Some things will never change
Agenda

1. Introductions
2. Traditional vs Self Service (Modern) BI
3. Oracle Data Visualization Description
4. Demo Time
5. One Day in the Life of a Presales BI Consultant
6. Q&A
Data Flow through the Enterprise

Traditional Approach

Data Warehouse / ODS / Databases

Extract | Transform | Load

- BI systems provide insight
- Often complex to implement
- Not as self service as needed

- DW projects can take months to years to complete
- The business has often moved on

- Source systems varied and sometimes complex
- Require complex ETL architectures
But it’s **not** about the Tool . . .

. . . It’s about what you want to **DO** with it.
The Challenges

“BI teams are struggling to engage with their business end users. The engagement challenge is not just one-way — the business community is equally frustrated that it is not getting the levels of service and engagement that it desires.”

— Alan D. Duncan, Analyst, Gartner
Business Intelligence Teams Need to Change With the Times
3 February, 2015
Overview about BI Landscape

Traditional BI
• Often complex to implement
• DW projects can take months to years to complete
• The business has often moved on
• Require complex ETL architectures

Self–Service BI
• Weak data governance
• Rapid development
• No IT resources required
• Auto-modeling capabilities
• Data mashup
What is Business Analytics **REALLY** About?
Clarifying the Confusion

<table>
<thead>
<tr>
<th>What people <strong>THINK</strong> its about</th>
<th>Traditional BI</th>
<th>Modern BI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reporting</td>
<td>Data Visualization</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What it is <strong>REALLY</strong> about</th>
<th>Curated Business Analytics</th>
<th>End User Empowerment</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>What the <strong>REAL GOAL</strong> is</th>
<th>Users getting the <strong>RIGHT</strong> answer</th>
<th>Users getting a <strong>FAST</strong> answer</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>What the <strong>REAL NEED</strong> is</th>
<th>Users getting the <strong>RIGHT</strong> answers <strong>FAST</strong></th>
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</thead>
</table>
Reporting Requirements Then

<table>
<thead>
<tr>
<th></th>
<th>Actual</th>
<th>Plan</th>
<th>Var %</th>
<th></th>
<th>Actual</th>
<th>Plan</th>
<th>Var %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun</td>
<td>152,041,183</td>
<td>138,812,811</td>
<td>13.13%</td>
<td>Net Revenue</td>
<td>704,515,434</td>
<td>572,874,113</td>
<td>23.16%</td>
</tr>
<tr>
<td></td>
<td>106,377,100</td>
<td>87,980,695</td>
<td>-20.06%</td>
<td>Cost of Sales</td>
<td>450,630,268</td>
<td>360,625,110</td>
<td>-25.20%</td>
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<tr>
<td></td>
<td>50,664,083</td>
<td>50,831,516</td>
<td>-0.30%</td>
<td>Gross Profit</td>
<td>250,331,146</td>
<td>211,454,013</td>
<td>18.67%</td>
</tr>
<tr>
<td></td>
<td>32.2%</td>
<td>36.6%</td>
<td></td>
<td>Gross Margin %</td>
<td>95.6%</td>
<td>97.0%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>365,166</td>
<td>384,898</td>
<td>2.46%</td>
<td>Employee Expenses</td>
<td>2,336,748</td>
<td>2,376,887</td>
<td>1.72%</td>
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<tr>
<td></td>
<td>639,593</td>
<td>641,522</td>
<td>0.30%</td>
<td>Total Travel</td>
<td>3,553,351</td>
<td>3,960,630</td>
<td>0.23%</td>
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<tr>
<td></td>
<td>495,964</td>
<td>495,507</td>
<td>0.08%</td>
<td>General Supplies</td>
<td>2,697,474</td>
<td>2,938,019</td>
<td>-0.88%</td>
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<tr>
<td></td>
<td>999,958</td>
<td>990,969</td>
<td>0.15%</td>
<td>Telecommunications</td>
<td>4,661,379</td>
<td>4,671,018</td>
<td>0.21%</td>
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<tr>
<td></td>
<td>2,346,756</td>
<td>2,344,359</td>
<td>0.10%</td>
<td>Equipment Maintenance</td>
<td>10,984,377</td>
<td>10,931,569</td>
<td>0.41%</td>
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<tr>
<td></td>
<td>6,681,324</td>
<td>6,649,907</td>
<td>0.11%</td>
<td>Fees Outside Services</td>
<td>34,076,432</td>
<td>34,131,850</td>
<td>0.17%</td>
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<tr>
<td></td>
<td>2,114,102</td>
<td>2,115,227</td>
<td>0.05%</td>
<td>Facilities Exp</td>
<td>9,540,486</td>
<td>9,542,946</td>
<td>0.03%</td>
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<tr>
<td></td>
<td>342,700</td>
<td>343,380</td>
<td>0.19%</td>
<td>Utilities</td>
<td>1,590,348</td>
<td>1,598,340</td>
<td>0.54%</td>
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<tr>
<td></td>
<td>3,011,415</td>
<td>3,042,316</td>
<td>1.02%</td>
<td>Depreciation and Amort</td>
<td>13,092,188</td>
<td>13,252,477</td>
<td>1.51%</td>
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<tr>
<td></td>
<td>0</td>
<td>0</td>
<td>0.00%</td>
<td>Operating Expense Synergies</td>
<td>0</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td></td>
<td>16,956,090</td>
<td>17,006,695</td>
<td>0.30%</td>
<td>Operating Expenses</td>
<td>82,500,679</td>
<td>82,093,325</td>
<td>0.56%</td>
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<tr>
<td></td>
<td>33,707,505</td>
<td>33,807,731</td>
<td>-0.29%</td>
<td>Pretax Income From Operations</td>
<td>168,429,867</td>
<td>126,650,678</td>
<td>30.92%</td>
</tr>
<tr>
<td></td>
<td>-2,790,002</td>
<td>-3,003,959</td>
<td>0.91%</td>
<td>Other Income</td>
<td>-15,295,572</td>
<td>-15,378,923</td>
<td>0.54%</td>
</tr>
<tr>
<td></td>
<td>$ 29,317,322</td>
<td>$ 29,874,172</td>
<td>-1.82%</td>
<td>Total Pretax Income</td>
<td>$ 153,222,285</td>
<td>$ 113,272,725</td>
<td>35.27%</td>
</tr>
</tbody>
</table>

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Reporting Requirements Now
Data Visualization - Self Service

- No specialized resources or IT support required
- Oracle Data Visualization has auto modeling capabilities, it will recognize textual and numeric data and will categorize accordingly into dimensions and measures
Disparate sources to be joined in one visual tool

- Data Visualization has a built-in intelligence – e.g. when adding the second data source, the engine automatically recognizes and matches the dimension attributes with the same name. No action is needed from the user.
- Data from different sources is automatically connected, making it fast and easy to blend information for new perspectives.
Integration
Advanced Analytics – R Integration

• Clustering
• Outliers
• Forecast
• Regressions
• Correlations
• Term Frequency
• Sentiment Analysis
Storytelling

Some things will never change.

We told stories visually for over 10,000 years before we used written words. Today, written words and numbers are everywhere, unending and ever-changing. In this world of infinite variety, visuals are still the best way to tell a story.
An Analytics Solution for All

The Oracle Value

- Simpler, more performant toolset for data wrangling
- Pre-built transformation capabilities
- ‘R’ capabilities integrated into data architecture

Data Scientist

- Improved data modeling and BI architecture
- Integrated statistical functions and R capabilities
- Rich set of visualizations and reporting capabilities

BI Developer

- Walk up data visualization capabilities
- Mash-up local data against managed data
- Report on multiple local datasets
- Rich visual capabilities
- Annotate and ‘story tell’

Business Analyst

- Expand beyond mere report consumption
  - Personal Analytics
  - Analytical Storyboards
  - Actionable Dashboards
  - And, yes, Reports
- Access BI content from anywhere
  - Desktop
  - Office
  - Mobile device

BI Consumers
DEMO Time
DEMO

Sentiment and Term Frequency Analysis on Hunger Games Reviews
One Day in the Life of a BI Presales Consultant

NEVER BORING
Useful Links:
Oracle Data Visualization Overview
Oracle Data Visualization Download
https://sites.google.com/site/oraclebipublicstore/downloads
Oracle DVD Community
https://www.r-project.org/
https://cran.r-project.org/
https://cran.r-project.org/web/packages/
http://swirlstats.com/
Why Infographics Are So Successful?
Any Questions?