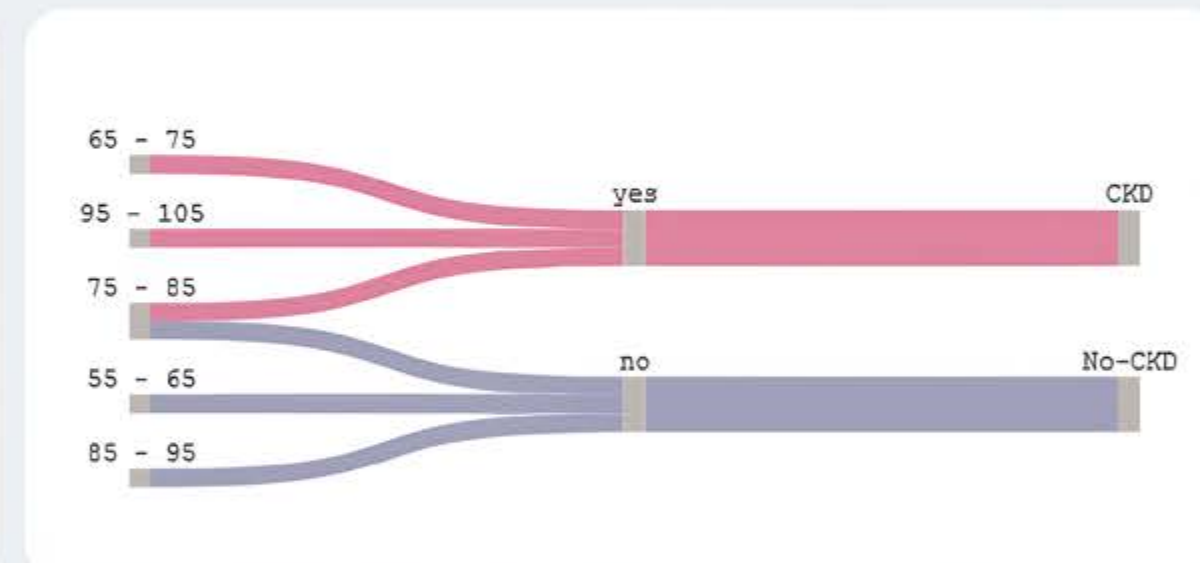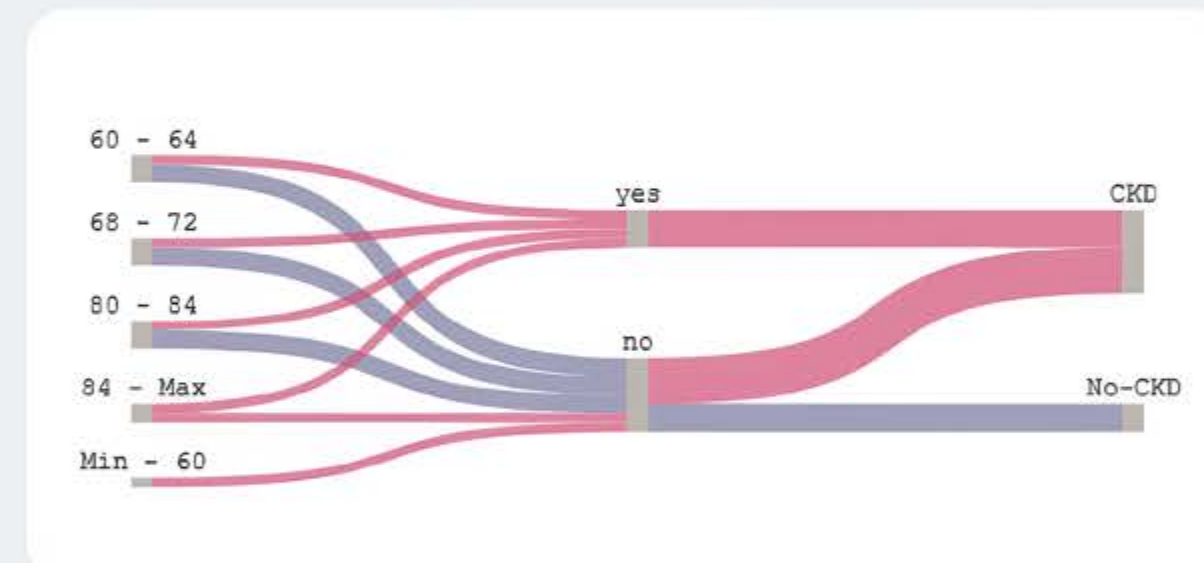
Blood pressure

May not have a significant effect on CKD, but hypertension does.
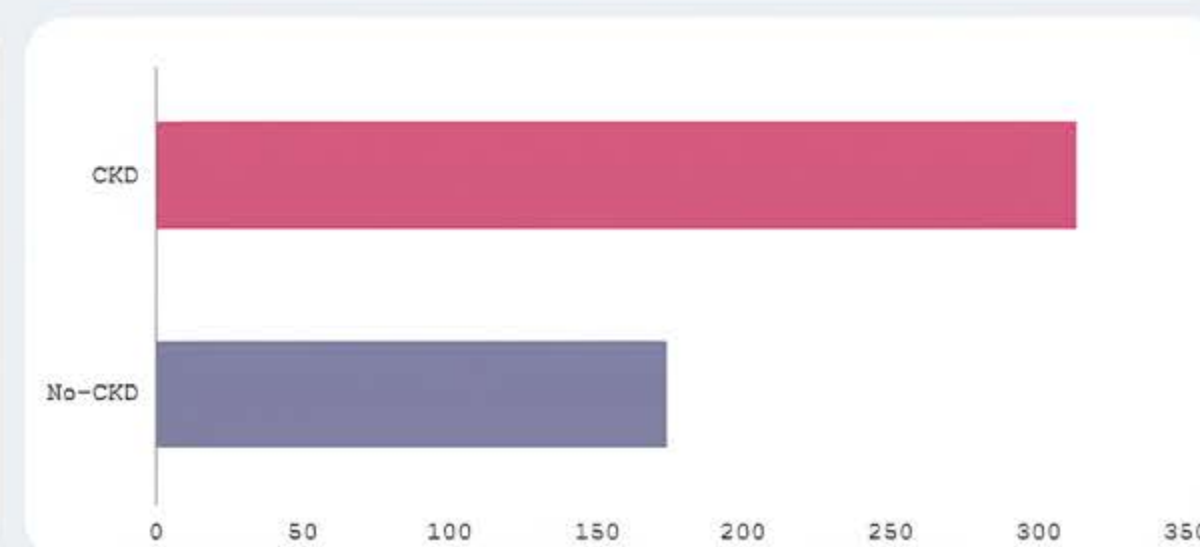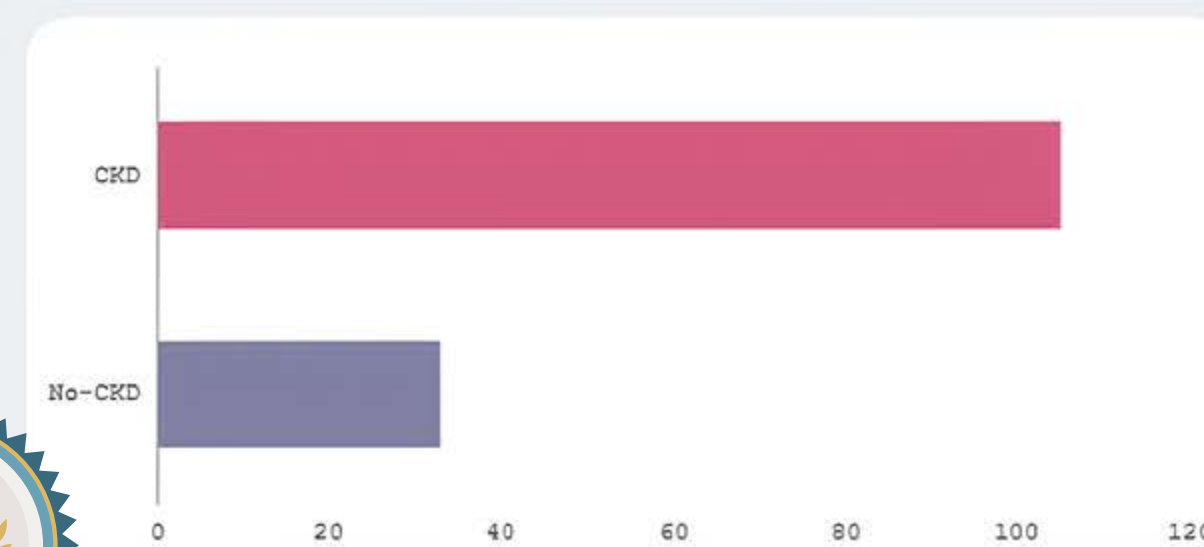
Blood Urea

The amount of urea nitrogen in your blood. High levels may indicate your kidneys are not filtering well.

Gautam Pisharam
Principal Product Manager

Oracle Winner

View Winning Entry

I chose this subject because it combined my love for history, geography, storytelling, and mapping. Starting from a digitally hand-drawn map, I used Oracle Analytics to recreate the Titanic's journey in detail. Though I've never travelled by ship, drawing and exploring the channels across England, France, Ireland, and the US felt like the closest I've come to being at sea, without being wet.

It helped me understand the historic transatlantic route, how passengers and trade moved, and even how icebergs drift into those busy lanes carried by the Labrador Current, like an uninvited guest at the wrong party. I also finally found where the Statue of Liberty sits on the map, a calm ending that speaks of hope and resilience. Using geotagged film moments and sentiment analysis alongside real locations, I drew a story that connected facts with feelings.

> I wanted to show that maps aren't just for displaying data. They can carry stories, memories, and moments that people connect with.

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Patrick Goubet
Senior Solutions Architect

Oracle Winner

🇺🇸

View Winning Entry

I chose space data because I'm passionate about space exploration.

We're living in an incredibly exciting Time, space activity is accelerating rapidly, with more launches than ever before. We've never sent so many spacecraft into orbit in such a short period. Through this visualization, I wanted to highlight that trend and make people aware of just how fast things are moving in the space industry.

I designed the experience to be interactive so that viewers can interact with the data and quickly understand which countries and companies have been leading this space race over the years.

❝ **My goal was to create something very catchy to grab users' attention right away.** ❞

1,524 Rockets have been launched in the last 10 Last Years

With an average of **94.23%** Success

The Top Rocket Launcher is **SpaceX** with **452** launches on this period.
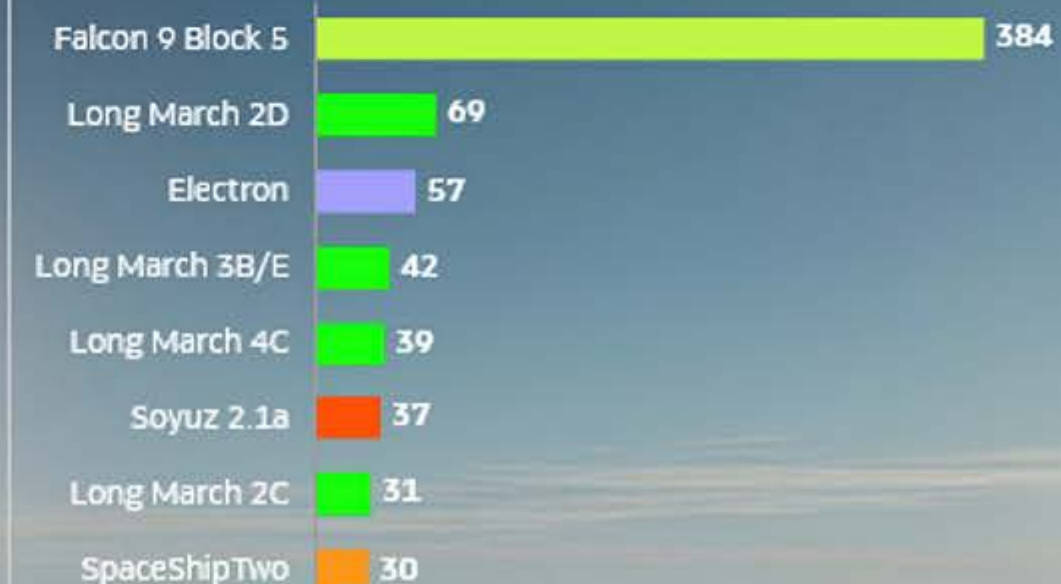
🔽 **Top Rocket Launchers**

- SpaceX
- China Aerospace Science and Technology Corporation
- Arianespace
- Russian Federal Space Agency (ROSCOSMOS)
- United Launch Alliance
- Rocket Lab
- Russian Space Forces
- Indian Space Research Organization
- Virgin Galactic
- Blue Origin

Look Back Window (Years)
10

🚀 **Launches by Year**

2015 · 2017 · 2019 · 2021 · 2023 · 2025

○ Bar   ○ Scatter

Top Launches by Rocket

Rocket	Launches
Falcon 9 Block 5	384
Long March 2D	69
Electron	57
Long March 3B/E	42
Long March 4C	39
Soyuz 2.1a	37
Long March 2C	31
SpaceShipTwo	30

DATA
VISUALIZATION
Challenge
2025

William Wandurraga
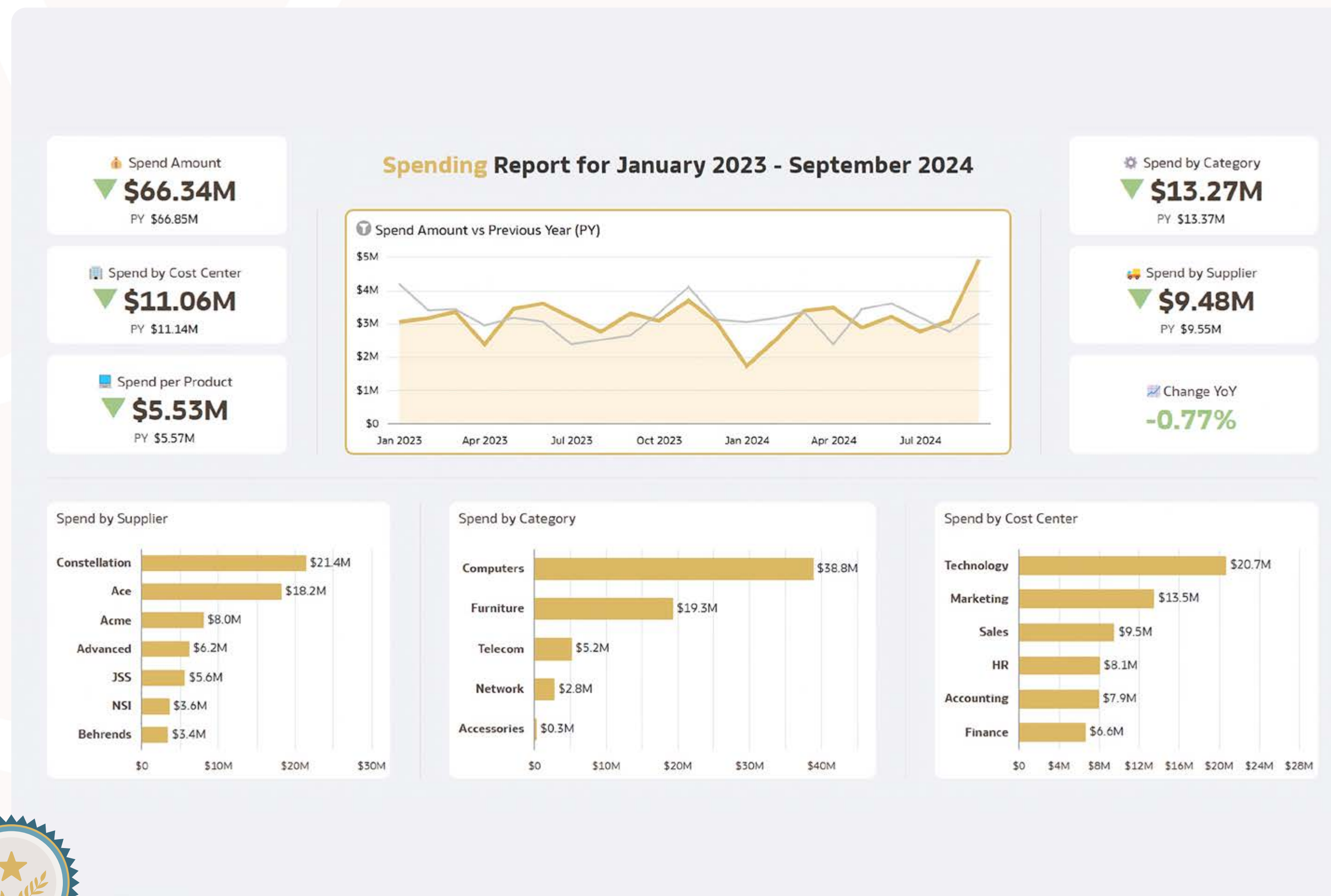### Business Intelligence Developer

Oracle Winner

🇺🇸

View Winning Entry

Spending is an important field in any organization; this item must be analysed closely to make the right decisions for the benefit of a business.
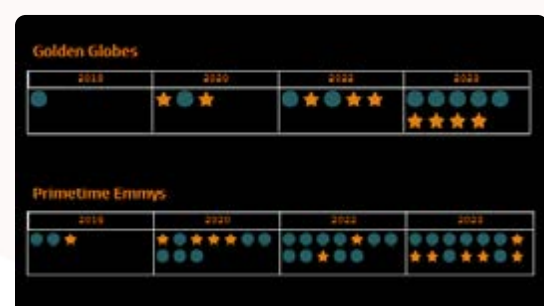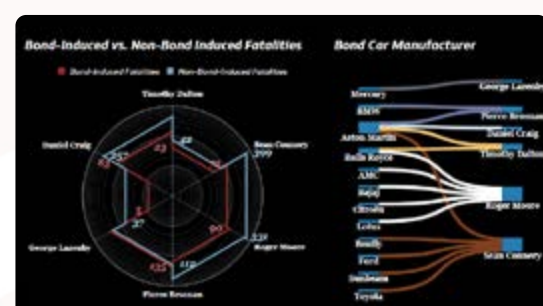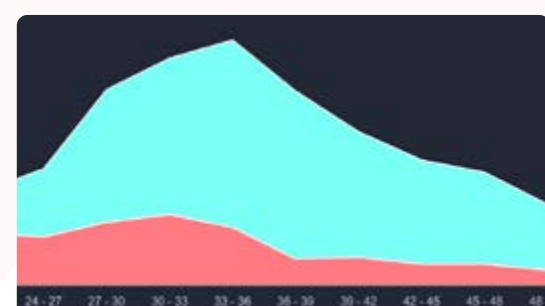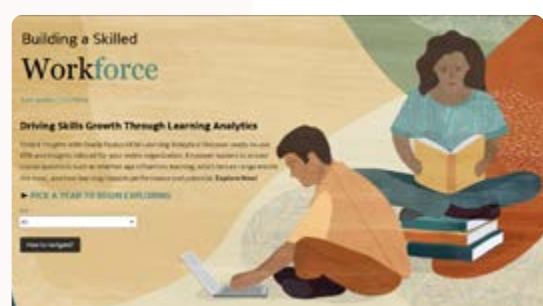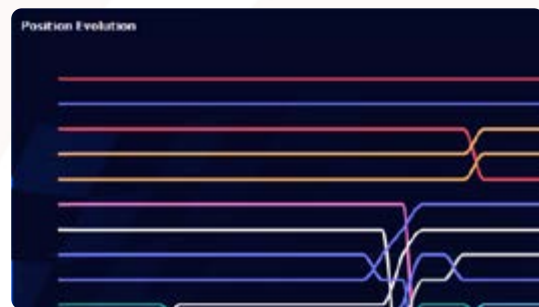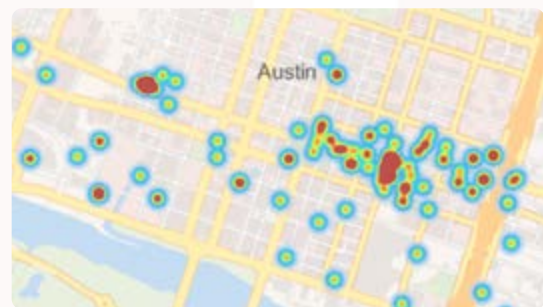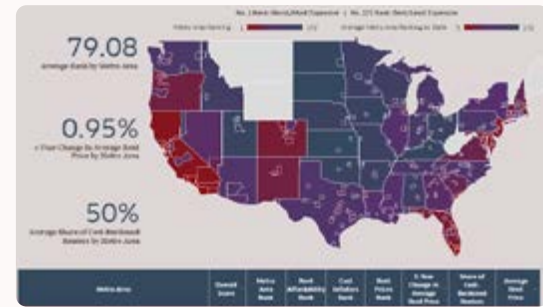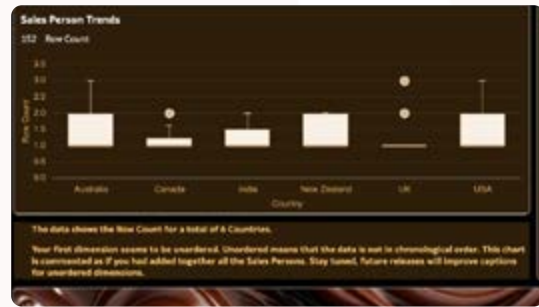
I want users to be attracted to my visualization design first so they can explore the data important to them, having users look at data can be a tedious task, I want to make it an interesting and fun experience to allow users to get the data they need.

" I have a passion for data visualization because it allows me to provide insights and present large amounts of data in an organized way for users to make decisions or find insights for their line of work. "

" Within Oracle, William has consistently showcased his ability to design impactful OAC content, sharing valuable information in a clean, easy to access manner. His winning entry does just that by combining a large range of charts, a wealth of interactive functionality, and his signature sleek style. "

Spending Report for January 2023 - September 2024

Spend Amount
▼ **$66.34M**
PY $66.85M

Spend by Cost Center
▼ **$11.06M**
PY $11.14M

Spend per Product
▼ **$5.53M**
PY $5.57M

Spend by Category
▼ **$13.27M**
PY $13.37M

Spend by Supplier
▼ **$9.48M**
PY $9.55M

Change YoY
-0.77%

Spend Amount vs Previous Year (PY)

Spend by Supplier
- Constellation $21.4M
- Ace $18.2M
- Acme $8.0M
- Advanced $6.2M
- JSS $5.6M
- NSI $3.6M
- Behrends $3.4M

Spend by Category
- Computers $38.8M
- Furniture $19.3M
- Telecom $5.2M
- Network $2.8M
- Accessories $0.3M

Spend by Cost Center
- Technology $20.7M
- Marketing $13.5M
- Sales $9.5M
- HR $8.1M
- Accounting $7.9M
- Finance $6.6M

DATA VISUALIZATION
Challenge 2025

Gallery

Join the story in 2026

After the tremendous success of the 2025 Oracle Analytics Data Visualization Challenge, we're excited to announce that the 2026 edition will be launching soon - it's your chance to stand out, sharpen your skills and gain global recognition.

Here's what you can look forward to:

- New Datasets - Tackle fresh, diverse datasets and uncover insights that matter.

- Enhanced Training - Access updated tutorials, live sessions and expert tips to elevate your visual storytelling.

- Community Connections - Engage with data enthusiasts from around the world, exchange feedback and grow your network.

Whether you're an experienced analyst or just discovering your passion for data, this is your platform to shine.

Stay tuned for registration details - and get ready to turn your data into impact.

Why you should join the 2026 challenge?

This isn't just another competition - it's an opportunity to grow, connect and get noticed.

- Sharpen Your Edge - Strengthen your data visualization and storytelling abilities using Oracle Analytics Cloud (OAC) and apply them to real - world datasets with expert feedback and support.

- Get Recognized - Stand out in front of global audiences, Oracle leaders and industry professionals. Top entries are featured, shared and celebrated across Oracle platforms.

- Grow Your Network - Engage with a thriving international community of data thinkers, designers, analysts and developers. Exchange insights, form collaborations and gain visibility.

- Earn Rewards - Win official certificates, exclusive digital prizes and other recognition that adds credibility to your portfolio or career profile.

Ready to level up your skills and show the world what your data can do?