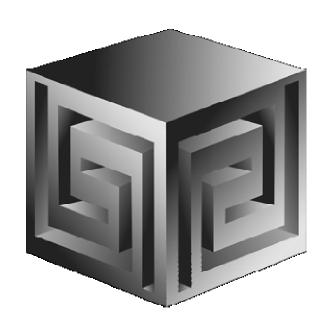
Building Cubes and Analyzing Data using Oracle OLAP 11g

Oracle OpenWorld 2008



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Vlamis Software Solutions, Inc.

- Founded in 1992 in Kansas City, Missouri
- Oracle Partner and reseller since 1995
- Specializes in ORACLE-based:
 - □ Data Warehousing
 - **☐** Business Intelligence
 - □ Data Transformation (ETL)
 - Web development and portals
 - Multi-dimensional applications
- Delivers
 - □ Design and integrate BI and DW solutions
 - □ Training and mentoring
- Expert presenter at major Oracle conferences



Vlamis OpenWorld Presentations

Presenter	Time	Title
Dan Vlamis	Sun 8:30-10:00	Building Cubes and Analyzing Data using Oracle OLAP 11g
Mark Thompson	Sun 2:30-4:00	Integration of OBIEE and Essbase
Dan Vlamis	Sun 4:00-5:30	BIWA Panel: Why Do BI Projects Fail?
Dan Vlamis	Mon 1:00-2:00	Faster and Smarter Data Warehouses with Oracle Database 11g





- Developer for IRI (former owners of Oracle OLAP)
- Founded Vlamis Software in 1992
- Wrote portions of Oracle Sales Analyzer
- Beta tester and early adopter of Oracle OLAP
- Expert speaker and author
- Recognized expert in Express and OLAP industry
- Bringing multi-dim experience to Essbase

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Agenda

- Why Oracle OLAP?
- What is Oracle OLAP and Cubes?
- Building OLAP Cubes
- 11g OLAP what changed?
- Demo of building cubes
- BIWA Information



Definition of OLAP

OLAP stands for On Line Analytical Processing. That has two immediate consequences: the on line part requires the answers of queries to be fast, the analytical part is a hint that the queries itself are complex.

i.e. Complex Questions with FAST ANSWERS!



Why use OLAP?

- Empowers end-users to do own analysis
- Frees up IS backlog of report requests
- Ease of use
- Drill-down
- No knowledge of SQL or tables required
- Exception Analysis
- Variance Analysis
- EASY to IMPLEMENT and SUPPORT!

What Does Oracle OLAP Add to a DW?



- Better performance!
- Multidimensional user view of data
- Users create own reports
- Users create own measures
- Easy drill-down, rotate
- Iterative discovery process (not just reports)
- Ad-hoc analysis
- Easy selection of data with business terms
- OLAP DML with what-if, forecasting
- Platform for extensions



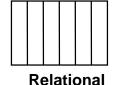
OLAP Option – High-level View

- Advanced analytics
- Integrated in RDBMS
- Easy to develop
- Easy to use
- Facilitate collaboration
- Flexible deployment
- Scaleable and performant
- True Relational Multidimensional database



ROLAP vs. MOLAP

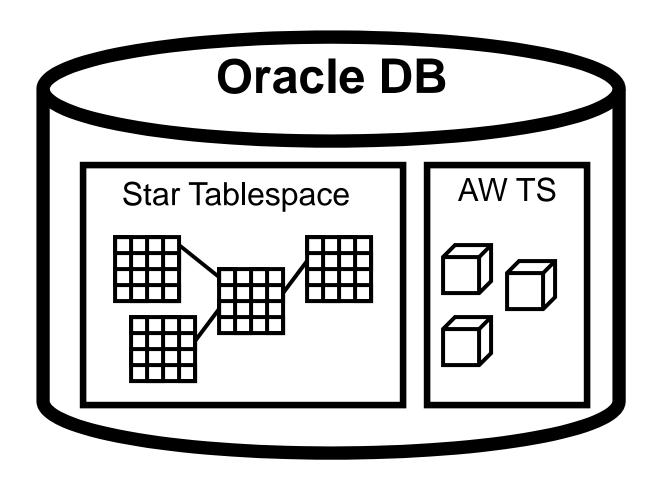
- What is ROLAP? (Relational)
- What is MOLAP? (Multidimensional)
- It's all in how the data is stored



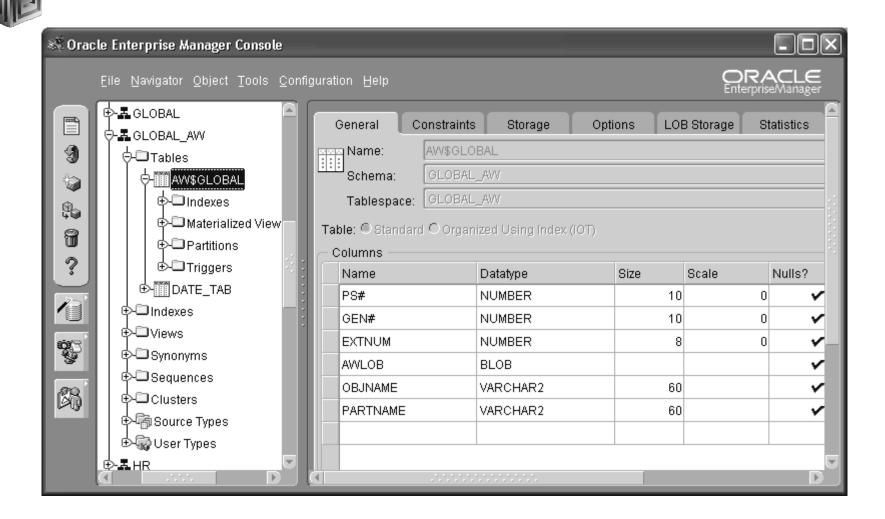


Analytic Workspaces Are Stored in Tablespaces in OLAP



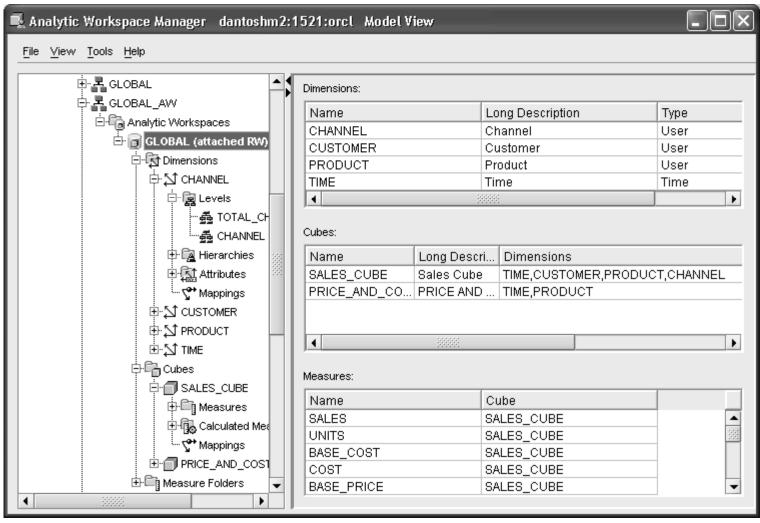


What is an Analytic Workspace?



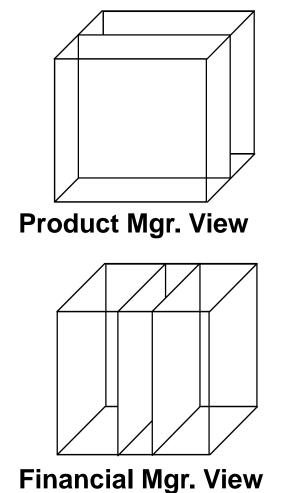


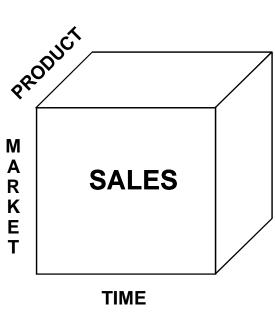
Managing Analytic Workspaces

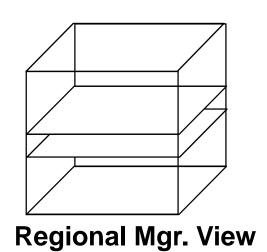


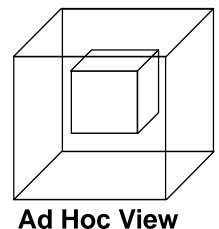
OLAP AW Stores Data in Cubes

Fast Flexible Access to Summarized Data









Ad not view



What Are AW Cubes?

- Data stored as arrays
- Dimension values are internally integers
- Offset calculated using simple multiplication
- Offset tells exactly where to look for data
- Pages and segmentation complicate design
- Conjoints and composites handle sparsity



Dimensions

Definition:

- Dimensions are collections of keys or lookup values that allow for querying and subsetting data.
- Dimensions can be flat, parent-child or hierarchical in nature
- Examples:
 - ☐ Time (year,quarter, month, day)
 - ☐ Geograpy (continent,region,country,state)
 - □ Product(all products, division, group, class, item)



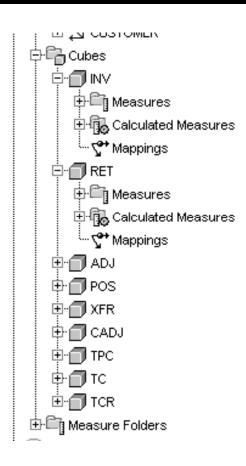
Cubes Defined

Definition:

- Cubes are collections of measures. They are a logical way to organize data. All measures in a cube share the same dimensionality
- Examples:
 - ☐ Sales_Cube (with Units, Dollars, Profit)
 - ☐ Finance_Cube (with Actual, Budget, Variance)

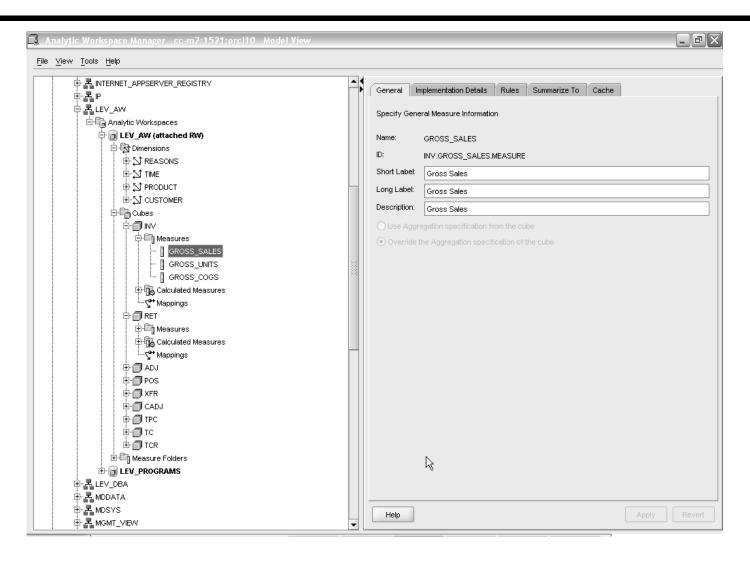
Cubes in AWM





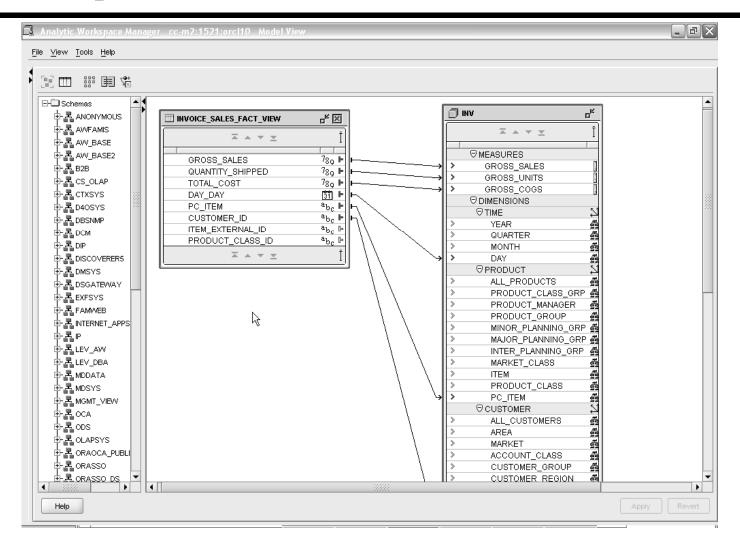
Define Measures



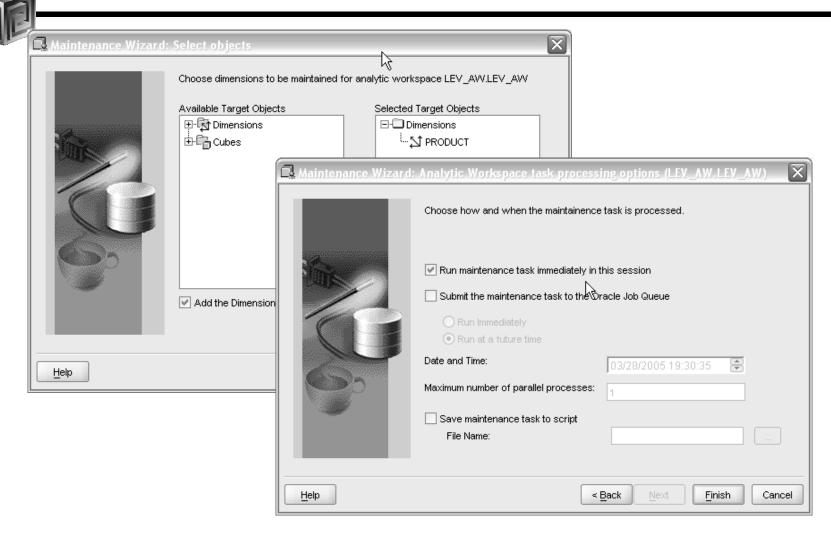




Map Cube

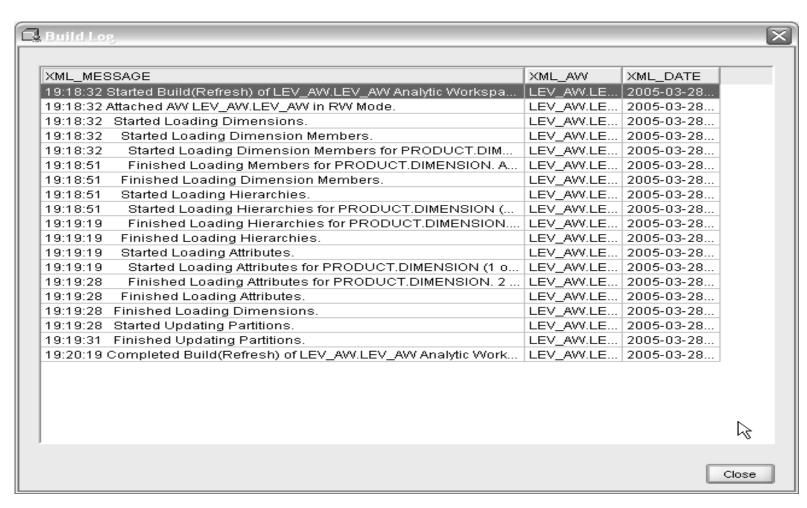


Maintaining Dims/Cubes





Maintaining Dims/Cubes



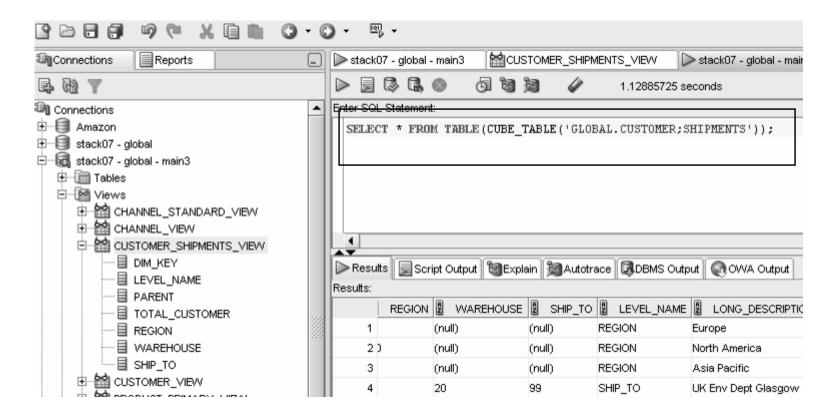


Looking at OLAP 11g

- Oracle 11g is currently Available limited to SQL access today!
- Oracle OLAP has many NEW things
 - New CUBE_TABLE function in SQL
 - ☐ Tight integration with SQL (automatically generated views)
 - ☐ Tight integration with data dictionary
 - □ New Calc Wizard in AWM!
 - ☐ Easier to use and deploy
 - ☐ Ability to use OLAP for Materialized views (get MUCH FASTER response times!)

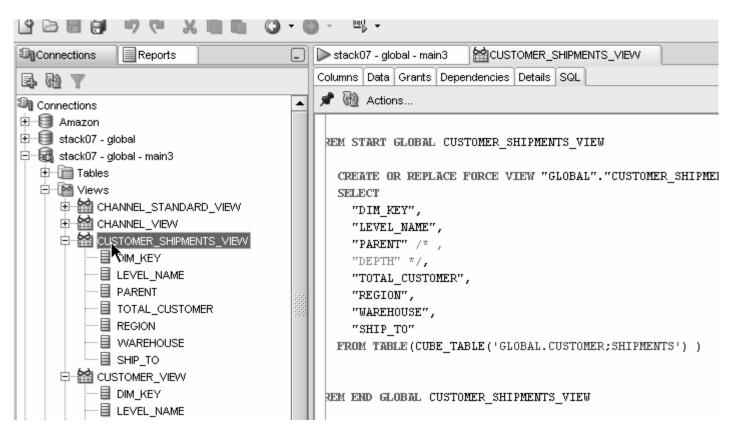


 New CUBE_TABLE function simplifies access to AW data (replacing OLAP_TABLE)



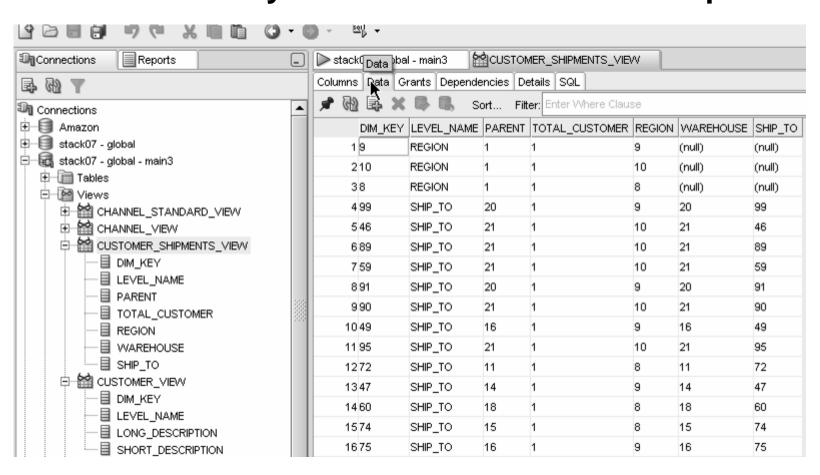


 Views automatically created for SQL access to AWs – Dimensions and Cubes!



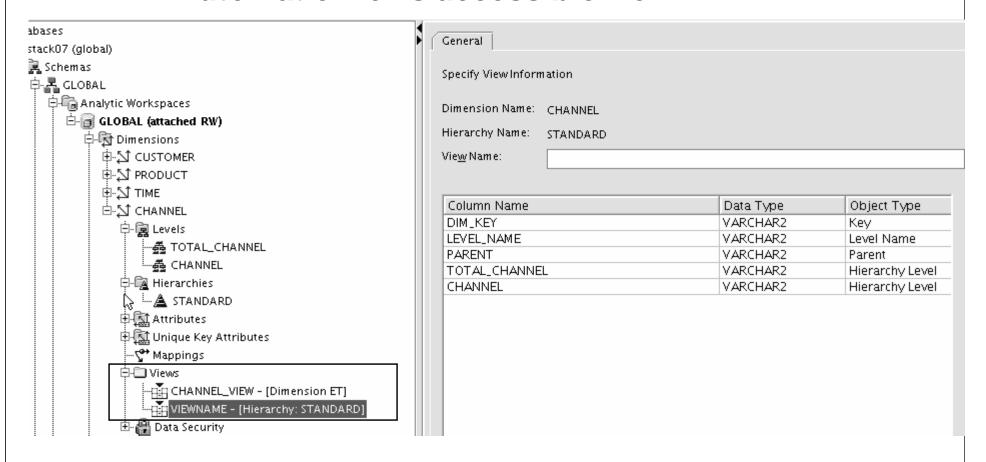


Views easily accessed from SQL Developer



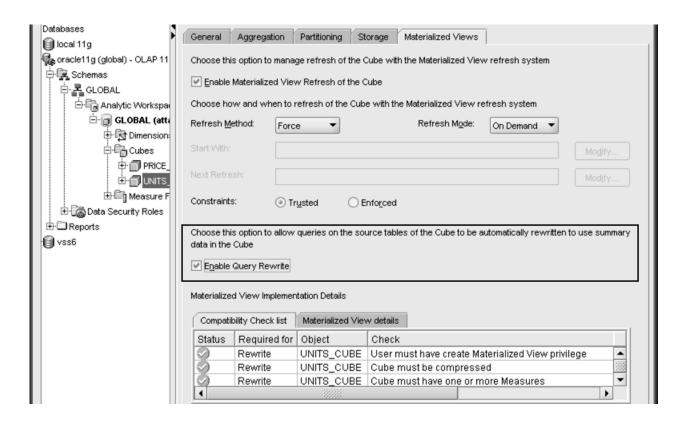


Automatic views accessible from AWM



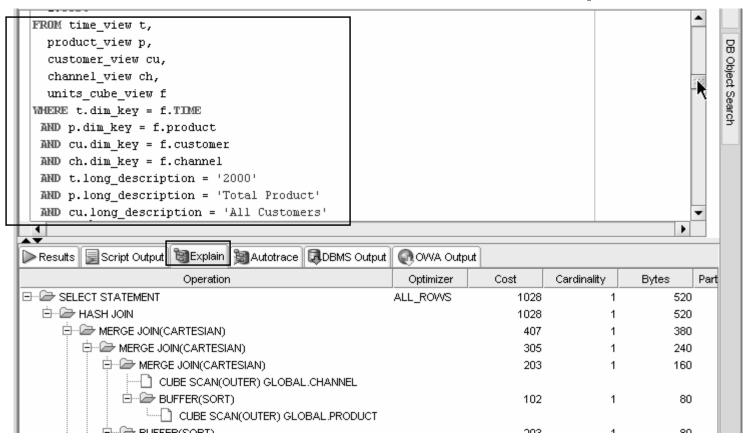


Query Rewrite knows about AWs now



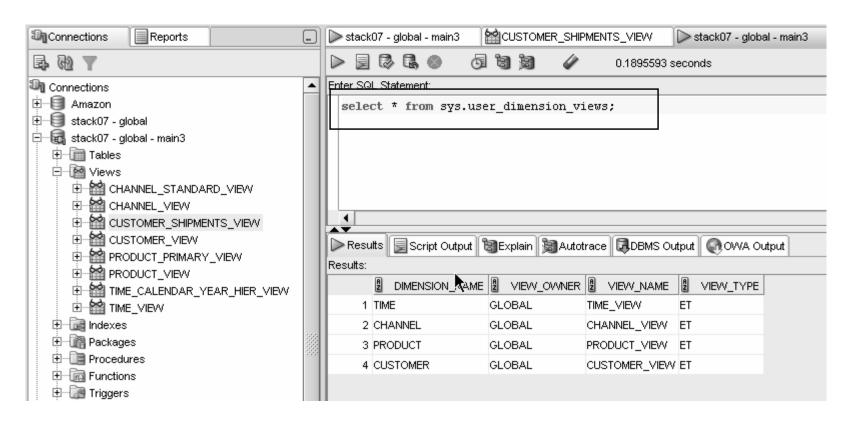


- Optimizer pushes joins down to AW
- Enables efficient non-OLAP-aware SQL queries



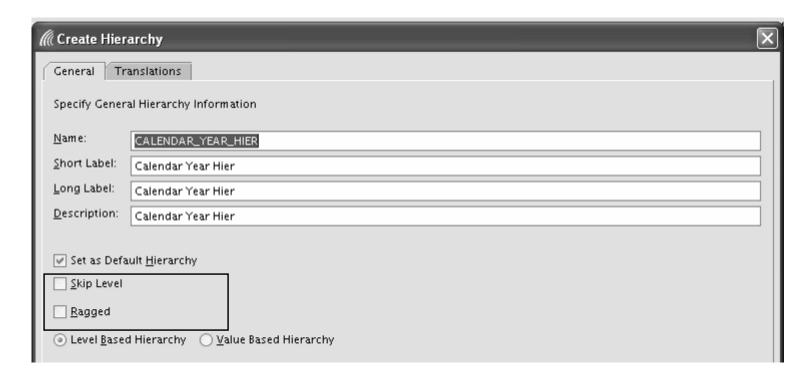


- Views are stored in Oracle Dictionary
- Notice in <u>SYS</u>.USER_DIMENSION_VIEWS



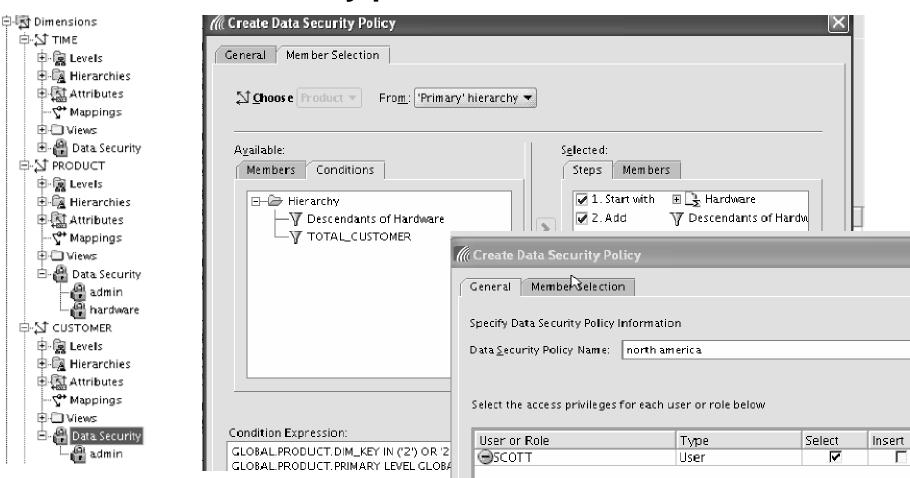


Native support for AWs with skip level and ragged hierarchies



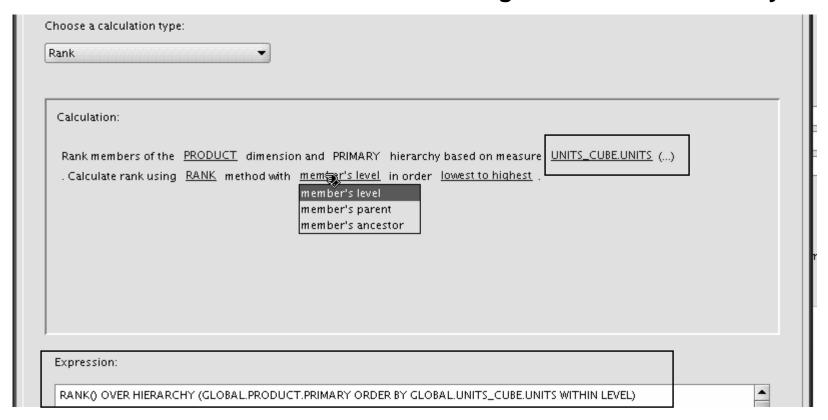


Create security policies based on hierarchies





- Calc Wizard replaced by powerful "complete the sentence" wizard
- Expression language more SQL-like
- EQs of Calculated Measures in 11g-format AWs "read-only"



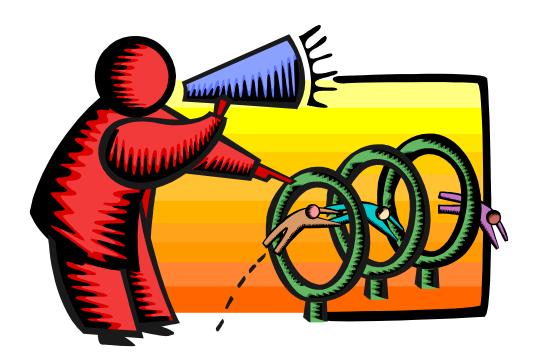


- Can Create AWs in 11g mode (automatic views)
- If no 11g mode, have same flexibility as 10g





Building Cubes in AWM





AWM Cube Builder Tips

- Remember to save Everything to XML files
- Remember this is Real-time.... So changes are nearly immediate (may need to reload data)
- Use "View" to see results in tool No Need for BI Beans to validate success!
- Move Measures to Folders
- Can use custom expressions for custom measures
- Can save Calculated Measures to XML



Getting the Data Out

- Once the Data is in OLAP how do we get the data out?
- Alternatives
 - □ OBIEE
 - □ BI Beans applications (not yet for 11g)
 - □ Discoverer (not yet for 11g)
 - □ Bl Publisher
 - □ Spreadsheet Add-in (not yet for 11g)
 - ☐ SQL Access from any SQL tool (e.g. APEX)



Further Information

- Oracle BI Sales
 - □ http://www.oracle.com/bi
- Oracle BI Technical
 - □ http://www.oracle.com/technology/tech/bi/index.html
- Oracle BI EE on top of Oracle OLAP
 - □ Collaborate 208: Using Oracle BI EE with Oracle OLAP Cubes on www.vlamis.com/presentations
- VMWare image with Demo environment
 - ☐ Send <u>dvlamis@vlamis.com</u> an email
- Oracle OLAP and AWM Sales
 - □ http://www.oracle.com/solutions/business_intelligence/olap.html
- Oracle OLAP Technical
 - http://www.oracle.com/technology/products/bi/olap/index.html



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 Keynote Addresses Jeanne Harris - coauthor of bestselling book Competing on Analytics Director of Research Accenture Institute for High Performance Business Juan Loaiza - Vice President of Systems Technology Group, Oracle Inc. Ray Roccaforte - Vice President of Data Warehousing and Business Intelligence Platform, Oracle Inc. Usama Fayyad - Chief Data Officer, Yahoo! Inc. 	Hands-On Workshops
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- Detail are at:

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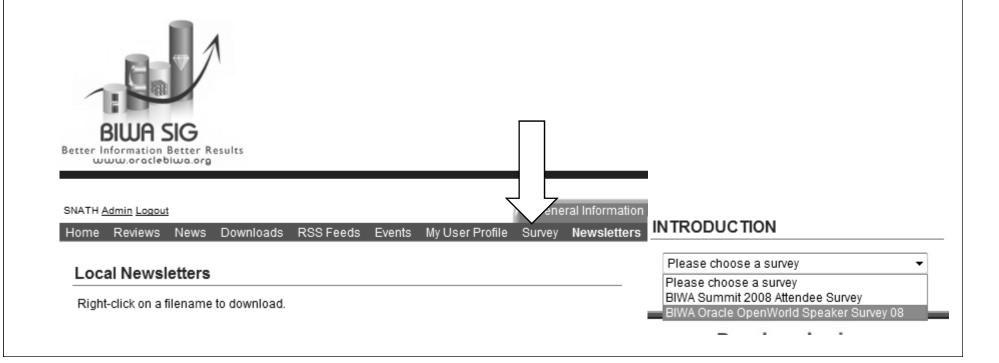
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QUESTIONS?

