BIWA SIG Wednesday TechCast Series

START TIME: 12 NOON Eastern

Data Visualization Best Practices Using OBIEE 11g: Improve your BI & EPM reports, dashboards, and queries

Dan Vlamis and Tim Vlamis
Vlamis Software Solutions

AUDIO DIAL-IN NUMBERS

US Toll-Free Number: 866 682 4770

Conference ID: 1683901

Security Code: 334451

International Toll-Free Numbers:

http://www.intercall.com/oracle/access_numbers.htm

BIWA SIG
Better Information Better Results
www.oraclebiwa.org

BIWA SIG Wednesday TechCast Series

- Welcome to BIWA's 24rd TechCast!
- Visit www.oraclebiwa.org for updates on our future TechCasts
- Coming TechCasts will include top-rated presentations from ***BIWA Training Days*** at COLLABORATE 10 – IOUG Forum

BIWA SIG
Better Information Better Results
www.oraclebiwa.org

Oracle BIWA SIG Basics

- Worldwide association of 2000 professionals interested in Oracle Database-centric business intelligence, data warehousing, and analytical products, features and options.
- Membership is FREE – join at *oraclebiwa.org*
- Open forum to foster success in use and development of Oracle BIWA products.
- Goals: sharing best practices and novel and interesting use cases of Oracle BIWA-centric technology.
- Mission Statement and Charter at *oraclebiwa.org*.
- Conferences in 2007, 2008, 2010, 2011

Latest BIWA Conference: *BIWA Training Days* at COLLABORATE 10 - IOUG Forum

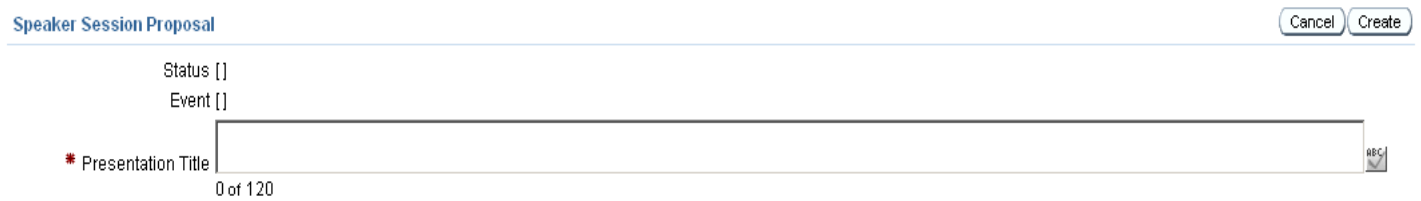
April 18-22, 2010 Las Vegas, NV

- COLLABORATE 10 = IOUG + OAUG + Quest
  5,000 attendees, 200+ Exhibitors
- BIWA presented a conference within a conference called ***"Get Analytical with BIWA Training Days"***
  - Hands on Labs, BI Boot Camp, BI Deep Dives, Reception
- 60+ Sessions with topics covering
  - Data Warehousing: Optimizer, Partitioning, ETL, Exadata
  - OBIEE
  - Oracle Data Mining
  - OLAP and Essbase
  - Data Visualization and Spatial Analytics
  - BI Applications
  - BI Publisher

BIWA SIG
Better Information Better Results
www.oraclebiwa.org

SUBMITTING a BIWA TechCast

- Any Oracle user or professional may submit abstracts for 45-min webcasts to IOUG Oracle BIWA SIG Community (Visit: www.oraclebiwa.org)



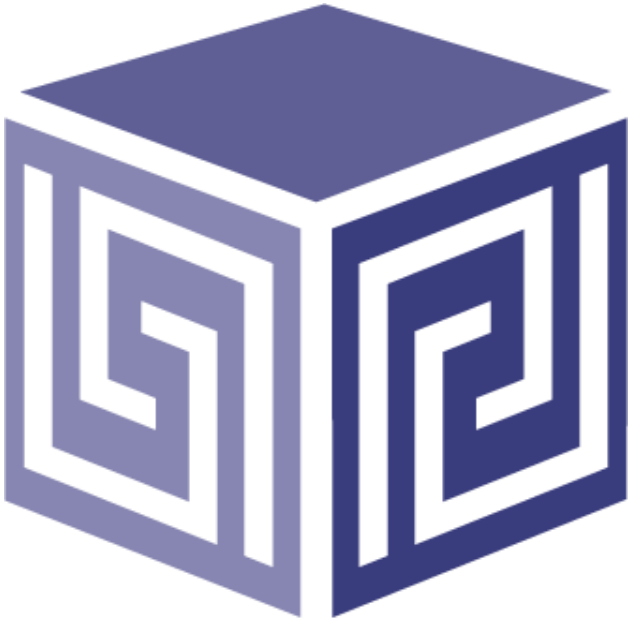
- **Audience is technical**
  - Presenters are encouraged to include a significant amount of technical detail.
  - Live demos are strongly encouraged

BIWA SIG
Better Information Better Results
www.oraclebiwa.org

Data Visualization Best Practices Using OBIEE 11g:

Improve BI & EPM reports, dashboards, and queries

BIWA Techcast
July 14, 2010



Dan Vlamis
Tim Vlamis
Vlamis Software Solutions
816-781-2880
http://www.vlamis.com

Vlamis Software Solutions, Inc.

- Founded in 1992 in Kansas City, Missouri
- Oracle Partner and reseller since 1995
- Developed more than 200 Oracle BI systems
- Specializes in ORACLE-based:
  - Data Warehousing
  - Business Intelligence
  - Data Transformation (ETL)
  - Web development and portals
- Delivers
  - Design and integrated BI and DW solutions
  - Training and mentoring
- Exclusive supplier world-wide for Windows-based Oracle BIC2G BI & EPM VMs
- Expert presenter at major Oracle conferences
- www.vlamis.com (blog, papers, newsletters, services)

vlamis™ SOFTWARE SOLUTIONS

Dan Vlamis' Bio

- Developer for IRI (former owners of Oracle OLAP).
- Founded Vlamis Software in 1992.
- Wrote portions of Oracle Sales Analyzer.
- Beta tester for Oracle products including OBIEE 11g.
- Oracle ACE.
- Expert speaker at Oracle conferences.
- Co-author of book "Oracle Essbase & Oracle OLAP".
- BI/DW/EPM Track Chair for 2010 Collaborate Conference.
- BA Computer Science Brown University.

dvlamis@vlamis.com 816-781-2880

vlamis™
SOFTWARE SOLUTIONS

Tim Vlamis' Bio

- 20+ years experience in business modeling and valuation, forecasting, and scenario analyses.
- Expert in principles and elements of design.
- Expert in curriculum development and pedagogical theory.
- Professional Certified Marketer (PCM) from AMA.
- Active Member of NICO (Northwestern Institute on Complex Systems).
- MBA Kellogg School of Management (Northwestern).
- BA Economics Yale University.

tvlamis@vlamis.com 816-781-2880

vlamis™
SOFTWARE SOLUTIONS

Overview

- Cognition, Data Visualization, and Principles of Design
- Graphs versus Tables
- Tips for Tables
- Types of Graphs and when to use them
- Visualizations with OBIEE 11g
- BI Implementation Guidelines
- Review and Summary

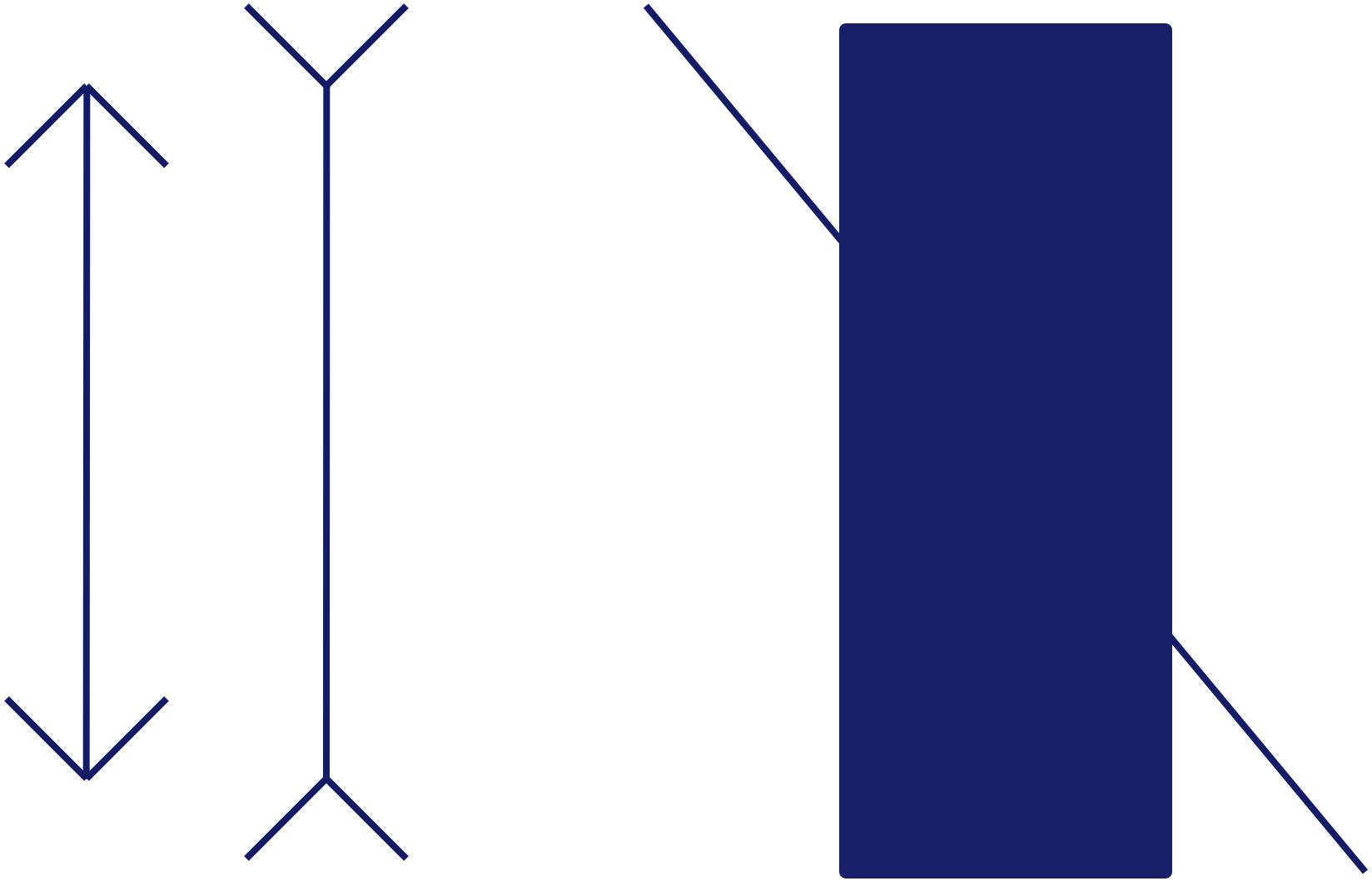
vlamis™
SOFTWARE SOLUTIONS

Commonly Overlooked BI Fundamentals

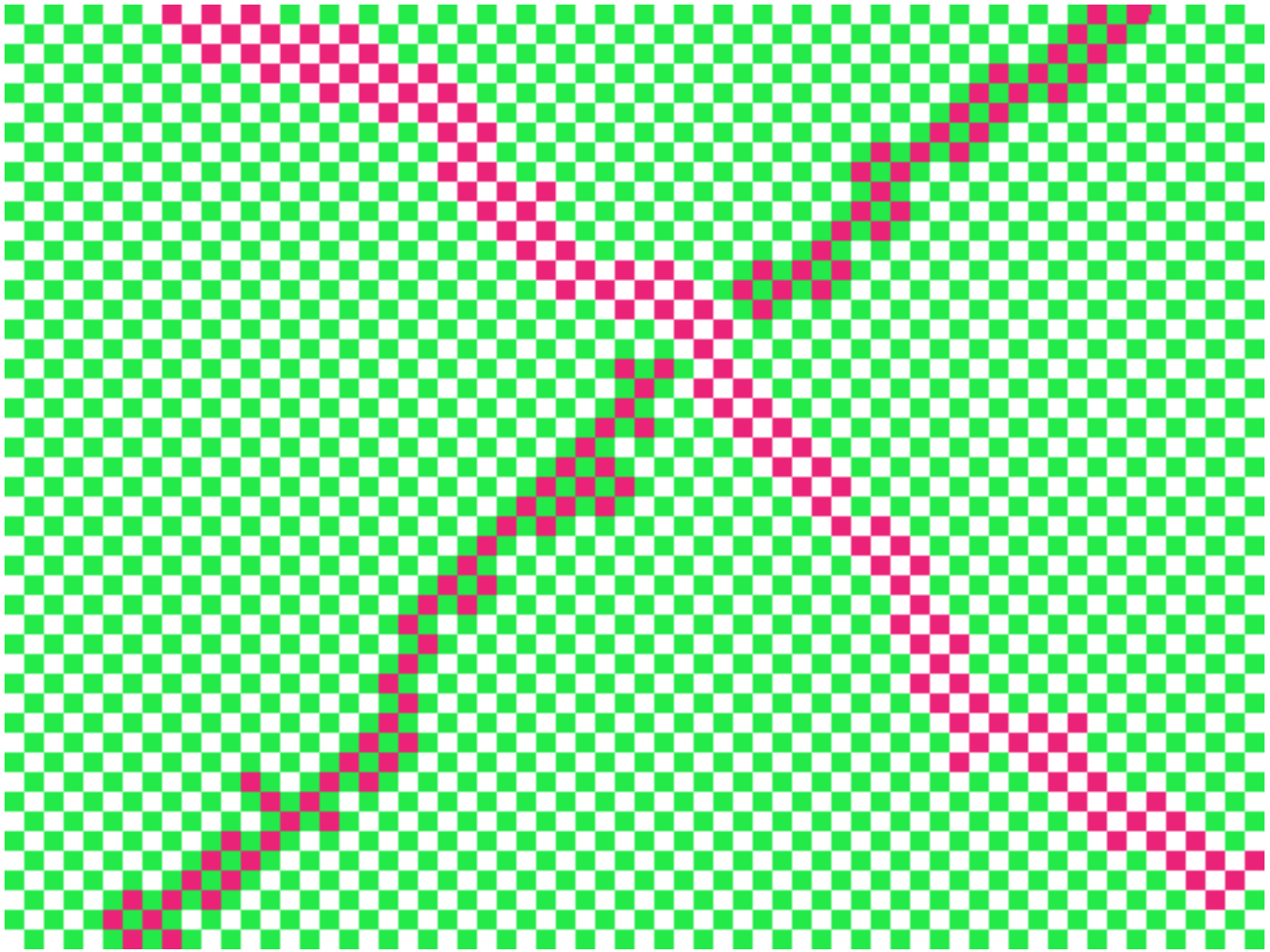
- BI reports and dashboards should be viewed primarily as communication devices.

- Both the principles of human cognition and the needs of the individual user should help guide their proper use.

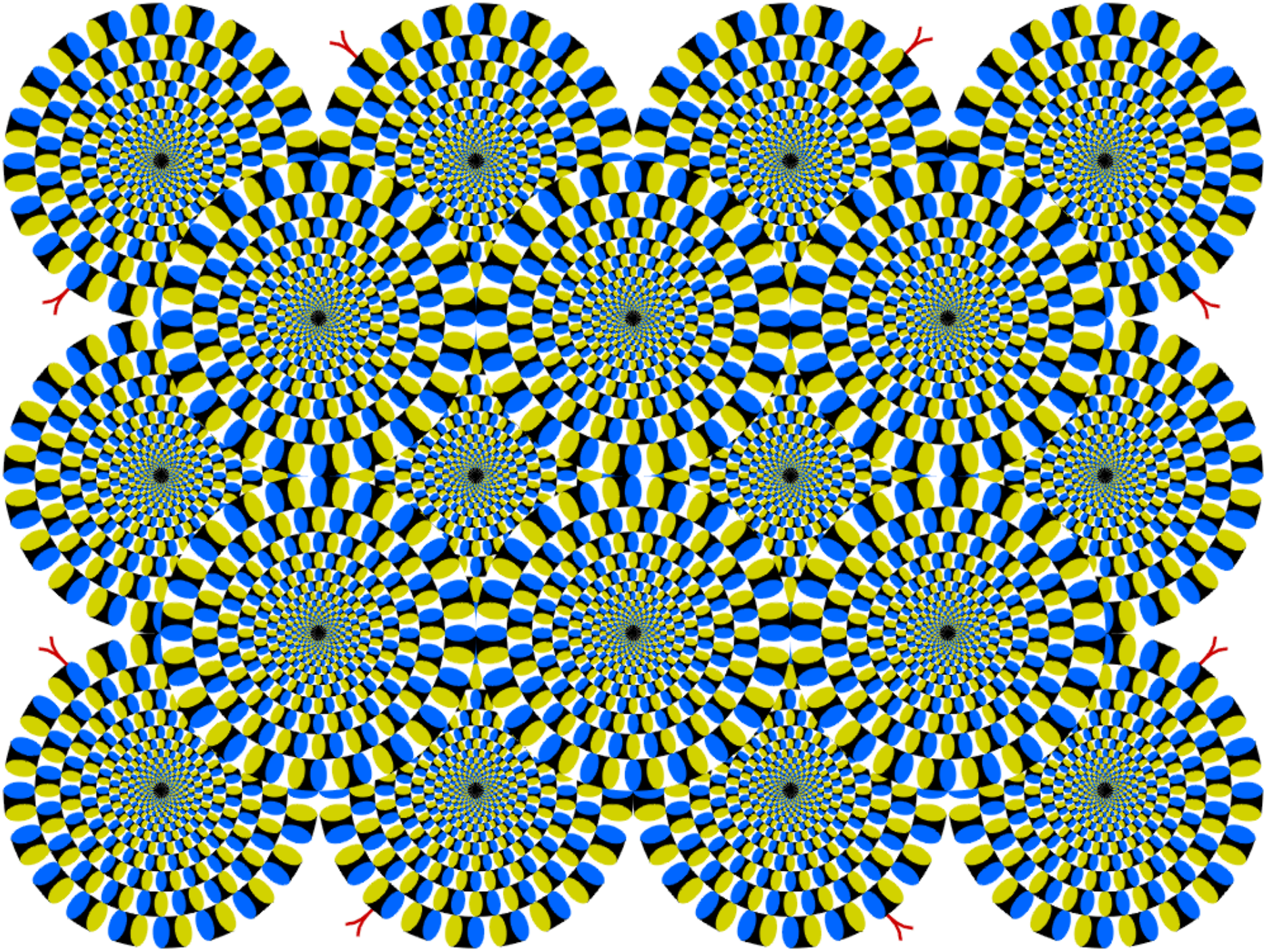
Classic Optical Illusions



How many colors do you see?



There are only 3 colors: White, green, and pink.
There seem to be two different shades of pink,
but there is only one pink.



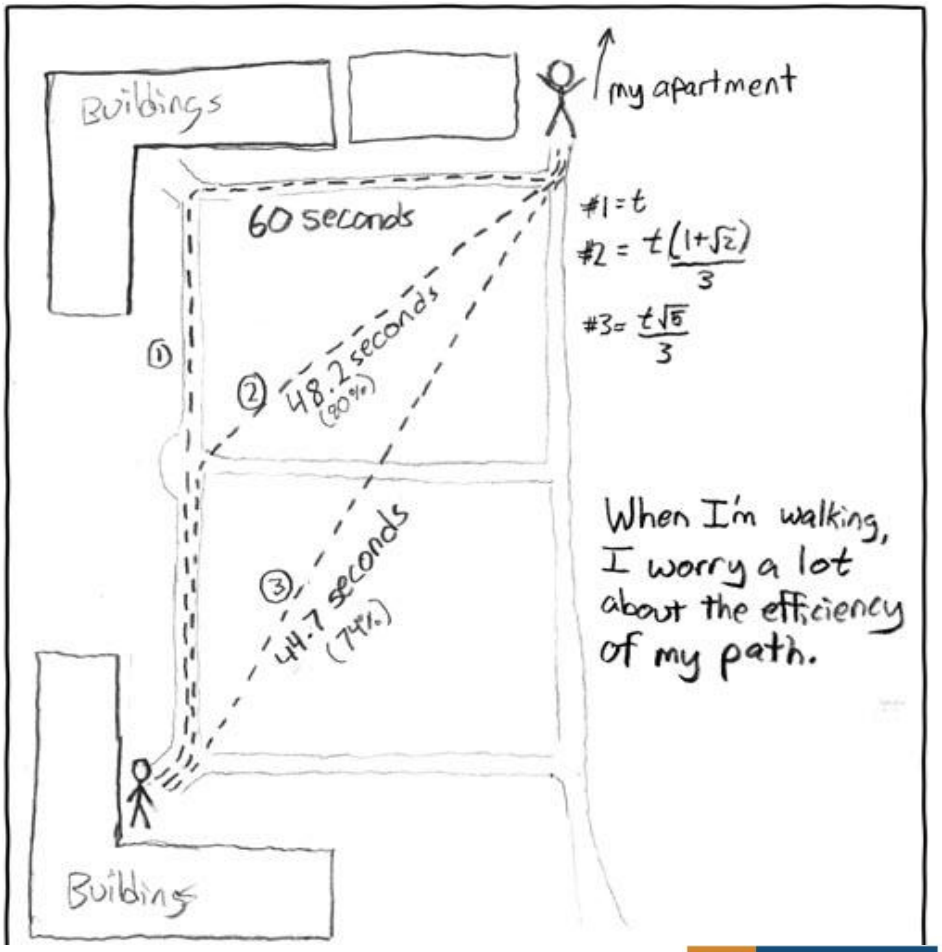
Universal Principles of Design

- Guiding concepts or ideas that help us evaluate the relative strengths of a work.
  - Unity
  - Harmony
  - Balance
  - Rhythm
  - Proportion and Scale
  - Emphasis or Dominance
  - Variation

Main Uses of BI Reports & Dashboards

Exploration

Explanation



xkcd.com

vlamis SOFTWARE SOLUTIONS

Strong Foundations

- It's much easier to misuse BI tools than to use them well.
- Do a few things well and build from there.
- Think through your BI visualizations
  (don't automatically assume that default settings are fine.)

Tufte's 5 Principles

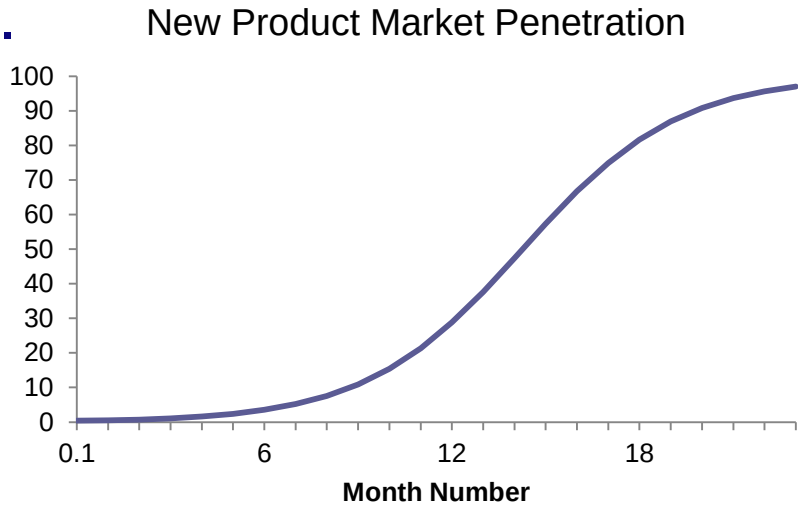
- Above all else show the data.
- Maximize the data to ink ratio.
- Erase non-data ink.
- Erase redundant data ink.
- Revise and edit.

Vlamis' 5 Principles

- Maximize data to ink ratio.
- Match data format with viewer needs, explain or explore.
- Match data scale with data precision.
- Don't misrepresent data.
- Use color carefully.

Graphs and Tables

- Graphs and Charts depict visual representations and relationships.



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

District	Month	Dollars	WB Forecast Dollars	% Forecast
ATLANTA DISTRICT	03/01/2008	595,232.0	535,185.0	111.2
BOSTON DISTRICT	03/01/2008	1,882,036.0	1,954,736.7	96.3
CHARLOTTE DISTRICT	03/01/2008	215,360.0	204,592.0	105.3
CHICAGO DISTRICT	03/01/2008	1,381,552.0	1,236,574.0	111.7
CINCINNATI DISTRICT	03/01/2008	827,162.0	742,869.0	111.3
DALLAS DISTRICT	03/01/2008	1,060,316.0	897,654.0	118.1
DENVER DISTRICT	03/01/2008	955,876.0	1,050,735.4	91.0
DETROIT DISTRICT	03/01/2008	961,026.0	1,249,333.8	76.9
JACKSONVILLE DISTRICT	03/01/2008	1,827,434.0	1,892,779.4	96.5

vlamis™ SOFTWARE SOLUTIONS

Keys to Effective Tables

- Provide a search interface.
- Avoid scrolling if possible.
- Lock headers and titles if use scrolling.
- Display significant figures.
  - Don’t imply precision that doesn’t exist.
- Judiciously use conditional formatting for data exploration.
- Avoid putting text in color.
- Alignment, proximity, contrast.

Bad Table

		WIDGETS TO GADGETS RATIO CALCULATED USING CHECK LEVEL DETAIL					
		ELECTROMECHANICAL			PNEUMATIC		
	PERIOD	IN-STORE	WEBSITE	DISTRIBUTOR	IN-STORE	WEBSITE	DISTRIBUTOR
INCLUDES ONLY DATES FROM JANUARY THRU OCT 2007	PERIOD 1	22.36%	11.37%	83.00%	85.34%	20.90%	46.80%
	PERIOD 2	21.22%	15.25%	81.00%	81.31%	18.01%	35.39%
	PERIOD 3	21.64%	13.22%	82.00%	78.29%	29.94%	41.28%
	PERIOD 4	20.89%	13.44%	82.00%	47.82%	16.30%	39.46%
	PERIOD 5	21.90%	13.24%	81.00%	84.58%	17.19%	20.52%
	PERIOD 6	25.09%	14.78%	80.00%	59.93%	31.08%	35.14%
	PERIOD 7	26.23%	14.98%	79.00%	36.35%	32.85%	22.52%
	PERIOD 8	26.83%	13.08%	80.00%	82.10%	30.41%	36.10%
	PERIOD 9	23.79%	14.27%	81.00%	43.40%	25.17%	23.81%
	PERIOD 10	24.39%	12.61%	82.00%	38.21%	17.70%	40.30%

Better Table

Widgets to Gadgets Ratio

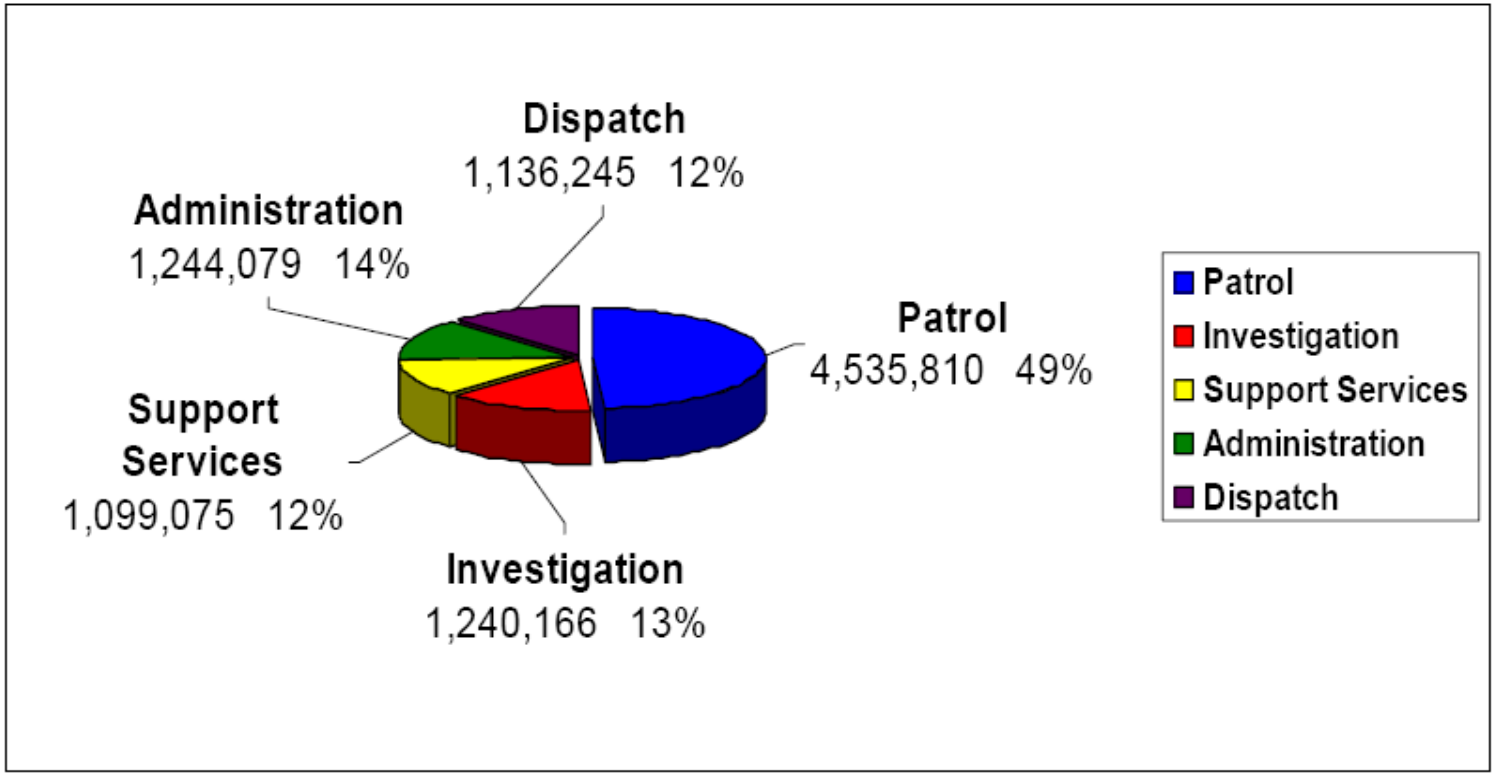
	Electromechanical			Pneumatic		
Period	In-store	Website	Distributor	In-store	Website	Distributor
1	22%	11%	83%	51%	21%	40%
2	21%	15%	81%	74%	21%	32%
3	22%	13%	82%	48%	22%	23%
4	21%	13%	82%	58%	31%	30%
5	22%	13%	81%	52%	19%	28%
6	25%	15%	80%	87%	15%	22%
7	26%	15%	79%	51%	23%	20%
8	27%	13%	80%	44%	22%	45%
9	24%	14%	81%	54%	17%	31%
10	24%	13%	82%	75%	31%	29%

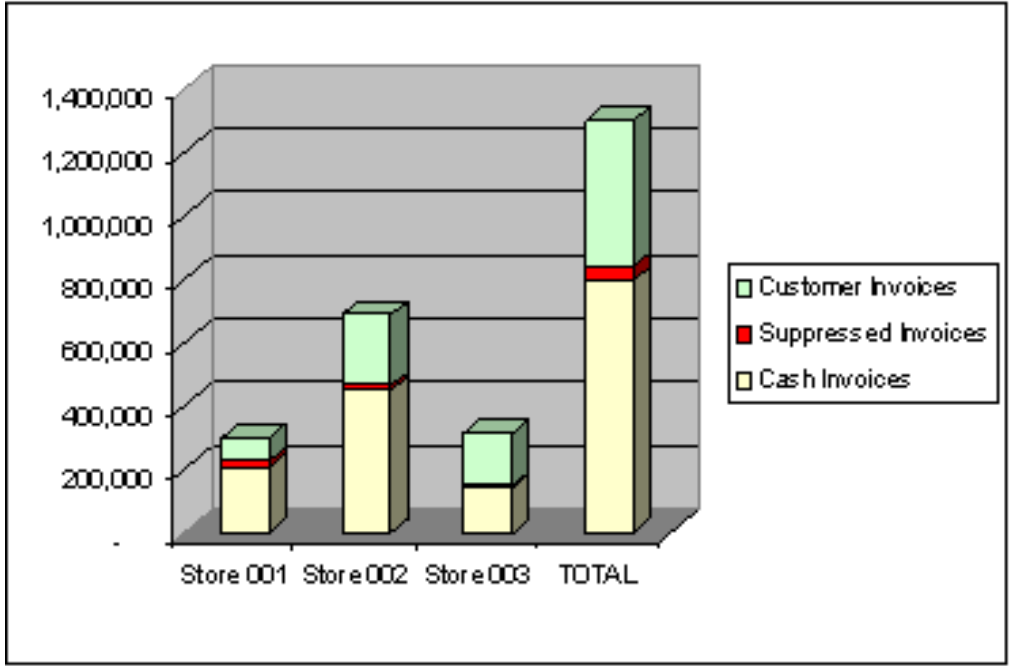
Ratios calculated using check level detail.

Periods include Jan - Oct 2007

2004 - 2005 Budget

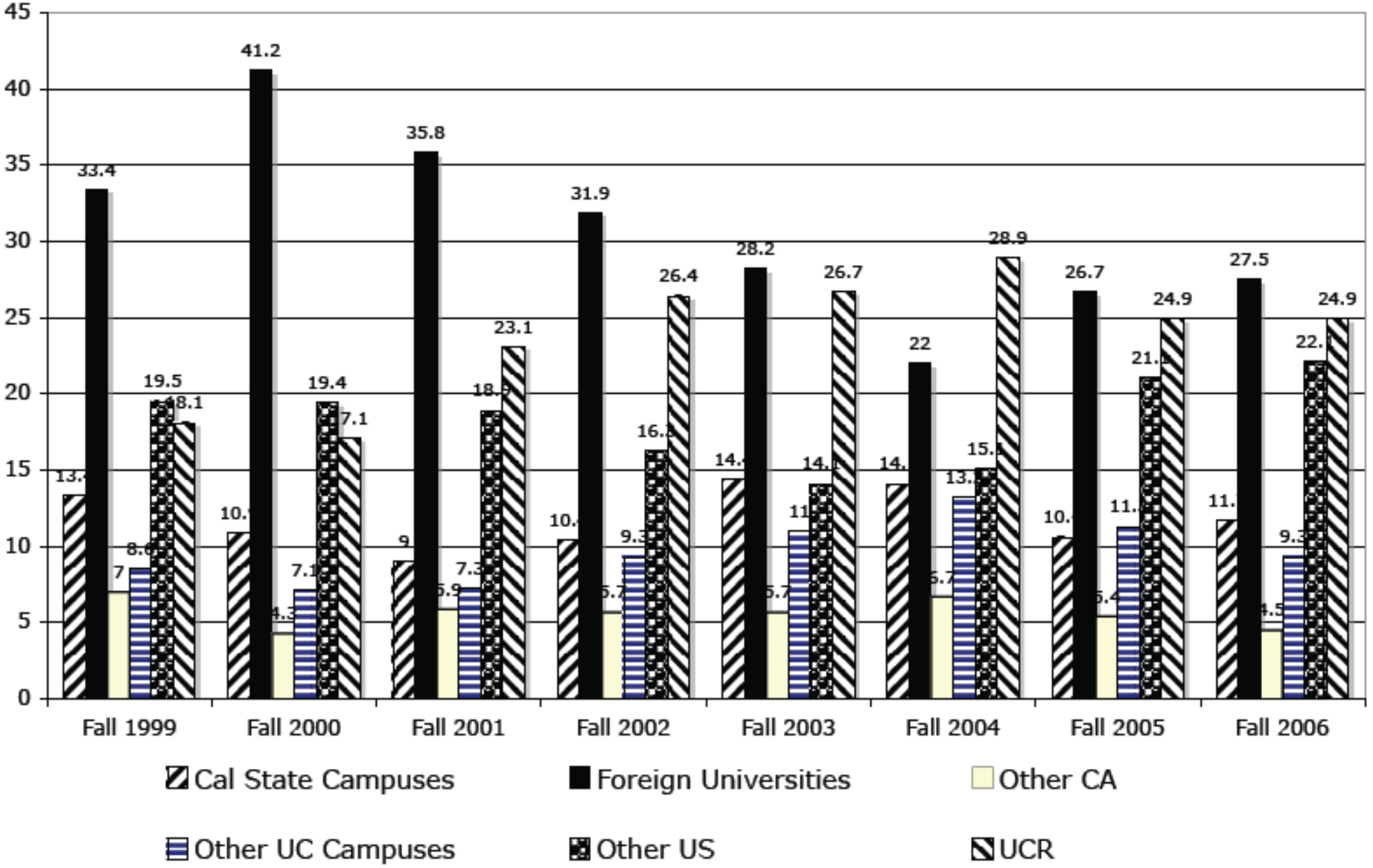
Budget By Division

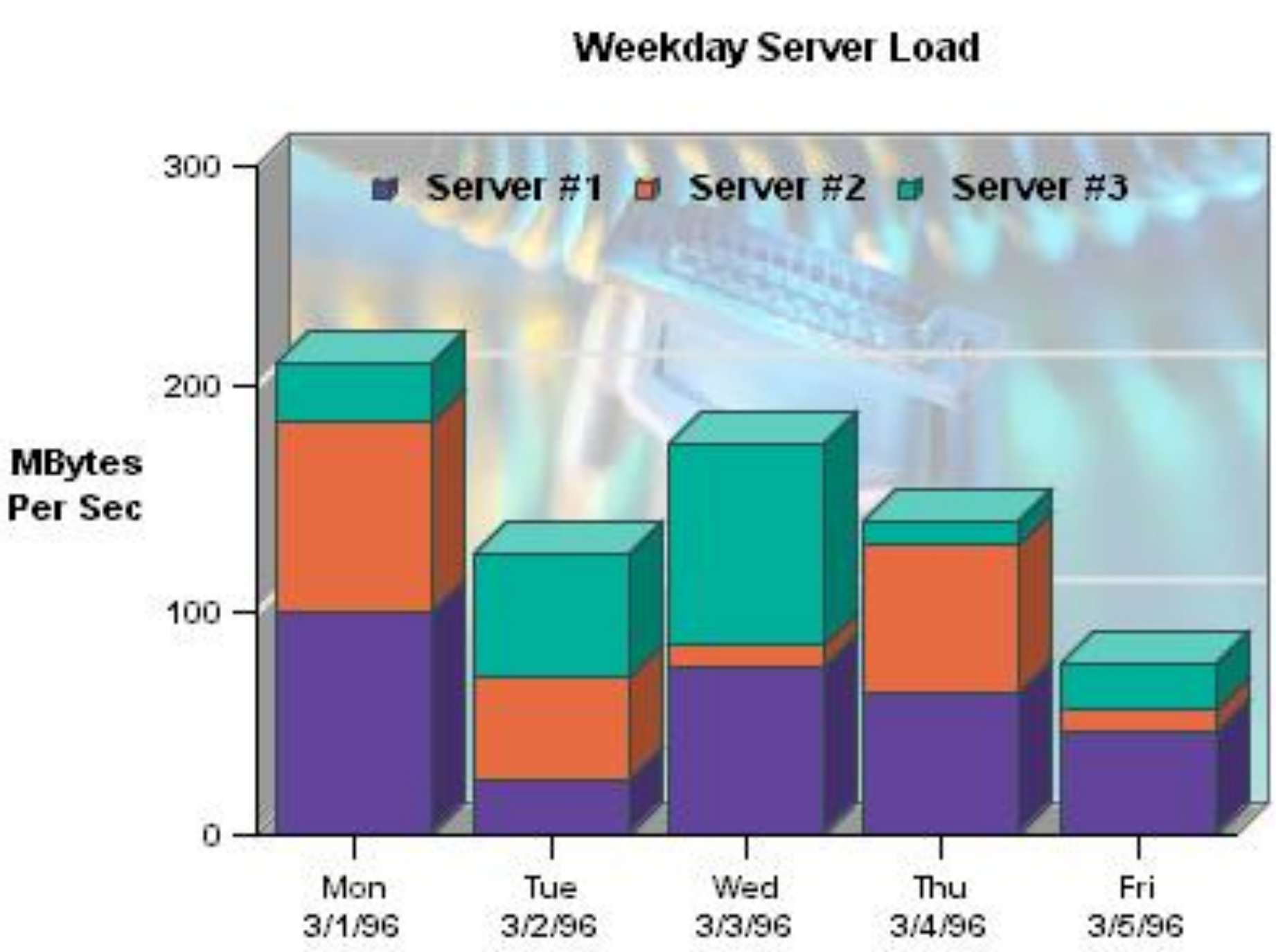




	Store 001	Store 002	Store 003	TOTAL
Total Invoices	298,943	687,091	313,140	1,299,174
less				
Cash Invoices	207,256	449,064	141,305	797,625
leaves				
Non-cash Invoices	91,687	238,027	171,835	501,549
consisting of				
Suppressed Invoices	18,888	15,527	6,501	40,916
and				
Customer Invoices	72,799	222,500	165,334	460,633
for purchases from				
Suppressed Customer Names	2,123	4,306	870	7,299
and				
Active Customer Names	2,103	14,747	8,342	25,192
which include				
Duplicate Customer Names	70	693	619	1,382
leaving				
Unique Customer Names	2,033	14,054	7,723	23,810
which include				
Bad Addresses	1,055	5,759	2,406	9,220
leaving				
Mailable Customer Names	978	8,295	5,317	14,590

Baccalaureate Degree Institutions of New Graduate Students- Fall Quarters- Percentages from Type of Institution



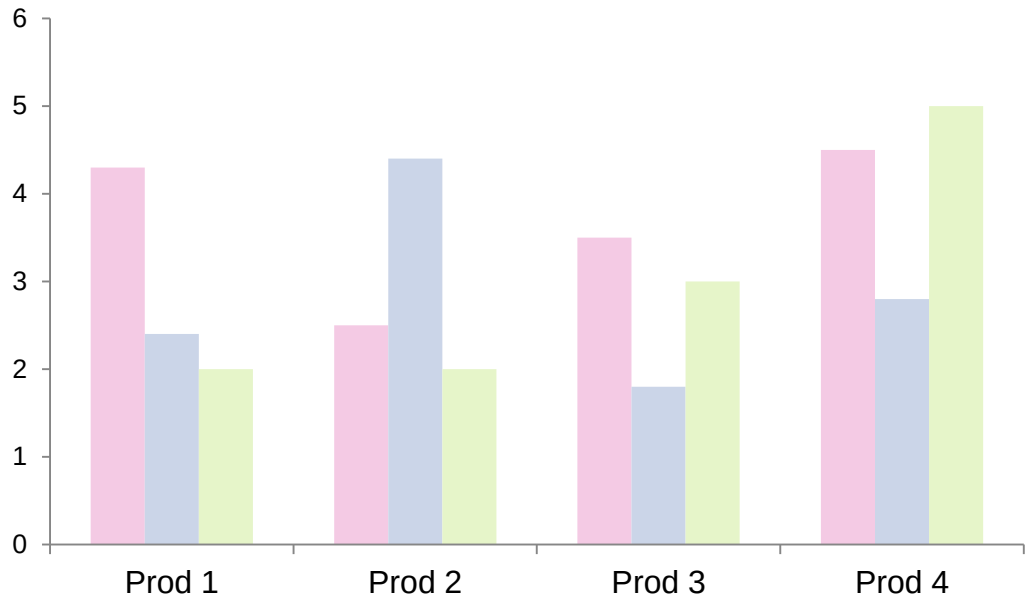

Weekday Server Load
Server #1
Server #2
Server #3
300
200
100
0
MBytes
Per Sec
Mon
3/1/96
Tue
3/2/96
Wed
3/3/96
Thu
3/4/96
Fri
3/5/96

"With great power comes great responsibility."

Uncle Ben to Peter Parker, Spiderman 2002

vlamis™
SOFTWARE SOLUTIONS

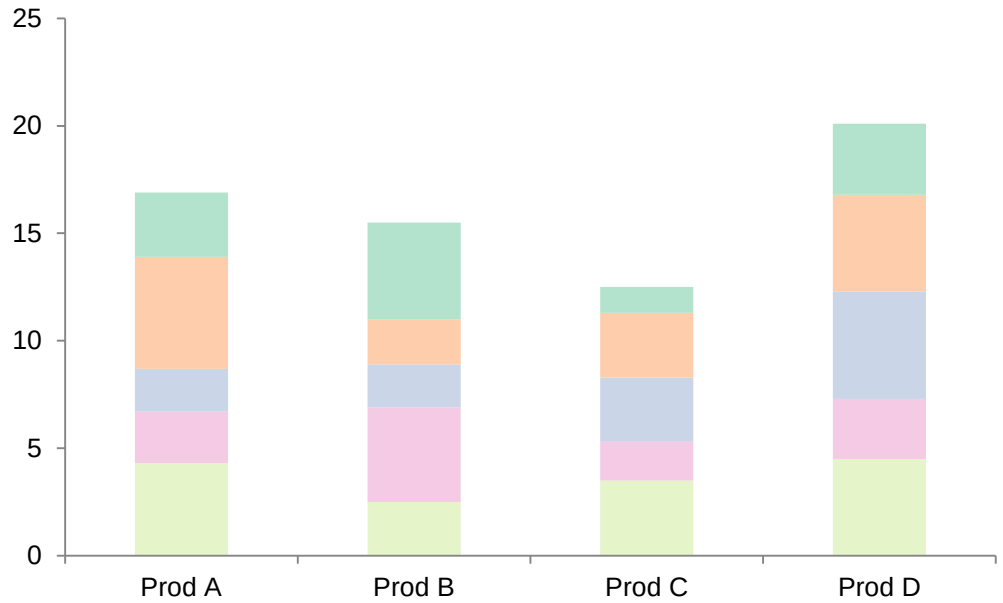
Bar Charts



- Show nominal data values in comparison to one another.
- Start with zero.
- If use a logarithmic scale, clearly notate.

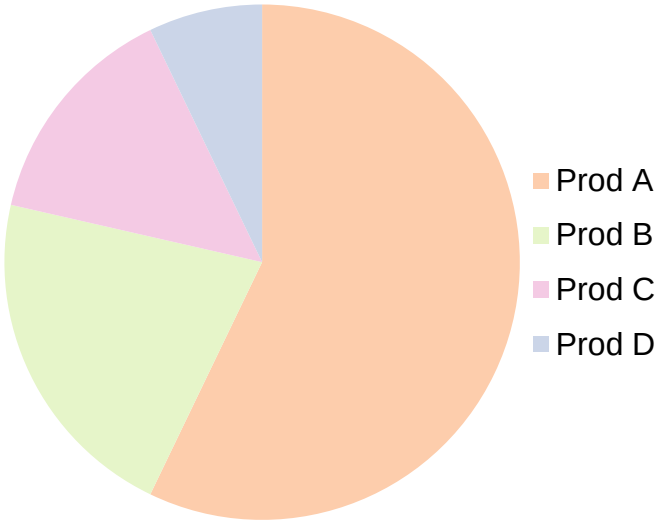
vlamis™
SOFTWARE SOLUTIONS

Stacked Bar Chart



- Somewhat confusing, not great for representing change.
- Total is most clearly represented number.
- Typically stack with largest values on the bottom.
- Single scale can make for interesting intra-bar comparisons.

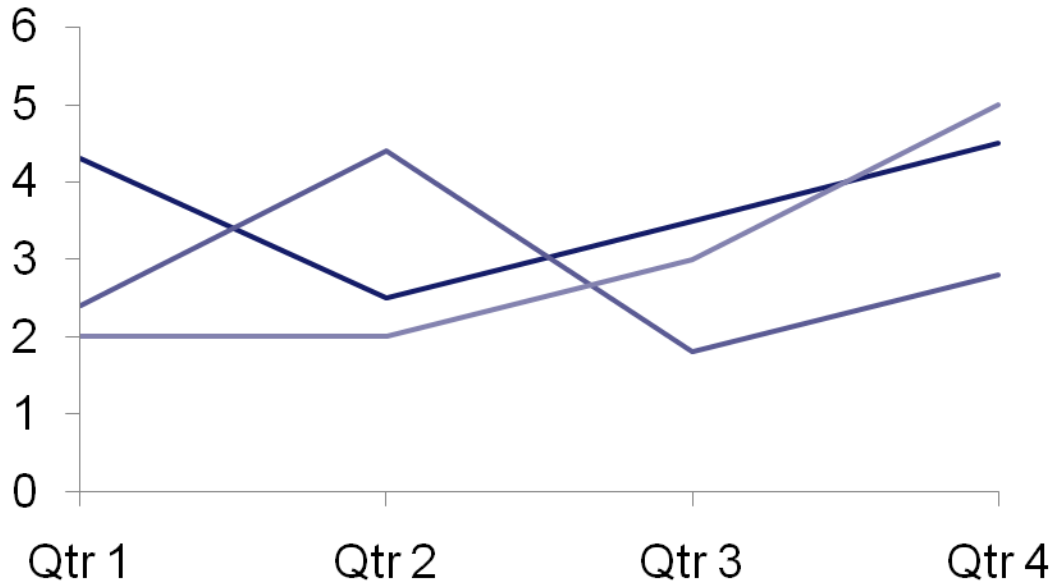
Pie Charts



- Typically used for showing parts of whole by percentage.
- Not great for piece to piece comparisons.
- Limit number of pieces.
- Can be interesting to show lots of pies together if significant differences exist.
- Stephen Few hates them.
- Do not use 3-D.

vlamis SOFTWARE SOLUTIONS

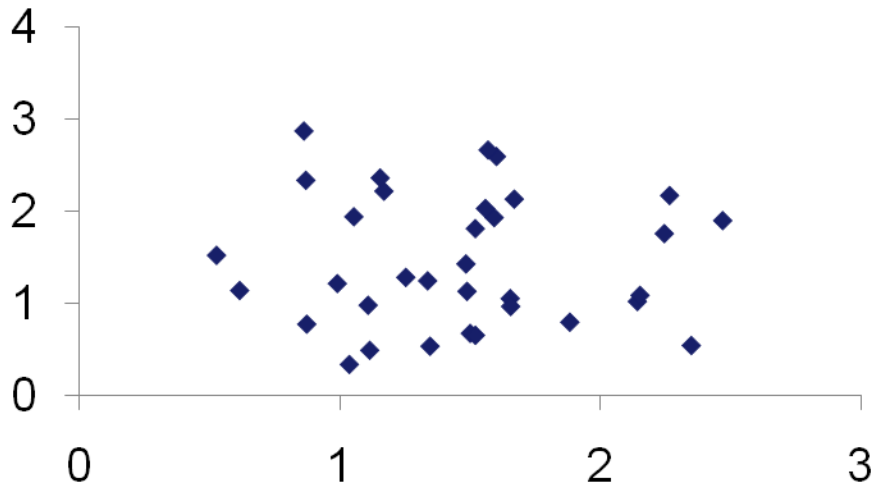
Line Chart



- Show a pattern or progression over a continuous range or period.
- Can be valued within a range to highlight a particular pattern (careful!).
- Maintain a rectangular shape close to golden proportion.

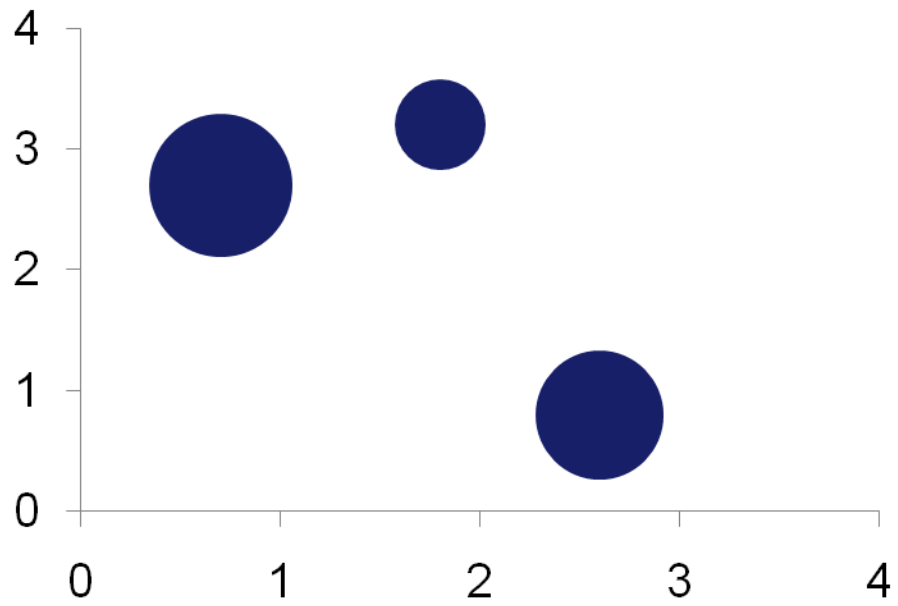
vlamis™
SOFTWARE SOLUTIONS

Scatter Plot



- Shows single data points at the intersection of two values.
- Often depict a large number of discrete data points (hundreds or thousands).
- Useful comparisons of two variables.
- Trend lines are often added.
- Clearly notate if use logarithmic scale(s).

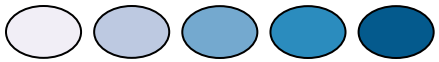
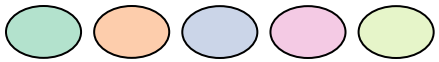
Bubble Chart



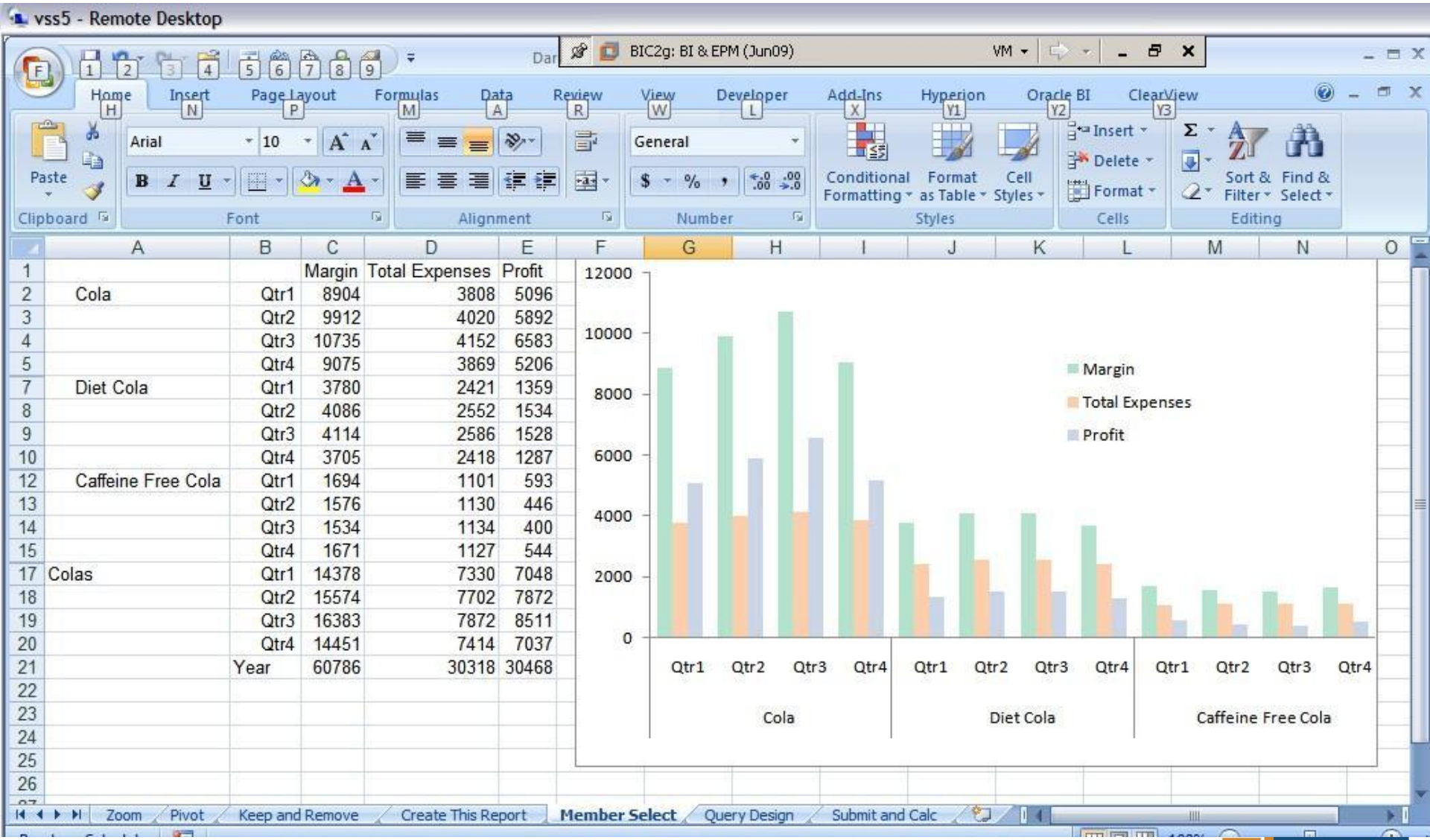
- Special type of scatter plot.
- Size of bubble is related to a third variable.
- Greatly reduces number of points that can be depicted.
- Best for depicting approximate values and comparisons.

vlamis™
SOFTWARE SOLUTIONS

Using Color Effectively

- Consciously choose a color palate.
- ColorBrewer2.org
  - Sequential schemes 
    - Designed for ordered data that progresses from low to high.
  - Divergent schemes 
    - Place equal emphasis on mid-range values and extremes at both ends of the data range.
  - Qualitative schemes 
    - Used for nominal and categorical data where magnitude differences between classes should not be emphasized.

Tables & Graphs Communicate Differently



			Margin	Total Expenses	Profit
2	Cola	Qtr1	8904	3808	5096
3		Qtr2	9912	4020	5892
4		Qtr3	10735	4152	6583
5		Qtr4	9075	3869	5206
7	Diet Cola	Qtr1	3780	2421	1359
8		Qtr2	4086	2552	1534
9		Qtr3	4114	2586	1528
10		Qtr4	3705	2418	1287
12	Caffeine Free Cola	Qtr1	1694	1101	593
13		Qtr2	1576	1130	446
14		Qtr3	1534	1134	400
15		Qtr4	1671	1127	544
17	Colas	Qtr1	14378	7330	7048
18		Qtr2	15574	7702	7872
19		Qtr3	16383	7872	8511
20		Qtr4	14451	7414	7037
21		Year	60786	30318	30468

vlamis SOFTWARE SOLUTIONS

Quarter | Product Hierarchy 1 Name | Go

Opportunity Revenue (000)	14,544	Recognized Revenue (000)	471	% Order Discount	14.6%	Orders to Booking Close Rate	48.3%
Expected Revenue (000)	*1156*	*% Revenue Lag*	*62.2%*	*Ordered COGS (000)*	*1,122*	*Average Order Size (000)*	*43*
Total Ordered Amount (000)	1,246	# of Orders	29	Order Gross Profit (000)	123	Total Return Amount (000)	35

Pipeline, Forecast and Actuals

Select View: Chart

Modify - Refresh - Print - Download

Cumulative Order Revenue versus Last Quarter

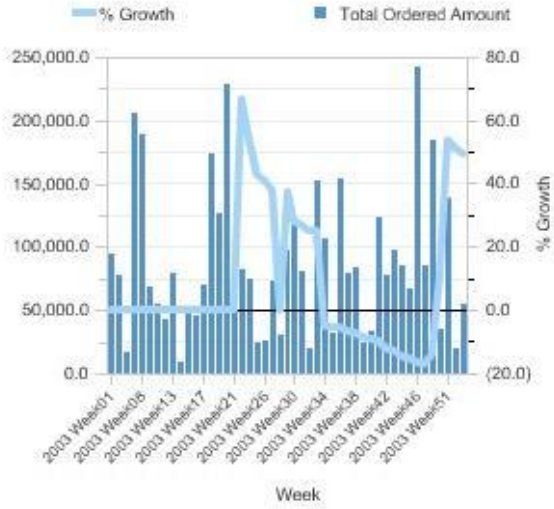
Select View: Chart

Year is equal to **2003**

Modify - Refresh

Order Revenue Growth Over Previous Year

Select View: Chart



Modify - Refresh

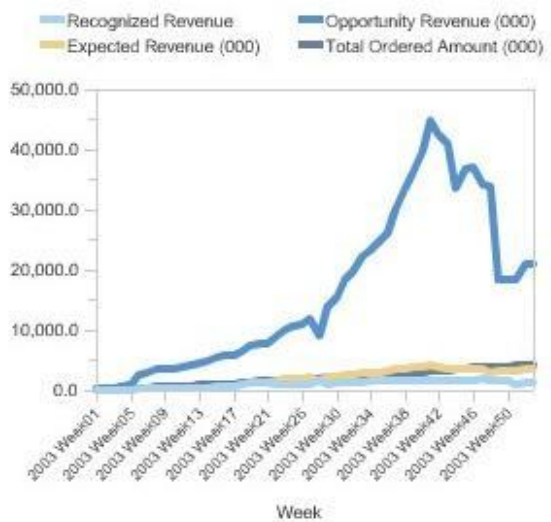
vlamis SOFTWARE SOLUTIONS

Quarter | Product Hierarchy 1 Name | Go

Opportunity Revenue (000)	14,544	Recognized Revenue (000)	471	% Order Discount	14.6%	Orders to Booking Close Rate	48.3%
Expected Revenue (000)	*1156*	*% Revenue Lag*	*62.2%*	*Ordered COGS (000)*	*1,122*	*Average Order Size (000)*	*43*
Total Ordered Amount (000)	1,246	# of Orders	29	Order Gross Profit (000)	123	Total Return Amount (000)	35

Pipeline, Forecast and Actuals

Select View: Chart



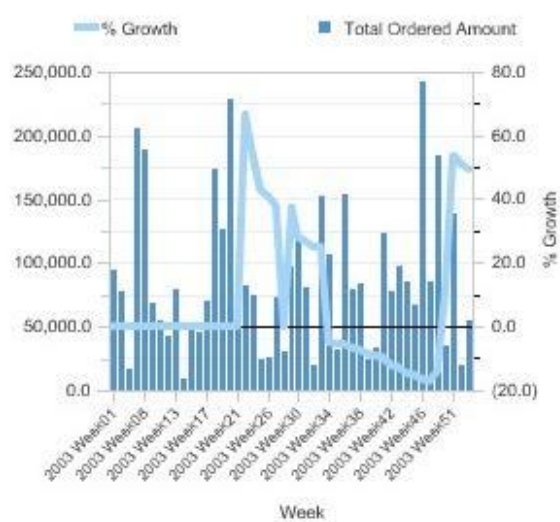
Cumulative Order Revenue versus Last Quarter

Select View: Chart

Year is equal to **2003**

Order Revenue Growth Over Previous Year

Select View: Chart



vlamis SOFTWARE SOLUTIONS

Profit & Loss - Quarterly

	2005 Q 1	2005 Q 2	2005 Q 3	2005 Q 4
Revenue	$11,078,583,759	$12,956,966,463	$21,256,939,680	$128,287
Cost of Goods Sold	$7,378,739,645	$6,456,696,510	$11,069,679,847	$5,534,023,222
Gross Profit	$3,699,844,114	$6,500,269,953	$10,187,259,833	($5,533,894,935)
Gross Margin %	*33.4%*	*50.2%*	*47.9%*	*(4,313,691.7%)*
Sales & Marketing Expenses	$513,880,300	$6,118,303	$4,691,190,391	$416,600
R&D Expenses	$0	$0	$2,590,056,700	$0
Other Operating Expenses	$0	$112,548	$607,734	$0
Operating Profit	*$3,185,963,814*	*$6,494,039,103*	*$2,905,405,009*	*($5,534,311,536)*
Operating Margin %	*29%*	*50%*	*14%*	*(4,314,016%)*
Depreciation Expenses	$0	$112,548	$0	$0
Other Income	($345,057)	($297,161)	($62,734)	($35)
EBIT	$3,185,618,757	$6,493,629,394	$2,905,342,275	($5,534,311,571)
EBIT Margin %	*28.8%*	*50.1%*	*13.7%*	*(4,314,016.5%)*
Interest Expense	$129,519	$176,415	$25	$0
EBT	$3,185,489,238	$6,493,452,979	$2,905,342,250	($5,534,311,571)
EBT Margin %	*28.8%*	*50.1%*	*13.7%*	*(4,314,016.5%)*
Income Tax Expense	$0	$206,600	$0	$0
Net Income	$3,185,489,238	$6,493,246,379	$2,905,342,250	($5,534,311,571)
Net Income Margin %	*28.8%*	*50.1%*	*13.7%*	*(4,314,016.5%)*

Modify - Refresh - Print - Download

Profit & Loss - Quarterly YTD

	2005 Q 1	2005 Q 2	2005 Q 3	2005 Q 4
Revenue YTD	11,078,583,758.7	24,035,550,222.1	45,292,489,901.8	45,292,618,188.5
Cost of Goods Sold YTD	7,378,739,645.1	13,835,436,155.0	24,905,116,001.8	30,439,139,223.9
Gross Profit YTD	3,699,844,113.7	10,200,114,067.1	20,387,373,900.0	14,853,478,964.6
Gross Margin YTD %	*33%*	*42%*	*45%*	*33%*
Sales & Marketing Expense YTD	513,880,300.0	519,998,602.9	5,211,188,993.5	5,211,605,593.9
R&D Expense YTD	$0	$0	$2,590,056,700	$2,590,056,700
Other Operating Expense YTD	0.0	112,548.0	720,281.5	720,281.5
Operating Profit YTD	*3,185,963,813.7*	*9,680,002,916.2*	*12,585,407,925.0*	*7,051,096,389.2*
Operating Margin YTD %	*29%*	*40%*	*28%*	*16%*
Depreciation Expenses YTD	0.0	112,548.0	112,548.0	112,548.0
Other Income YTD	($345,057)	($642,218)	($704,951)	($704,986)
EBIT YTD	3,185,618,756.7	9,679,248,150.7	12,584,590,426.0	7,050,278,855.2
EBIT YTD Margin %	*29%*	*40%*	*28%*	*16%*
Interest Expense YTD	129,519.0	305,934.0	305,959.0	305,959.0
EBT YTD	3,185,618,756.7	9,679,248,150.7	12,584,590,426.0	7,050,278,855.2
EBIT Margin %	*29%*	*40%*	*28%*	*16%*
Income Tax Expense YTD	0.0	206,600.0	206,600.0	206,600.0
Net Income YTD	$3,185,489,238	$9,678,735,617	$12,584,077,867	$7,049,766,296
Net Income Margin %	*29%*	*40%*	*28%*	*16%*

vlamis™ SOFTWARE SOLUTIONS

Which is easier to read?

Profit & Loss - Quarterly

	2005 Q 1	2005 Q 2	2005 Q 3	2005 Q 4
Revenue	$11,078,583,759	$12,956,966,463	$21,256,939,680	$128,287
Cost of Goods Sold	$7,378,739,645	$6,456,696,510	$11,069,679,847	$5,534,023,222
Gross Profit	$3,699,844,114	$6,500,269,953	$10,187,259,833	($5,533,894,935)
Gross Margin %	*33.4%*	*50.2%*	*47.9%*	*(4,313,691.7%)*
Sales & Marketing Expenses	$513,880,300	$6,118,303	$4,691,190,391	$416,600
R&D Expenses	$0	$0	$2,590,056,700	$0
Other Operating Expenses	$0	$112,548	$607,734	$0
Operating Profit	*$3,185,963,814*	*$6,494,039,103*	*$2,905,405,009*	*($5,534,311,536)*
Operating Margin %	*29%*	*50%*	*14%*	*(4,314,016%)*
Depreciation Expenses	$0	$112,548	$0	$0
Other Income	($345,057)	($297,161)	($62,734)	($35)
EBIT	$3,185,618,757	$6,493,629,394	$2,905,342,275	($5,534,311,571)
EBIT Margin %	*28.8%*	*50.1%*	*13.7%*	*(4,314,016.5%)*
Interest Expense	$129,519	$176,415	$25	$0
EBT	$3,185,489,238	$6,493,452,979	$2,905,342,250	($5,534,311,571)
EBT Margin %	*28.8%*	*50.1%*	*13.7%*	*(4,314,016.5%)*
Income Tax Expense	$0	$206,600	$0	$0
Net Income	$3,185,489,238	$6,493,246,379	$2,905,342,250	($5,534,311,571)
Net Income Margin %	*28.8%*	*50.1%*	*13.7%*	*(4,314,016.5%)*

Modify - Refresh - Print - Download

Profit & Loss - Quarterly YTD

	2005 Q 1	2005 Q 2	2005 Q 3	2005 Q 4
Revenue YTD	11,078,583,758.7	24,035,550,222.1	45,292,489,901.8	45,292,618,188.5
Cost of Goods Sold YTD	7,378,739,645.1	13,835,436,155.0	24,905,116,001.8	30,439,139,223.9
Gross Profit YTD	3,699,844,113.7	10,200,114,067.1	20,387,373,900.0	14,853,478,964.6
Gross Margin YTD %	*33%*	*42%*	*45%*	*33%*
Sales & Marketing Expense YTD	513,880,300.0	519,998,602.9	5,211,188,993.5	5,211,605,593.9
R&D Expense YTD	$0	$0	$2,590,056,700	$2,590,056,700
Other Operating Expense YTD	0.0	112,548.0	720,281.5	720,281.5
Operating Profit YTD	*3,185,963,813.7*	*9,680,002,916.2*	*12,585,407,925.0*	*7,051,096,389.2*
Operating Margin YTD %	*29%*	*40%*	*28%*	*16%*
Depreciation Expenses YTD	0.0	112,548.0	112,548.0	112,548.0
Other Income YTD	($345,057)	($642,218)	($704,951)	($704,986)
EBIT YTD	3,185,618,756.7	9,679,248,150.7	12,584,590,426.0	7,050,278,855.2
EBIT YTD Margin %	*29%*	*40%*	*28%*	*16%*
Interest Expense YTD	129,519.0	305,934.0	305,959.0	305,959.0
EBT YTD	3,185,618,756.7	9,679,248,150.7	12,584,590,426.0	7,050,278,855.2
EBIT Margin %	*29%*	*40%*	*28%*	*16%*
Income Tax Expense YTD	0.0	206,600.0	206,600.0	206,600.0
Net Income YTD	$3,185,489,238	$9,678,735,617	$12,584,077,867	$7,049,766,296
Net Income Margin %	*29%*	*40%*	*28%*	*16%*

vlamis™ SOFTWARE SOLUTIONS

Month 01/01/2008

Region	Units	Dollars
CENTRAL REGION	1,340,558.0	4,990,504.0
EASTERN REGION	2,899,502.0	9,885,568.0
SOUTHERN REGION	1,183,690.0	4,407,744.0
WESTERN REGION	1,647,962.0	6,601,288.0
Grand Total	7,071,712.0	25,885,104.0

Modify - Download

Top & Bottom Performing Districts
Top 5 Performing Markets
Bottom 5 Performing Markets
Top 5 Products

Modify - Refresh - Print - Download

Regional Revenue

Current vs Prior Period

Measure 1 Dollars Measure 2 Month Ago Dollars Go

Modify - Print - Download

Market Share Summary

Price Per Unit

Colors by Region

Color Cherry Red

District	Units	Percentile	Price Per Unit
ATLANTA DISTRICT	21,528	13%	$3.89
BOSTON DISTRICT	429,778	76%	$3.84
CHARLOTTE DISTRICT	13,884	10%	$3.80
CHICAGO DISTRICT	235,946	60%	$3.74
CINCINNATI DISTRICT	156,158	49%	$3.87
DALLAS DISTRICT	41,830	21%	$3.94
DENVER DISTRICT	19,040	12%	$3.75
DETROIT DISTRICT	340,560	70%	$3.92
JACKSONVILLE DISTRICT	169,260	51%	$3.91
KANSAS CITY DISTRICT	128,746	43%	$3.82
LOS ANGELES DISTRICT	266,464	64%	$3.96
MEMPHIS DISTRICT	14,420	11%	$3.95
MINNEAPOLIS DISTRICT	49,366	23%	$3.69
NEW YORK DISTRICT	723,362	86%	$3.90
PHILADELPHIA DISTRICT	691,540	85%	$3.79
PORTLAND DISTRICT	94,012	35%	$3.88
SAN FRANCISCO DISTRICT	85,318	34%	$3.95
YOUNGSTOWN DISTRICT	204,596	57%	$3.85

Modify - Download

vlamis SOFTWARE SOLUTIONS

Colors by Region

Color: Cherry Red

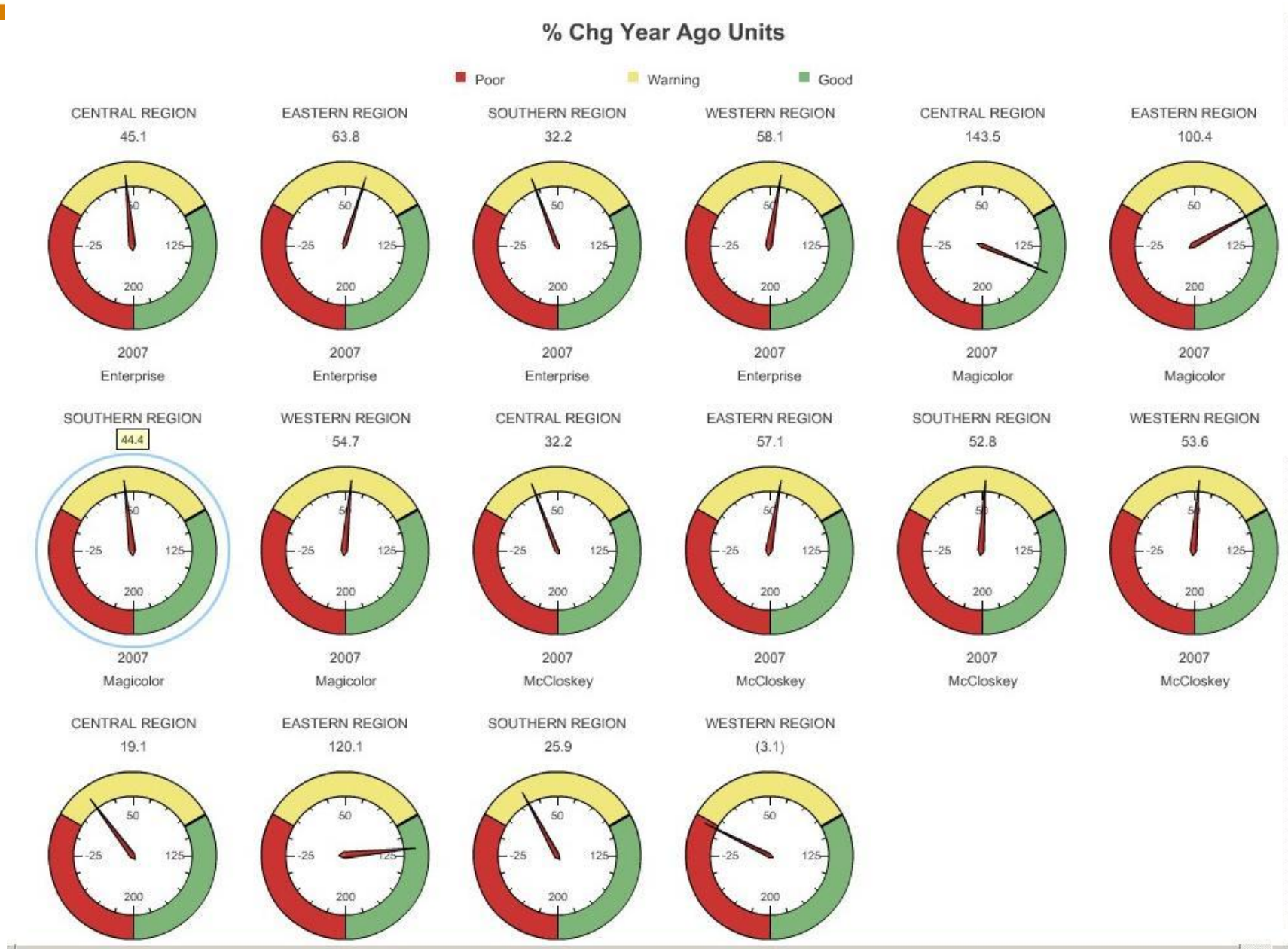
District	Units	Percentile	Price Per Unit
ATLANTA DISTRICT	21,528	13%	$3.89
BOSTON DISTRICT	429,778	76%	$3.84
CHARLOTTE DISTRICT	13,884	10%	$3.80
CHICAGO DISTRICT	235,946	60%	$3.74
CINCINNATI DISTRICT	156,158	49%	$3.87
DALLAS DISTRICT	41,830	21%	$3.94
DENVER DISTRICT	19,040	12%	$3.75
DETROIT DISTRICT	340,560	70%	$3.92
JACKSONVILLE DISTRICT	169,260	51%	$3.91
KANSAS CITY DISTRICT	128,746	43%	$3.82
LOS ANGELES DISTRICT	266,464	64%	$3.96
MEMPHIS DISTRICT	14,420	11%	$3.95
MINNEAPOLIS DISTRICT	49,366	23%	$3.69
NEW YORK DISTRICT	723,362	86%	$3.90
PHILADELPHIA DISTRICT	691,540	85%	$3.79
PORTLAND DISTRICT	94,012	35%	$3.88
SAN FRANCISCO DISTRICT	85,318	34%	$3.95
YOUNGSTOWN DISTRICT	204,596	57%	$3.85

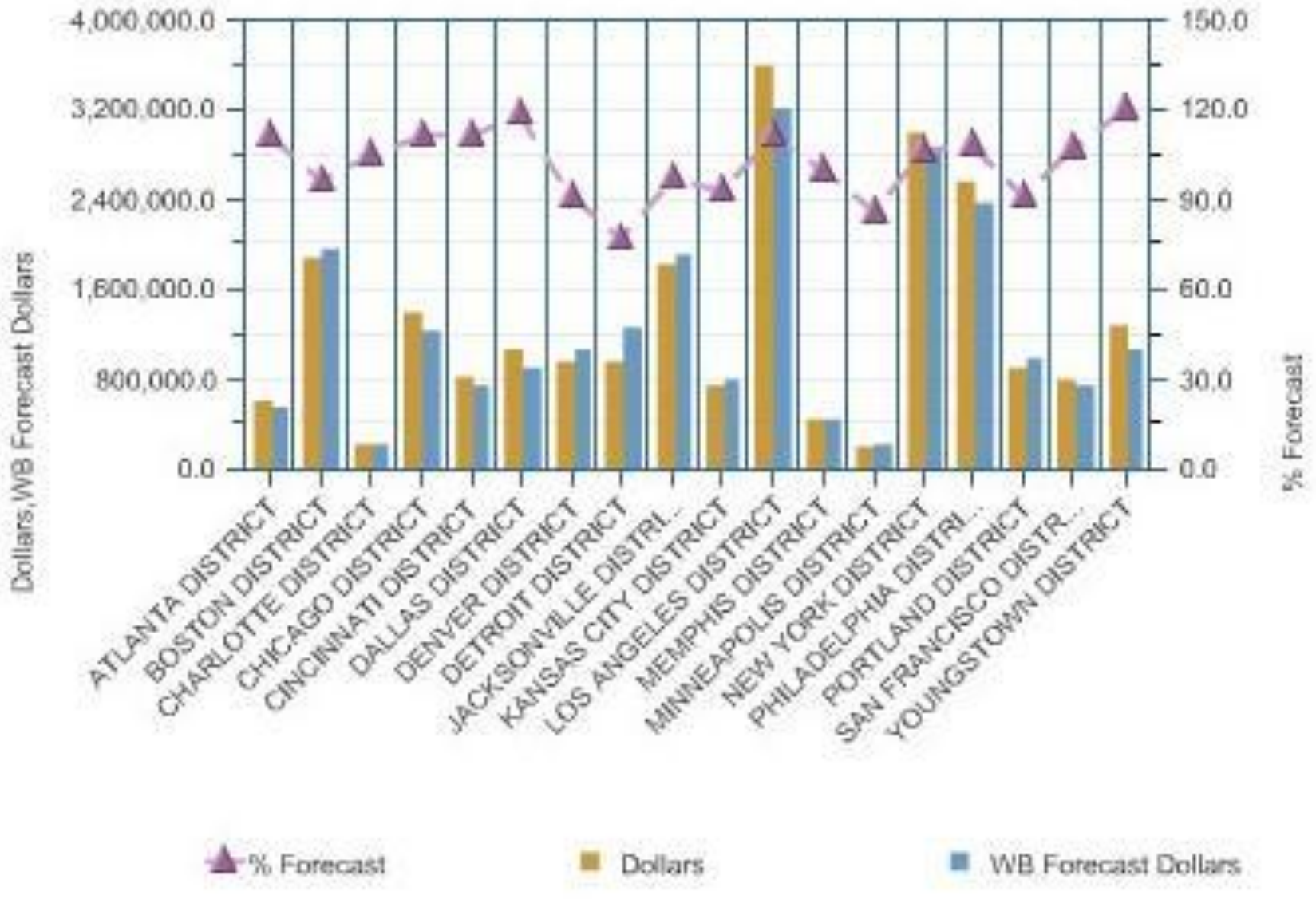
Colors by Region

Color: Black

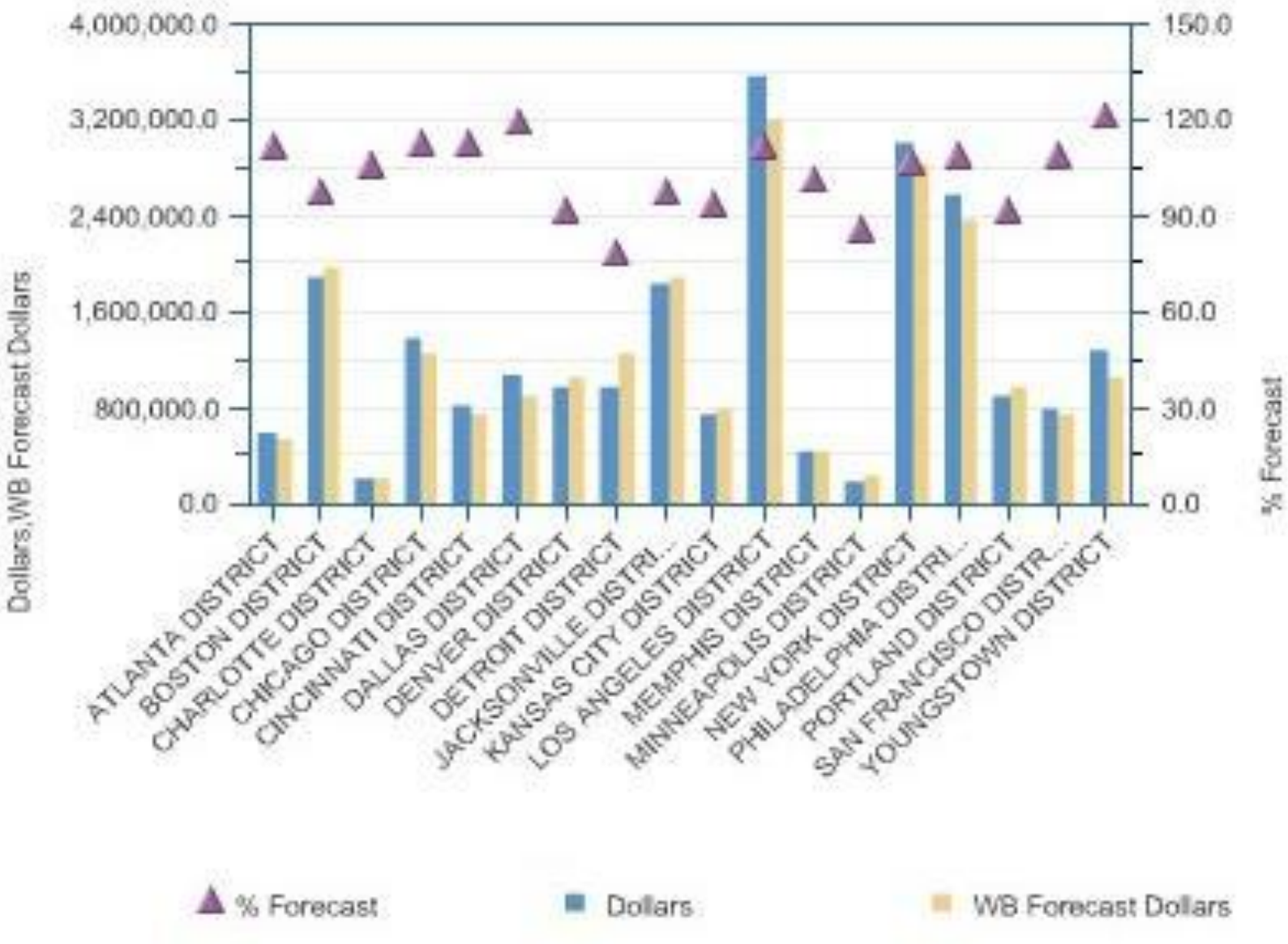
District	Units	Percentile	Price Per Unit
ATLANTA DISTRICT	641,762	84%	$4.10
BOSTON DISTRICT	2,839,882	99%	$3.21
CHARLOTTE DISTRICT	247,398	61%	$4.52
CHICAGO DISTRICT	1,136,362	91%	$4.45
CINCINNATI DISTRICT	770,156	88%	$4.36
DALLAS DISTRICT	1,120,302	91%	$4.22
DENVER DISTRICT	982,344	90%	$4.18
DETROIT DISTRICT	995,148	90%	$5.16
JACKSONVILLE DISTRICT	2,069,562	97%	$3.32
KANSAS CITY DISTRICT	600,320	82%	$4.80
LOS ANGELES DISTRICT	7,332,318	100%	$3.41
MEMPHIS DISTRICT	636,976	84%	$3.90
MINNEAPOLIS DISTRICT	103,578	38%	$5.55
NEW YORK DISTRICT	4,373,086	100%	$3.31
PHILADELPHIA DISTRICT	3,090,688	99%	$3.68
PORTLAND DISTRICT	746,920	87%	$5.14
SAN FRANCISCO DISTRICT	1,183,880	92%	$3.92
YOUNGSTOWN DISTRICT	1,644,042	95%	$4.40

vlamis™ SOFTWARE SOLUTIONS


% Chg Year Ago Units
Poor
Warning
Good
CENTRAL REGION
45.1
2007
Enterprise
EASTERN REGION
63.8
2007
Enterprise
SOUTHERN REGION
32.2
2007
Enterprise
WESTERN REGION
58.1
2007
Enterprise
CENTRAL REGION
143.5
2007
Magicolor
EASTERN REGION
100.4
2007
Magicolor
SOUTHERN REGION
44.4
2007
Magicolor
WESTERN REGION
54.7
2007
Magicolor
CENTRAL REGION
32.2
2007
McCloskey
EASTERN REGION
57.1
2007
McCloskey
SOUTHERN REGION
52.8
2007
McCloskey
WESTERN REGION
53.6
2007
McCloskey
CENTRAL REGION
19.1
EASTERN REGION
120.1
SOUTHERN REGION
25.9
WESTERN REGION
(3.1)



vlamis™
SOFTWARE SOLUTIONS

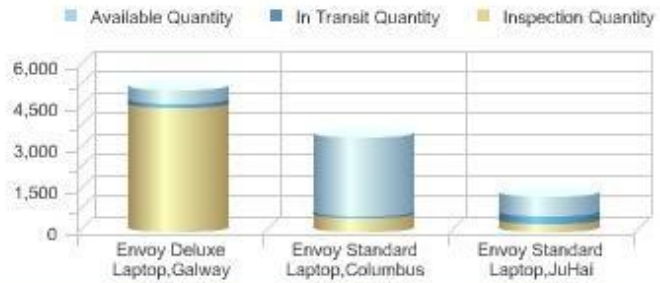


vlamis™
SOFTWARE SOLUTIONS

Inventory Snapshot - Available

(To see corresponding valuation information, please drill on Plant Location value in the chart or table.)

Select Dimension: Plant Location Name



Product Name	Plant Location Name	Available Quantity	In Transit Quantity	Inspection Quantity
Envoy Deluxe Laptop	Galway	500	150	4,500
Envoy Deluxe Laptop Total		**500**	**150**	**4,500**
Envoy Standard Laptop	Columbus	2,900	60	500
Envoy Standard Laptop	JuHai	700	250	300
Envoy Standard Laptop Total		**3,600**	**310**	**800**

Report Legend

Excess Inventory — At Safety Stock

Product Name is equal to **Envoy Deluxe Laptop**, **Envoy Standard Laptop**

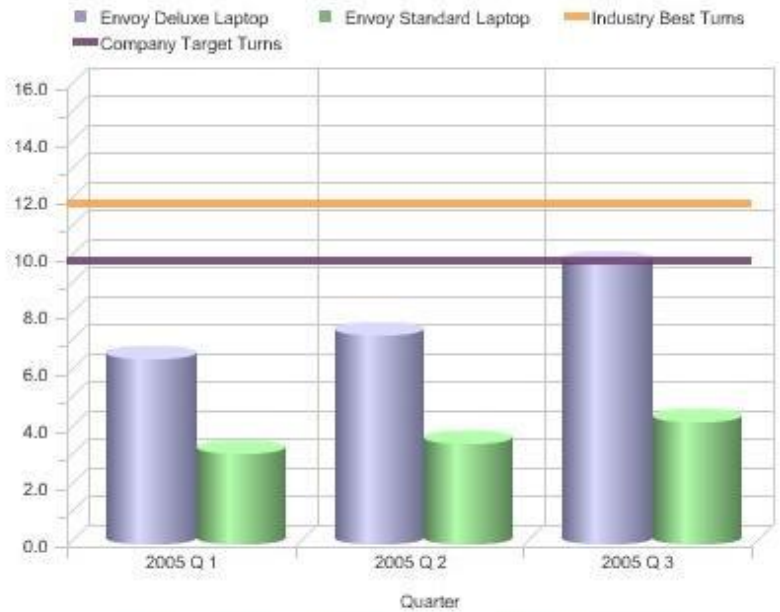
Modify - Refresh - Print - Download - Add to Briefing Book

In addition to looking at the Inventory Snapshot by Plant that details infomation on a Quantity basis, it is very important to also understand the dollar value of these quantities. In order to obtain this information please click on the link below.

Top 10 Inventory Valuation Report By Plant Or Product Type

Inventory Turns Compared to Industry

Select View: Chart



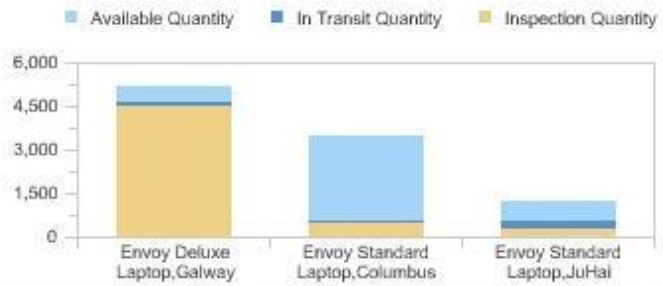
Modify - Refresh - Print - Download - Add to Briefing Book

vlamis SOFTWARE SOLUTIONS

Inventory Snapshot - Available

(To see corresponding valuation information, please drill on Plant Location value in the chart or table.)

Select Dimension: Plant Location Name



Product Name	Plant Location Name	Available Quantity	In Transit Quantity	Inspection Quantity
Envoy Deluxe Laptop	Galway	500	150	4,500
Envoy Deluxe Laptop Total		**500**	**150**	**4,500**
Envoy Standard Laptop	Columbus	2,900	60	500
Envoy Standard Laptop	JuHai	700	250	300
Envoy Standard Laptop Total		**3,600**	**310**	**800**

Report Legend

Excess Inventory | At Safety Stock

Product Name is equal to **Envoy Deluxe Laptop**, **Envoy Standard Laptop**

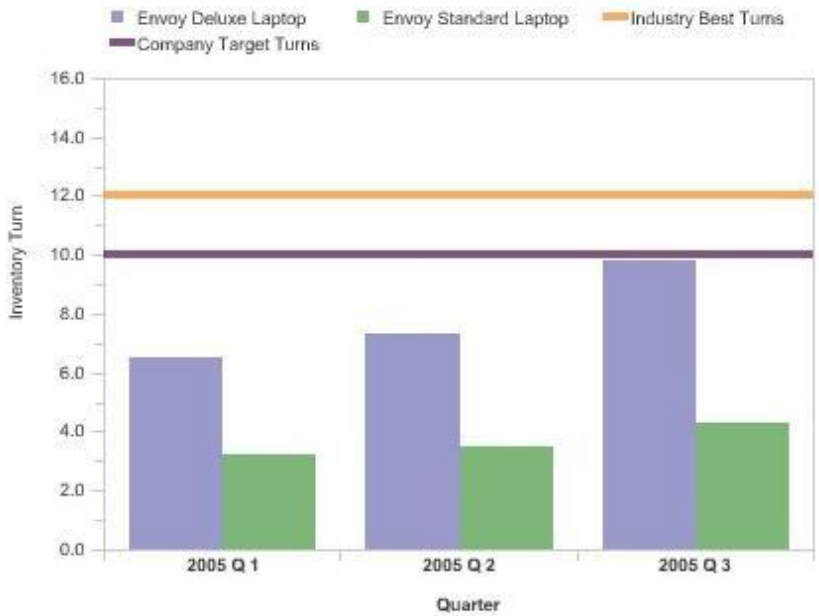
Modify - Refresh - Print - Download - Add to Briefing Book

In addition to looking at the Inventory Snapshot by Plant that details infomation on a Quantity basis, it is very important to also understand the dollar value of these quantities. In order to obtain this information please click on the link below.

Top 10 Inventory Valuation Report By Plant Or Product Type

Inventory Turns Compared to Industry

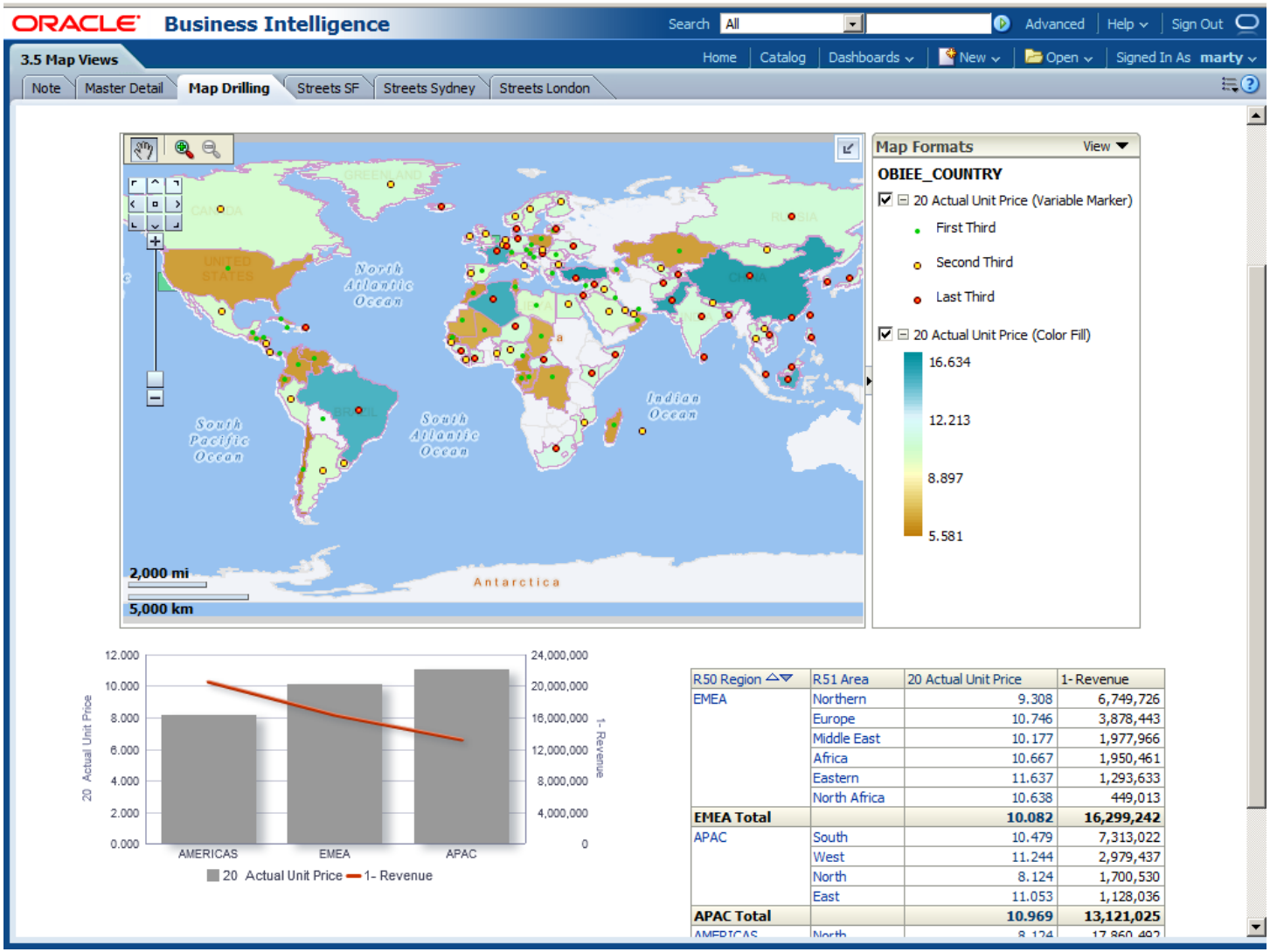
Select View: Chart



Modify - Refresh - Print - Download - Add to Briefing Book

vlamis SOFTWARE SOLUTIONS

Demo of OBIEE 11g Visualizations



R50 Region	R51 Area	20 Actual Unit Price	1- Revenue
EMEA	Northern	9.308	6,749,726
	Europe	10.746	3,878,443
	Middle East	10.177	1,977,966
	Africa	10.667	1,950,461
	Eastern	11.637	1,293,633
	North Africa	10.638	449,013
EMEA Total		**10.082**	**16,299,242**
APAC	South	10.479	7,313,022
	West	11.244	2,979,437
	North	8.124	1,700,530
	East	11.053	1,128,036
APAC Total		**10.969**	**13,121,025**
AMERICAS	North	8.124	17,860,492

vlamis SOFTWARE SOLUTIONS

BI Implementation Guidelines

- Proper visualizations encourage usage.
- Poor visualizations mislead and frustrate and ultimately lead to misuse, mistrust, or abandonment of the BI system.
- BI implementations typically require tremendous time and money, but also offer the potential for huge ROIs.
- Most executives lack training in visualizing data and analysis and are unlikely to do it properly by chance.
- “Finish the project” with a small percentage of resource stretched over the first year of the system’s use.

Summary

- Don’t use defaults.
- Use color very sparingly.
- Favor pastels. (Check out www.ColorBrewer2.org)
- Don’t use 3-D graphs.
- Eliminate gridlines.
- Eliminate other non-data ink as much as possible.
- Use the appropriate graph or table style.
- Determine if users are exploring or explaining.
- Finish the project. Don’t stop at installation.

Wednesday TechCast Series

Example topics of particular interest to BIWA summit attendees include, but are not limited to the following:

Data Access and Data Integration

- Data quality
- Extract, transform, load (ETL)
- Accessing distributed data
- SOA integration

Data Warehouses

- Data Governance
- Master Data Management
- Partitioning
- Tuning warehouse
- Faster cubes for faster information
- Managing images

Reporting and BI Dashboards

- Better reports & better information
- Custom BI environments
- Real-time analytics
- Interactive dashboards & EPM
- OBI EE, Essbase & Oracle Database

Advanced Analytics

- Predictive analytics and modeling
- Data mining and text mining
- SQL Statistical functions
- Fraud detection
- Market basket analysis
- Churn and retention strategies
- Building & using OLAP “cubes”
- What if? Analysis
- Leveraging spatial data
- Time series and forecasting
- Harvesting more insight from data“Best practices”

Case Studies

Tips & Tricks

Q&A and More Information

dvlamis@vlamis.com
tvlamis@vlamis.com
www.vlamis.com
www.vlamis.com/blog
816-781-2880

www.oraclebiwa.org

www.oracle.com/businessintelligence11g

vlamis™
SOFTWARE SOLUTIONS

Currency

*** Select Language**

- (•) en
- ( ) fr
- ( ) es
- ( ) it

*** Set Source DB Table**

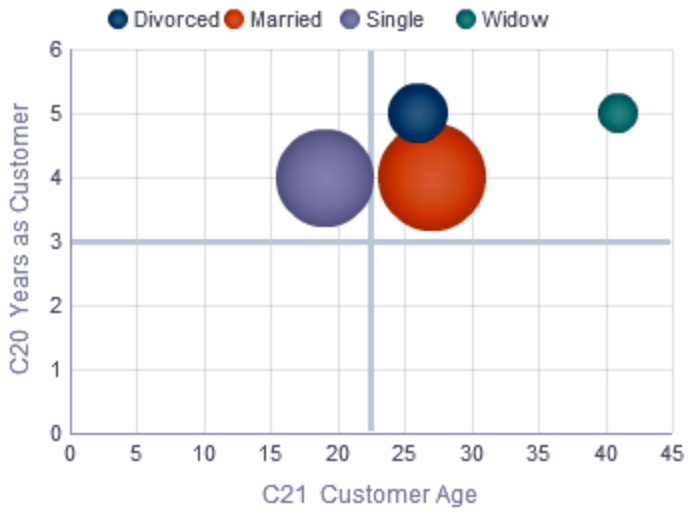
- (•) SAMP_PRODUCTS_D
- ( ) SAMP_PRODUCTS_D2

Apply Reset

Revenue Demographics

Size of Bubble indicates Revenue Value

Time run: 7/14/2010 10:04:05 AM



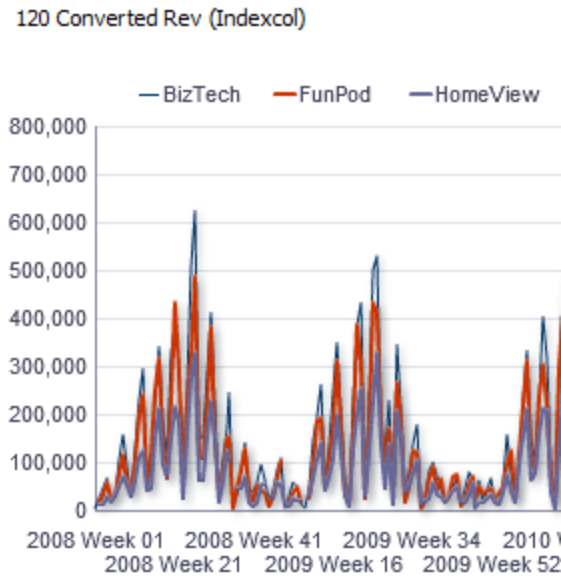
Order Status

Time run: 7/14/2010 10:04:05 AM

	Secure		Standard
	# of Orders	1- Revenue	# of Orders
BizTech	3,736	9,323,082	3,100
FunPod	2,083	5,177,283	3,300
HomeView	2,100	5,278,501	1,625
Grand Total	**7,919**	**19,778,866**	**8,025**

Chart Zoom

Time run: 7/14/2010 10:04:05 AM



Commentary

2010/03/16 07:28:24
User: 42,800
It seems that our married customers are more fickle than our single customers.
2010/04/19 07:42:14
User: 113,485
We have a lot of customers who are divorced.
2010/04/23 01:48:54
User: 109,404
We have a lot of single customers who have been with us for some time.

Dashboard Commentary

Archive Orders

Product Details

Time run: 7/14/2010 10:04:05 AM

	Converted Revenue	# of Orders
⊟ Total Products	$54,391,233	20,000
⊞ BizTech	$22,795,240	8,424
⊟ FunPod	$19,073,389	7,046
⊞ Digital	$8,418,082	3,132
⊞ Games	$10,655,308	3,914
⊟ HomeView	$12,522,604	4,530
⊞ Services	$1,108,237	400
⊞ TV	$11,414,367	4,130
⊞ My Preferred Products	$54,391,233	20,000

Order Status

Time run: 7/14/2010 10:05:18 AM

			# of Orders	1- Revenue
Secure	FunPod	Digital	812	1,997,956
		Games	1,271	3,179,327
Standard	FunPod	Digital	1,566	3,842,734
		Games	1,734	4,337,007
Grand Total			**5,383**	**13,357,024**

Return - Create Bookmark Link

ORACLE Business Intelligence

Search All | Advanced | Help | Sig

2.1 Simple Demo Dashboard

Home | Catalog | Dashboards | New | Open | Signed In As

Brand Analysis | **Product Details** | Usage | Maps

Currency

* **Select Language**

- (•) en
- ( ) fr
- ( ) es
- ( ) it

* **Set Source DB Table**

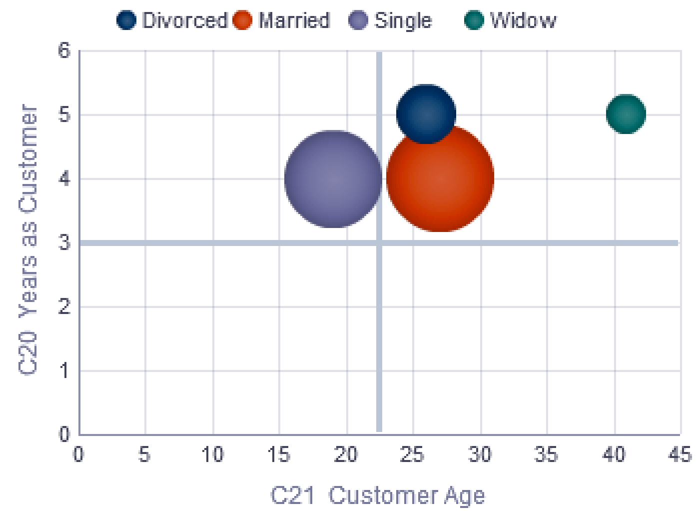
- (•) SAMP_PRODUCTS_D
- ( ) SAMP_PRODUCTS_D2

Apply | Reset

Revenue Demographics

Size of Bubble indicates Revenue Value

Time run: 7/14/2010 10:04:05 AM



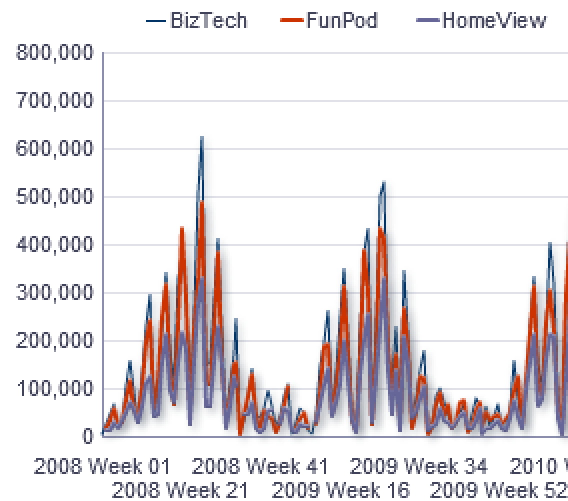
Order Status

Time run: 7/14/2010 10:04:05 AM

	Secure		Standard
	# of Orders	1- Revenue	# of Orders
BizTech	3,736	9,323,082	3,100
FunPod	2,083	5,177,283	3,300
HomeView	2,100	5,278,501	1,625
Grand Total	**7,919**	**19,778,866**	**8,025**

Chart Zoom

Time run: 7/14/2010 10:04:05 AM



Commentary

2010/03/16 07:28:24
User: 42,800
It seems that our married customers are more fickle than our single customers.
2010/04/19 07:42:14
User: 113,485
We have a lot of customers who are divorced.
2010/04/23 01:48:54
User: 109,404
We have a lot of single customers who have been with us for some time.

Dashboard Commentary

Condition cannot be evaluated:

Product Details

Time run: 7/14/2010 10:04:05 AM

	Converted Revenue	# of Orders
⊟ Total Products	$54,391,233	20,000
⊞ BizTech	$22,795,240	8,424
⊟ FunPod	$19,073,389	7,046
⊟ Digital	$8,418,082	3,132
⊟ Camera	$8,418,082	3,132
MPEG4 Camcorder	$4,344,857	1,604
7 Megapixel Digital Camera	$4,073,225	1,528
⊞ Games	$10,655,308	3,914
⊟ HomeView	$12,522,604	4,530
⊞ Services	$1,108,237	400

Currency

*** Select Language**

- (•) en
- ( ) fr
- ( ) es
- ( ) it

*** Set Source DB Table**

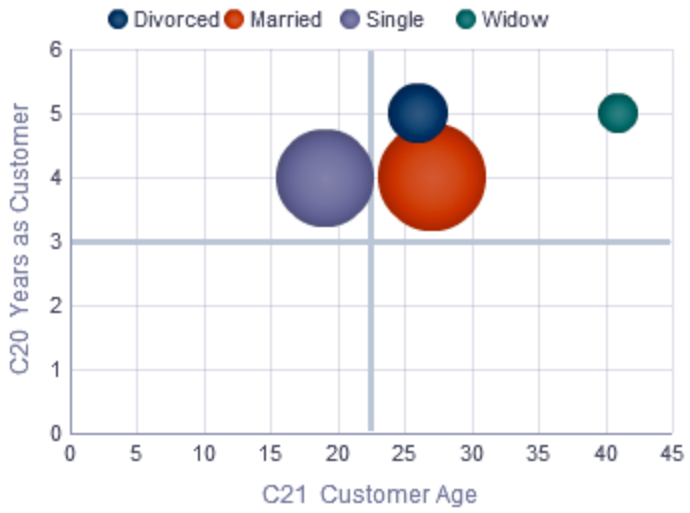
- (•) SAMP_PRODUCTS_D
- ( ) SAMP_PRODUCTS_D2

Apply Reset

Revenue Demographics

Size of Bubble indicates Revenue Value

Time run: 7/14/2010 10:04:05 AM



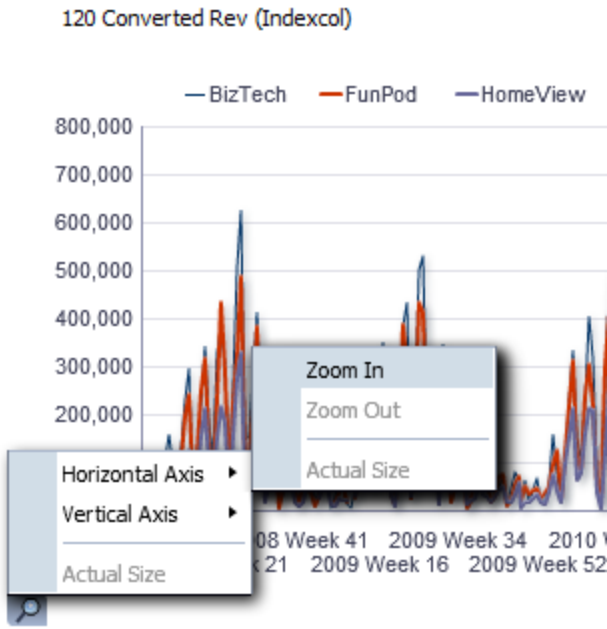
Order Status

Time run: 7/14/2010 10:04:05 AM

	Secure		Standard
	# of Orders	1- Revenue	# of Orders
BizTech	3,736	9,323,082	3,100
FunPod	2,083	5,177,283	3,300
HomeView	2,100	5,278,501	1,625
Grand Total	**7,919**	**19,778,866**	**8,025**

Chart Zoom

Time run: 7/14/2010 10:04:05 AM



Commentary

2010/03/16 07:28:24
User: 42,800
It seems that our married customers are more fickle than our single customers.
2010/04/19 07:42:14
User: 113,485
We have a lot of customers who are divorced.
2010/04/23 01:48:54
User: 109,404
We have a lot of single customers who have been with us for some time.

Dashboard Commentary

Condition cannot be

Product Details

Time run: 7/14/2010 10:04:05 AM

	Converted Revenue	# of Orders
⊟ Total Products	$54,391,233	20,000
⊞ BizTech	$22,795,240	8,424
⊟ FunPod	$19,073,389	7,046
⊟ Digital	$8,418,082	3,132
⊟ Camera	$8,418,082	3,132
MPEG4 Camcorder	$4,344,857	1,604
7 Megapixel Digital Camera	$4,073,225	1,528
⊞ Games	$10,655,308	3,914
⊟ HomeView	$12,522,604	4,530
⊞ Services	$1,108,237	400

Currency

*** Select Language**

- (•) en
- ( ) fr
- ( ) es
- ( ) it

*** Set Source DB Table**

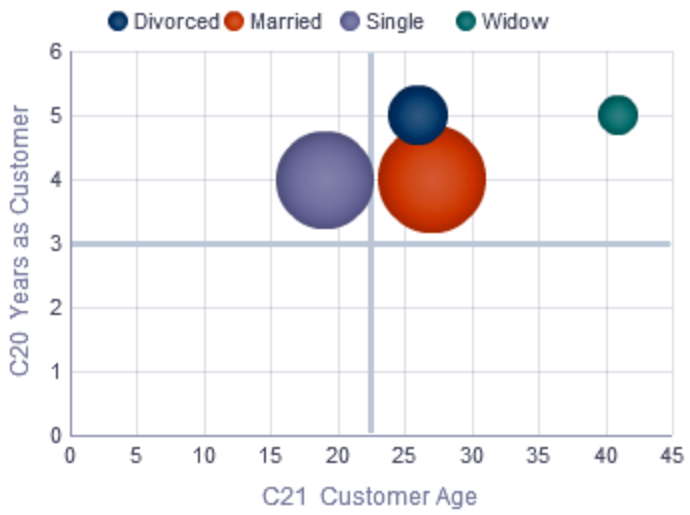
- (•) SAMP_PRODUCTS_D
- ( ) SAMP_PRODUCTS_D2

Apply Reset

Revenue Demographics

Size of Bubble indicates Revenue Value

Time run: 7/14/2010 10:04:05 AM



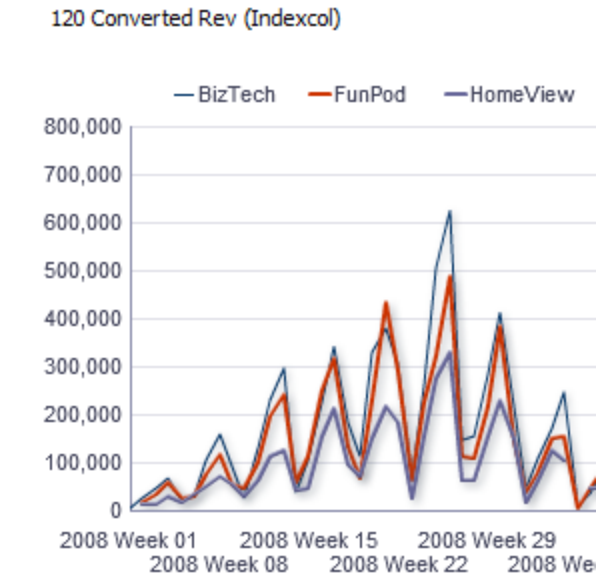
Order Status

Time run: 7/14/2010 10:04:05 AM

	Secure		Standard
	# of Orders	1- Revenue	# of Orders
BizTech	3,736	9,323,082	3,100
FunPod	2,083	5,177,283	3,300
HomeView	2,100	5,278,501	1,625
Grand Total	**7,919**	**19,778,866**	**8,025**

Chart Zoom

Time run: 7/14/2010 10:04:05 AM



Commentary

2010/03/16 07:28:24
User: 42,800
It seems that our married customers are more fickle than our single customers.
2010/04/19 07:42:14
User: 113,485
We have a lot of customers who are divorced.
2010/04/23 01:48:54
User: 109,404
We have a lot of single customers who have been with us for some time.

Dashboard Commentary

Condition cannot be evaluated:

Product Details

Time run: 7/14/2010 10:04:05 AM

	Converted Revenue	# of Orders
⊟ Total Products	$54,391,233	20,000
⊞ BizTech	$22,795,240	8,424
⊟ FunPod	$19,073,389	7,046
⊟ Digital	$8,418,082	3,132
⊟ Camera	$8,418,082	3,132
MPEG4 Camcorder	$4,344,857	1,604
7 Megapixel Digital Camera	$4,073,225	1,528
⊞ Games	$10,655,308	3,914
⊟ HomeView	$12,522,604	4,530
⊞ Services	$1,108,237	400

Chart Slider & Prompt

Time run: 7/14/2010 10:07:39 AM

D4 Company: Stockplus Inc.

Stockplus Inc.
Tescare Ltd.
Genmind Corp

2008 / 01

Link to Oracle.com

Chart Slider :

Return to Index page

Description : A column can be displayed as a pron any column can be displayed as a slider of values in th view.

Usage : The prompt can be used to select a spec from a list of items and view the graph for that item. The slider can be used to slide through a list of value view the graph for a specific value.

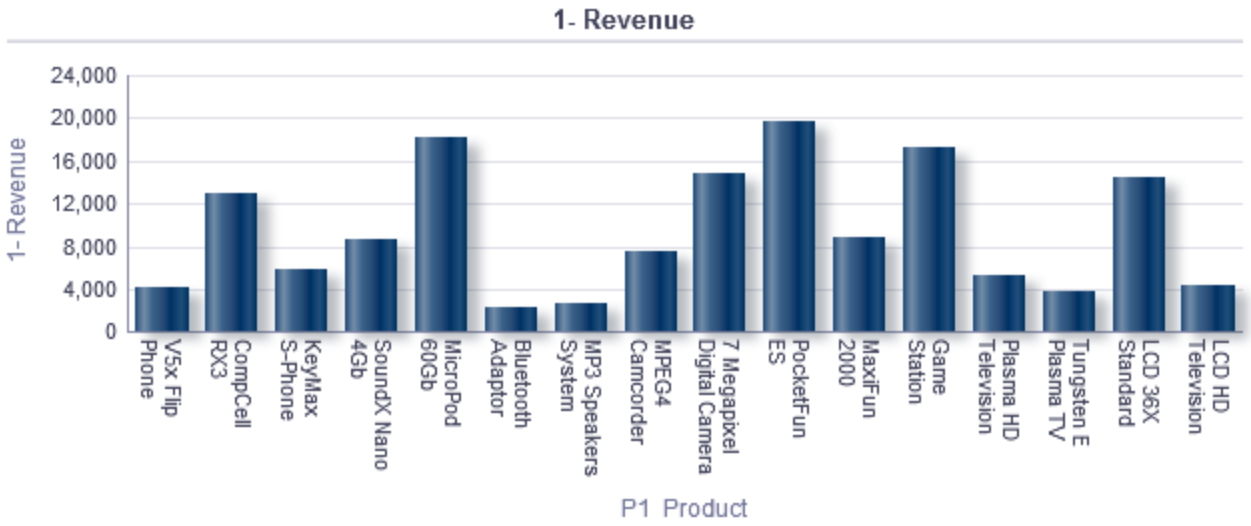
Setup : A column can be placed in the 'Chart Pron region within a Chart view using the Answers Analysi To add a slider to the chart, place the column in the region and check the 'Display as Slider' option within view

Chart Slider & Prompt

Time run: 7/14/2010 10:08:06 AM

D4 Company: Tescare Ltd.

2008 / 01



Link to Oracle.com

Chart Slider :

Return to Index page

Description : A column can be displayed as a pron any column can be displayed as a slider of values in th view.

Usage : The prompt can be used to select a spec from a list of items and view the graph for that item. The slider can be used to slide through a list of value view the graph for a specific value.

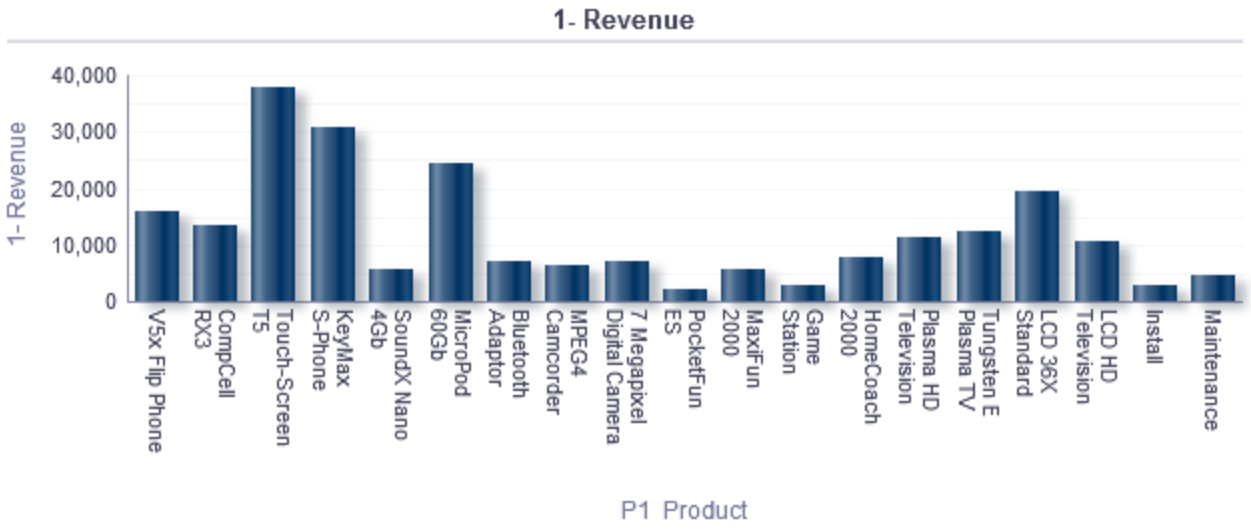
Setup : A column can be placed in the 'Chart Pron region within a Chart view using the Answers Analysi To add a slider to the chart, place the column in the region and check the 'Display as Slider' option within view

Chart Slider & Prompt

Time run: 7/14/2010 10:07:39 AM

D4 Company: Stockplus Inc.

2008 / 02



Link to Oracle.com

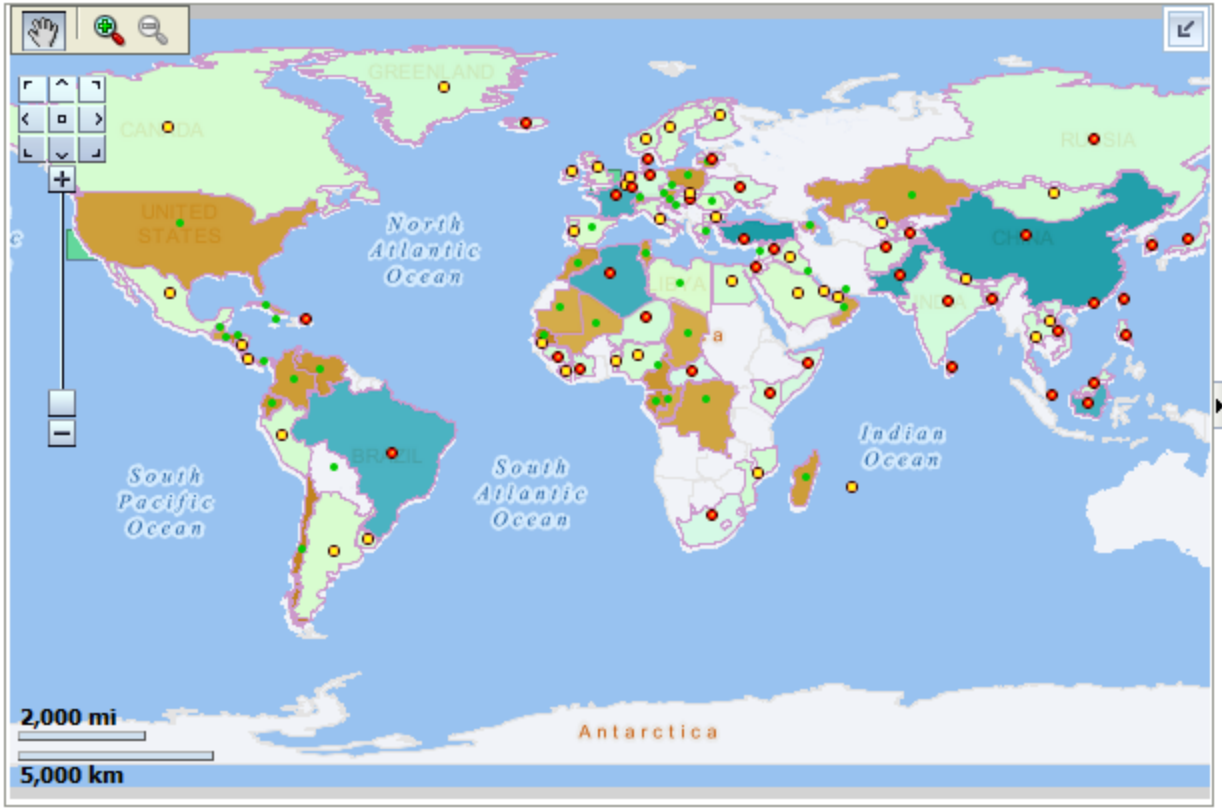
Chart Slider :

Return to Index page

Description : A column can be displayed as a pron any column can be displayed as a slider of values in th view.

Usage : The prompt can be used to select a spec from a list of items and view the graph for that item. The slider can be used to slide through a list of value view the graph for a specific value.

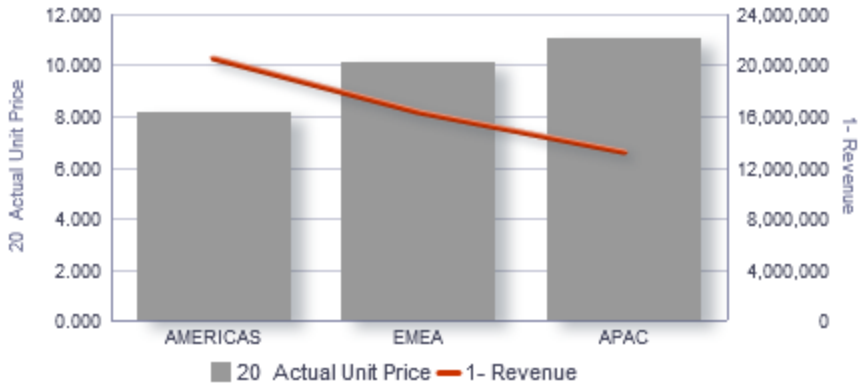
Setup : A column can be placed in the 'Chart Pron region within a Chart view using the Answers Analysi To add a slider to the chart, place the column in the region and check the 'Display as Slider' option within view



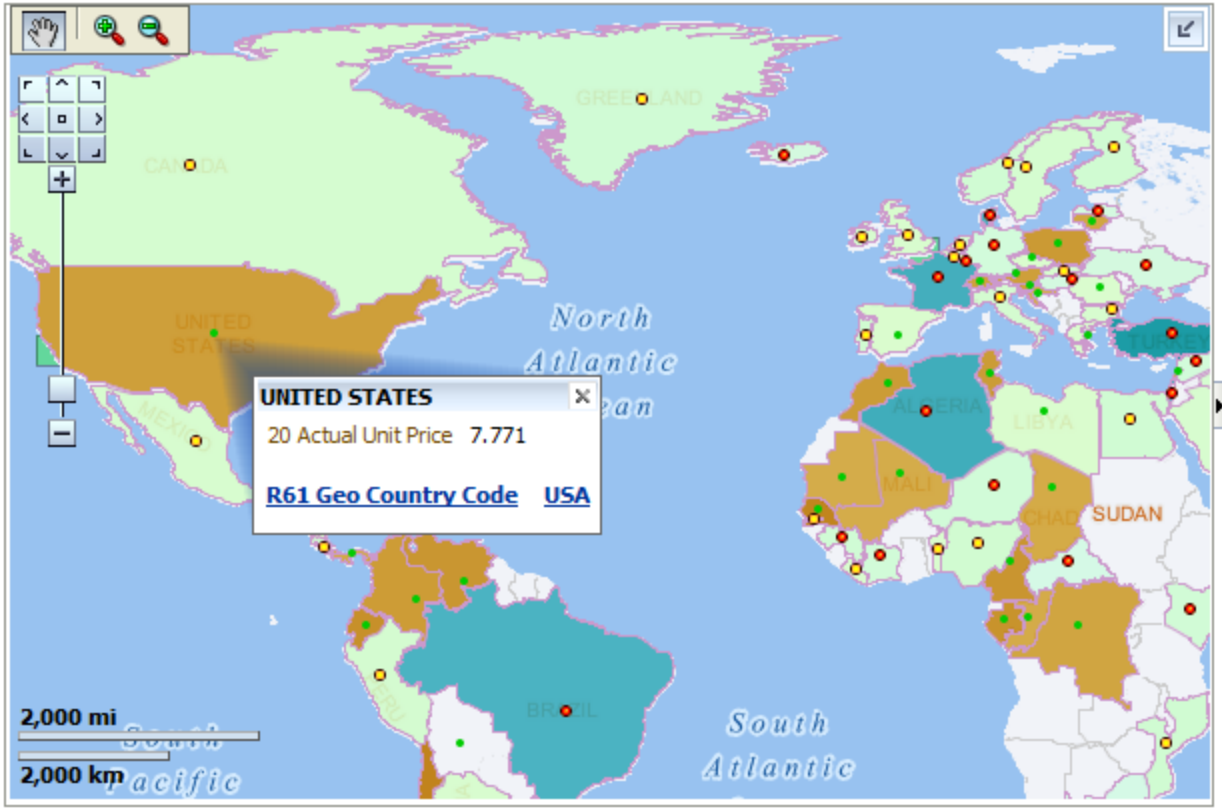
Map Formats View

OBIEE_COUNTRY

- 20 Actual Unit Price (Variable Marker)
  - First Third
  - Second Third
  - Last Third
- 20 Actual Unit Price (Color Fill)
  - 16.634
  - 12.213
  - 8.897
  - 5.581



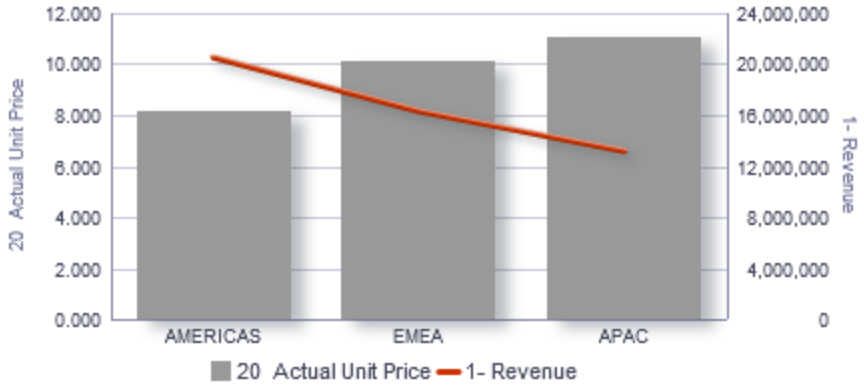
R50 Region	R51 Area	20 Actual Unit Price	1- Revenue
EMEA	Northern	9.308	6,749,726
	Europe	10.746	3,878,443
	Middle East	10.177	1,977,966
	Africa	10.667	1,950,461
	Eastern	11.637	1,293,633
	North Africa	10.638	449,013
EMEA Total		**10.082**	**16,299,242**
APAC	South	10.479	7,313,022
	West	11.244	2,979,437
	North	8.124	1,700,530
	East	11.053	1,128,036



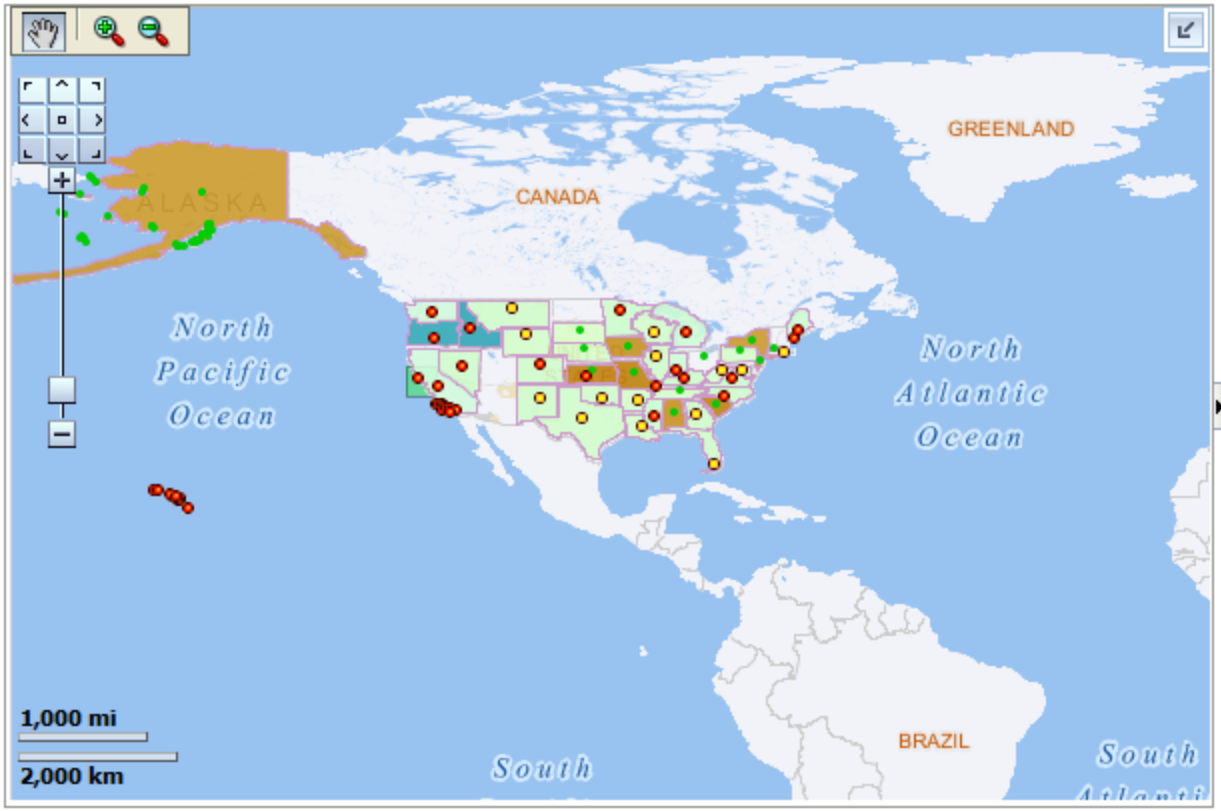
Map Formats View

OBIEE_COUNTRY

- 20 Actual Unit Price (Variable Marker)
  - First Third
  - Second Third
  - Last Third
- 20 Actual Unit Price (Color Fill)
  - 16.634
  - 12.213
  - 8.897
  - 5.581



R50 Region	R51 Area	20 Actual Unit Price	1- Revenue
EMEA	Northern	9.308	6,749,726
	Europe	10.746	3,878,443
	Middle East	10.177	1,977,966
	Africa	10.667	1,950,461
	Eastern	11.637	1,293,633
	North Africa	10.638	449,013
EMEA Total		**10.082**	**16,299,242**
APAC	South	10.479	7,313,022
	West	11.244	2,979,437
	North	8.124	1,700,530
	East	11.053	1,128,036



Map Formats View

OBIEE_COUNTRY

☑ 20 Actual Unit Price (Variable Marke

Tile 0

☐ 20 Actual Unit Price (Color Fill)

7.771

7.771

OBIEE_STATE

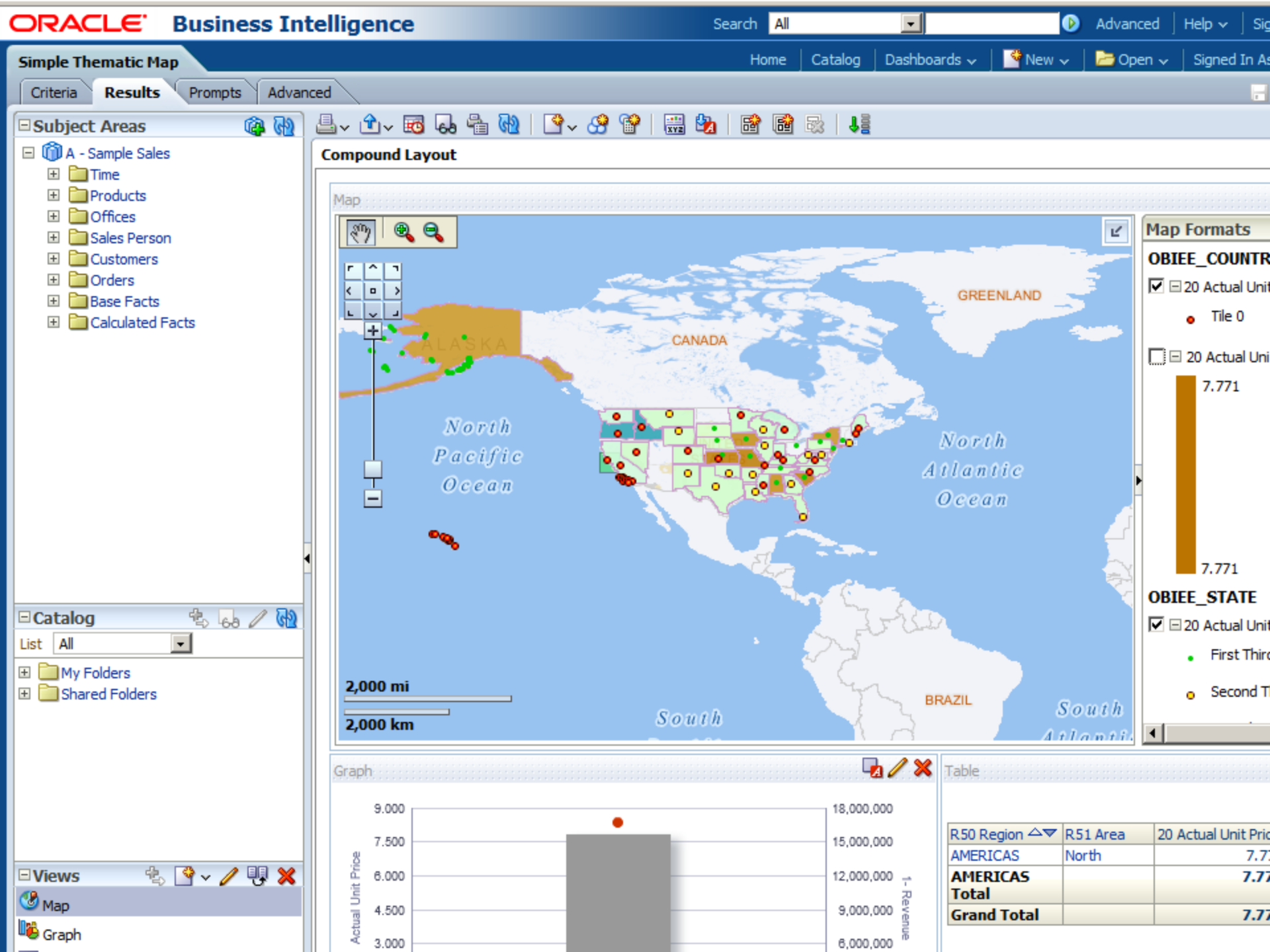
☑ 20 Actual Unit Price (Variable Marke

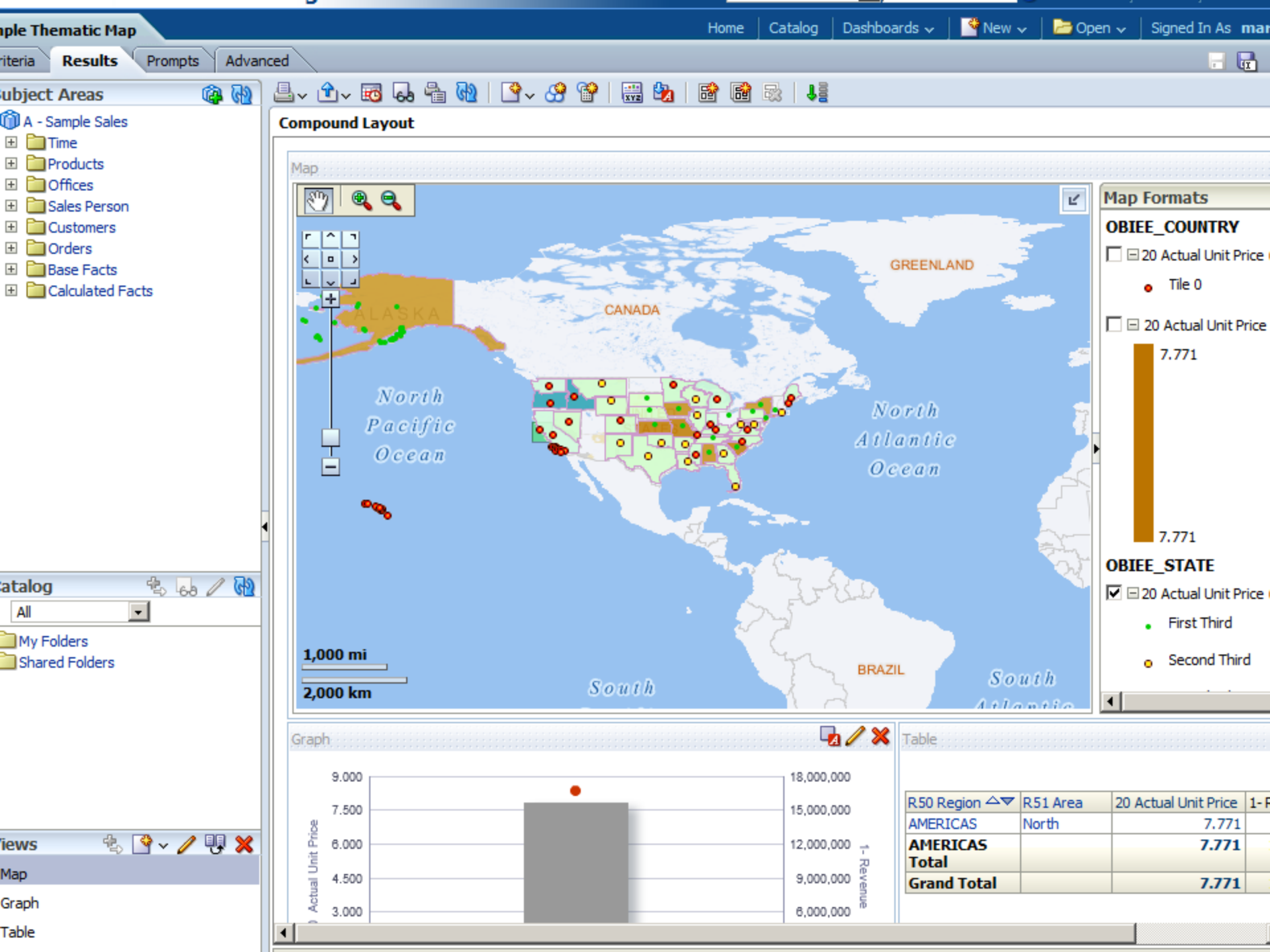
First Third

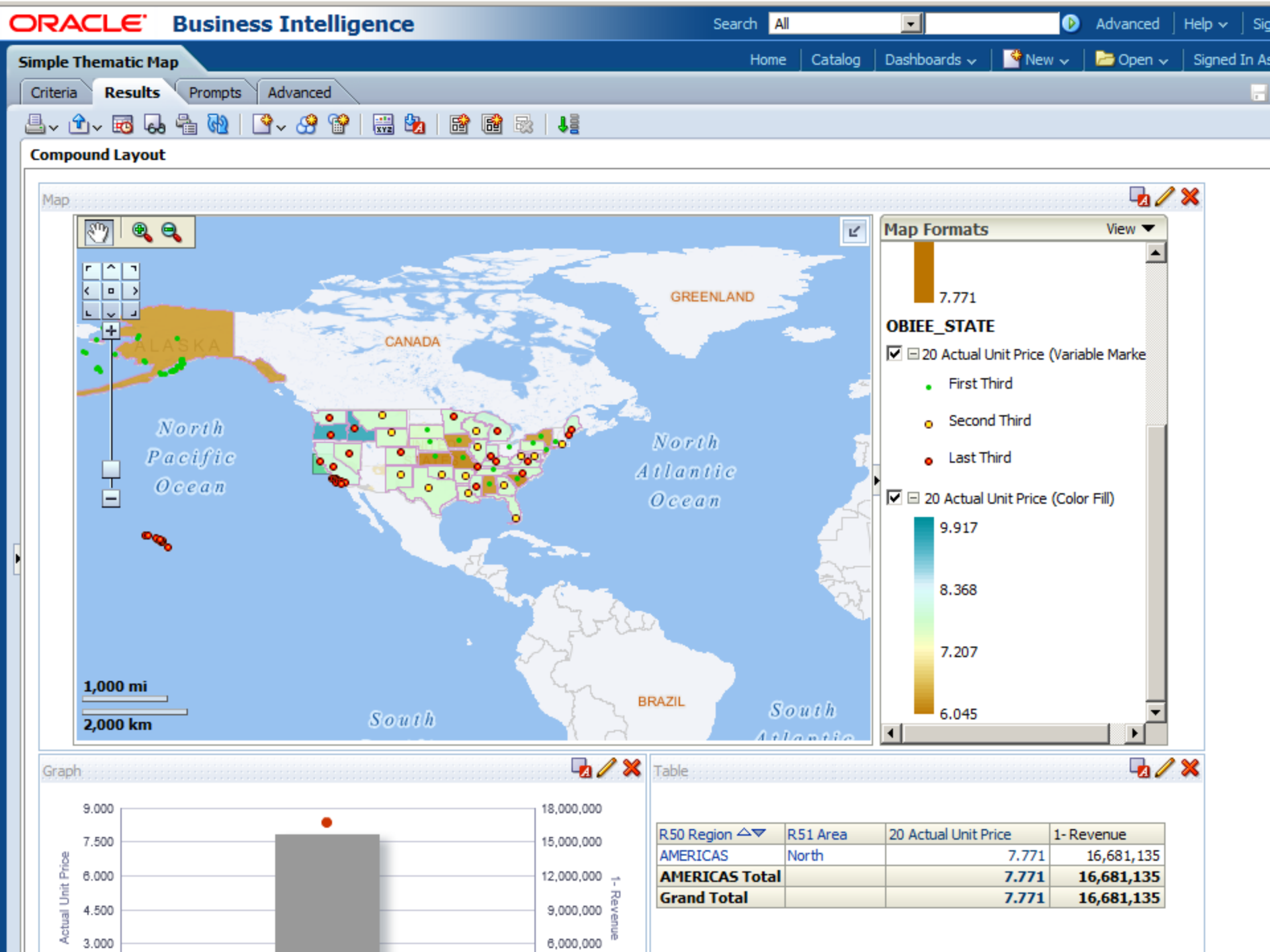
Second Third

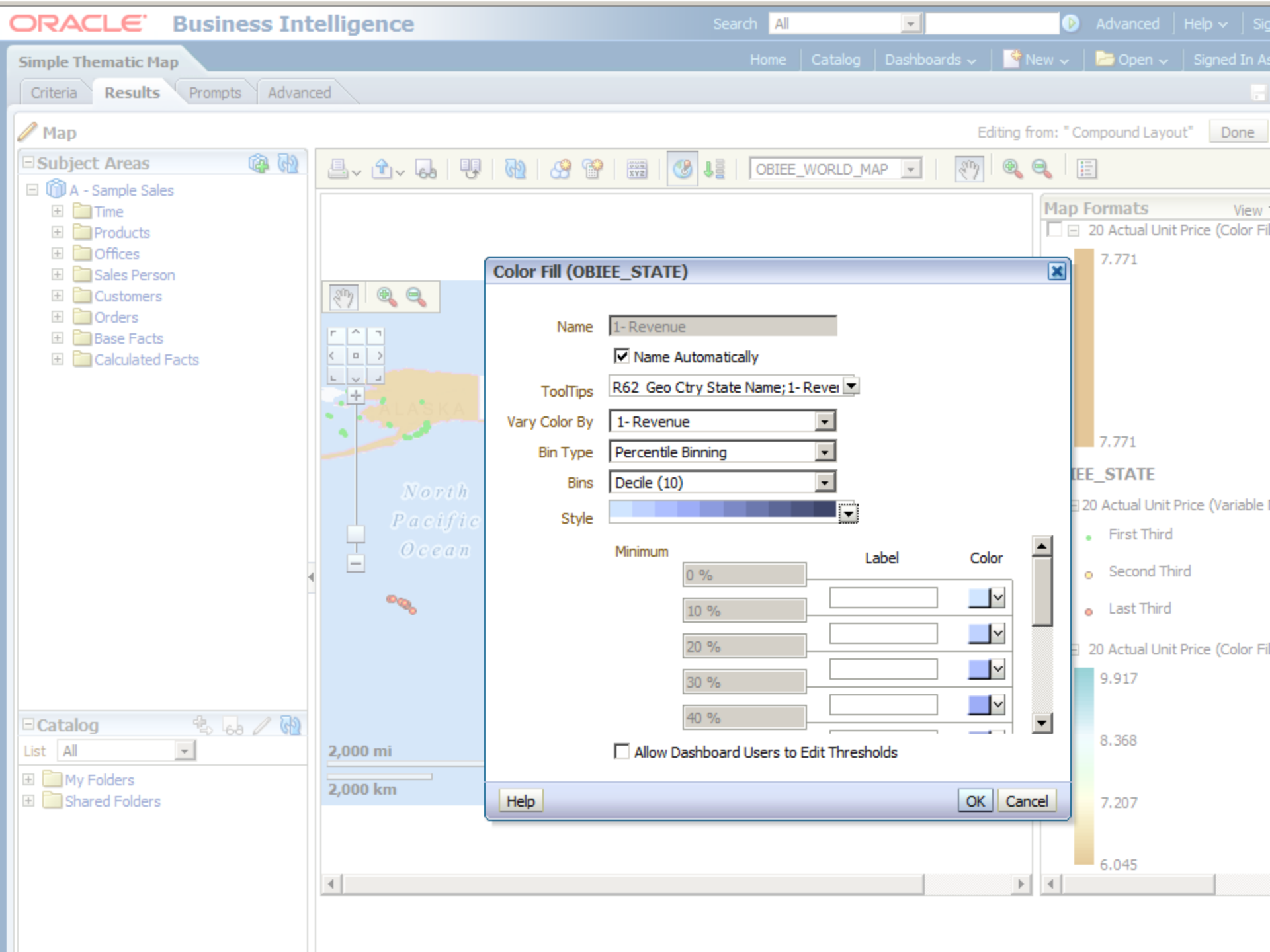
R50 Region	R51 Area	20 Actual Unit Price	1- Revenue
AMERICAS	North	7.771	16,681,135
AMERICAS Total		**7.771**	**16,681,135**
Grand Total		**7.771**	**16,681,135**

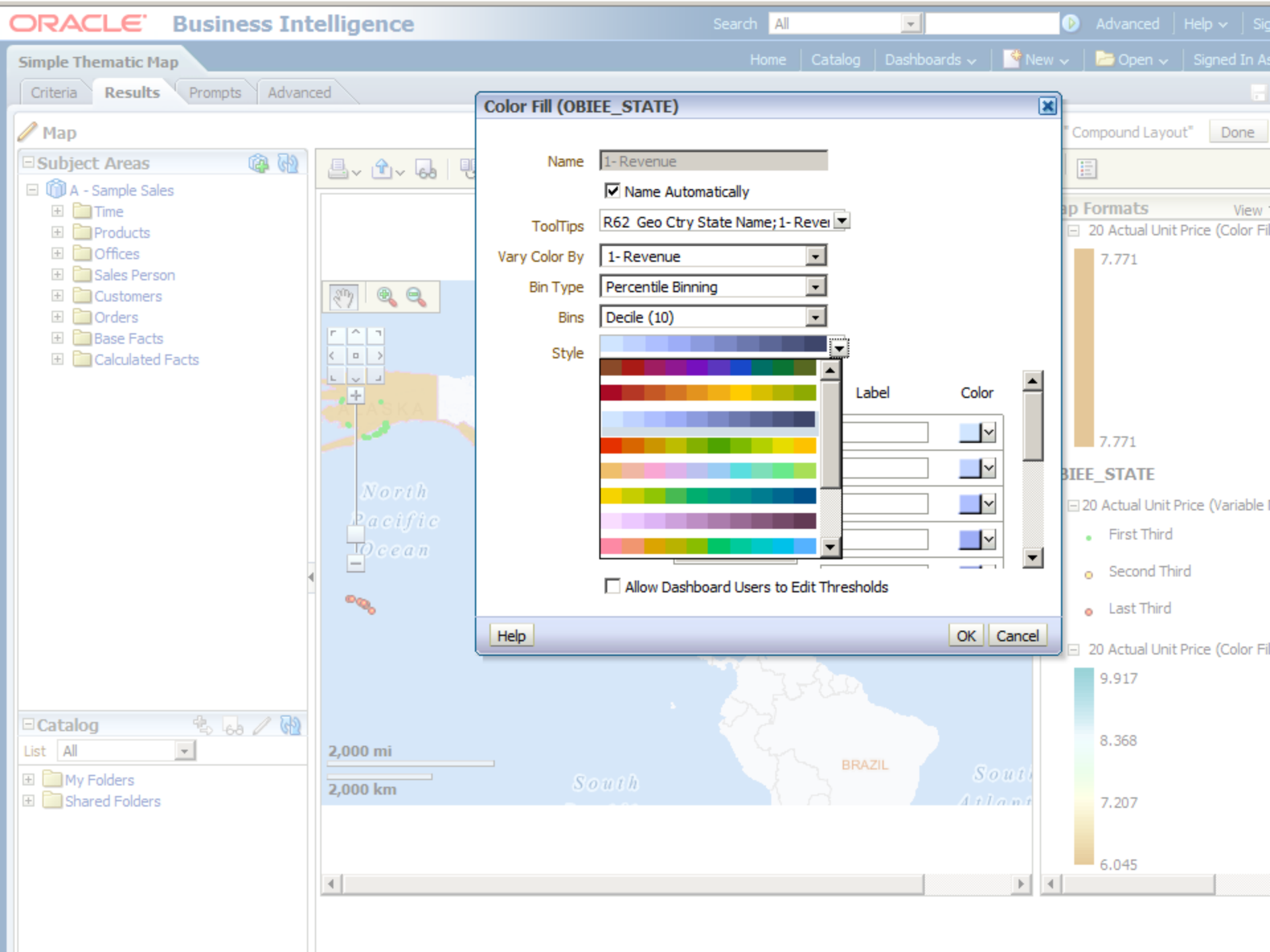
urn - Analyze - Edit - Refresh - Print - Export - Create Bookmark Link - Copy

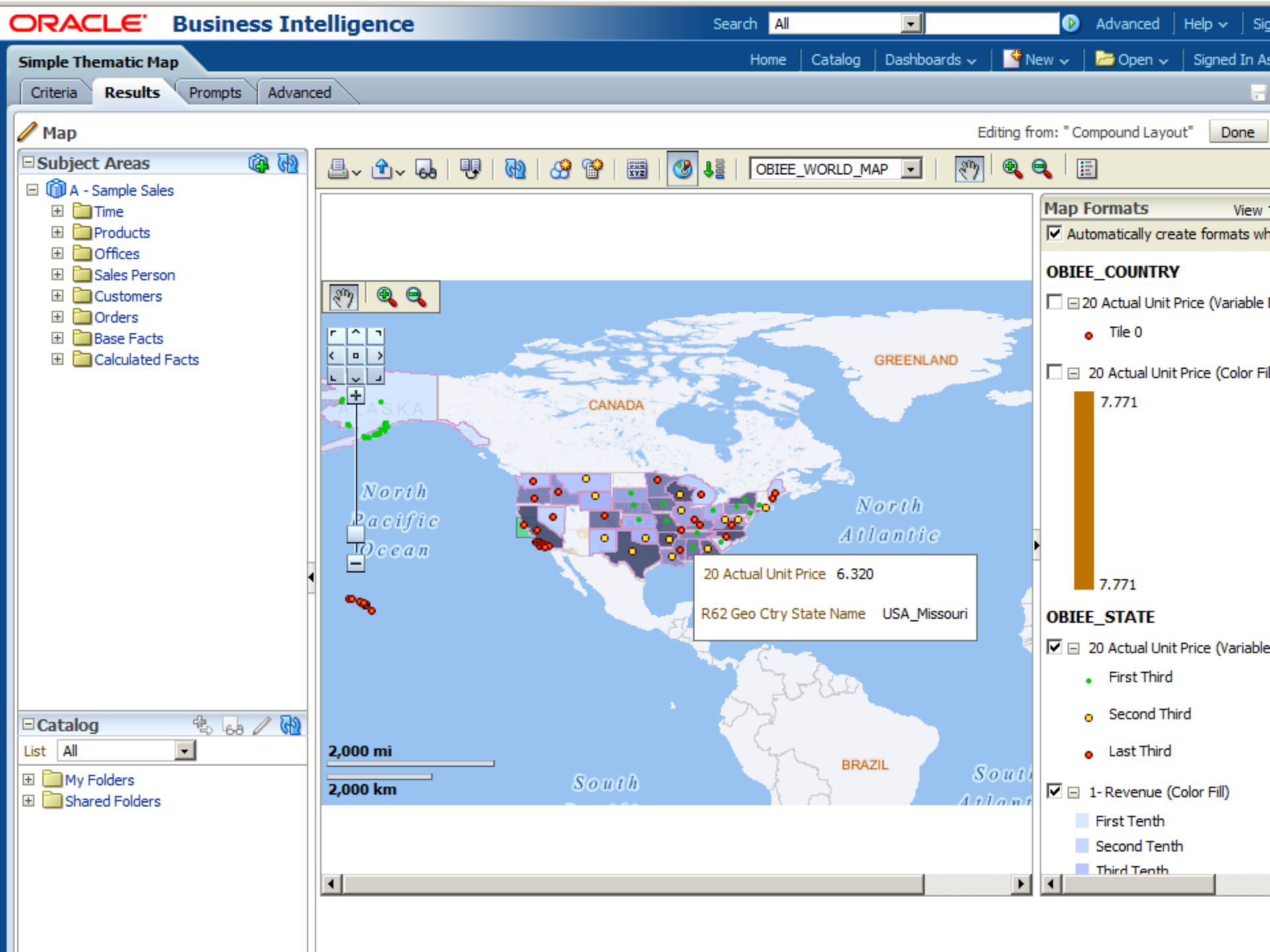

ORACLE Business Intelligence
Search All
Advanced
Help
Simple Thematic Map
Home
Catalog
Dashboards
New
Open
Signed In As
Criteria
Results
Prompts
Advanced
Subject Areas
A - Sample Sales
Time
Products
Offices
Sales Person
Customers
Orders
Base Facts
Calculated Facts
Catalog
List All
My Folders
Shared Folders
Views
Map
Graph
Compound Layout
Map
GREENLAND
CANADA
ALASKA
North Pacific Ocean
North Atlantic Ocean
BRAZIL
South
2,000 mi
2,000 km
Map Formats
OBIEE_COUNTR
20 Actual Unit
Tile 0
20 Actual Uni
7.771
7.771
OBIEE_STATE
20 Actual Unit
First Third
Second T
Graph
9.000
7.500
6.000
4.500
3.000
18,000,000
15,000,000
12,000,000
9,000,000
6,000,000
Actual Unit Price
1- Revenue
Table
R50 Region
R51 Area
20 Actual Unit Pric
AMERICAS
North
7.77
AMERICAS Total
7.77
Grand Total
7.77

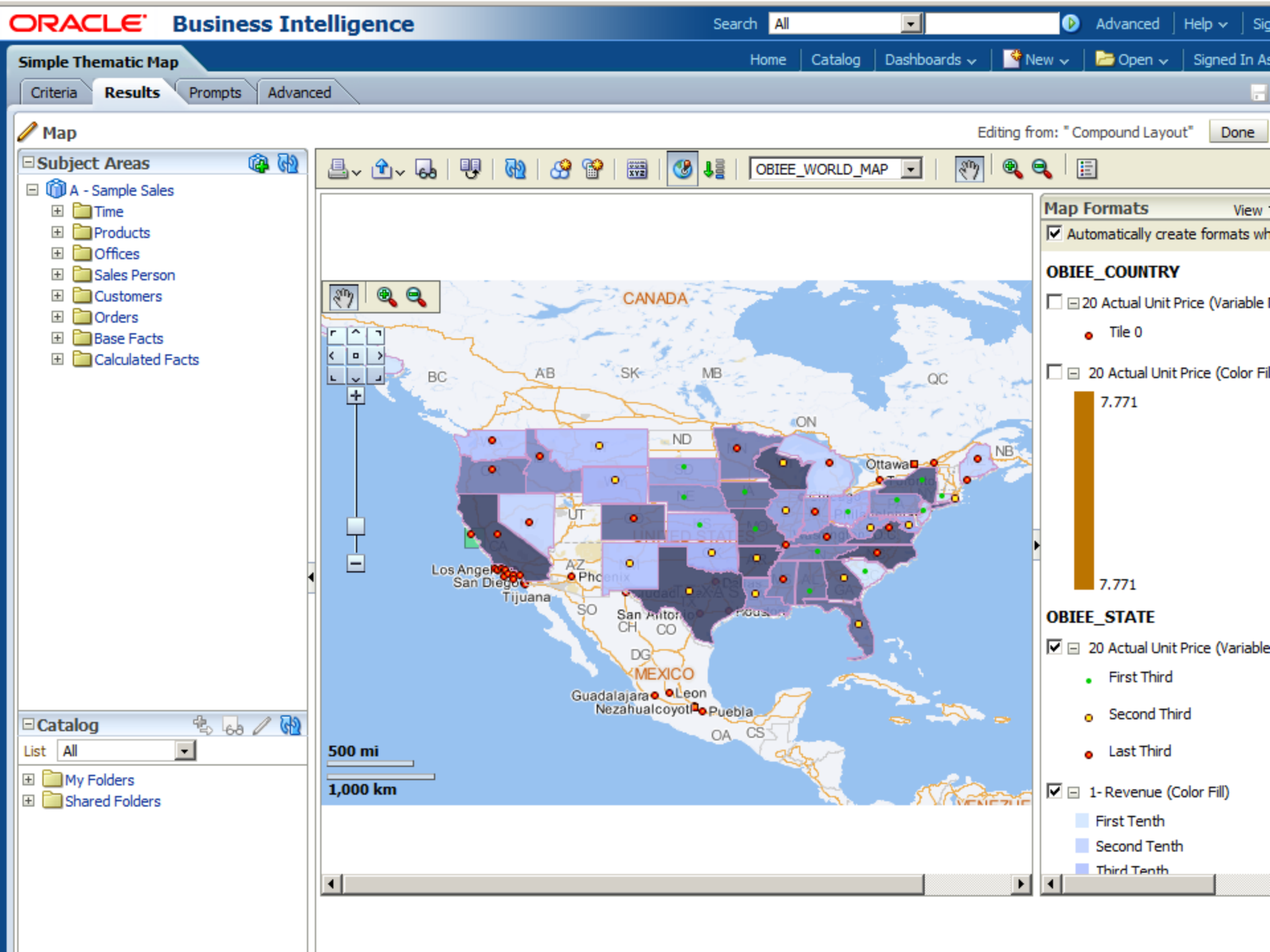

ple Thematic Map
Home
Catalog
Dashboards
New
Open
Signed In As
Criteria
Results
Prompts
Advanced
Subject Areas
A - Sample Sales
Time
Products
Offices
Sales Person
Customers
Orders
Base Facts
Calculated Facts
Catalog
All
My Folders
Shared Folders
Views
Map
Graph
Table
Compound Layout
Map
GREENLAND
CANADA
ALASKA
North Pacific Ocean
North Atlantic Ocean
BRAZIL
South
1,000 mi
2,000 km
Map Formats
OBIEE_COUNTRY
20 Actual Unit Price
Tile 0
20 Actual Unit Price
7.771
7.771
OBIEE_STATE
20 Actual Unit Price
First Third
Second Third
Graph
9.000
7.500
6.000
4.500
3.000
Actual Unit Price
18,000,000
15,000,000
12,000,000
9,000,000
6,000,000
1- Revenue
Table
R50 Region
R51 Area
20 Actual Unit Price
AMERICAS
North
7.771
AMERICAS Total
7.771
Grand Total
7.771


ORACLE Business Intelligence
Search All
Advanced
Help
Simple Thematic Map
Home
Catalog
Dashboards
New
Open
Criteria
Results
Prompts
Advanced
Compound Layout
Map
GREENLAND
CANADA
ALASKA
North Pacific Ocean
North Atlantic Ocean
BRAZIL
South
1,000 mi
2,000 km
Map Formats
View
7.771
OBIEE_STATE
20 Actual Unit Price (Variable Marke
First Third
Second Third
Last Third
20 Actual Unit Price (Color Fill)
9.917
8.368
7.207
6.045
Graph
Actual Unit Price
1- Revenue
9.000
7.500
6.000
4.500
3.000
18,000,000
15,000,000
12,000,000
9,000,000
6,000,000
Table
R50 Region
R51 Area
20 Actual Unit Price
1- Revenue
AMERICAS
North
7.771
16,681,135
AMERICAS Total
7.771
16,681,135
Grand Total
7.771
16,681,135


ORACLE Business Intelligence
Search All
Advanced
Help
Simple Thematic Map
Home
Catalog
Dashboards
New
Open
Criteria
Results
Prompts
Advanced
Map
Editing from: "Compound Layout"
Done
Subject Areas
A - Sample Sales
Time
Products
Offices
Sales Person
Customers
Orders
Base Facts
Calculated Facts
OBIEE_WORLD_MAP
Map Formats
View
20 Actual Unit Price (Color Fil
7.771
7.771
EE_STATE
20 Actual Unit Price (Variable
First Third
Second Third
Last Third
20 Actual Unit Price (Color Fil
9.917
8.368
7.207
6.045
Color Fill (OBIEE_STATE)
Name
1- Revenue
Name Automatically
ToolTips
R62 Geo Ctry State Name; 1- Reve
Vary Color By
1- Revenue
Bin Type
Percentile Binning
Bins
Decile (10)
Style
Minimum
Label
Color
0 %
10 %
20 %
30 %
40 %
Allow Dashboard Users to Edit Thresholds
Help
OK
Cancel
ALASKA
North Pacific Ocean
2,000 mi
2,000 km
Catalog
List
All
My Folders
Shared Folders

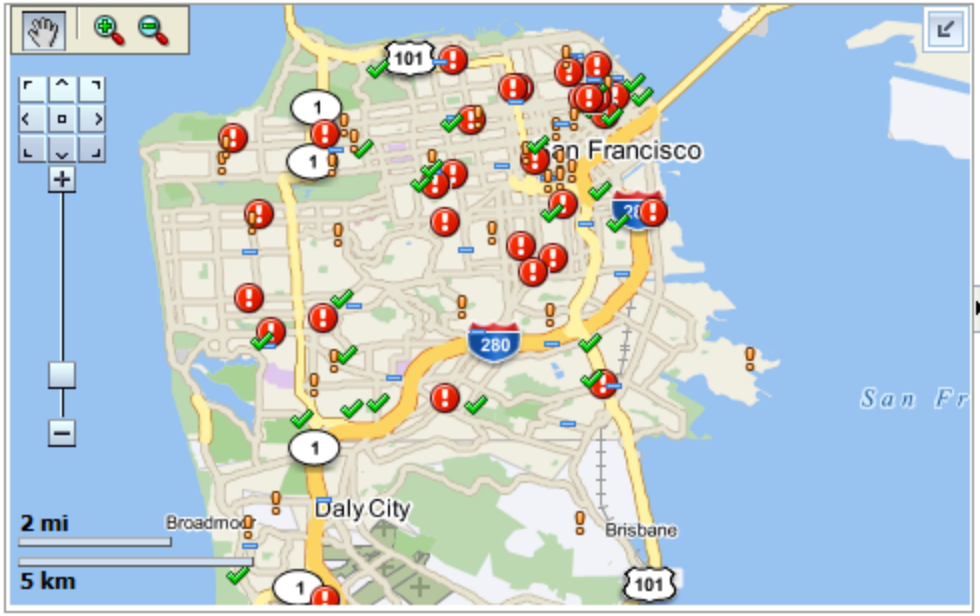

ORACLE Business Intelligence
Search All
Advanced
Help
Simple Thematic Map
Home
Catalog
Dashboards
New
Open
Criteria
Results
Prompts
Advanced
Map
Subject Areas
A - Sample Sales
Time
Products
Offices
Sales Person
Customers
Orders
Base Facts
Calculated Facts
Catalog
List All
My Folders
Shared Folders
Color Fill (OBIEE_STATE)
Name
1- Revenue
Name Automatically
ToolTips
R62 Geo Ctry State Name;1- Revei
Vary Color By
1- Revenue
Bin Type
Percentile Binning
Bins
Decile (10)
Style
Label
Color
Allow Dashboard Users to Edit Thresholds
Help
OK
Cancel
Compound Layout"
Done
Formats
View
20 Actual Unit Price (Color Fil
7.771
7.771
BIEE_STATE
20 Actual Unit Price (Variable
First Third
Second Third
Last Third
20 Actual Unit Price (Color Fil
9.917
8.368
7.207
6.045
North Pacific Ocean
BRAZIL
South
2,000 mi
2,000 km


ORACLE Business Intelligence
Search All
Advanced
Help
Simple Thematic Map
Home
Catalog
Dashboards
New
Open
Criteria
Results
Prompts
Advanced
Map
Editing from: "Compound Layout"
Done
Subject Areas
A - Sample Sales
Time
Products
Offices
Sales Person
Customers
Orders
Base Facts
Calculated Facts
Catalog
List All
My Folders
Shared Folders
OBIEE_WORLD_MAP
GREENLAND
CANADA
ALASKA
North Pacific Ocean
North Atlantic
BRAZIL
South
20 Actual Unit Price 6.320
R62 Geo Ctry State Name USA_Missouri
2,000 mi
2,000 km
Map Formats
View
Automatically create formats wh
OBIEE_COUNTRY
20 Actual Unit Price (Variable
Tile 0
20 Actual Unit Price (Color Fil
7.771
7.771
OBIEE_STATE
20 Actual Unit Price (Variable
First Third
Second Third
Last Third
1- Revenue (Color Fill)
First Tenth
Second Tenth
Third Tenth


ORACLE Business Intelligence
Search All
Advanced
Help
Simple Thematic Map
Home
Catalog
Dashboards
New
Open
Signed In As
Criteria
Results
Prompts
Advanced
Map
Editing from: "Compound Layout"
Done
Subject Areas
A - Sample Sales
Time
Products
Offices
Sales Person
Customers
Orders
Base Facts
Calculated Facts
Catalog
List All
My Folders
Shared Folders
OBIEE_WORLD_MAP
CANADA
BC
AB
SK
MB
ON
QC
NB
ND
UT
AZ
Ottawa
Los Angeles
San Diego
Tijuana
San Antonio
MEXICO
Guadalajara
Leon
Nezahualcoyotl
Puebla
500 mi
1,000 km
Map Formats
Automatically create formats wh
OBIEE_COUNTRY
20 Actual Unit Price (Variable
Tile 0
20 Actual Unit Price (Color Fil
7.771
7.771
OBIEE_STATE
20 Actual Unit Price (Variable
First Third
Second Third
Last Third
1- Revenue (Color Fill)
First Tenth
Second Tenth

Street Level Maps SF

Time run: 7/14/2010 10:27:11 AM

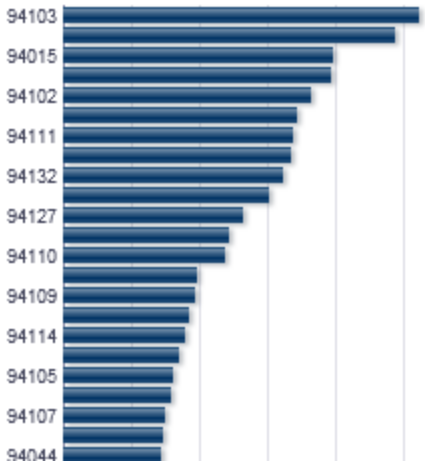


Map Formats View

Custom Point Layer

1- Revenue (Variable Marker)

- Top Quartile
- Second Quartile
- Third Quartile
- Fourth Quartile



R56 Postal Code	R59 Establishment Name	1- Revenue	2- Billed Quantity
94005	MONSTER CABLE	24,717	4,167
	23 CLUB	23,759	3,305
94014	L AND L HAWAIIAN BARBECUE	24,377	2,565
	WELLS FARGO	23,560	2,673
	FIL-AM CUISINE	23,000	1,500
	BRAKES PLUS	22,132	2,096
94015	FIRST NATIONAL BANK	36,939	3,652
	TAI WU RESTAURANT	24,782	3,304
	ATM	22,383	2,620
	ARCO	22,139	2,176
	BANK OF AMERICA	21,282	1,755
	JD LIMOUSINE SERVICE	19,925	1,781
	JUNIPERO SIERRA AUTO	17,402	2,288

Streets Level Map view of San

Return to Current Topic's Index Retu

* Revenue 0 -

Between 0 0.00

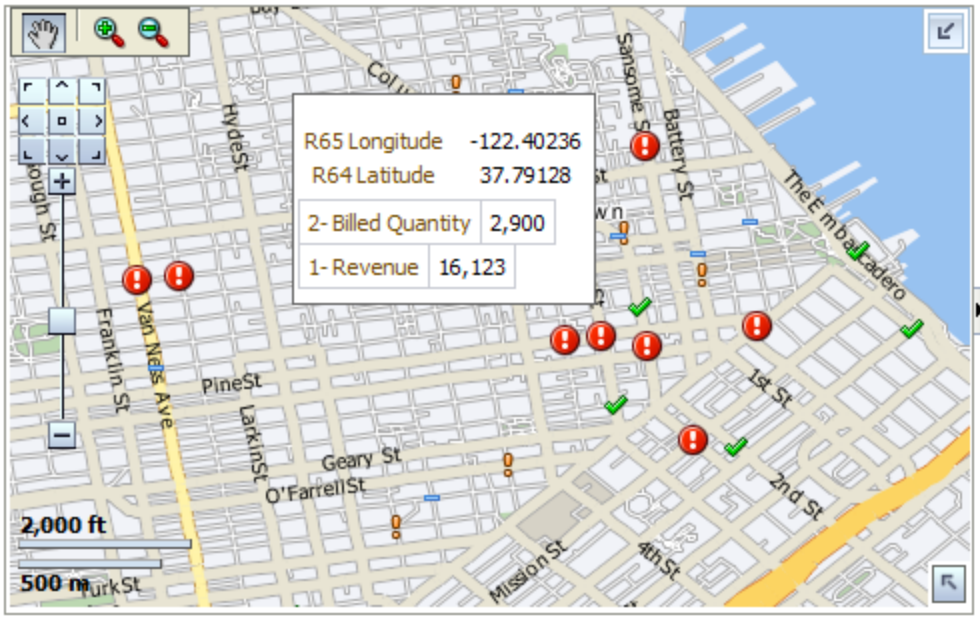
Description : This is an example of m addresses on street maps.

This Example : There are three diffe displayed, one for each city. Use the "R filter the data that each map view displ

Setup : The whole setup for this map webcat report defintion. It leverages M done in webcat administration screen.

Street Level Maps SF

Time run: 7/14/2010 10:27:11 AM



Map Formats View

Custom Point Layer

- 1- Revenue (Variable Marker)
  - Top Quartile
  - Second Quartile
  - Third Quartile
  - Fourth Quartile

Streets Level Map view of San

Return to Current Topic's Index Retu

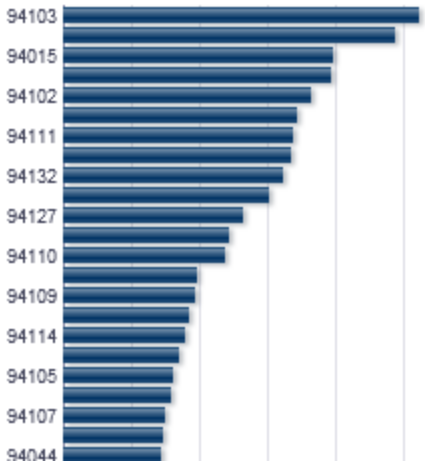
* Revenue 0 -

Between 0 0.00

Description : This is an example of m addresses on street maps.

This Example : There are three diffe displayed, one for each city. Use the "R filter the data that each map view displ

Setup : The whole setup for this map webcat report defintion. It leverages M done in webcat administration screen.



R56 Postal Code	R59 Establishment Name	1- Revenue	2- Billed Quantity
94005	MONSTER CABLE	24,717	4,167
	23 CLUB	23,759	3,305
94014	L AND L HAWAIIAN BARBECUE	24,377	2,565
	WELLS FARGO	23,560	2,673
	FIL-AM CUISINE	23,000	1,500
	BRAKES PLUS	22,132	2,096
94015	FIRST NATIONAL BANK	36,939	3,652
	TAI WU RESTAURANT	24,782	3,304
	ATM	22,383	2,620
	ARCO	22,139	2,176
	BANK OF AMERICA	21,282	1,755
	JD LIMOUSINE SERVICE	19,925	1,781
	JUNIPERO SIERRA AUTO	17,402	2,288