

Advanced Visualizations for Data Discovery and Exploration in Oracle DV

ODTUG Kscope 18

Arthur Dayton

June 11, 2018, Session 3, 2:30 PM - 3:30 PM

@VlamiSoftware

The background image shows a vibrant night scene at a festival. In the upper left, a large, brilliant blue and white fireworks display bursts against the dark sky. Below the fireworks, a body of water reflects the lights from the surrounding area. On the right side, a large, multi-story building with a classic architectural style is brightly lit up, with its lights reflecting on the water. The sky is dark, and the overall atmosphere is festive and celebratory.

ODTUG Kscope18

ORLANDO, FLORIDA • JUNE 10-14

PLEASE
FILL OUT YOUR
EVALUATIONS

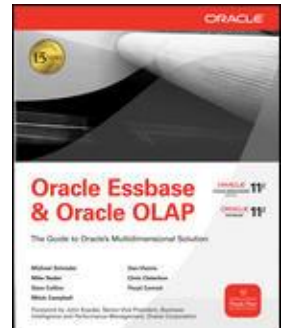
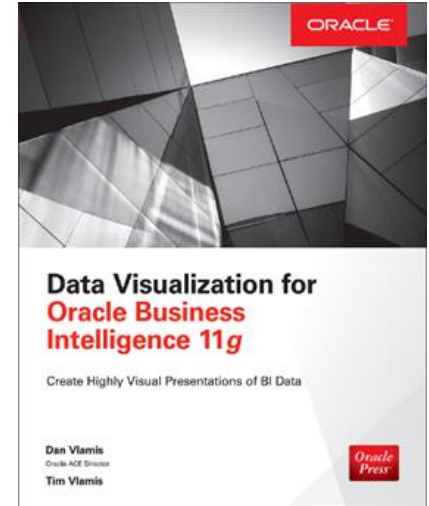
VlamiS Software Solutions

- 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

 EDUCATION RESELLER

 Gold Partner

Specialized
Oracle Business Intelligence
Foundation Suite 11g





Presenter Background

Arthur Dayton – Senior Consultant  **ORACLE**
ACE Associate

- Oracle Spatial and Graph SIG Education Chair
- Instructor University of Nebraska at Omaha Information Systems and Quantitative Analysis Program
- ODTUG BI Community Volunteer
- @arthurdayton116



Vlamis Presentations

Presenter	Location	Time	Title
Tim Vlamis	Northern Hemisphere A1 Fifth Level	Monday 1:15pm	Future Proof Your Career: What Every Executive Needs to Know About Adaptive Intelligence
Arthur Dayton	Northern Hemisphere A1 Fifth Level	Monday 2:30pm	Advanced Visualizations for Data Discovery and Exploration in Oracle DV
Tim Vlamis	Northern Hemisphere A2 Fifth Level	Tuesday 9:00am	Three Steps Ahead: Making and Visualizing Predictions and Forecasts
Tim Vlamis Mike Durran	Northern Hemisphere A3 Fifth Level	Wednesday 10:15am	The Many Ways to Get Your Data into Oracle Analytics Cloud
Arthur Dayton	Asia 4, Lobby/ Third Level	Wednesday 2:15pm	Do the Mashup: How to Get BI Self-Service Data Connections Right



Presentation Agenda

- Explanation vs. Exploration vs. Extrapolation
- Types of analysis
- Types of visualizations
- What to use where
- Visual storytelling and interactions

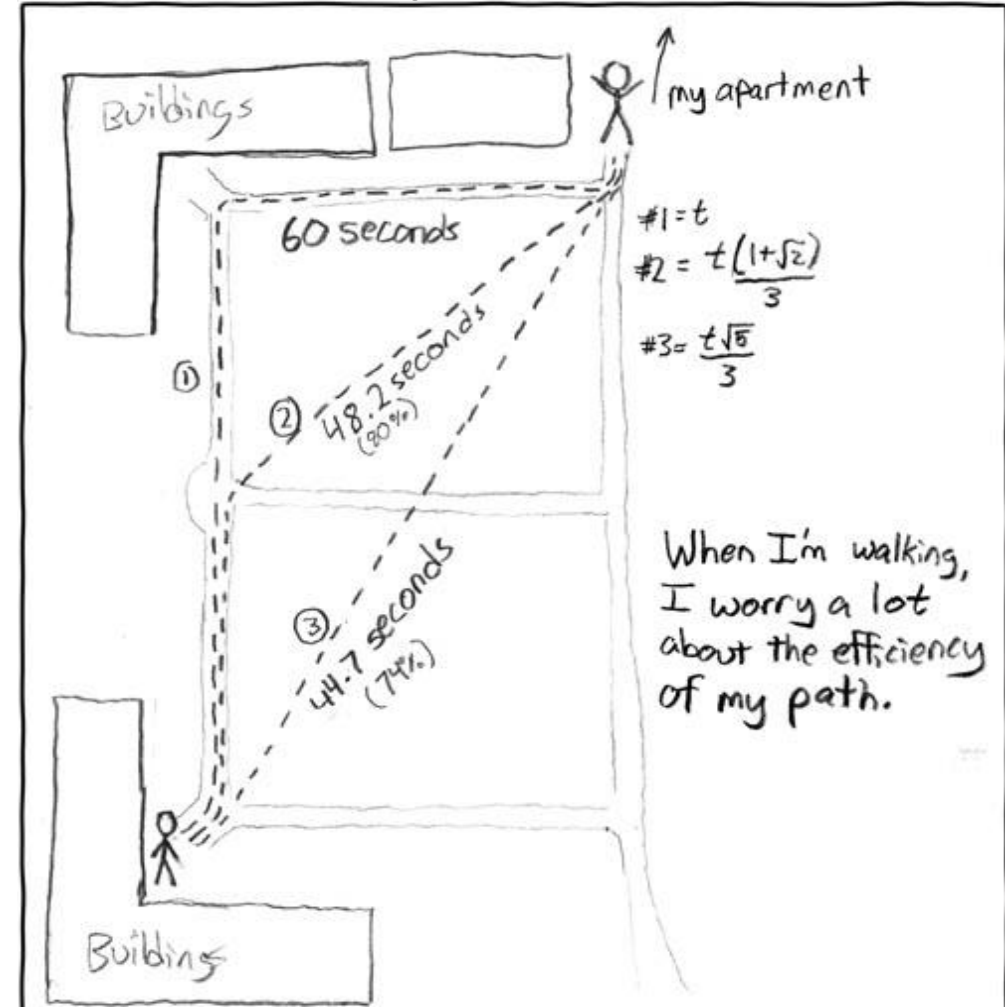


Three Main Functions of Analytics Systems

Exploration



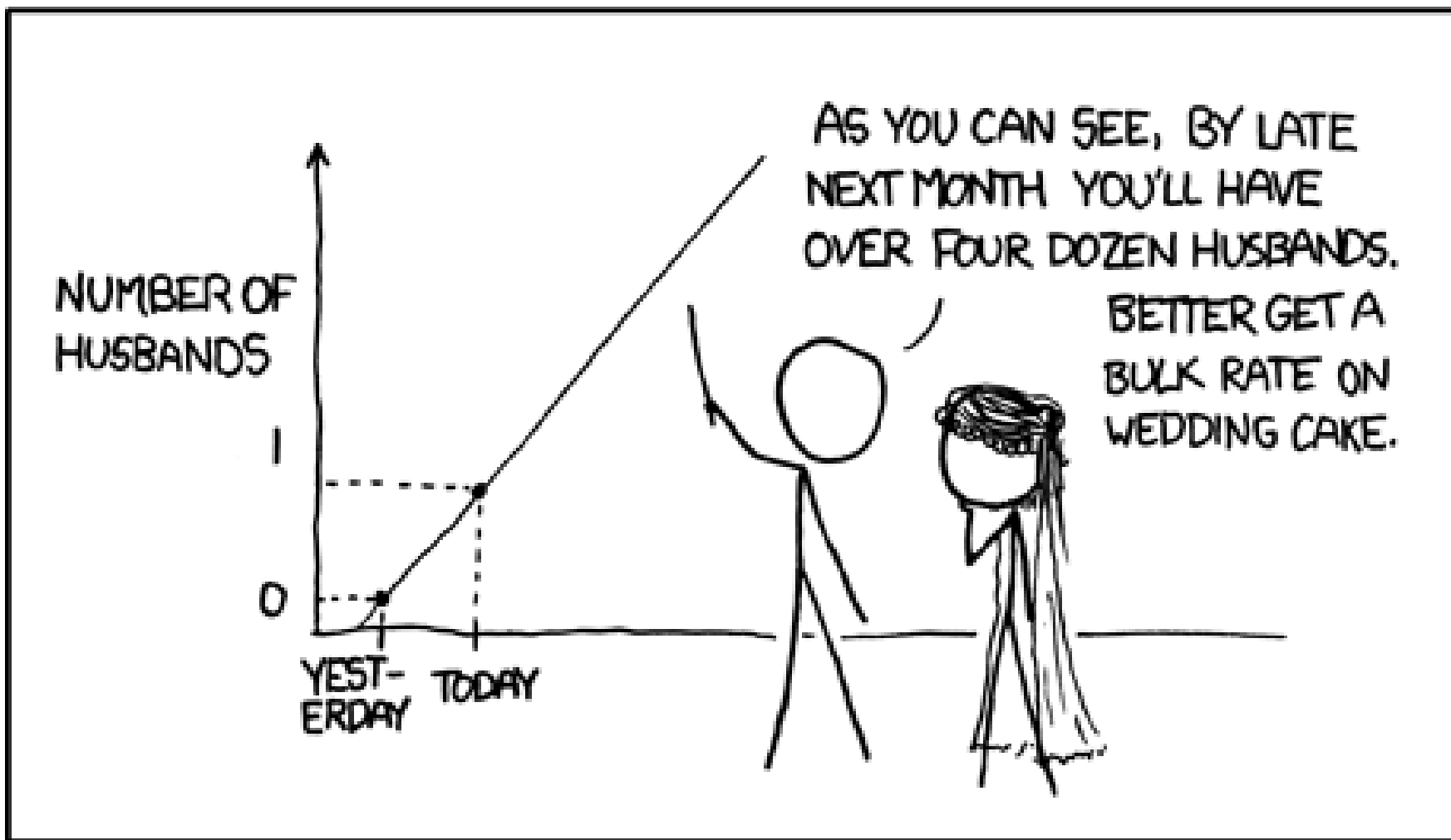
Explanation





Extrapolation

MY HOBBY: EXTRAPOLATING





Data Visualization Scenarios

Deliberative
Response

**Data
Discovery**

BI Dashboards

Immediate
Response

**Situational
Awareness**

**Alerts
Thresholds**

Individual

Organizational





Dashboard Definition

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



Dashboard Definition

*BI Dashboards should be designed to drive **organizational coherence** through a **shared understanding** of **organizational position**, **performance**, **flows**, and **influencers**.*



An Example Useful Framework

Position Analysis	Performance Analysis	Flow Analysis
static	period of time	period of time
descriptive	results	change in single asset/resource
relative/comparative	fixed vs. variable	sources and uses
balance sheet	P&L	cash flow
strength/weakness	bottom line/zero based	change over time
portrait	motion picture	narrative



Position Analysis



← Measure/Fact →

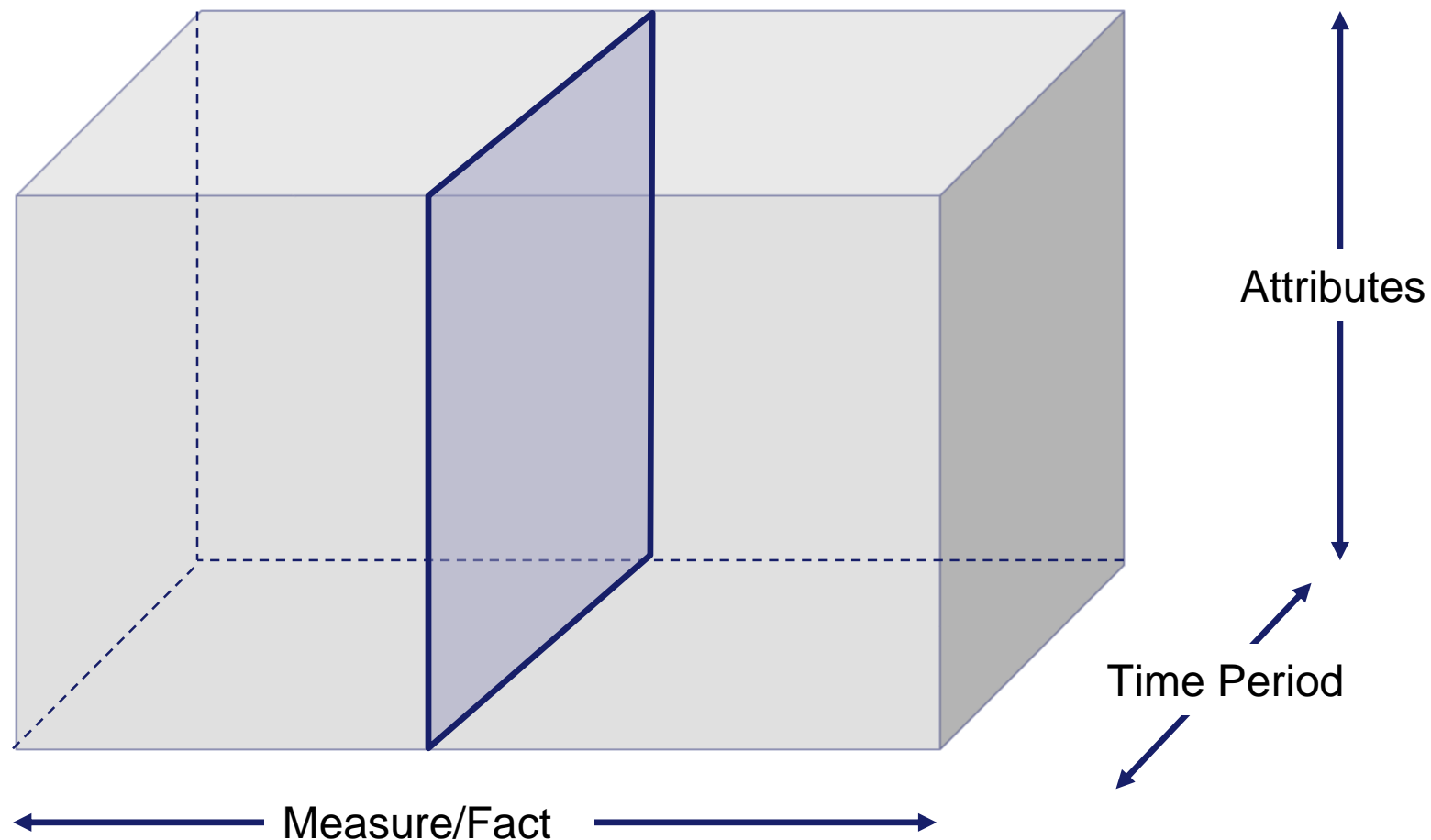
↑
Attributes
↓

↗
Time Period
↘

Bar Chart
Scatter Plot
Treemap



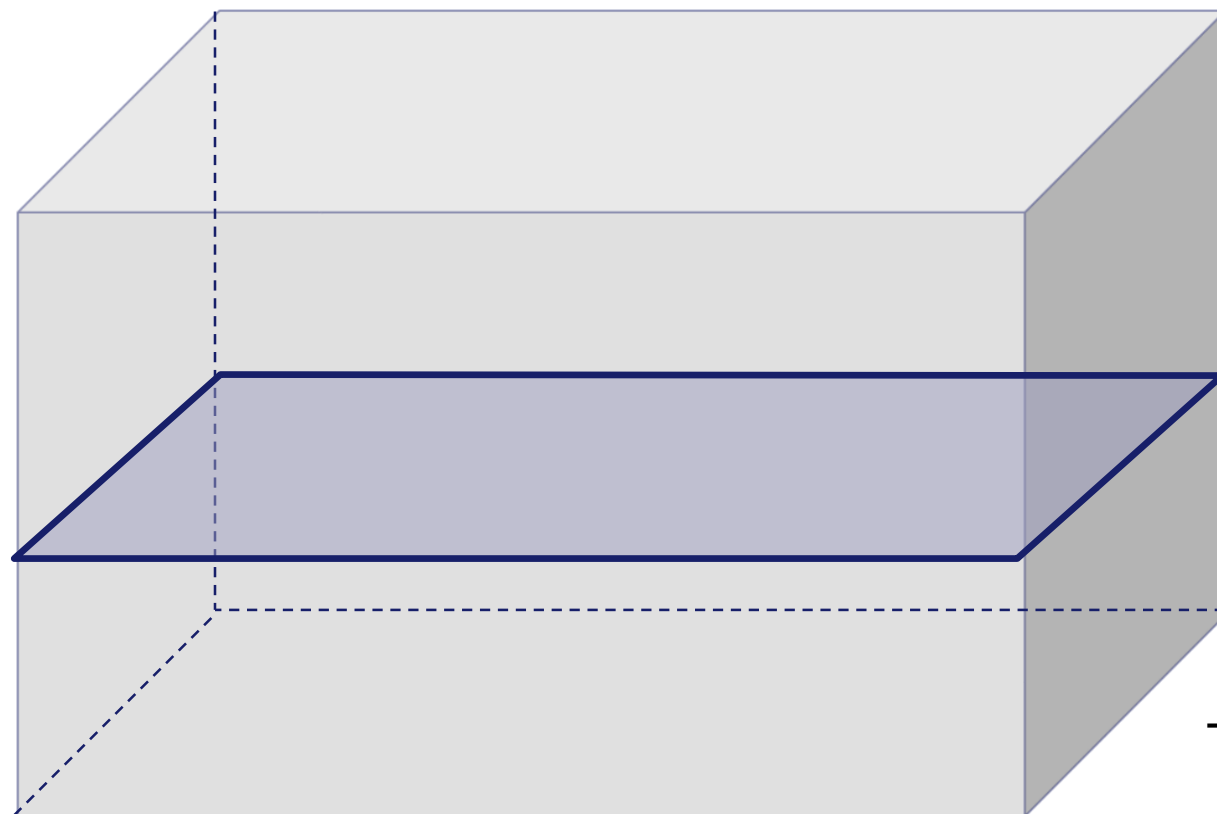
Performance Analysis



Bar Chart
Scatter Plot
Line Chart
Area Chart
Trellis



Flow Analysis



← Measure/Fact →

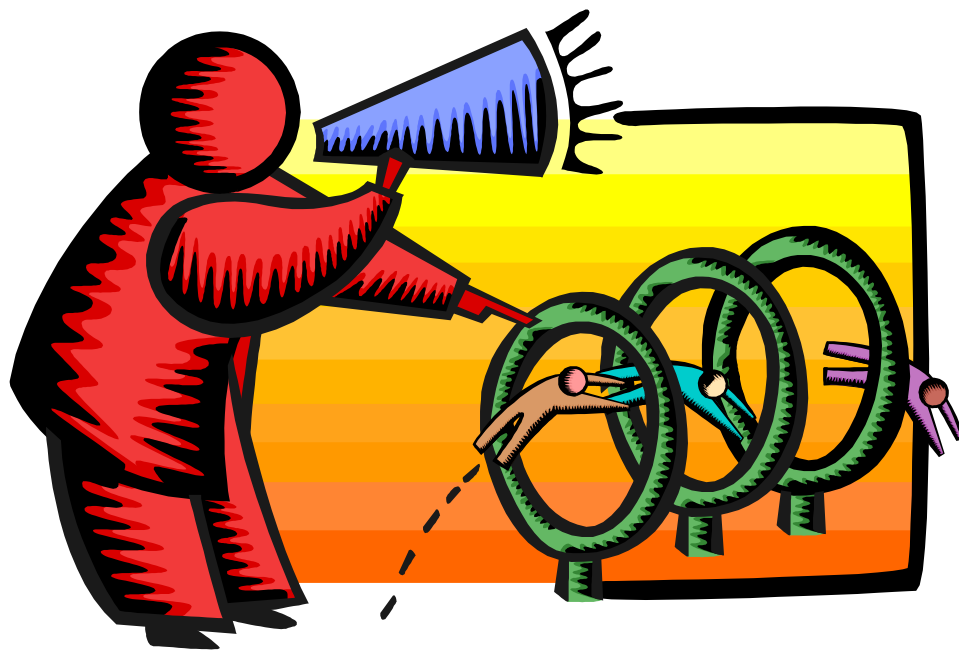
↑
Attributes
↓

↗
Time Period
↘

Line Chart
Area Chart
Trellis
Waterfall



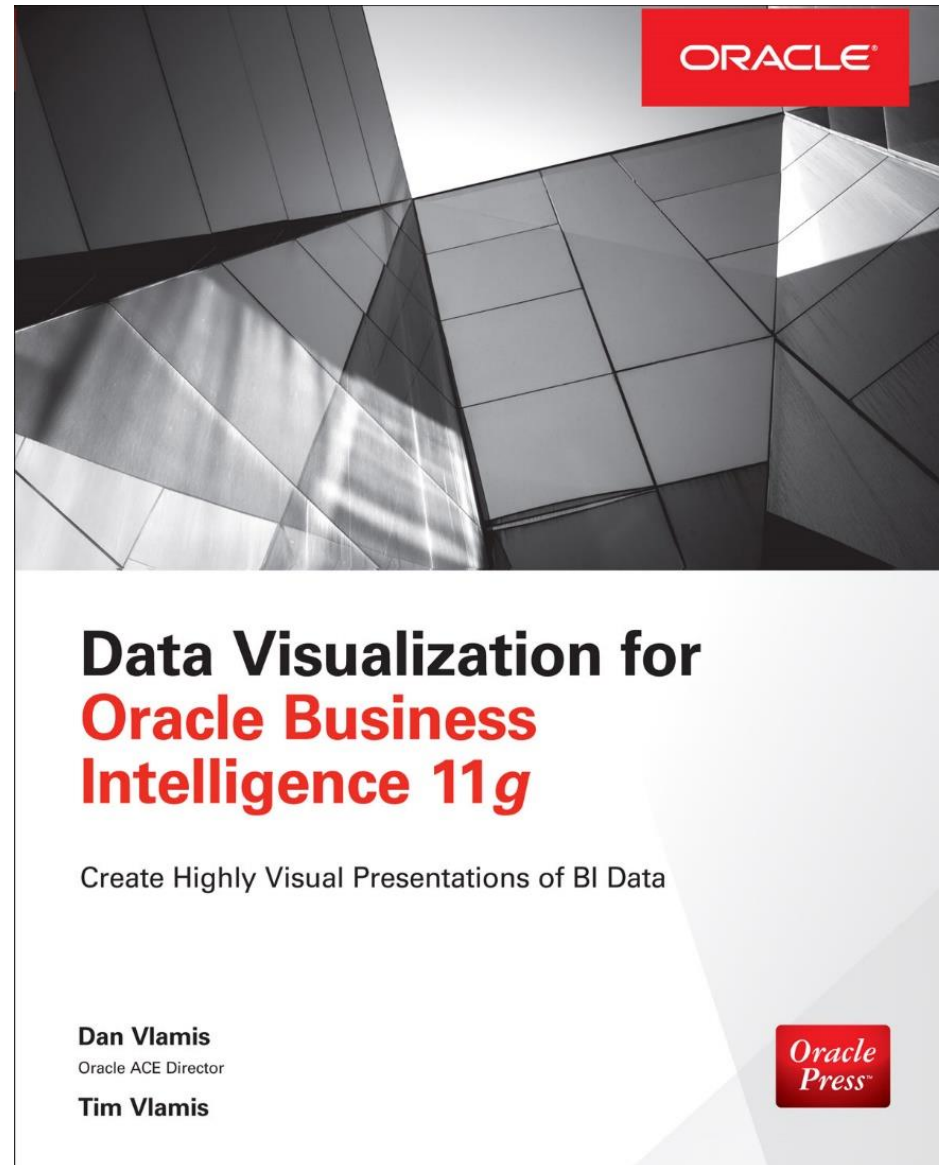
Demo





Drawing for Free Book

Add business card to basket
or fill out card





Analytics and Data Summit

All Analytics. All Data. No Nonsense.

SAVE THE DATE FOR
ANALYTICS AND DATA SUMMIT 2019
MARCH 12-14, 2019

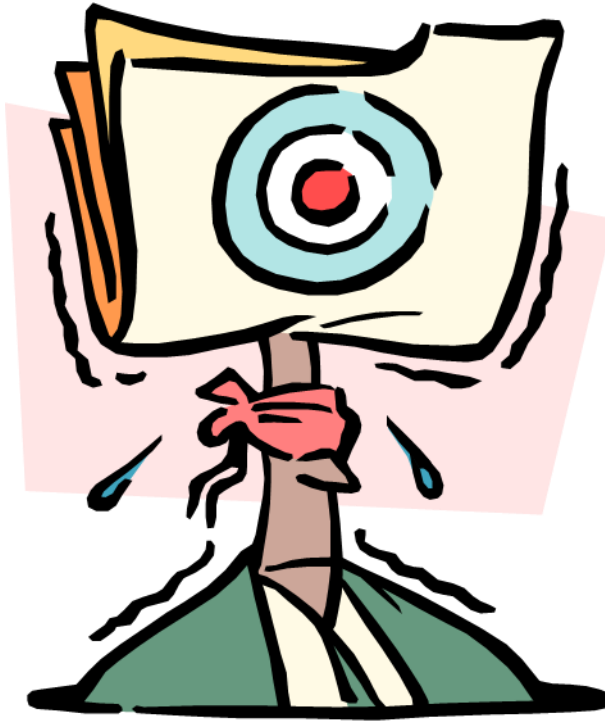
www.AnalyticsAndDataSummit.org

Brought to you by:
BIWA User Community

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



Questions?





Thank You!

Presenter Information

Arthur Dayton, Senior Consultant

VlamiS Software Solutions, Inc.

816-781-2880

adayton@vlamis.com

@arthurdayton116

For more information go to www.vlamis.com