



**COLLABORATE14**

TECHNOLOGY AND APPLICATIONS FORUM  
FOR THE ORACLE COMMUNITY

#C14LV

# Dashboard and Visualization Best Practices for Oracle BI Applications

**Session 14787**

Prepared by:  
Dan Vlamis, President  
Tim Vlamis, Senior Consultant  
Vlamis Software Solutions, Inc.



**REMINDER**

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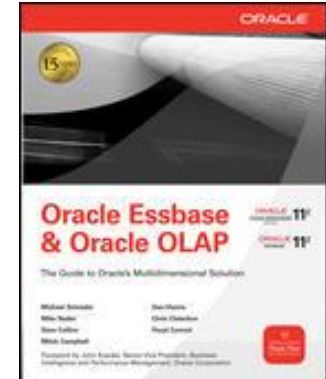
# Presentation Agenda

- *A few slides*
- ***LOTS OF DEMO***
- *Questions from audience at all times*



# Vlamis Software Solutions

- Vlamis Software founded in 1992 in Kansas City, Missouri
- Developed more than 200 Oracle BI and Analytics systems
- Oracle Gold Partner, Oracle University Partner
- Specializes in ORACLE-based:
  - Data Warehousing
  - Business Intelligence
  - Design and integrated BI and DW solutions
  - Experts in Oracle database options: Advanced Analytics, OLAP, Spatial and Graph
- Sought after presenter at major Oracle conferences
- [www.vlamis.com](http://www.vlamis.com) (blog, papers, newsletters, services)
- Sponsor of Oracle Data Warehouse Global Leaders



# Tim and Dan Vlamis

- Tim (business analyst and academic guy)
- 20+ years in business modeling, valuation, forecasting, and scenario analysis
- Professional Certified Marketer (PCM) from AMA
- Active Member of NICO (Northwestern Institute on Complex Systems)
- Adjunct Professor of Business, Benedictine College
- MBA Kellogg School of Management (Northwestern)
- BA Economics Yale University
  
- Dan (OLAP expert and career IT guy)
- 25+ Years experience in business intelligence/executive information systems
- Led development team at IRI
- Founded Vlamis Software Solutions 20 years ago in 1993
- Author, speaker, Oracle ACE
- BS Computer Science Brown University





A rich and detailed still life composition featuring a wide variety of food ingredients and kitchenware. In the foreground, there are bowls of lentils, beans, and grains, along with fresh vegetables like leeks, celery, bell peppers, and avocados. A large pile of potatoes sits on the left, while a basket of oranges and a bunch of grapes are on the right. Several eggs, mushrooms, and ginger are scattered in the center. In the background, a brass scale hangs from a chain, and two copper pots are suspended. A wooden rack holds several bottles of vinegar and oil, some labeled 'VINEGAR' and 'OIL'. A pineapple, a cucumber, and a squash are also visible. The entire scene is set against a backdrop of autumn leaves and greenery, creating a warm and inviting atmosphere.

**Ingredients → Data Quality & Variety**



# Technique → Data Processing & Prep



# Presentation → Data Visualization





# The Principles of Human Cognition Should Guide BI Dashboard Design





# OBIEE Intro Demo



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# Best Practice Focus

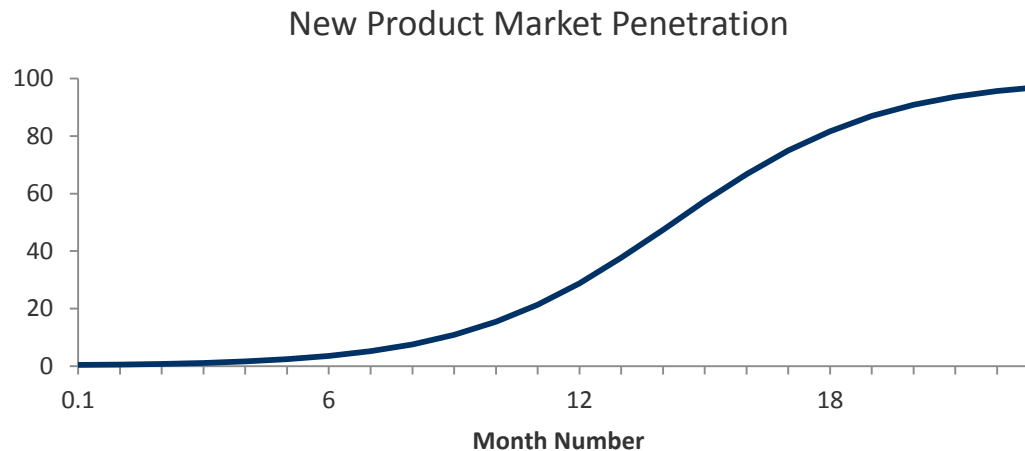
- Best practices are objective guides to what is likely to work best.
- Many times visualizations are seen as being “design” and subject to “taste”.
- Visualizations should be guided by:
  - Human cognition
  - Accurate representations of data
  - Preferred message (consciously designed by visualization developer)





# Graphs and Tables

- Graphs and Charts depict visual representations and relationships.



- Tables show data organized for lookup of specific, precise values or items.

Order Type	No of Orders	Sales	Billed Quantity	Actual Unit Price
Express	13,980	\$14,027,034	1,117,199	\$12.56
Secure	29,347	\$28,513,745	2,326,540	\$12.26
Standard	27,673	\$27,459,221	2,213,482	\$12.41
<b>Grand Total</b>	<b>71,000</b>	<b>\$70,000,000</b>	<b>5,657,221</b>	<b>\$12.37</b>



# OBIEE Demo



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# Keys to Effective Tables

- Eliminate unnecessary gridlines
- Enable column and row sorting
- Avoid scrolling (if possible)
- Display significant figures
- Judiciously use conditional formatting
- Avoid putting text in color
- Left justify text cells and Right justify numerical cells
- Align the decimal point for numerical cells
- Prefer smaller tables
- Write informative titles for tables and column head descriptions
- Be transparent about data selection
- Enable roll overs for meta data for commonly used tables



# Keys to Effective Graphs

- Do not use 3-D effects.
- Avoid “stop light” color palette.
- Prefer pastel color palettes.
- Avoid bright colors.
- Do not use round gauges or dials.
- Eliminate gridlines, drop shadows, and other graphics.
- Enable interaction for “exploration” graphs
- Prioritize a single message for “explanation” graphs
- Alignment, proximity, contrast.





# Tables

- Tables can present data from at drastically different scales.
- Tables can present very different data types simultaneously.
- Tables can repeat and include multiple sets of the same data values.
- Tables are extraordinarily dense and include numerous data relationships without direct distortion of the data itself.



# Basic Graphs

- Types of graphs when to use them
- Using titles, axis descriptions, and scales effectively
- Color choices in graphs
- Making graphs interactive
- Sliders and graphs in motion
- Editing and formatting graphs
- Zooming and scrolling in graphs



# Maps

- Types of maps
- Map best practices
- Making meaningful maps
- Built-in data sets
- NAVTEQ data sets and POI data
- Sources for additional data sets



# General Advice

- Dealing with executives who have seen flashy demos and purchased systems because of them
- The need for continual development
- The need for continual training
- The long road
- The perfect is the enemy of the good
- If it's worth doing, it's worth doing right
- Don't settle, the lesson of Steve Jobs and Goldilocks





# Thank You!

## Thank You for Attending Session **Data Visualization for Oracle Business Analytics**

### Presenter Information

Dan Vlamis, President

Tim Vlamis, Consultant

Vlamis Software Solutions, Inc.

816-781-2880

dvlamis@vlamis.com

tvlamis@vlamis.com

For more information go to [www.vlamis.com](http://www.vlamis.com)



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We appreciate your feedback and insight

*You may complete the session evaluation either on paper or online via the mobile app*



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