
ODTUG
Kscope16
CHICAGO, ILLINOIS · JUNE 26-30
PLEASE FILL OUT YOUR EVALUATIONS

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SOFTWARE SOLUTIONS

Data Visualization for Oracle Business Intelligence

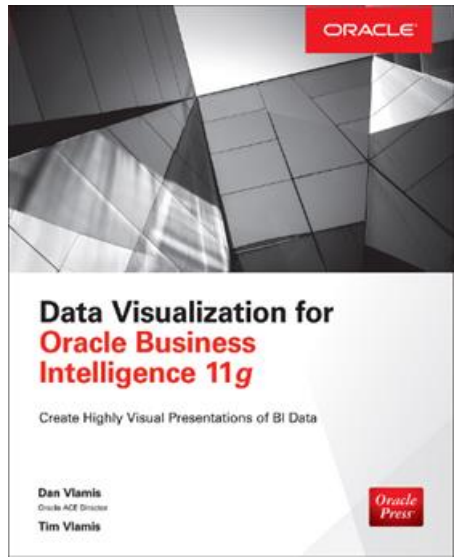
ODTUG KScope 16

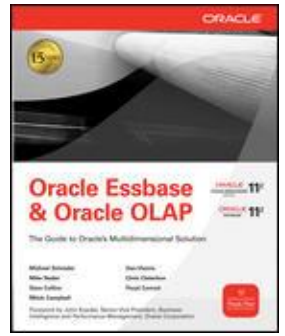
Dan Vlamis & Tim Vlamis

Monday, June 27, 2016

Vlamis Software Solutions

- Vlamis Software founded in 1992 in Kansas City, Missouri
- Developed 200+ Oracle BI and analytics systems
- Specializes in Oracle-based:
  - Enterprise Business Intelligence & Analytics
  - Analytic Warehousing
  - Data Mining and Predictive Analytics
  - Data Visualization
- Multiple Oracle ACEs, consultants average 15+ years
- www.vlamis.com (blog, papers, newsletters, services)
- Co-authors of book “Data Visualization for OBI 11g”
- Co-author of book “Oracle Essbase & Oracle OLAP”
- Oracle University Partner
- Oracle Gold Partner





ORACLE EDUCATION RESELLER

ORACLE APPROVED EDUCATION CENTER

ORACLE Gold Partner
Specialized
Oracle Business Intelligence
Foundation Suite 11g

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Dan and Tim Vlamis

Dan Vlamis – President

- Founded Vlamis Software Solutions in 1993
- 30+ years in business intelligence, dimensional modeling
- Oracle ACE Director
- Developer for IRI (expert in Oracle OLAP and related)
- BIWA Board Member since 2008
- BA Computer Science Brown University

Tim Vlamis – Vice President & Analytics Strategist

- 30+ years in business modeling and valuation, forecasting, and scenario analyses
- Oracle ACE
- Instructor for Oracle University's Data Mining Techniques and Oracle R Enterprise Essentials Courses
- Professional Certified Marketer (PCM) from AMA
- Adjunct Professor of Business Benedictine College
- MBA Kellogg School of Management (Northwestern University)
- BA Economics Yale University

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Vlamis Involvement in Presentations

Presenter	Time	Location	Title
Dan Vlamis & Arthur Dayton	Mon 8:30 AM	Mayfair	Upgrading to Oracle Business Intelligence 12c
Dan Vlamis & Tim Vlamis	Mon 4:30 PM	Mayfair	Data Visualization for Oracle Business Intelligence
Tim Vlamis	Tues 8:30 AM	Missouri	Clustering Data with Oracle Data Mining: The Easiest Place to Start in Predictive Analytics
Arthur Dayton	Tues 11:15 AM	Superior A	Data Discovery Best Practices with Visual Analyzer – Hands On Lab
Tim Vlamis & Dan Vlamis	Tues 2:00 PM	Mayfair	Visual Analyzer and Best Practices for Data Discovery through Data Visualization

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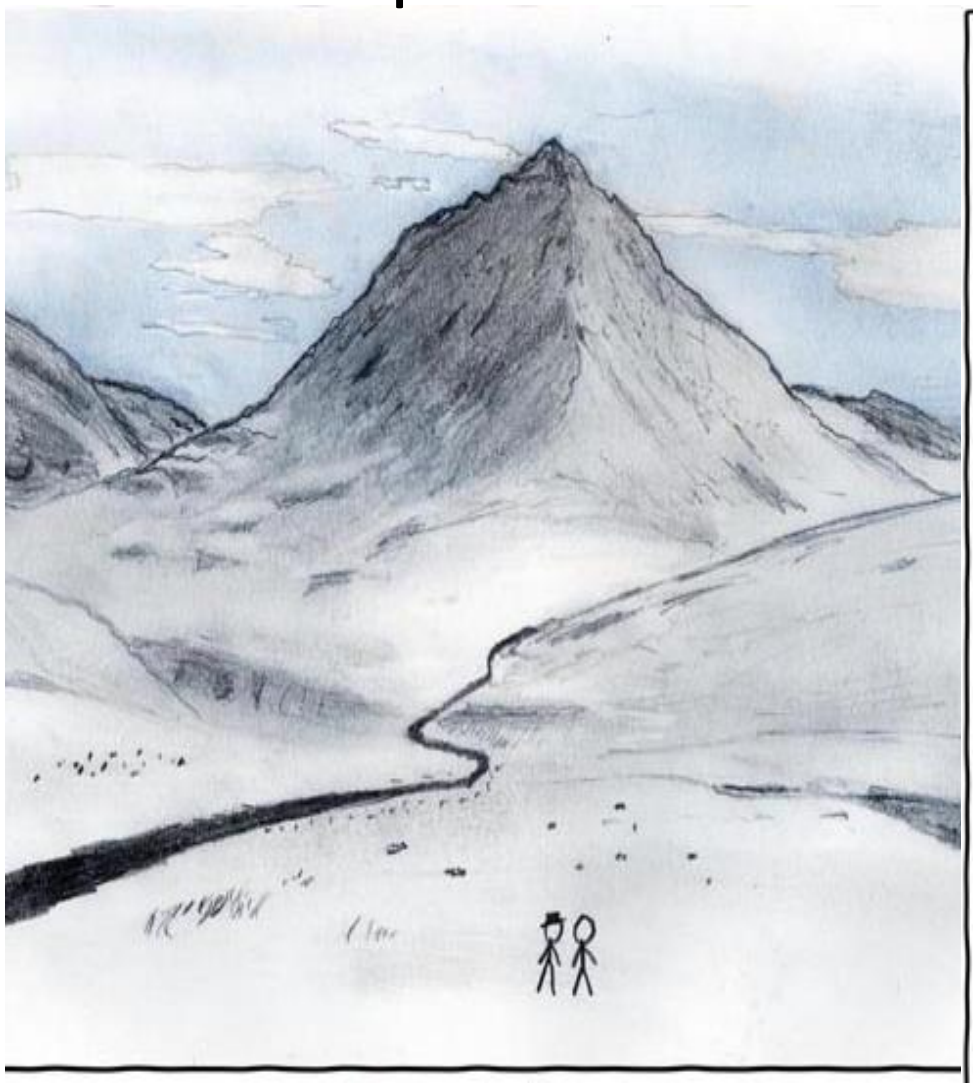
Presentation Agenda

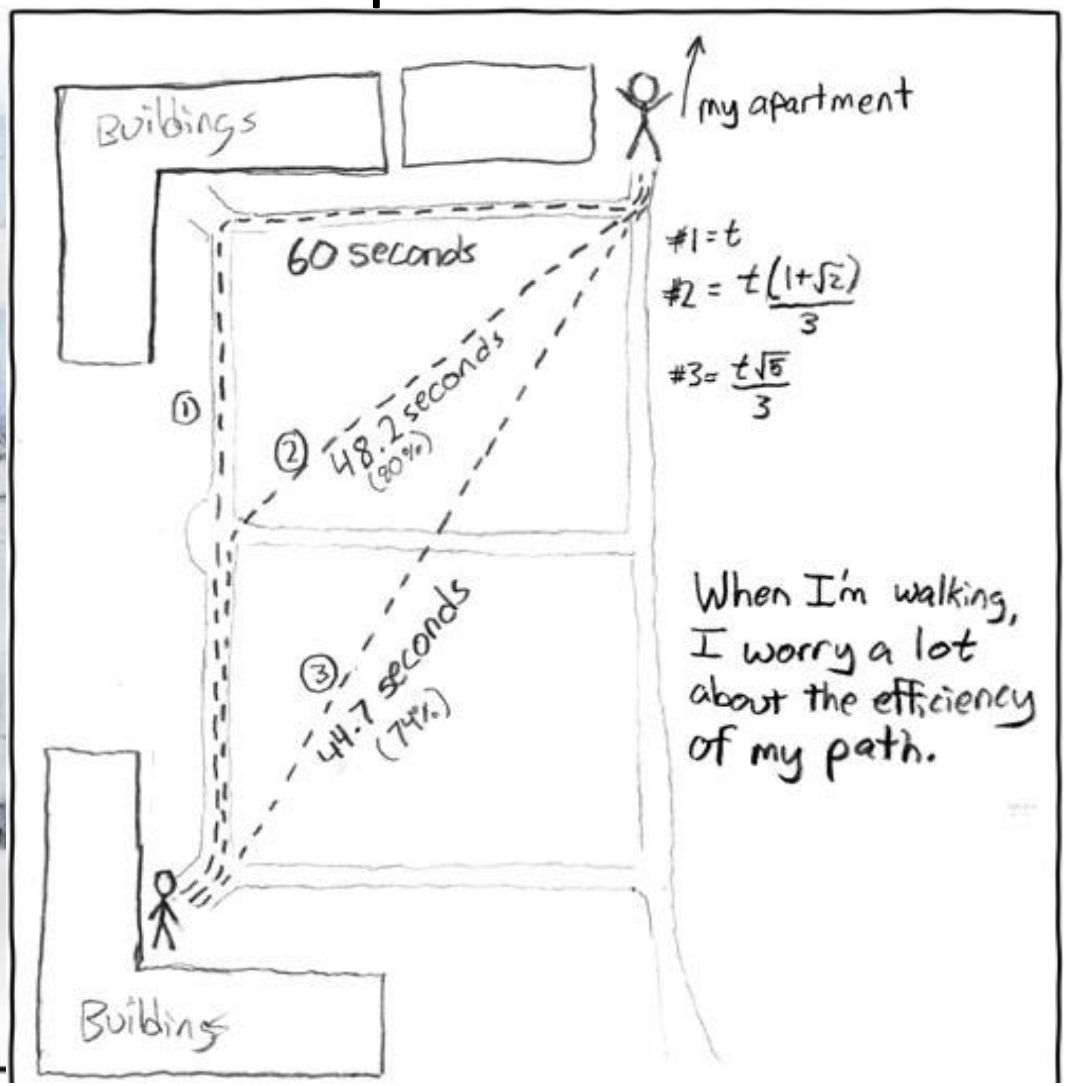
- Human cognition insights
- OBIEE demo
- Table design
  - Best practices
  - When and when not to use
- Graph design
  - Best practices
  - Use cases for different graph types
- Data Exploration
- Questions from audience at all times

Main Uses of BI Systems

Exploration



Explanation



xkcd.com

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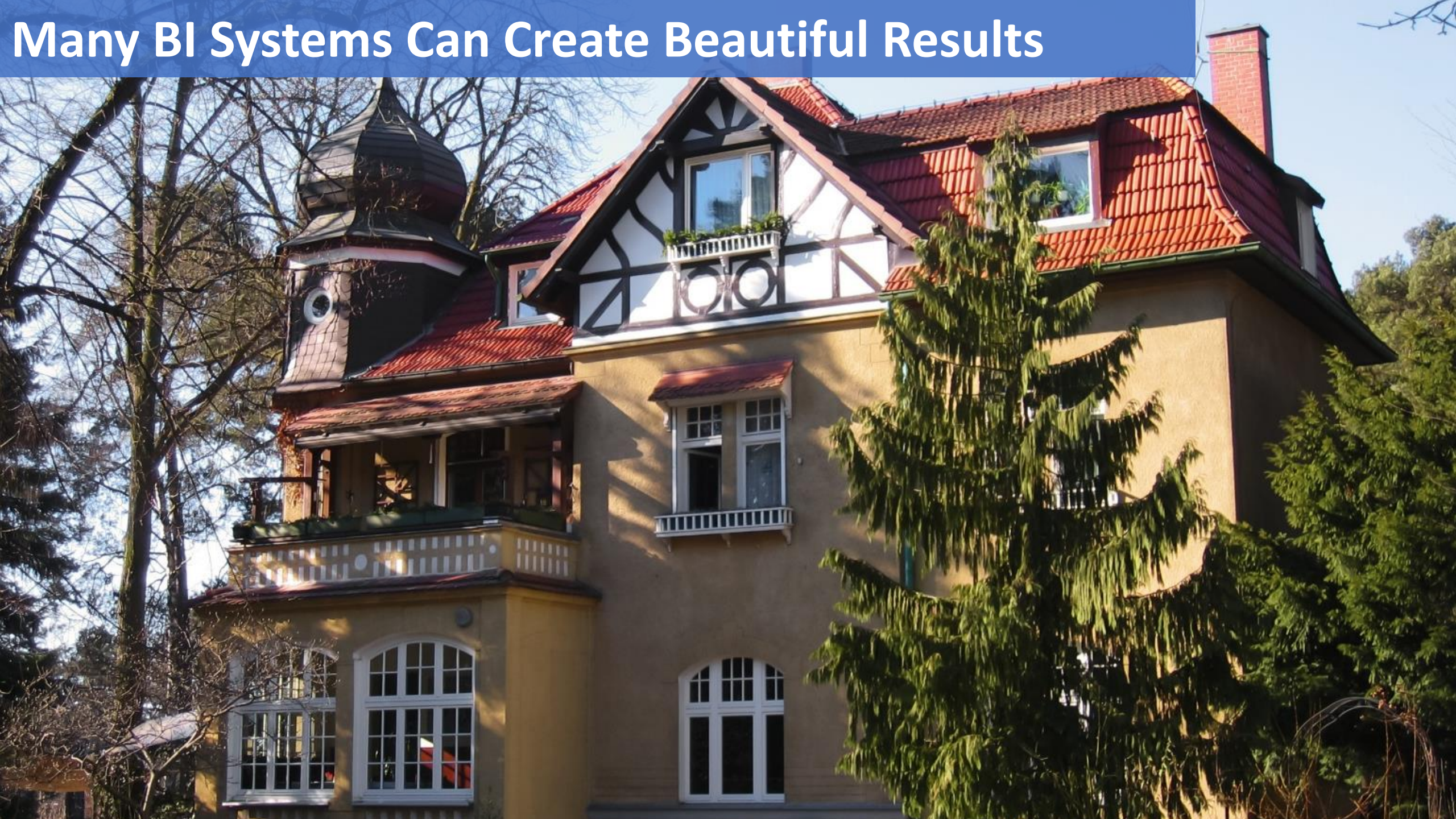
Many BI Systems Can Create Beautiful Results



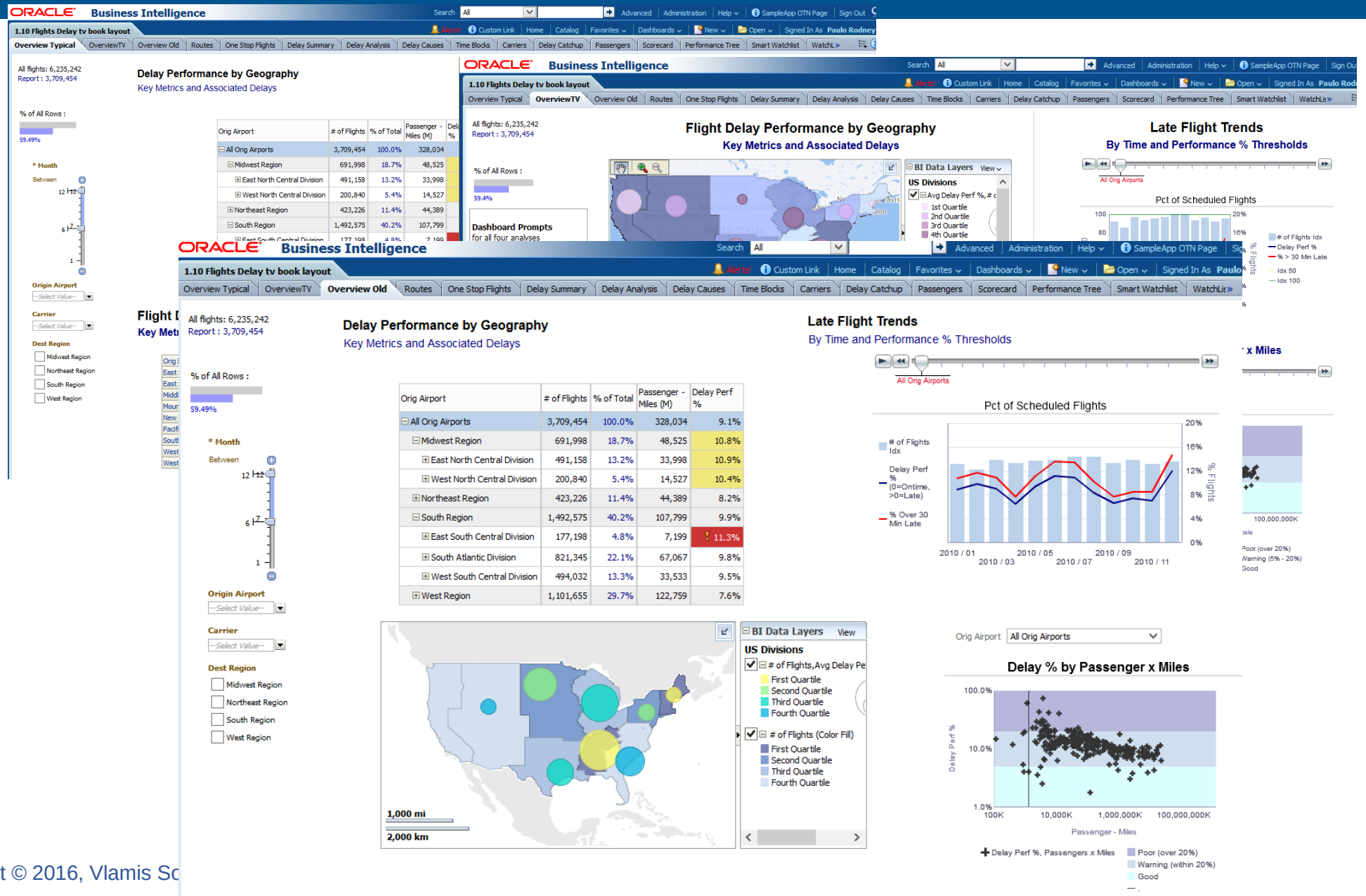
OBI Operates at a Different Scale


Ingredients → Data Quality & Variety

Technique → Data Processing & Prep

Presentation → Data Visualization

OBIEE Demo Content from Chap 1



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All flights: 6,235,242
Report : 3,709,454

% of All Rows :
59.49%

* Month
Between
12 12
6 7
1

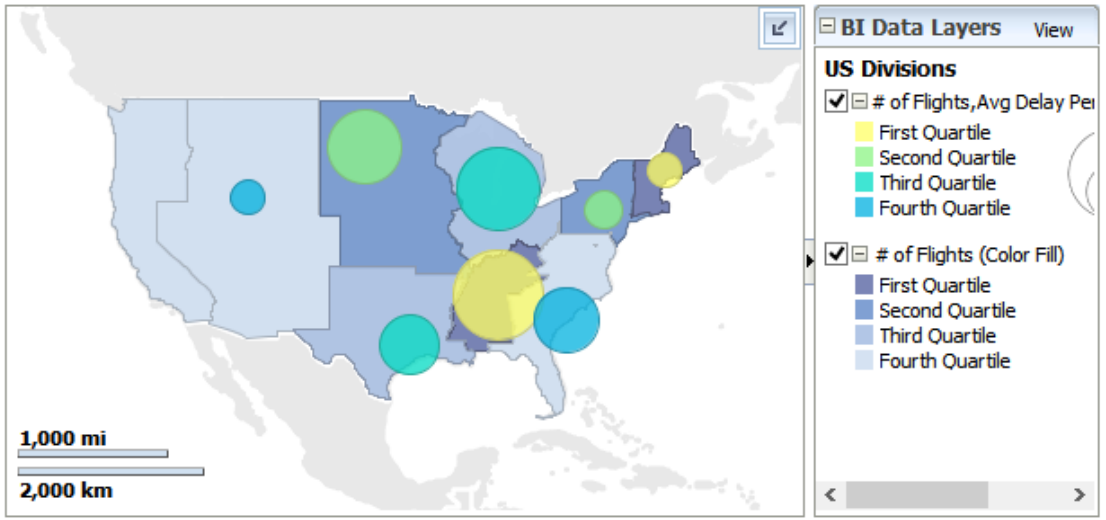
Origin Airport
--Select Value--

Carrier
--Select Value--

Dest Region
- Midwest Region
- Northeast Region
- South Region
- West Region

Delay Performance by Geography
Key Metrics and Associated Delays

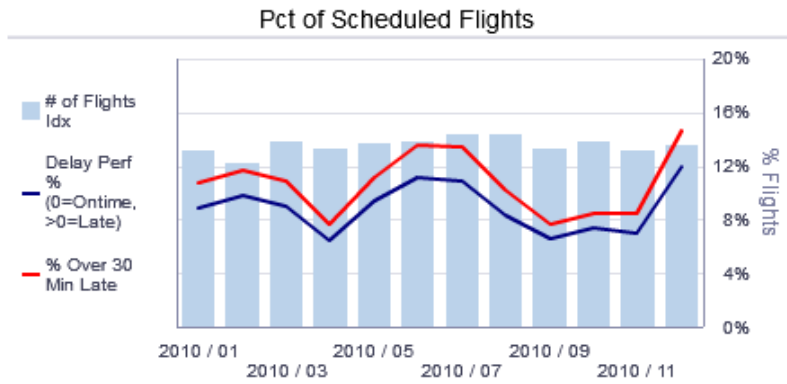
Orig Airport	# of Flights	% of Total	Passenger - Miles (M)	Delay Perf %
All Orig Airports	3,709,454	100.0%	328,034	9.1%
Midwest Region	691,998	18.7%	48,525	10.8%
East North Central Division	491,158	13.2%	33,998	10.9%
West North Central Division	200,840	5.4%	14,527	10.4%
Northeast Region	423,226	11.4%	44,389	8.2%
South Region	1,492,575	40.2%	107,799	9.9%
East South Central Division	177,198	4.8%	7,199	! 11.3%
South Atlantic Division	821,345	22.1%	67,067	9.8%
West South Central Division	494,032	13.3%	33,533	9.5%
West Region	1,101,655	29.7%	122,759	7.6%



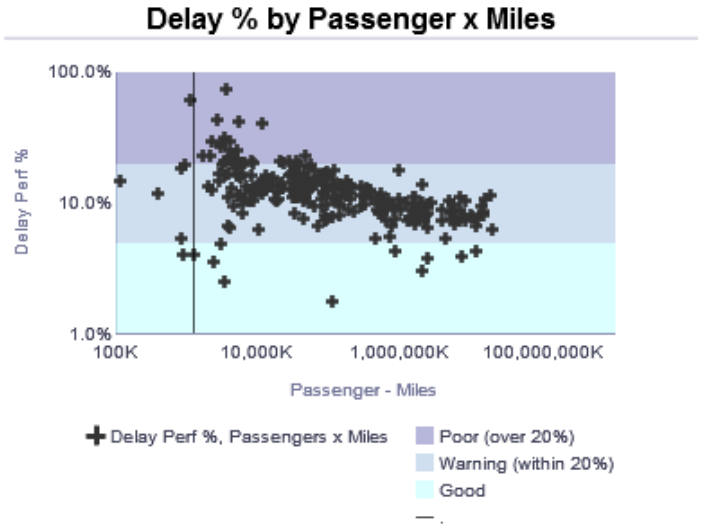
BI Data Layers View
US Divisions
# of Flights,Avg Delay Per
First Quartile
Second Quartile
Third Quartile
Fourth Quartile
# of Flights (Color Fill)
First Quartile
Second Quartile
Third Quartile
Fourth Quartile

Late Flight Trends
By Time and Performance % Thresholds

All Orig Airports



Orig Airport: All Orig Airports



All flights: 6,235,242
Report : 3,709,454

% of All Rows :
59.4%

Dashboard Prompts
for all four analyses

* Month
Between
12 | 7 | 1

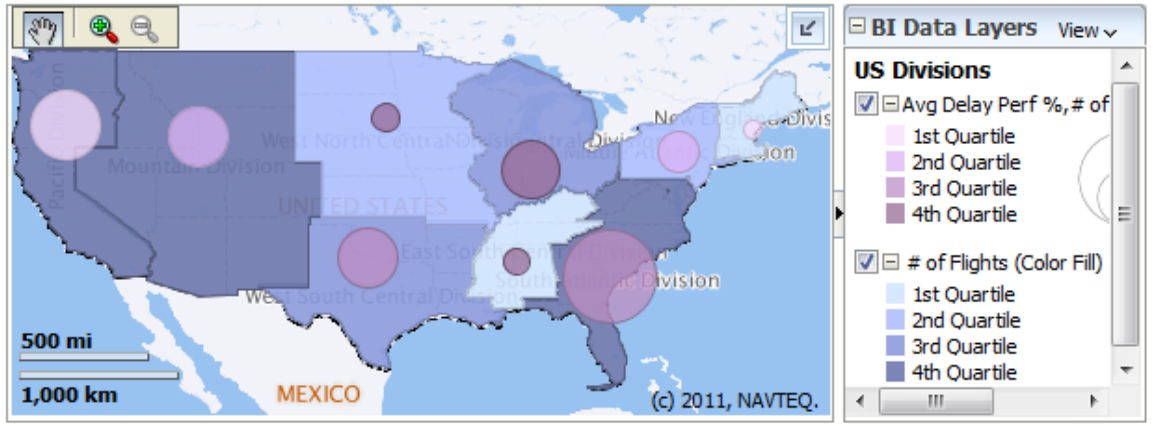
Origin Airport
--Select Value--

Carrier
--Select Value--

Dest Region
- Midwest Region
- Northeast Region
- South Region
- West Region

Flight Delay Performance by Geography

Key Metrics and Associated Delays



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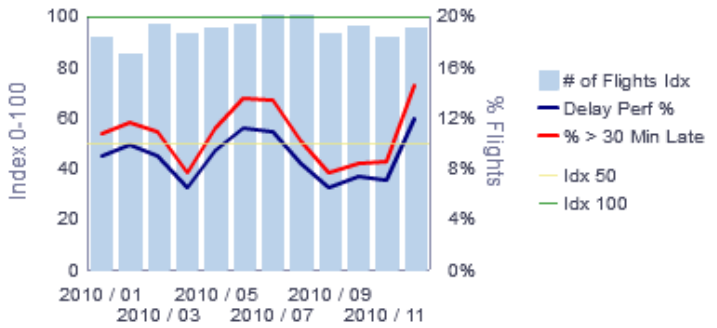
Late Flight Trends

By Time and Performance % Thresholds

All Orig Airports

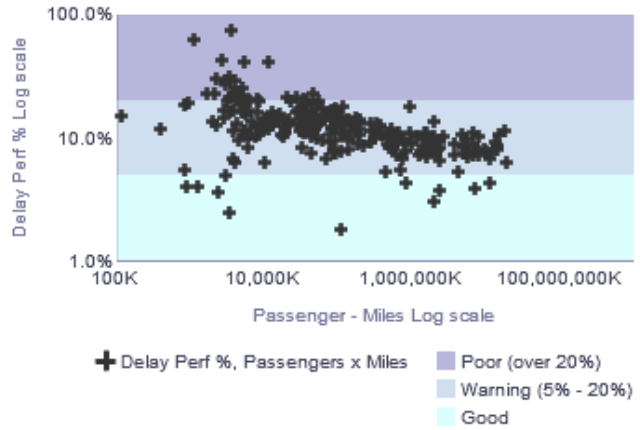
Pct of Scheduled Flights



Delay % by Passenger x Miles

All Orig Airports

Log / Log Scale

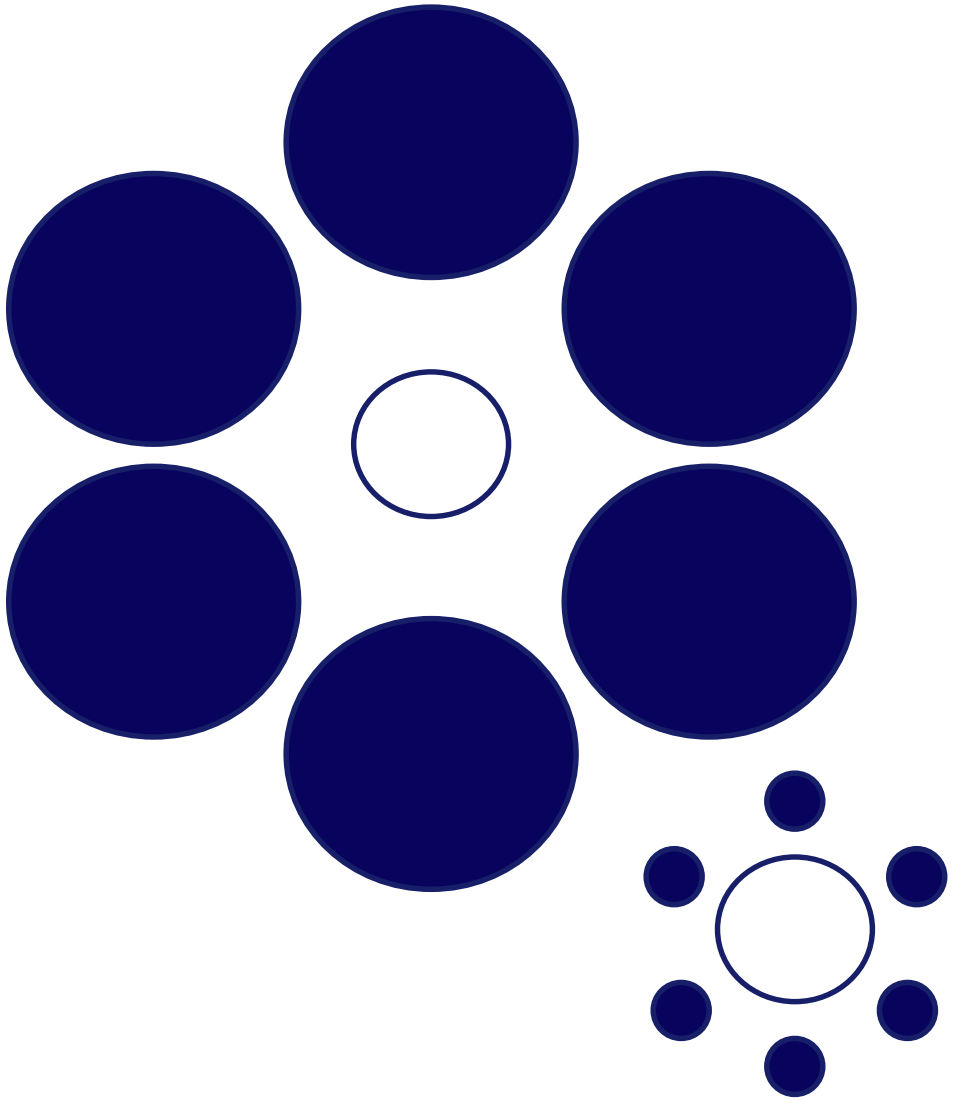


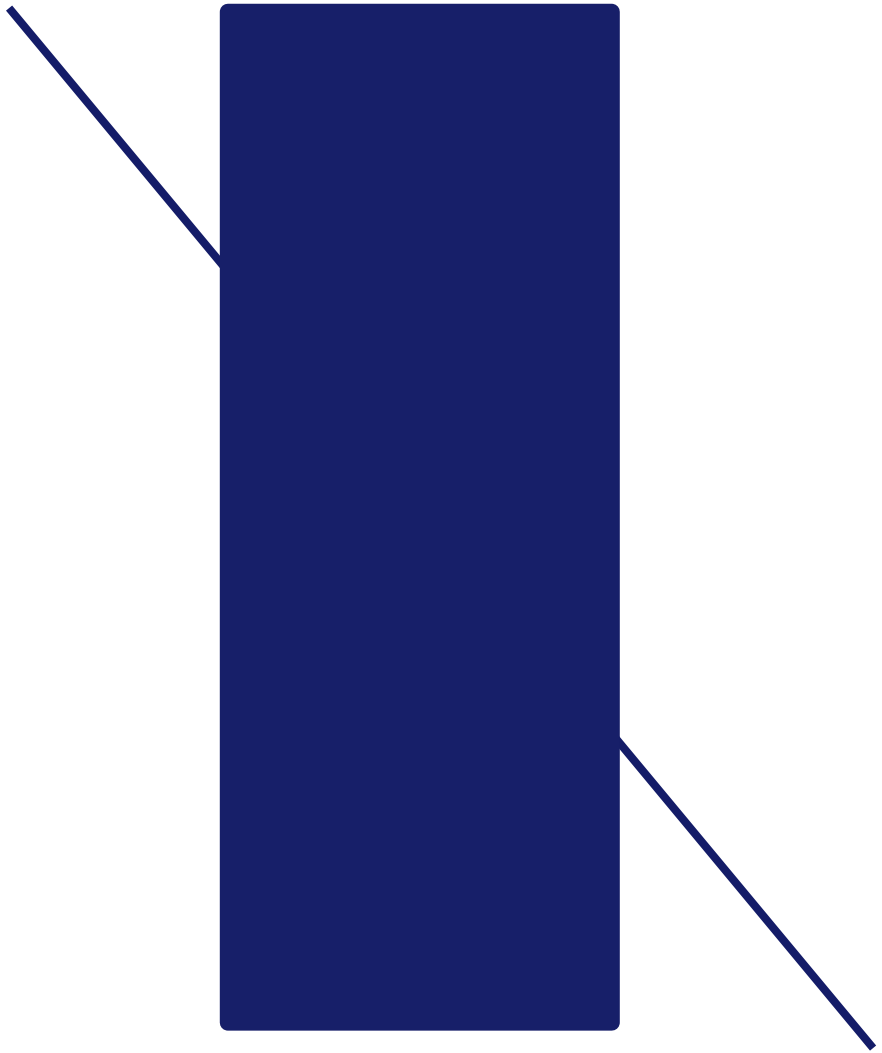
Best Practice Focus for Dashboards

- Best practices are objective guides for effectiveness
- Visualizations should be guided by:
  - Human cognition
  - Accurate representations of data
  - Preferred message (consciously designed by visualization developer)
- Visualizations should NOT be guided by:
  - Taste or what looks “good” to one person
  - Entertain users
  - A desire to “fill the white space”

The Principles of Human Cognition Should Guide BI Dashboard Design

Classic Optical Illusions





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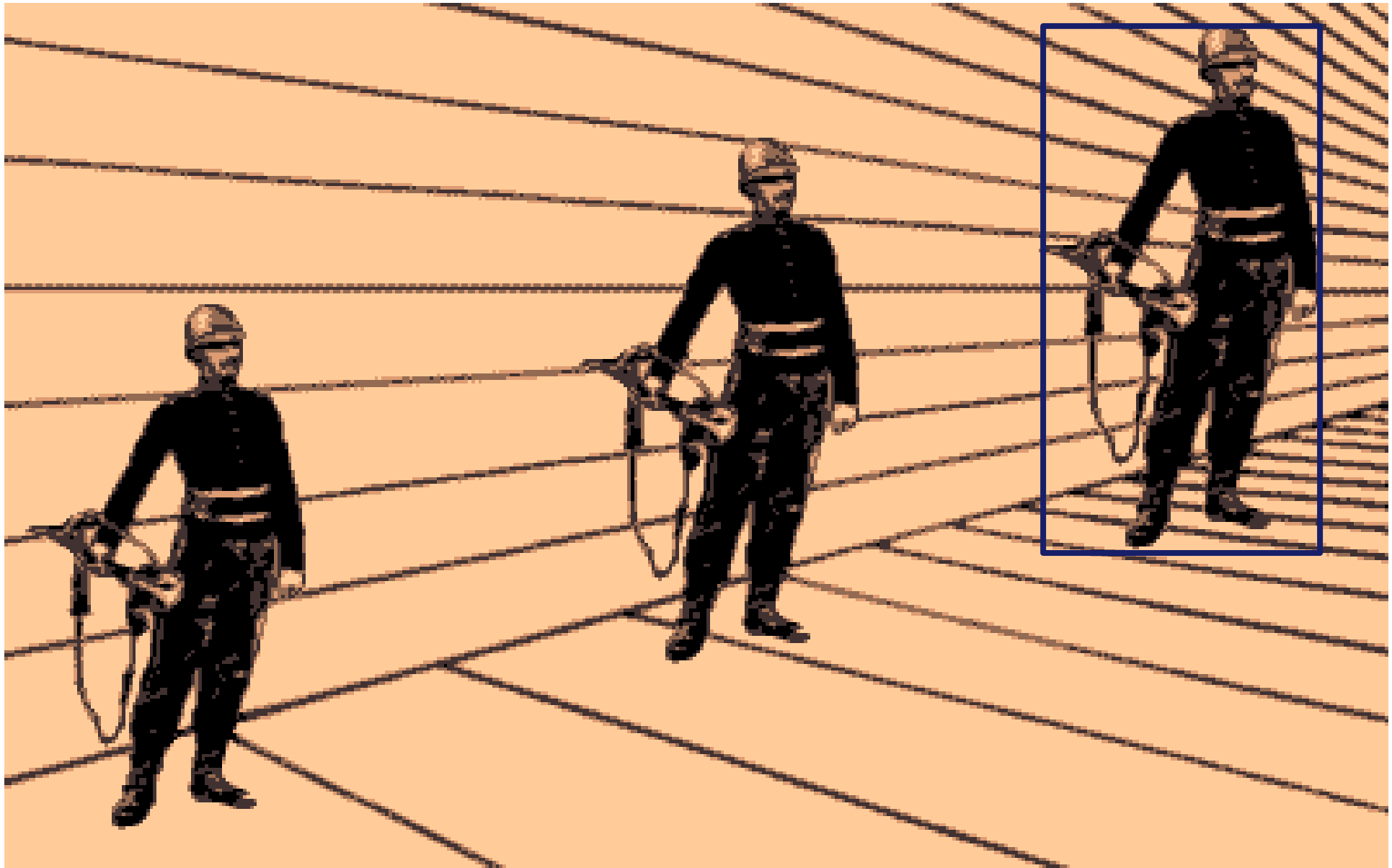
Which Soldier is Tallest



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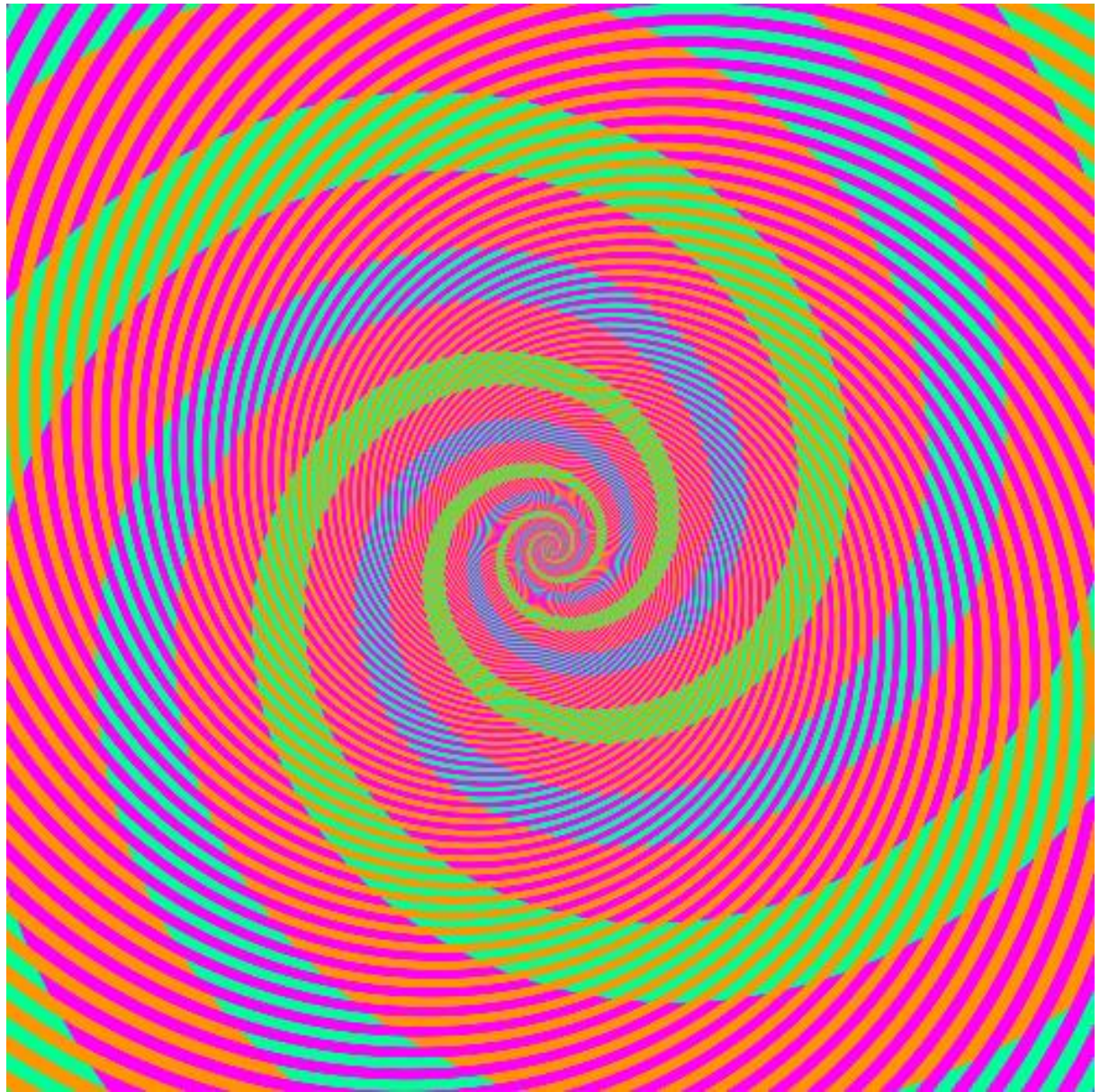

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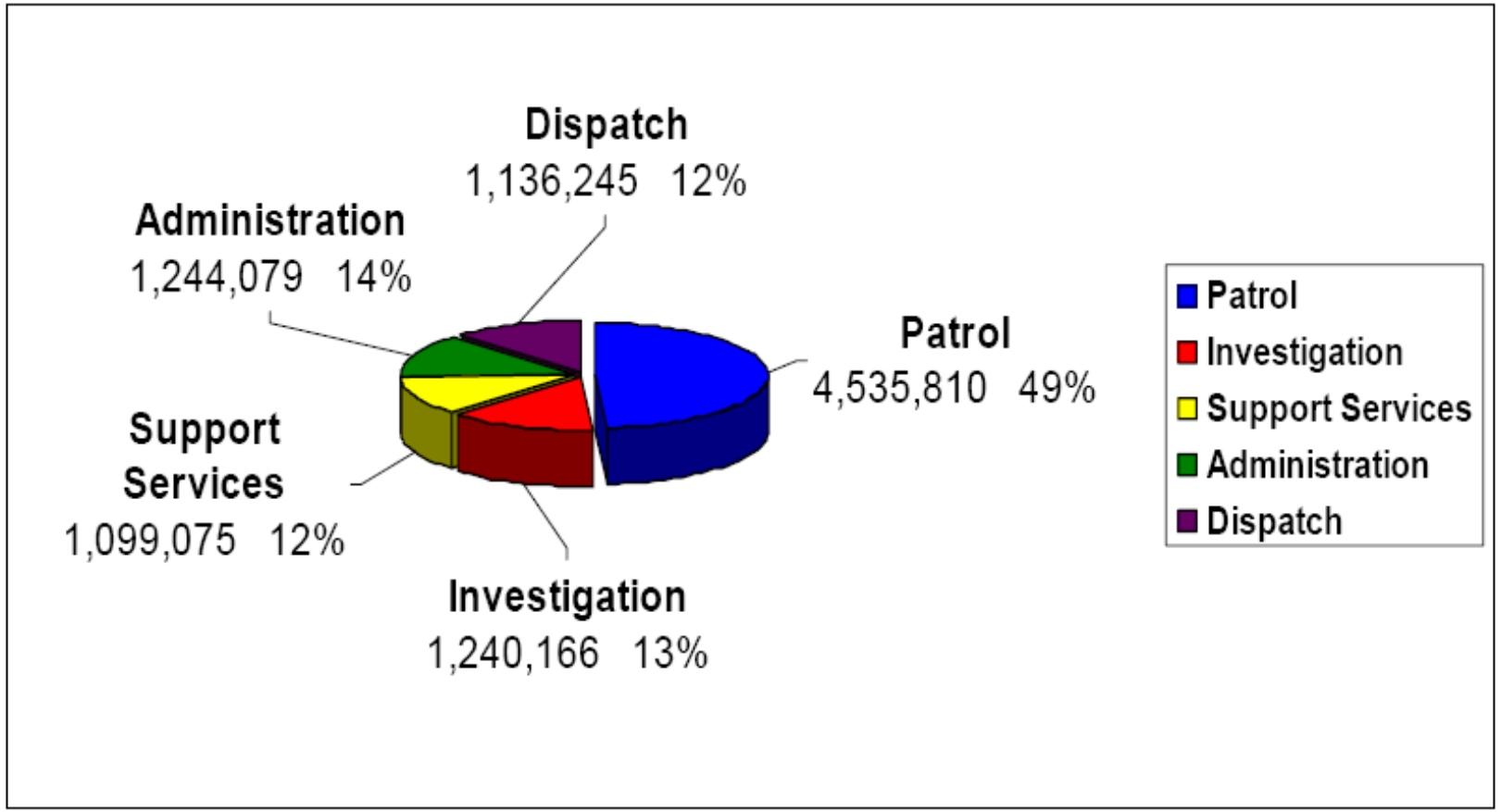
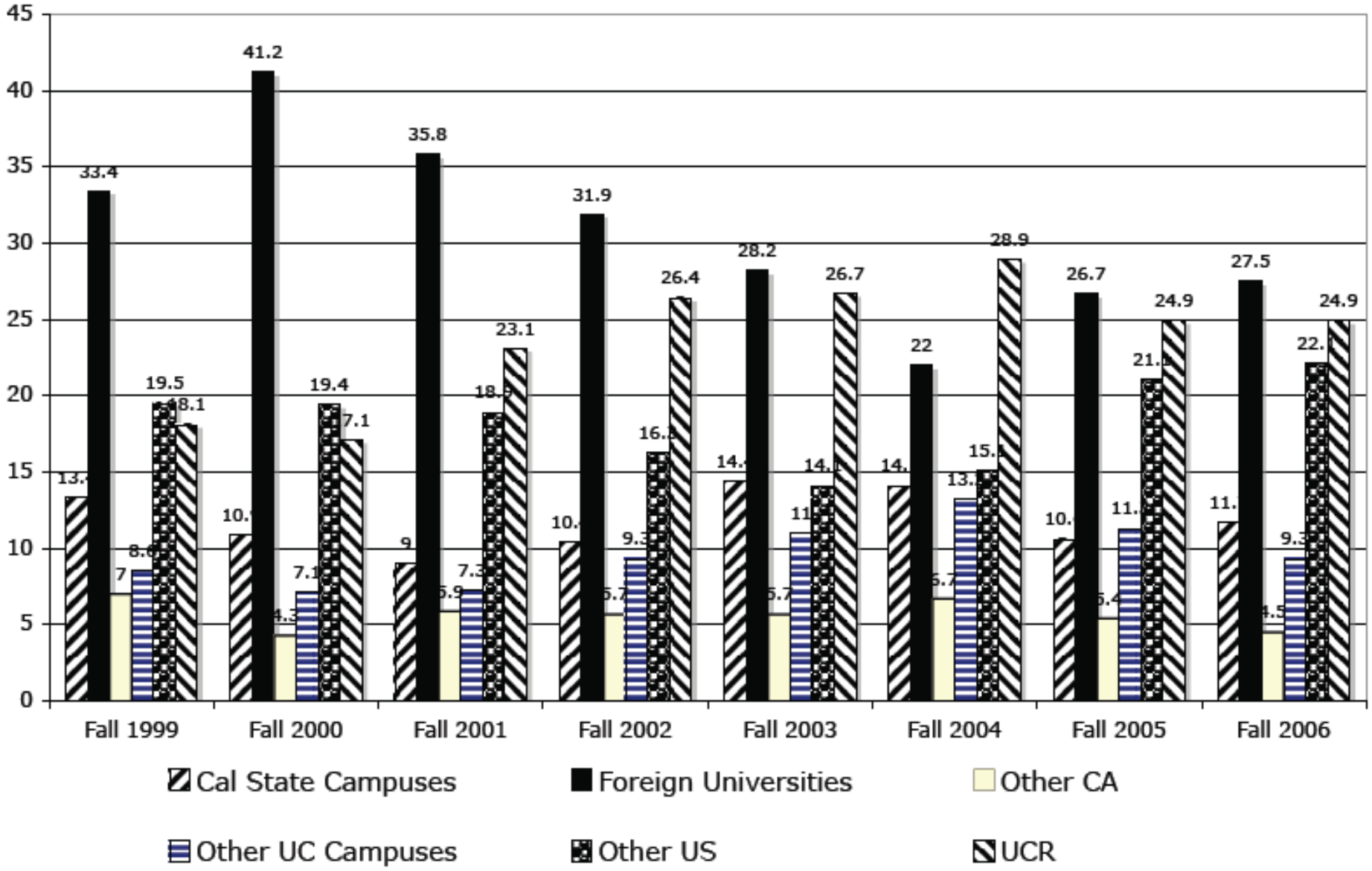
2004 - 2005 Budget

Budget By Division



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



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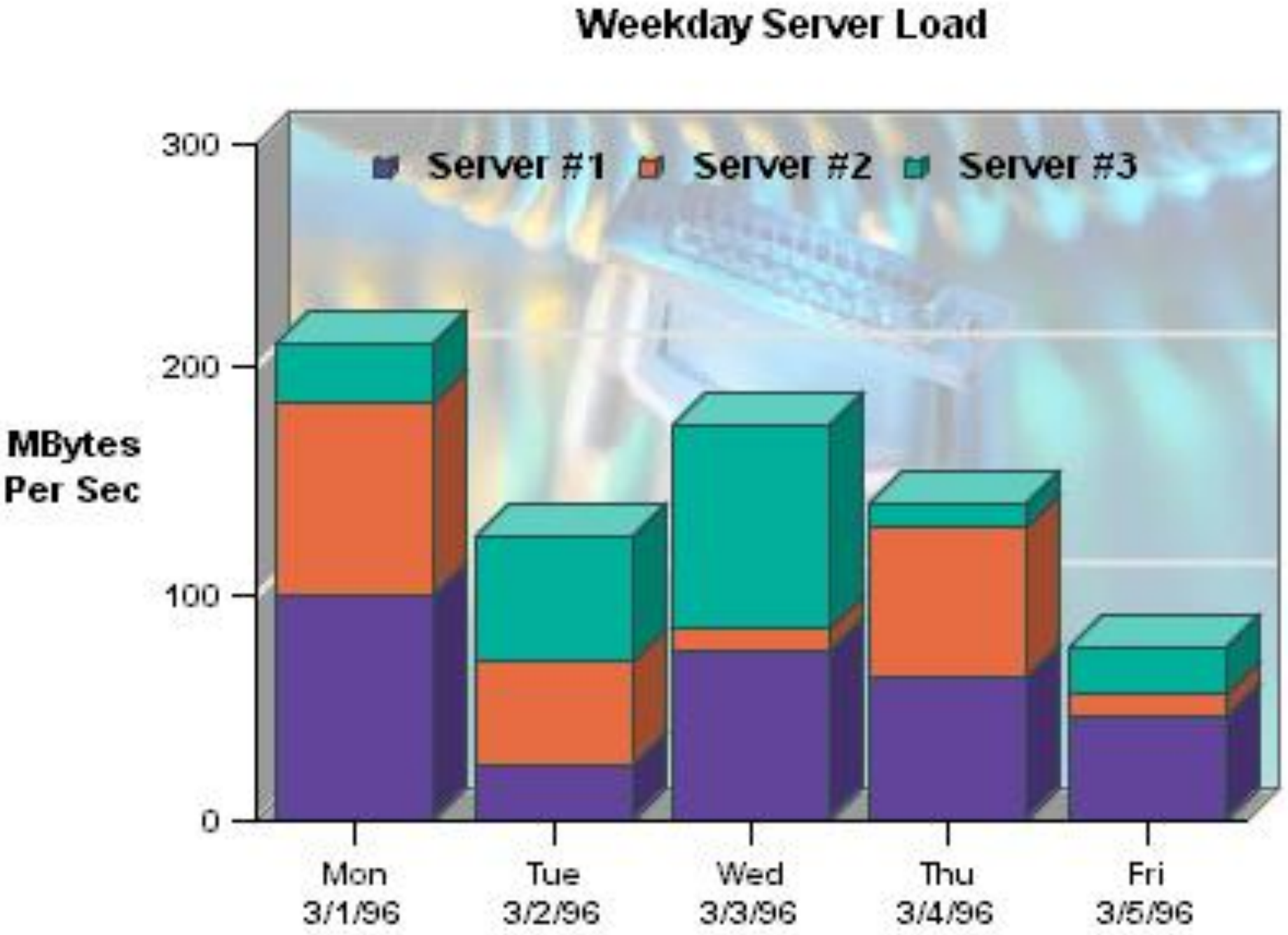

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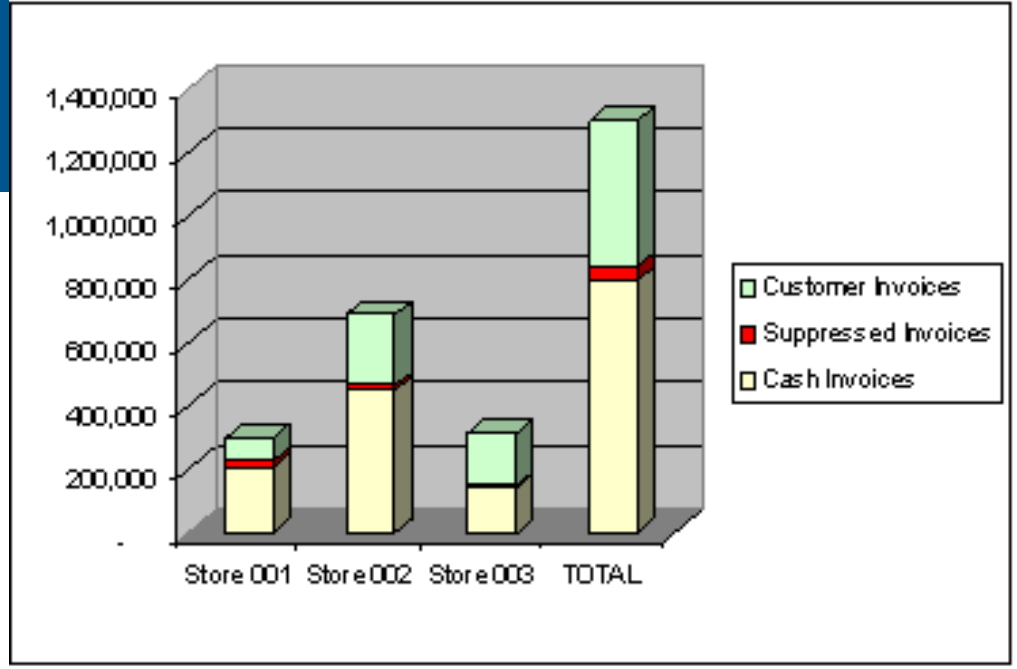
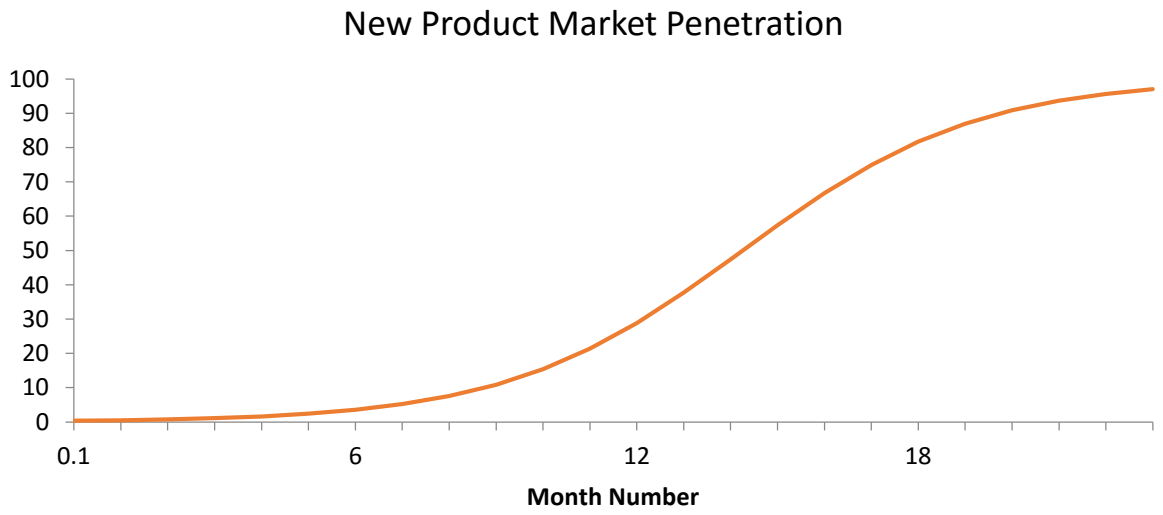


	Store 001	Store 002	Store 003	TOTAL
Total Invoices	298,943	687,091	313,140	1,299,174
less				
Cash Invoices	207,256	449,064	141,305	797,625
leaves				
Non-cash Invoices	91,687	238,027	171,835	501,549
consisting of				
Suppressed Invoices	18,888	15,527	6,501	40,916
and				
Customer Invoices	72,799	222,500	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

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
Grand Total	**71,000**	**$70,000,000**	**5,657,221**	**$12.37**

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Characteristics of Tables

- Can present data at drastically different scales.
- Can present very different data types simultaneously.
- Can repeat and include multiple sets of the same data values.
- Are extraordinarily dense and include numerous data relationships without direct distortion of the data itself.
- Tables can present “federated” data from different sources in a single simultaneous view.

Keys to Effective Tables

- Prefer smaller tables
- Words are important
  - Enable roll overs for meta data for commonly used tables
  - Write informative titles for tables and column head descriptions
- Make tables clean and easy to read
  - Eliminate unnecessary gridlines
  - Use space (padding) to create groups of data
  - Left justify text cells and Right justify numerical cells
- Make numbers easy to read and understand
  - Judiciously use conditional formatting
  - Avoid putting text in color
  - Align the decimal point for numerical cells
  - Use symbols to denote units of measure (%, $, etc.)
- Enable column and row sorting
- Avoid scrolling (if possible)
- Be transparent about data selection

Keys to Effective Tables

Year 2010

Product Type	Company	Sales						
		Active Singles	Baby Boomers	Others	Rural based	Seniors	Students	Urban based
Accessories	Genmind Corp	$95,916	$29,746	$23,710	$40,947	$60,397	$59,891	$77,722
	Stockplus Inc.	$128,470	$29,693	$38,455	$68,506	$100,349	$120,508	$111,572
	Tescare Ltd.	$104,461	$35,374	$27,900	$56,392	$96,501	$121,121	$93,280
Accessories Total		**$328,847**	**$94,813**	**$90,064**	**$165,845**	**$257,247**	**$301,520**	**$282,574**
Audio	Genmind Corp	$168,612	$50,236	$21,842	$74,952	$126,754	$133,788	$124,072
	Stockplus Inc.	$215,921	$42,336	$55,632	$124,469	$149,511	$169,330	$144,029
	Tescare Ltd.	$173,022	$61,713	$30,048	$102,717	$162,078	$202,451	$161,995
Audio Total		**$557,555**	**$154,285**	**$107,522**	**$302,137**	**$438,343**	**$505,569**	**$430,096**
Camera	Genmind Corp	$154,930	$50,453	$23,935	$73,360	$129,189	$143,608	$136,459
	Stockplus Inc.	$189,520	$45,571	$57,449	$88,445	$154,237	$181,047	$162,000
	Tescare Ltd.	$182,757	$83,650	$45,512	$89,213	$140,187	$208,441	$151,215
Camera Total		**$527,207**	**$179,675**	**$126,895**	**$251,019**	**$423,613**	**$533,096**	**$449,674**
Cell Phones	Genmind Corp	$120,376	$40,799	$24,293	$61,451	$82,200	$103,754	$97,480
	Stockplus Inc.	$161,238	$47,570	$37,670	$71,548	$129,511	$133,459	$144,812
	Tescare Ltd.	$157,717	$50,948	$30,873	$79,242	$130,167	$164,272	$116,630
Cell Phones Total		**$439,331**	**$139,317**	**$92,837**	**$212,241**	**$341,879**	**$401,484**	**$358,921**
Fixed	Genmind Corp	$144,814	$35,190	$20,000	$94,115	$128,411	$152,767	$138,280
	Stockplus Inc.	$234,518	$56,263	$53,554	$109,985	$160,065	$238,484	$180,872
	Tescare Ltd.	$197,073	$57,671	$50,893	$121,302	$170,018	$173,601	$177,137

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Pivot Table “Needs” Sentence

I want to see fact/measure (specifies cell values)

***by** dimension and dimension (defines rows)*

***across** dimension and dimension (defines columns).*

Year 2010

		Sales						
Product Type	Company	Active Singles	Baby Boomers	Others	Rural based	Seniors	Students	Urban based
Accessories	Genmind Corp	$95,916	$29,746	$23,710	$40,947	$60,397	$59,891	$77,722
	Stockplus Inc.	$128,470	$29,693	$38,455	$68,506	$100,349	$120,508	$111,572
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Pivot Table “Needs” Sentence

I want to see Sales (specifies cell values)

***by** Product Type and Company (defines rows)*

***across** Market Segments (defines columns).*

Year 2010

		Sales						
Product Type	Company	Active Singles	Baby Boomers	Others	Rural based	Seniors	Students	Urban based
Accessories	Genmind Corp	$95,916	$29,746	$23,710	$40,947	$60,397	$59,891	$77,722
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	Tescare Ltd.	$157,717	$50,948	$30,873	$79,242	$130,167	$164,272	$116,630
Cell Phones Total		**$439,331**	**$139,317**	**$92,837**	**$212,241**	**$341,879**	**$401,484**	**$358,921**
Fixed	Genmind Corp	$144,814	$35,190	$20,000	$94,115	$128,411	$152,767	$138,280
	Stockplus Inc.	$234,518	$56,263	$53,554	$109,985	$160,065	$238,484	$180,872
	Tescare Ltd.	$197,073	$57,671	$50,893	$121,302	$170,018	$173,601	$177,137

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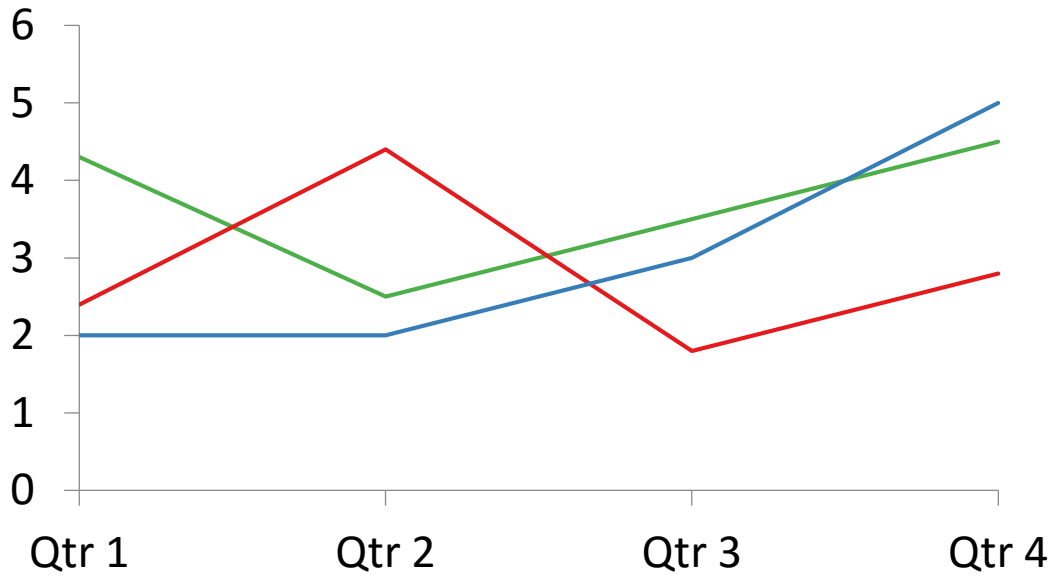
7 Keys to Effective Graphs

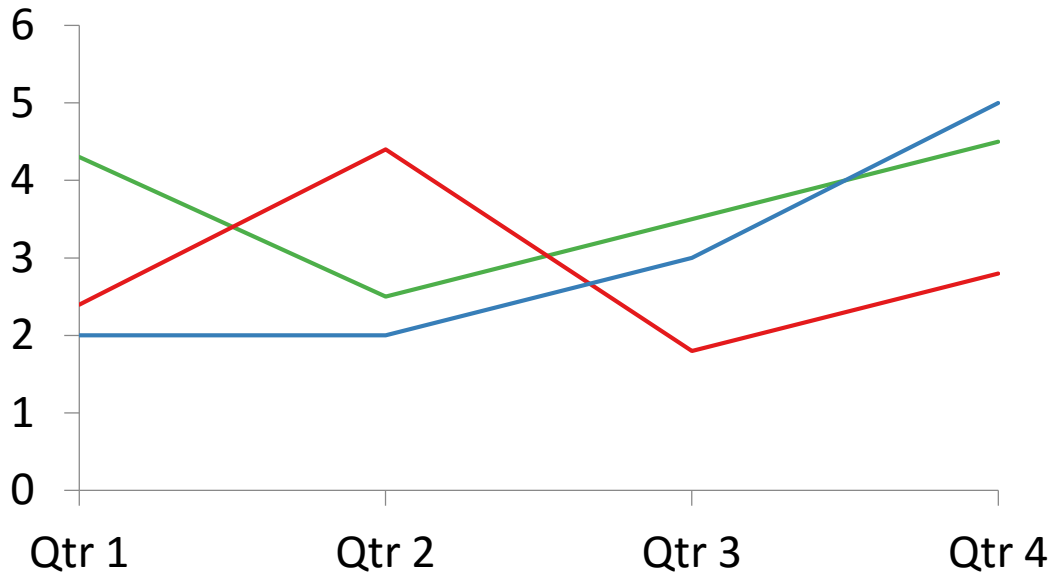
- Do not use 3-D effects.
- Avoid “stop light” color palette.
- Prefer pastel color palettes and avoid bright colors.
- Eliminate gridlines, drop shadows, and other graphics.
- Enable interaction for “exploration” graphs.
- Prioritize a single message for “explanation” graphs.
- Above all else, show the data!

Line Graph



- Show a pattern or progression over a continuous range.
- Can be valued within a range to highlight a particular pattern (careful!).
- Maintain a rectangular shape close to golden proportion.
- Use scale marker lines and ranges for context.

Line Graph



- Use darker versions of standard colors.
- Eliminate grid lines.
- Use zoom function for detailed line graphs.
- Choose curved lines to smooth overall shape.
- Choose stepped lines to emphasize point transitions.

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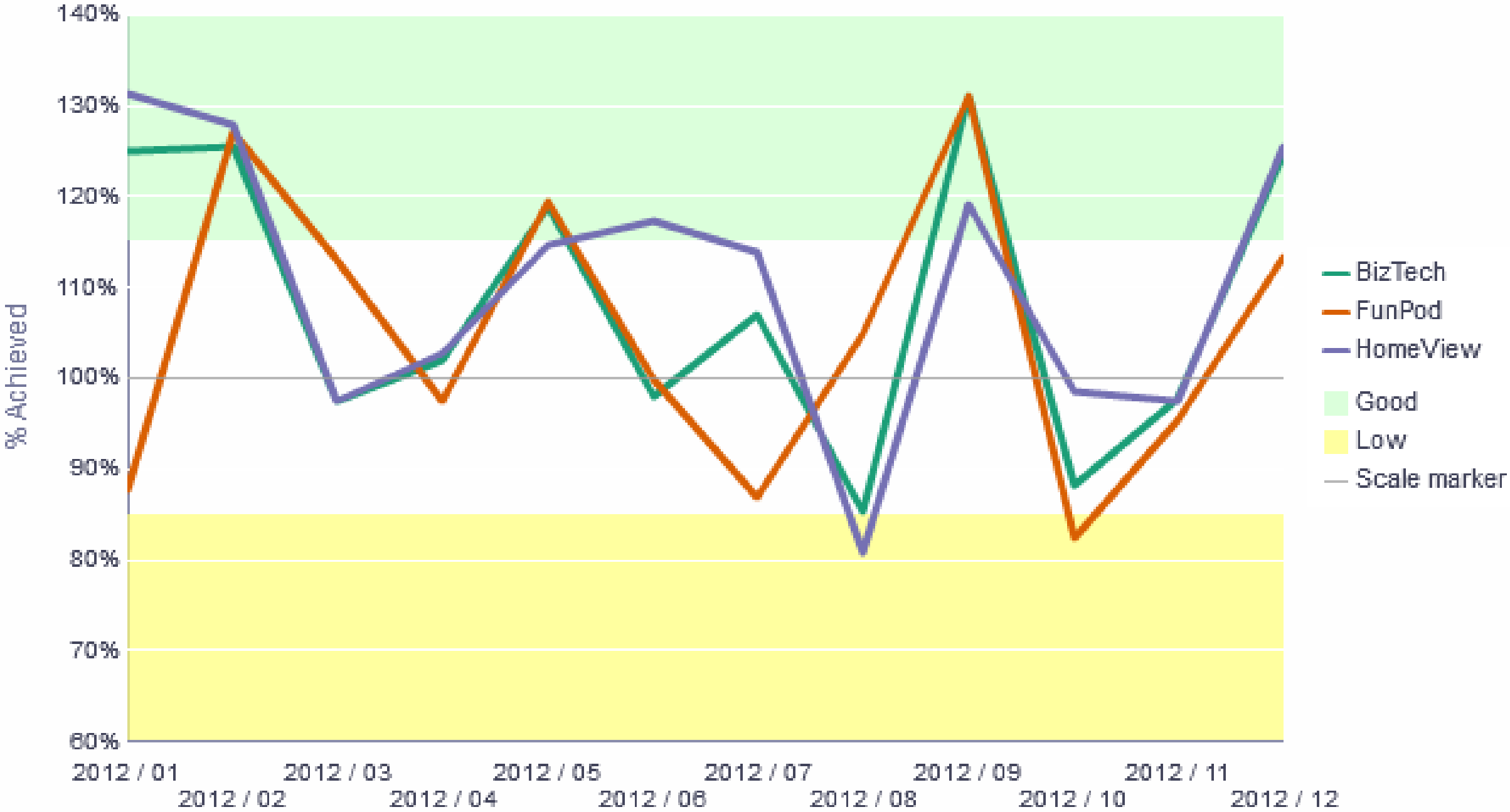
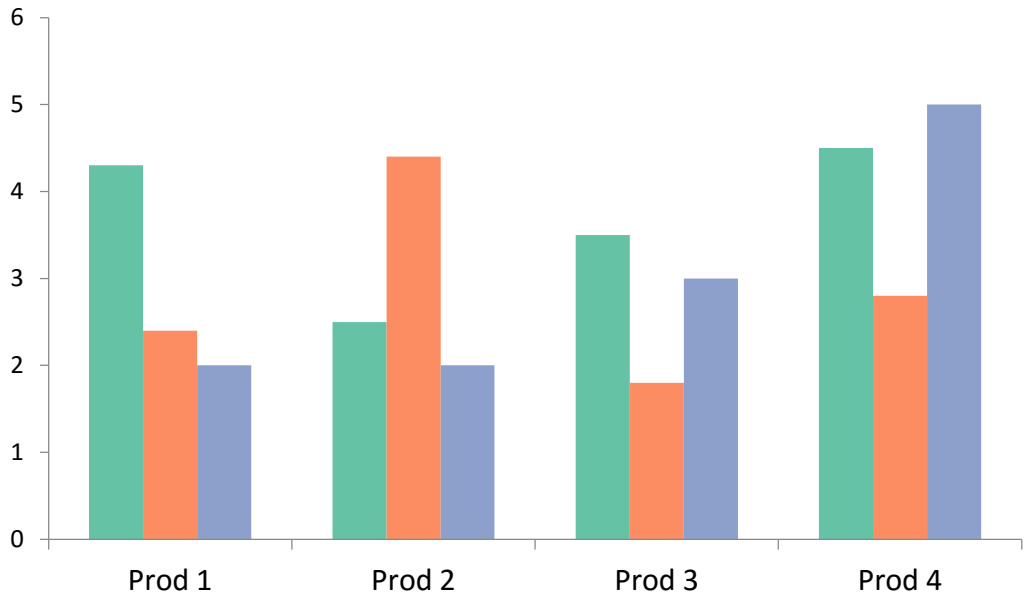
Target Revenue % by Brand for 2012

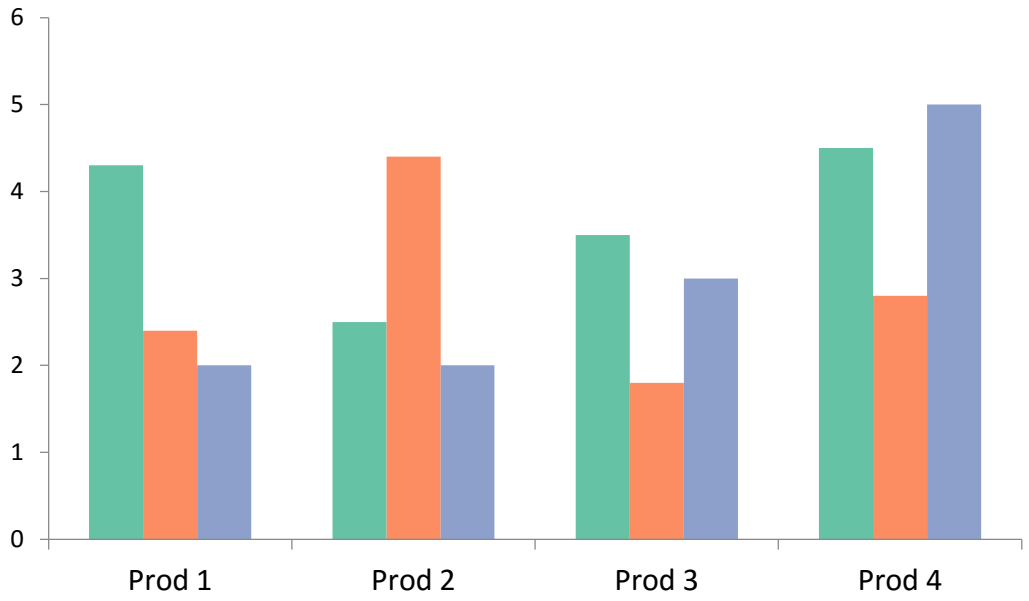


Bar Graphs



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

Bar Graphs



- Add data labels as interactive rollover.
- Balance colors.
- If change is most important, graph change.

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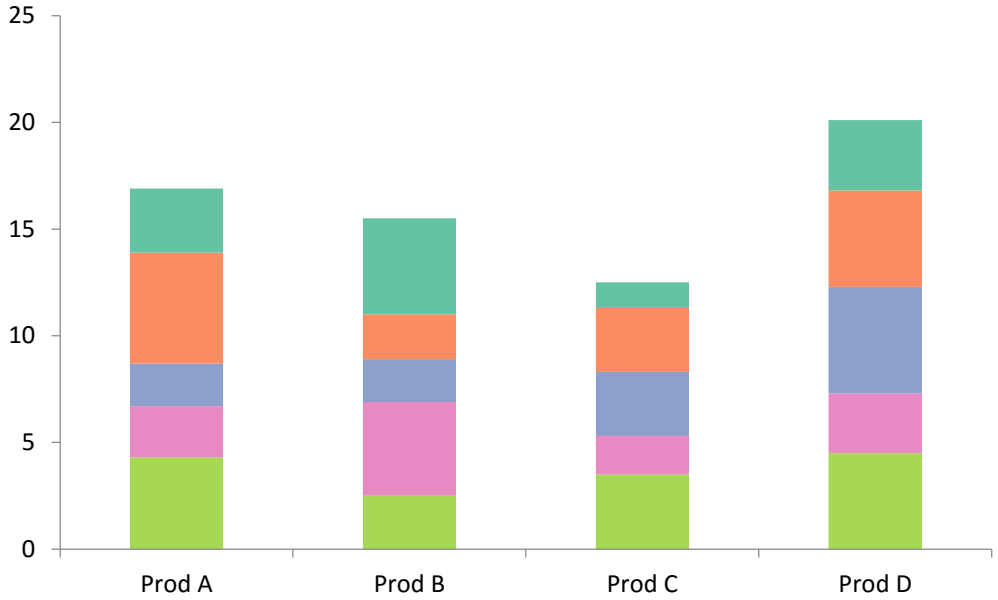
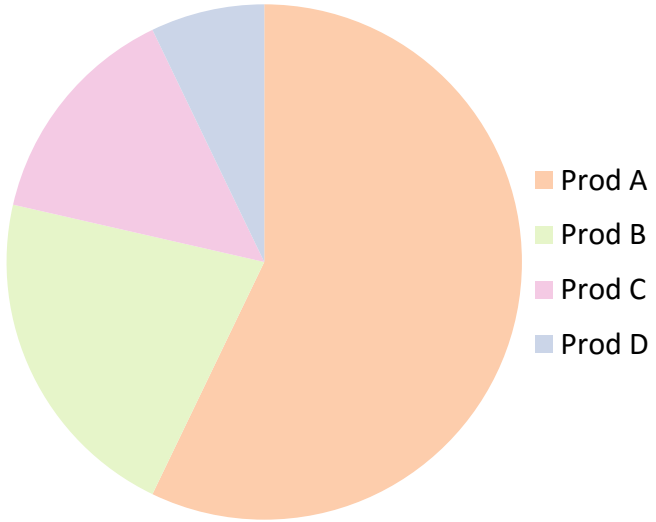
Stacked Bar Chart



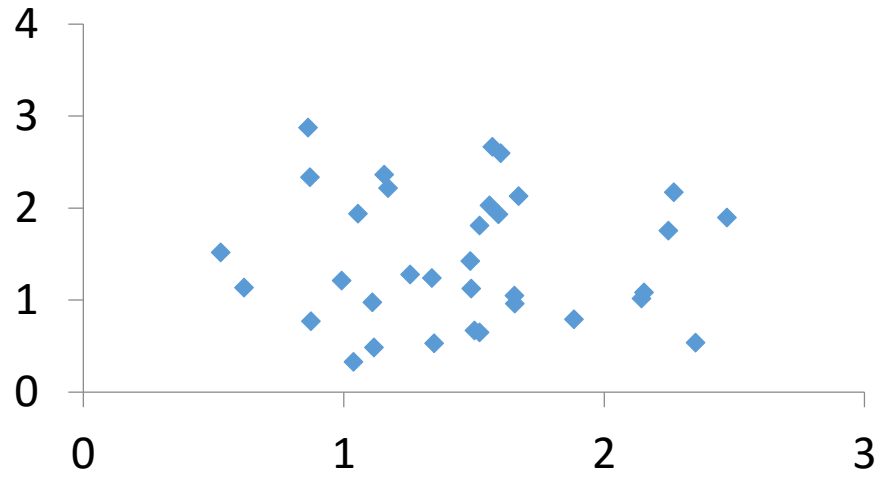
- Somewhat confusing, not great for representing change.
- Total is most clearly represented number.
- Typically stack with largest values on the bottom.
- Single scale can make for interesting intra-bar comparisons.

Pie Charts



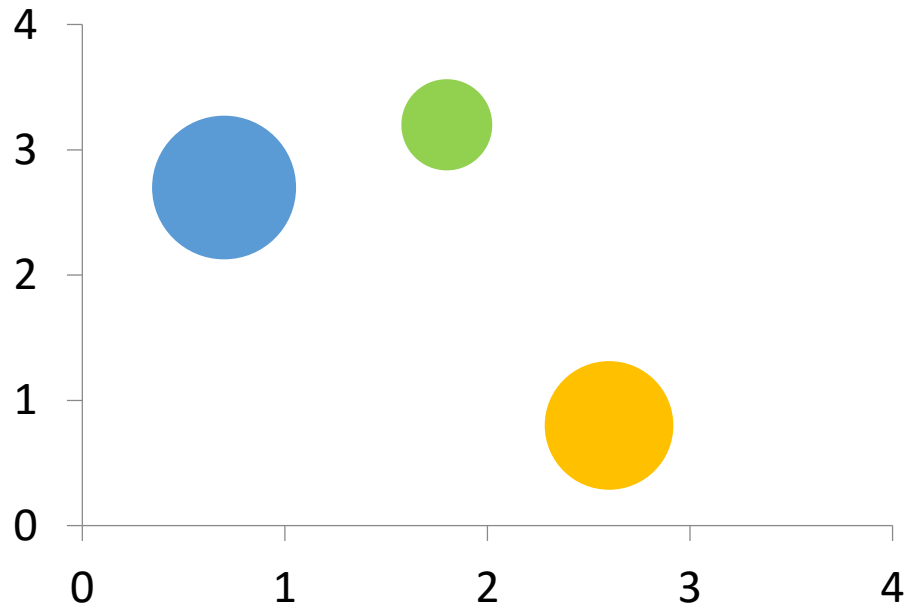
- Typically used for showing parts of whole by percentage.
- Not great for piece to piece comparisons.
- Limit number of pieces.
- Can be interesting to show many pies together if significant differences exist.
- Stephen Few hates them.
- Do not use 3-D.

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.
- Color is related to a fourth variable.
- Reduces number of points that can be depicted.
- Best for depicting approximate values and comparisons.

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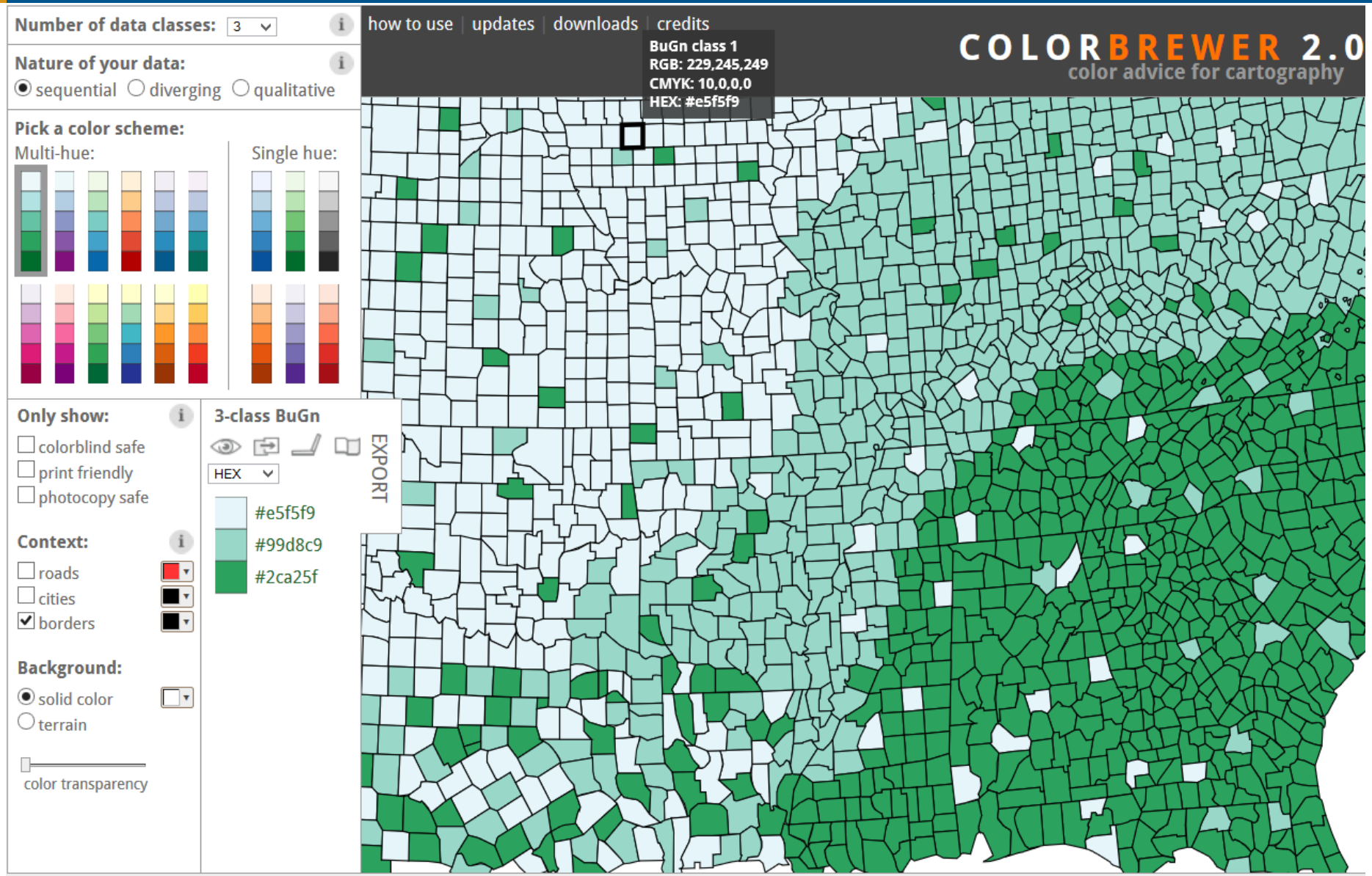
ColorBrewer2.org



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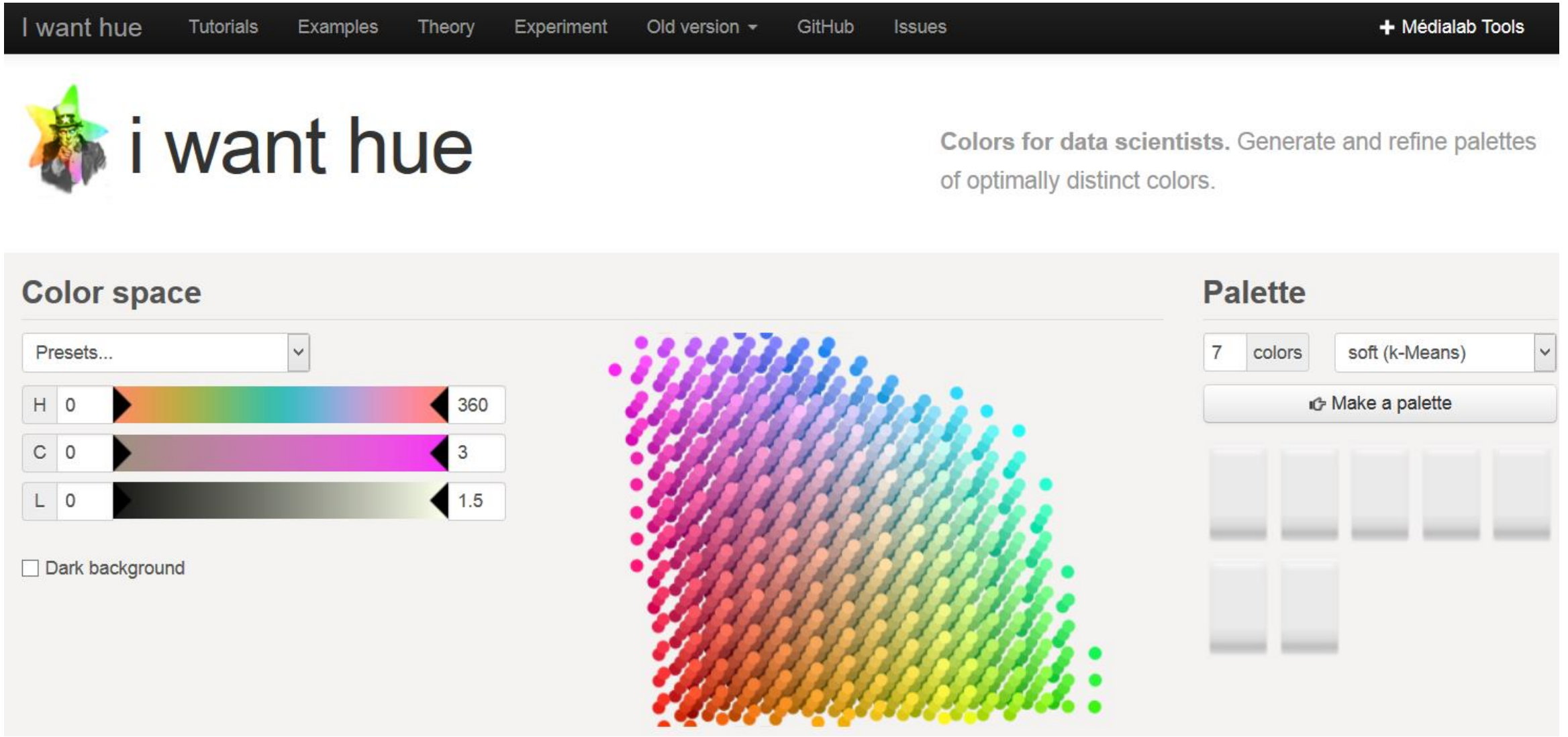
i want hue



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Dashboard Definition

A Dashboard is a visual presentation of current summary information needed to manage and guide an organization or activity.

BI Dashboards are Different

- No mechanical systems needed to move indicators.
- Decisions are not typically made on a second-to-second basis.
- BI dashboards are not primarily single situation or single person devices.

BI Dashboards

- Role-based.
- Data selection and filtering are extremely important.
- Dashboards support evidenced-based decision making.
- Shared understanding of business situation is a key benefit.
- Content may be individualized.
- Design should be standardized.

OBIEE Dashboard Overview

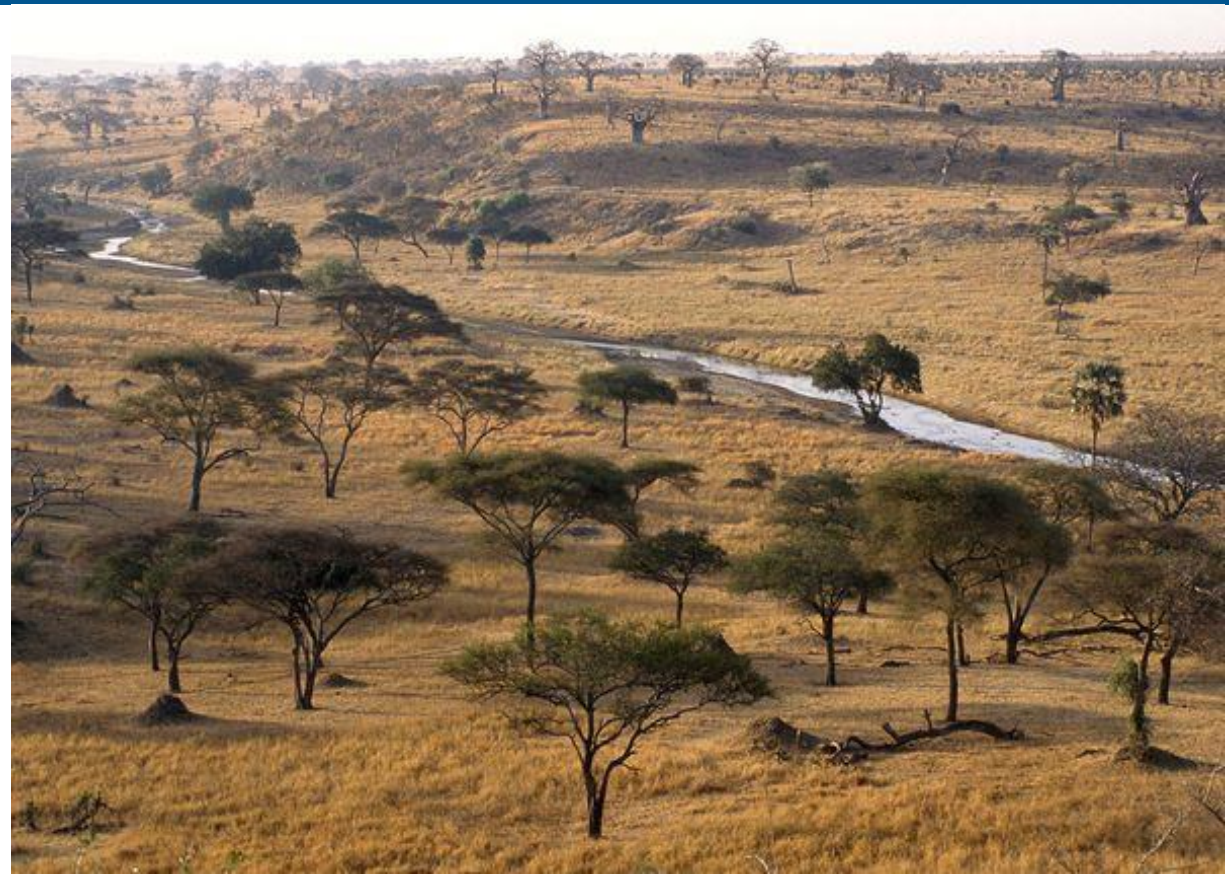
- Designed with columns and sections (containers).
- Presentation server is often separate from BI server.
- Dashboards are web-based and are viewed with browsers.
- HTML, XML, and Java coding skills are useful, but not required.

Dashboard Principles

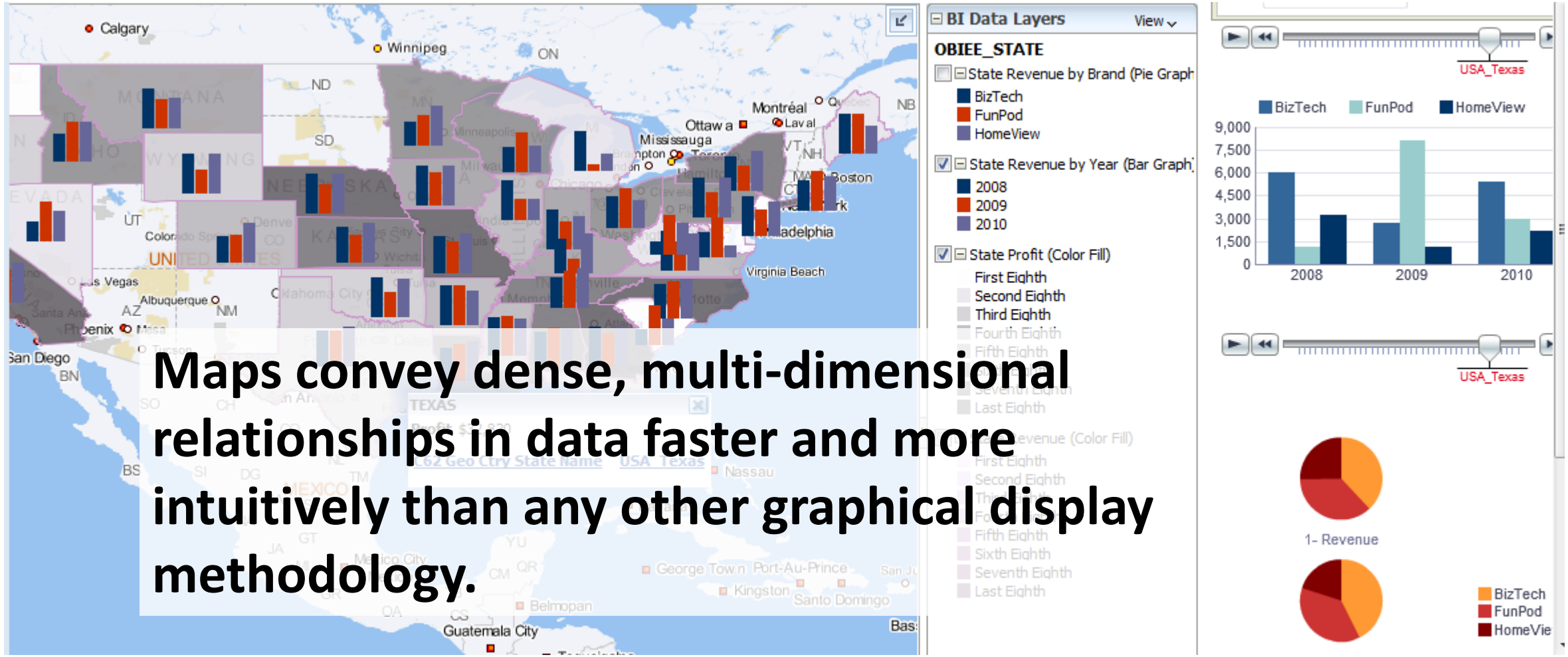
- Promote user interactivity
  - Prompts
  - View and column selectors
  - Hierarchical column drills
  - Column sorts
  - Guided navigation and action links
- Promote data transparency
  - Prompts
  - Filter views
  - Narrative views
  - Master detail linking
- Establish design guidelines for consistency

Maps

- Humans think spatially
- Types of maps
- Map best practices
- Making meaningful maps
- Built-in data sets
- Sources for additional data sets



Why Maps are Powerful



Maps convey dense, multi-dimensional relationships in data faster and more intuitively than any other graphical display methodology.

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When Are Map Views Useful?

- Visualizing data related to geographic locations.
- Showing or detecting spatial relationships and patterns.
- Showing lots of data in a relatively small area.
- Drilling down from a (map) overview to a detailed report, chart, or graph.
- When is location important? Can the dimension be plotted on a map?

Map View Tips

- Think about what scale to use. Different map scales will reveal different patterns and insights.
- Use Variable marker to display two measures on a map at a point – size and color.
- Avoid overlapping shapes too much.
- Be aware of spatial distortions E.g. Texas is larger than Connecticut.
- Look at color palette. www.colorbrewer2.org

Map Definitions

- FEATURE
  - Provide a spatial context: cities, highways, rivers, etc…
  - Features of Interest: store location, postal boundaries, pipelines, etc…
- STYLE
  - Define rendering properties for features
  - Can control fill color, border color, line thickness, line style and more
- THEME
  - Collection of features
  - Typically associated with a spatial geometry layer
  - County/state boundaries, major highways, etc…
- BASEMAP
  - A grouping of themes to create a map
  - Maps can share themes
  - When associating a theme with a map, can specify min scale and max scale (sometimes known as zoom control)
- MAP
  - Basemap with additional themes overlain

Map Interactivity in OBIEE

- Display BI data on top of maps
  - Color fill
  - FOI point display
- Interact with other Dashboard Elements
  - Drive map content with dashboard prompts
  - Drive map content through drilling and navigation
  - Drive other dashboard elements through map interactions
- Reveal additional information on maps through mouseovers
- Drill to map detail

Map View Formats

- Color Fill (choropleth)
  - Percentile, Value, Continuous binning
  - Dashboard user run-time slider
- Graphs – Bar, Pie
  - Adjustable graph size
  - Series by second dimension
- Bubble (variable sized)
  - Min-Max size specification
  - Color specification
- Variable Shape
  - Circle, Triangle, Diamond
  - Customizable
- Image
  - Imported via MapViewer
  - More can be added from MapBuilder
- Custom Point Layer
  - Uses Lat / Long
  - Does not require a Layer Def

Trellis Charts

- Trellis layout of smaller charts in a grid with consistent scales
- Great for finding structures / patterns in complex data
- Use 2D layout to view multidimensional data

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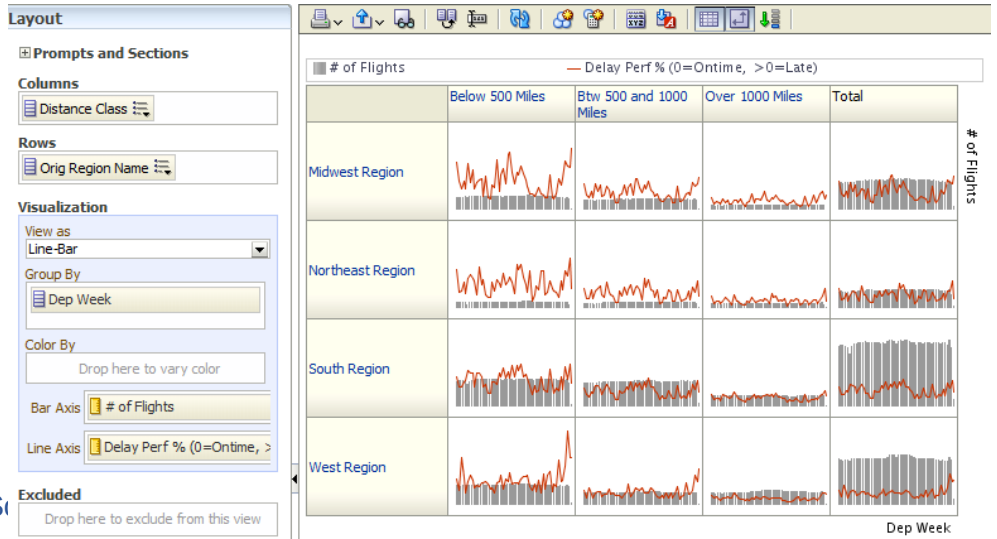
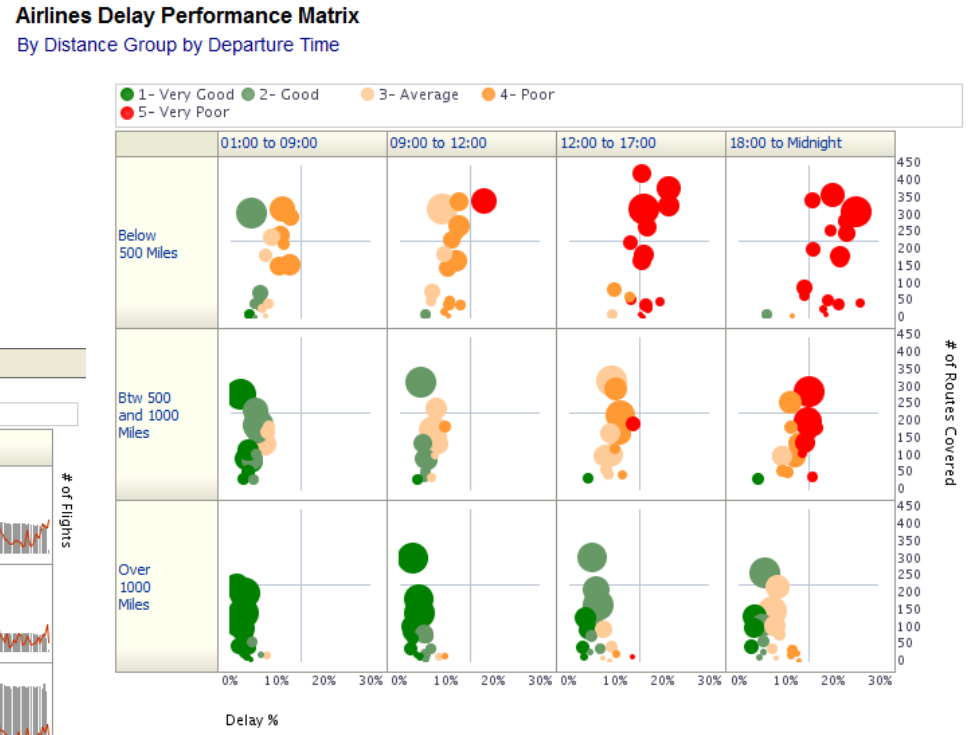
Trellis Views

- May not *require* Exalytics, but need a fast Presentation Server
- Can display LOTS of data in compact form
- Capable of dense visualizations
  - Great for snapshot of trending
  - Great for comparing patterns across dimension values
- Two types
  - Simple (shows full graphs per cell)
  - Advanced (sparklines – no scales per cell, separate scales)
- Need to think what you're trying to show on a trellis

Trellis View - Simple

- Single type of inner visualization
- Common synchronized scale across all graphs
- Has scale showing by default (can turn off)
- Lots of graph types
  - Vertical Bar
  - Horizontal Bar
  - Line
  - Area
  - Line-Bar
  - Pie
  - Scatter
  - Bubble





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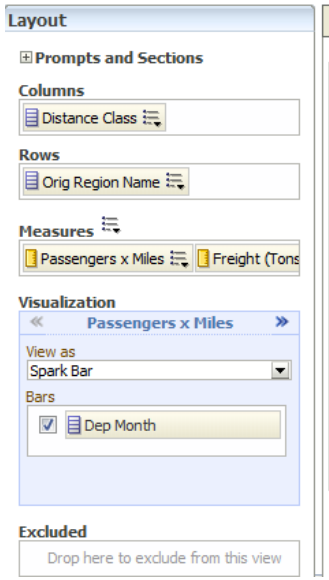
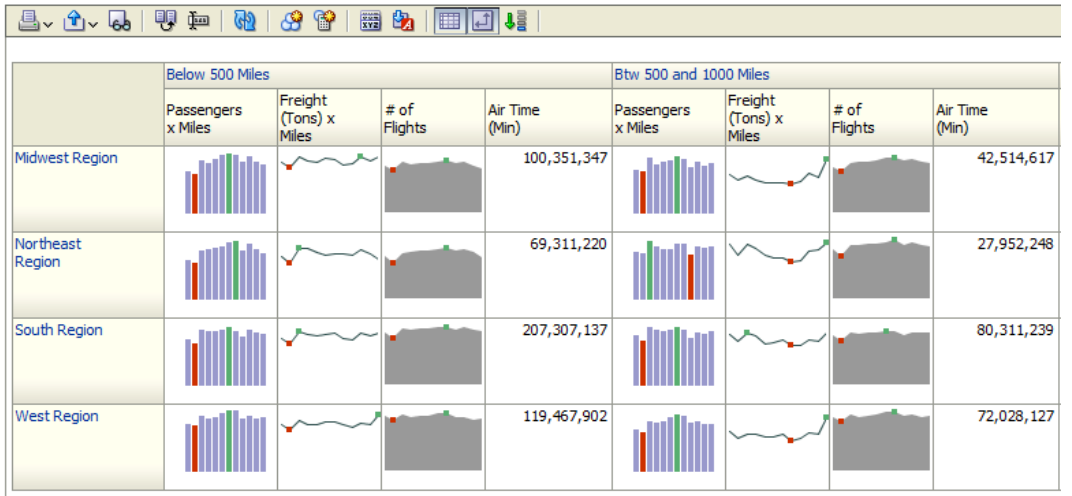
Trellis View - Advanced

- Pivot table with numbers or graphs in cells
- Each microchart has its own scale and not shown
- Most often used to see trend lines
- No axis description, so across should be time
- Can have different visualizations for different measures
  - Spark bar
  - Spark line
  - Spark area
  - numbers





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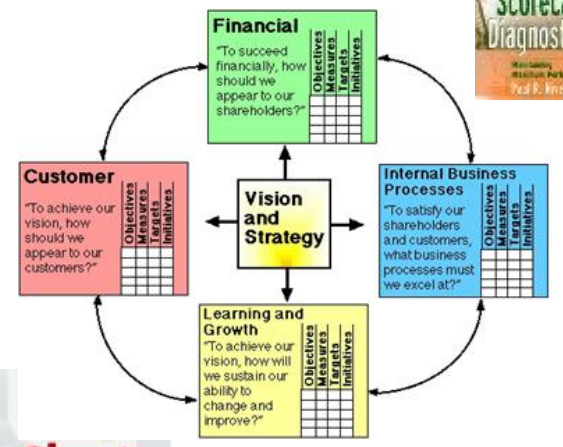
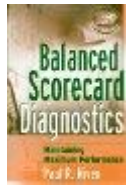
OBI Scorecard & Strategy Management

- Integrated toolset in OBIEE
- Follows “Balanced Scorecard” methodology
- Enables corporate goals and objectives to be monitored and managed
- Includes strategy maps, strategy trees, KPI watch lists, and cause and effect maps





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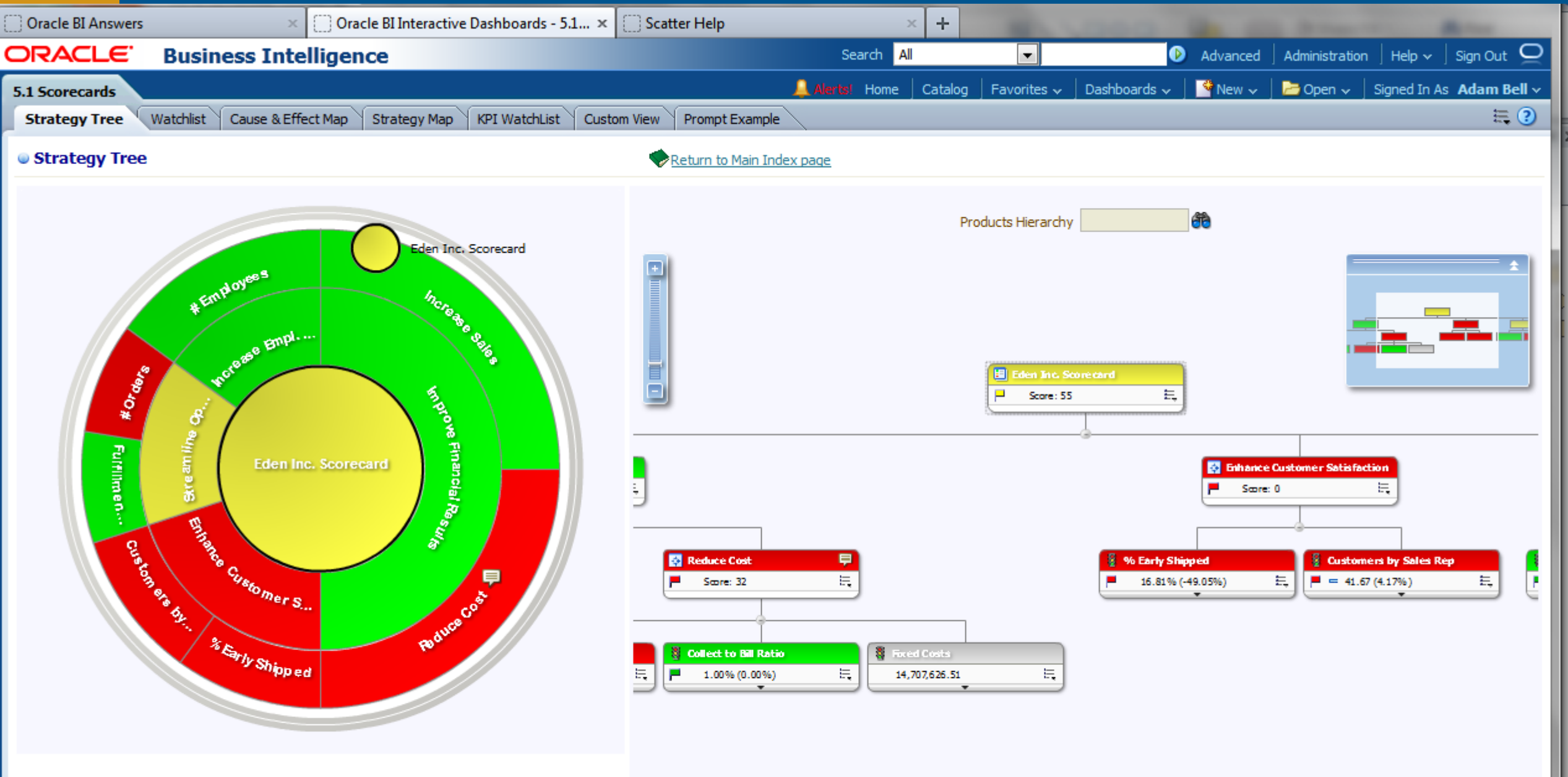
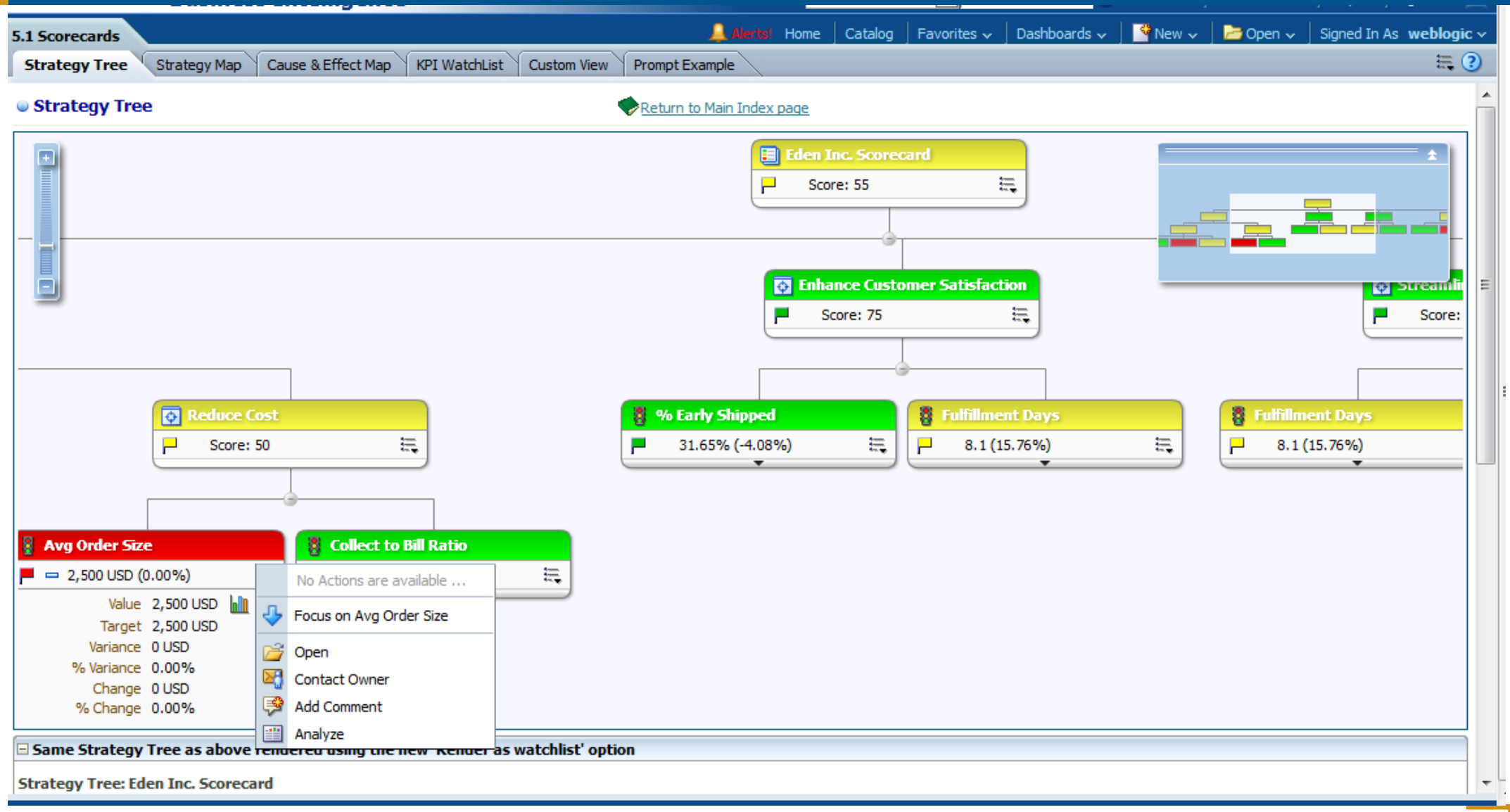
New Contribution Wheel Visualization



Strategy Tree View



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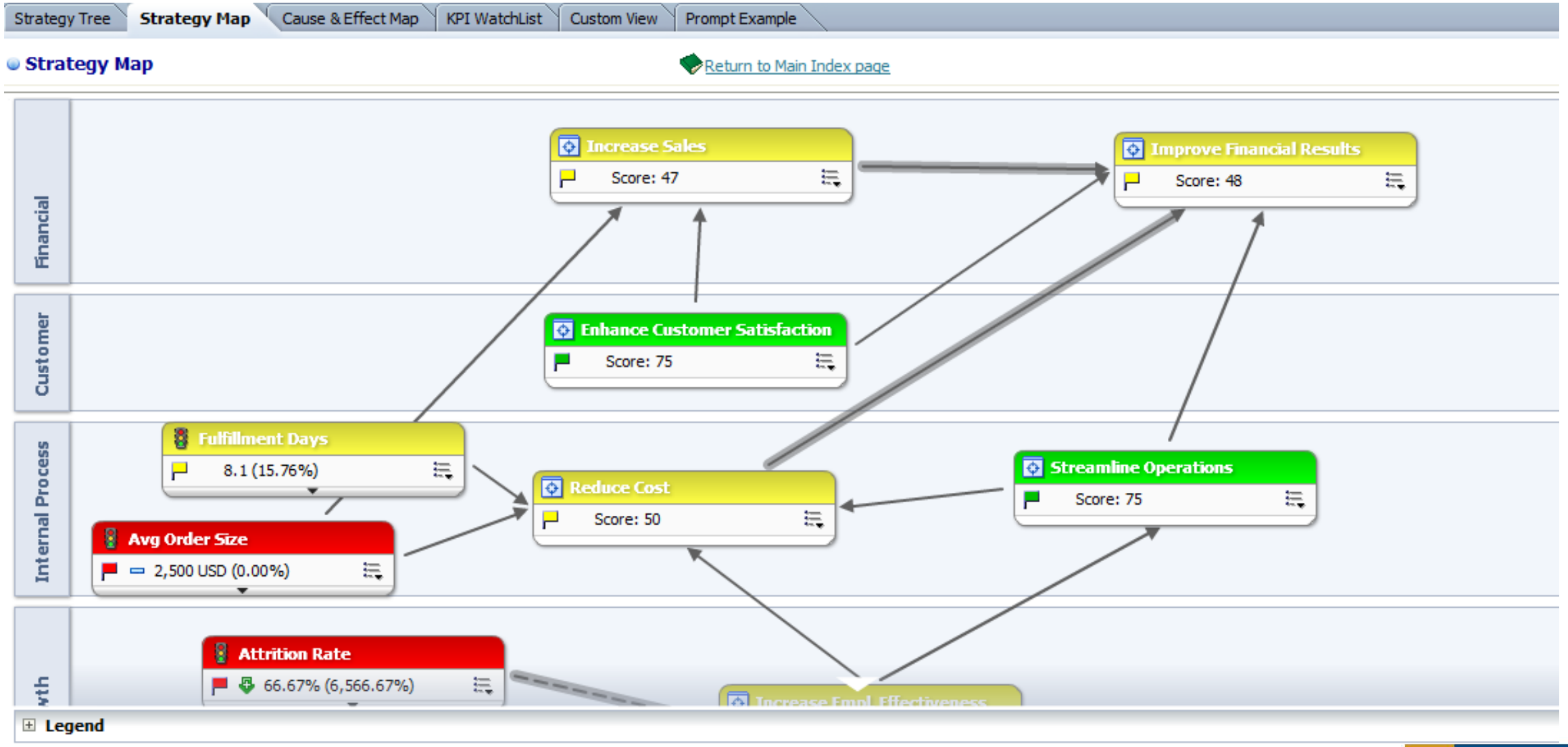
Strategy Map View



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Where to Start

- Workshops
- Assessments
- Training
- Standards development and documentation

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Foundations of Data Discovery

- Reveal relationships, patterns, and features in data sets.
- This is virtually the same definition we use for data mining.
- Data discovery needs to come to masses because of the 3 V's

Starting with Data Discovery

- Begin either with a specific question or a framework
- Avoid “wandering around”
- Most of your visualizations will not produce new insights
- Move quickly through visualizations
- Be prepared to open a lot of browser tabs

Discovery Scenarios

- New to a data set, true exploration
- Familiar with data, looking for new insights
- Looking for new ways to see known relationships

Finding is not Explaining

- Process of interaction has a huge impact on the contextual understanding of an insight
- When someone discovers something, they believe it more
- Human Cognition Biases

General Advice

- Working with BI Catalog
- Development Standards
- Working with Executives
- Working with IT and DBAs
- Developing Trust in BI Systems
- Getting Started
  - Workshops
  - Assessments
  - Training
  - Standards Development and Documentation
- The Long Road

Oracle Test Drive

- Free to try Oracle BICS, Oracle Advanced Analytics
- Go to www.vlamis.com/td
- Runs on Oracle Cloud
- Test Drives for:
  - Oracle BICS
  - Oracle Advanced Analytics (initially Oracle Data Mining)
- Once sign up, you can access for 24 hours
- Click by click script included, but can go “off road”
- Faster and easier than official Oracle “trial web account”
- In production now

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Using BICS Test Drive on Oracle Cloud

1. Go to www.vlamis.com/td

Select the cloud service you wish to try: *

- ○ Oracle BI Cloud Service - Visual Analyzer
- ○ Oracle Advanced Analytics - Oracle Data Mining

Your Name *

Email Address *

@

This must be your corporate email address. Requests from free mail services such as Gmail will be declined.

Company Name *

Daytime Phone Number *

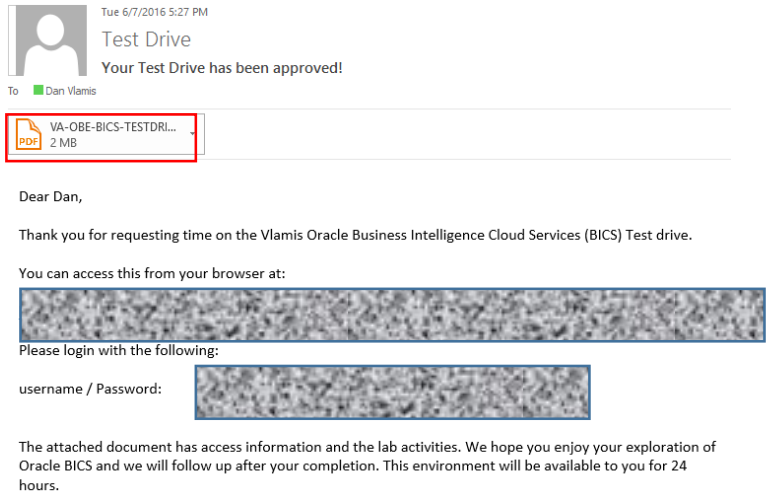
(###) ### ####

US phone number where you can be reached during normal business hours.

Comments

Submit

2. We send you email with userid/pw and script



Tue 6/7/2016 5:27 PM

Test Drive

Your Test Drive has been approved!

To Dan Vlamis

VA-OBE-BICS-TESTDRI... 2 MB

Dear Dan,

Thank you for requesting time on the Vlamis Oracle Business Intelligence Cloud Services (BICS) Test drive.

You can access this from your browser at:

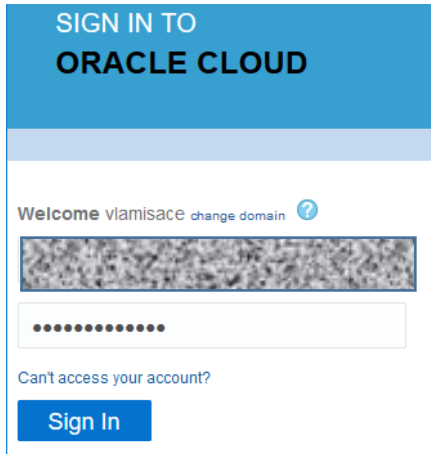
[redacted]

Please login with the following:

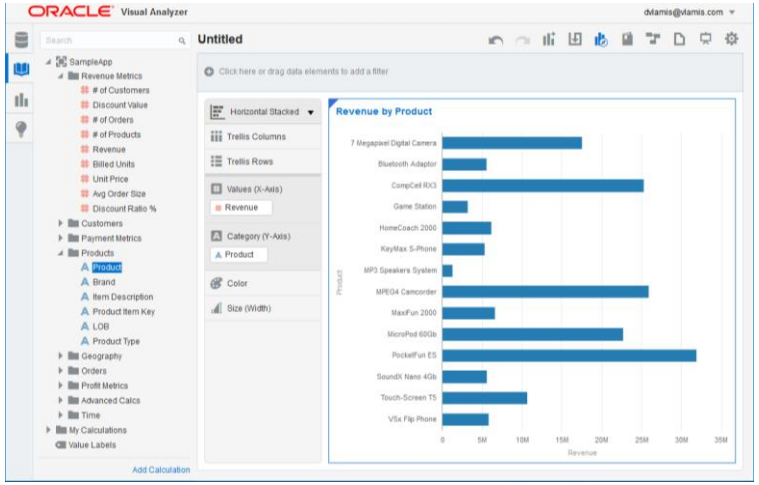
username / Password: [redacted]

The attached document has access information and the lab activities. We hope you enjoy your exploration of Oracle BICS and we will follow up after your completion. This environment will be available to you for 24 hours.

3. Sign into BICS



4. Use PDF file script or go off-road!



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Thank You!

Data Visualization for
Oracle Business Intelligence

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tvlamis@vlamis.com
www.vlamis.com

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Join Us For a Beer at Howells and Hood

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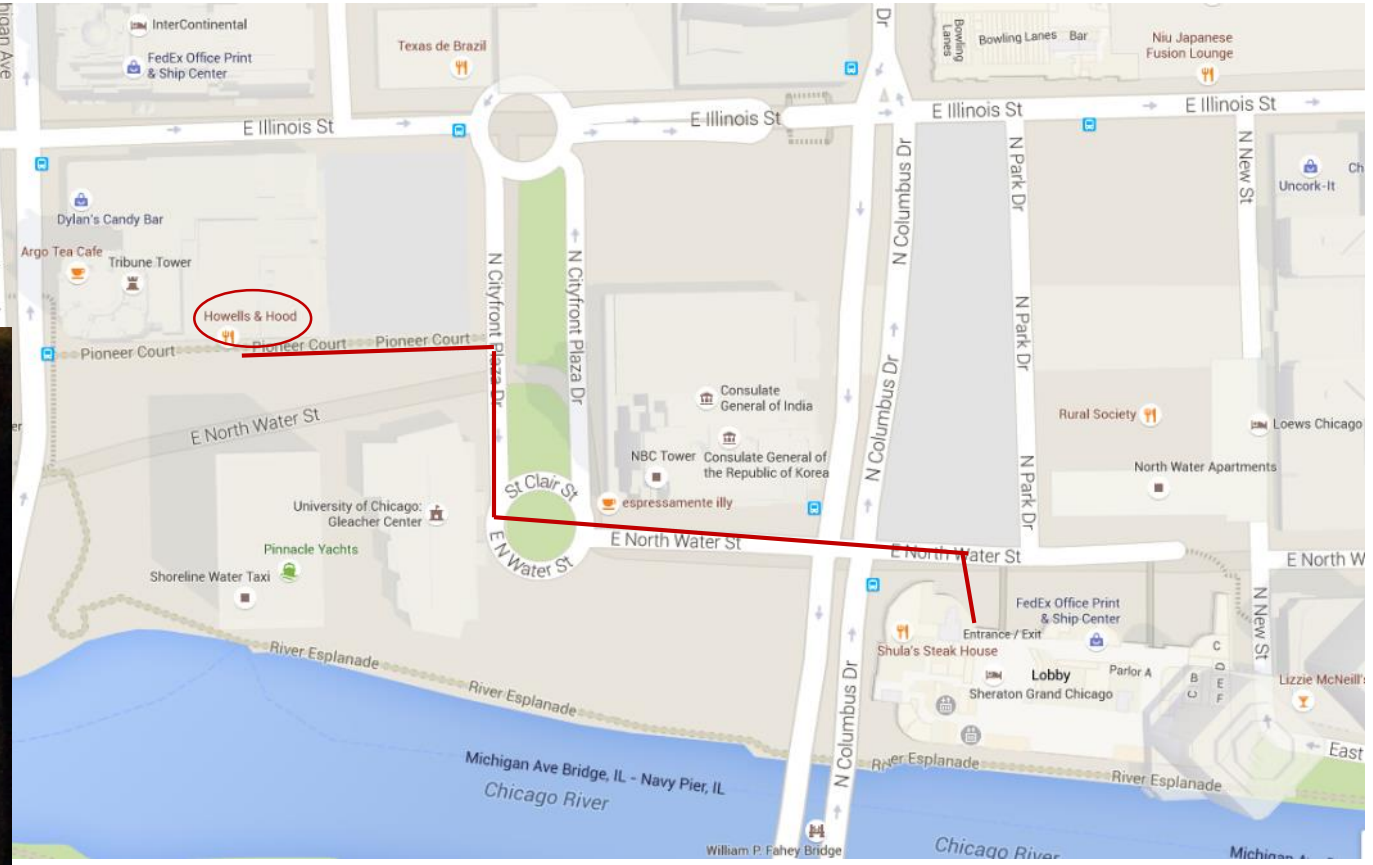

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PLEASE FILL OUT YOUR EVALUATIONS