Perspectives on Machine Learning and Data Visualization

Oracle OpenWorld 2017
Dan Vlamis, Tim Vlamis, Gabby Rubin, Jennifer Williams
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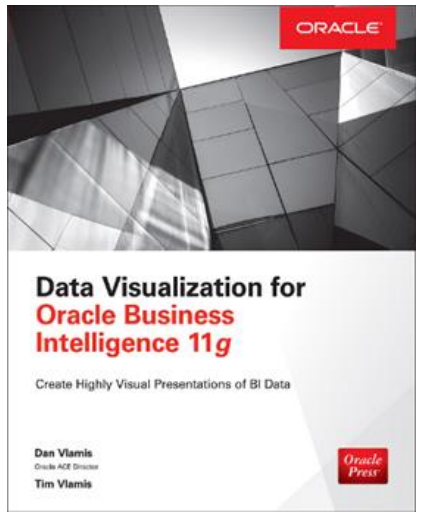
@VlamisSoftware, @OracleAnalytics

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 ACE Director

ORACLE ACE

ORACLE EDUCATION RESELLER

ORACLE Gold Partner
Specialized
Oracle Business Intelligence
Foundation Suite 11g

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Presenter Background

Dan Vlamis – President

- Founded Vlamis Software Solutions in 1992
- 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
- @dvlamis

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
- MBA Kellogg School of Management (Northwestern University)
- BA Economics Yale University
- @TimVlamis

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Presentation Agenda

- Overview of analytics and data visualization in the marketplace
- Analytics / Machine Learning with Oracle Analytics
- Demo of Machine Learning with Oracle Analytics
- Q&A / Roundtable

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Presentation → Data Visualization

Four Realms of Analytics

Probability Based	**Diagnostic Analytics**	**Predictive Analytics**
Rules Based	**Descriptive Analytics**	**Prescriptive Analytics**
	Past	Future

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Vlamis Perspective on Machine Learning

- People don’t know how to begin with BI systems
- Blank canvas problem
- Too many opinions leads to personal preference

- Machine learning…
  - informs good questions
  - levels the playing field
  - mitigates biases and blind spots

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Vlamis Perspective

- Data
  - Raw data
  - Transformed data
- Analytic workflows
  - Machine learning models
  - Enriched and enhanced data (new high-value data)
- Data presentations
  - Reports
  - Data visualizations
  - Interactive environments
  - Exception presentations

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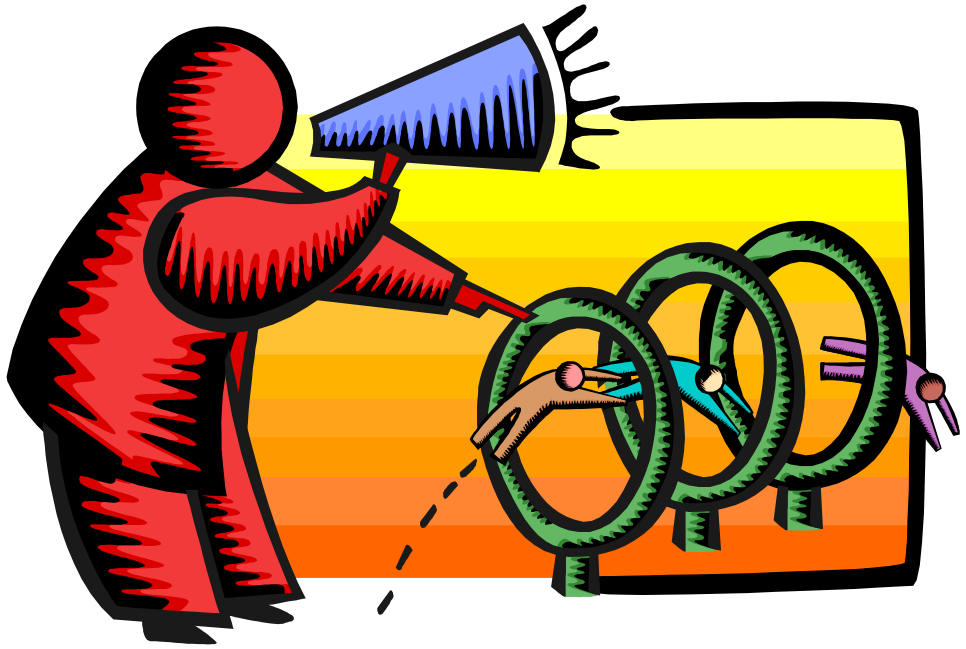
Demo



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Analytics and Data Summit

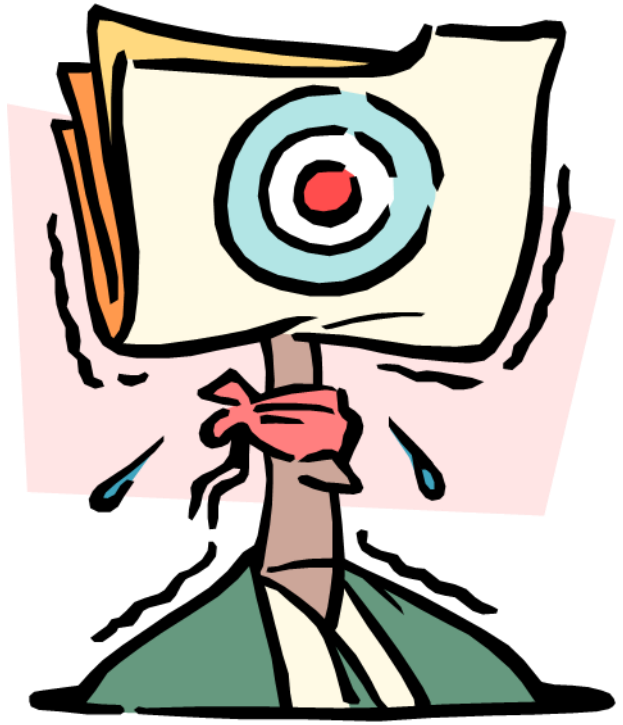
All Analytics. All Data. No Nonsense.
March 20 – 22, 2018

Formerly called the BIWA Summit with the Spatial and Graph Summit
Same great technical content…new name!

www.AnalyticsandDataSummit.org

Call for speakers is now open with rolling acceptances until December 3, 2017

Questions?



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