

# Safe Harbor Statement

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# The Many Ways to Get Your Data into Oracle Analytics Cloud

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Senior Principal Product Manager  
Oracle Analytics Product Management

**Tim Vlamis**  
Vlamis Software Solutions  
VP & Analytics Strategist





# Trends in Data Analytics

- Data-driven disruption in all industries
- Data savvy workforce is emerging, often wanting to include their own data with corporate data
- AI/ML provides productivity advantage

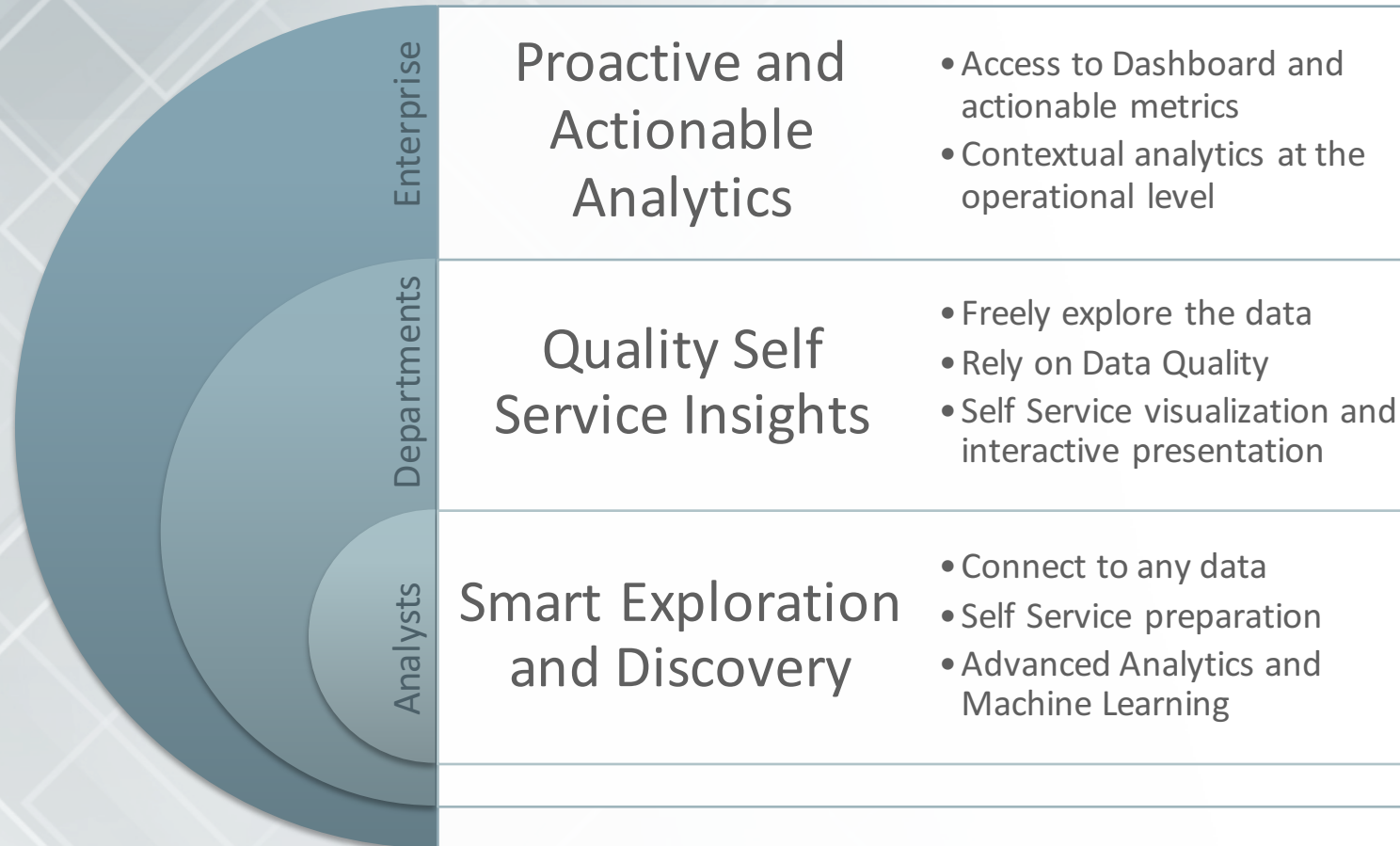
A man with a beard and glasses, wearing a dark suit, is shown in profile, looking down and to the right with a thoughtful expression. His hand is near his chin. A large red parallelogram overlay is positioned on the right side of the image, containing white text. The background is a blurred office setting with large windows.

Vision Statement

Power all actions  
to be data-driven

# Oracle Analytics Cloud

## Single Platform for All Analytics Needs



# Oracle Analytics Cloud - Smart Analytics for Everyone



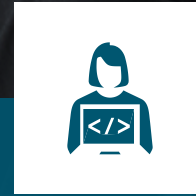
## ANALYSTS AND DATA STEWARDS

- Transforms, enrich and heal data sets in preparation for analysis
- Faster time to insights
- Share and collaborate



## BUSINESS USERS

- Easy, timely, proactive business insights
- Empower to go beyond consuming others' findings



## DEVELOPERS

- Develop and deploy analytic applications for people to customize and personalize
- Embed analytics in any application context

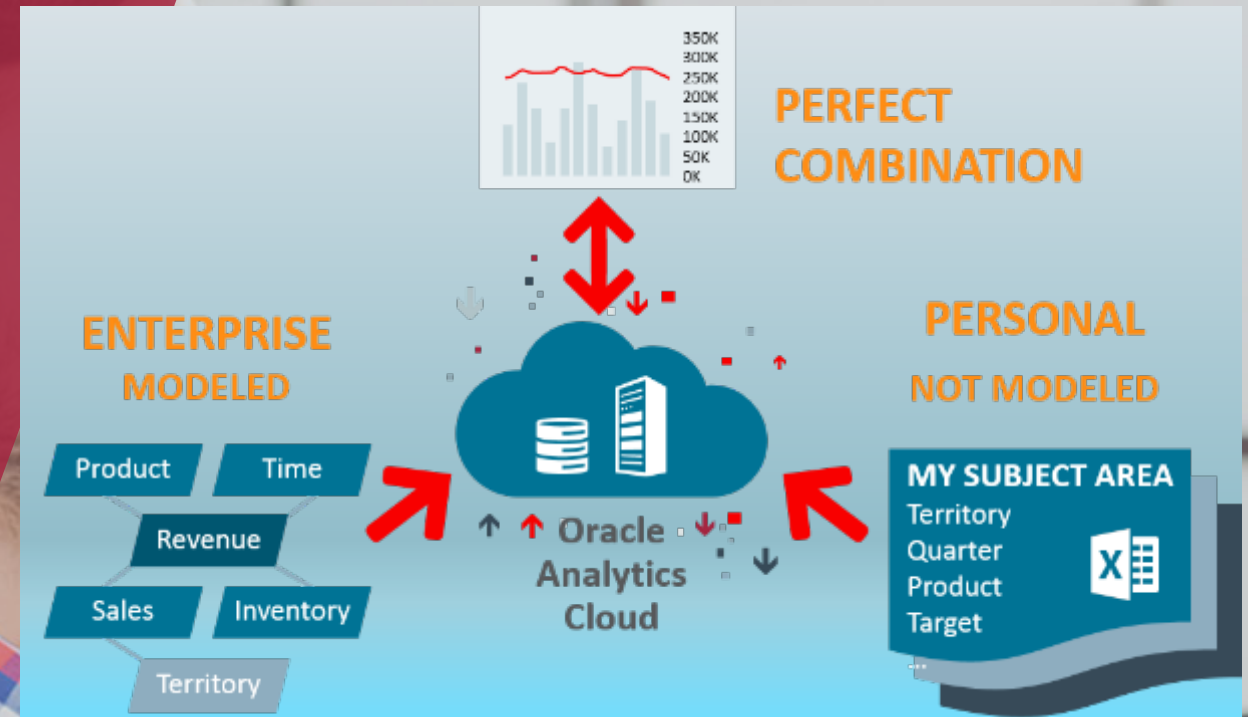


# Getting Data into OAC

# Business Agility & Data Reliability

## Balance business needs with data governance

- Combine all relevant information from any data source, managed and self-service
- Stay productive with intelligently optimized queries
- Robust data mashup support – variety of join options and key inference



# Liberate Insights from Any Data

## Easy access to a variety of data sources

- Few clicks to setup and use
- Vast number of sources supported

## Special Oracle SaaS Integration

- Access to business entities, not just tables and columns
- Respects security, business rules, and governance on source systems
- Leverage calculations and business logic in reports

## Inline or “Extract-and-Analyze”

- IP built over two decades in function shipping (source-specific code generation) and internal execution now powers business user self-service



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[What's New](#)

[Tasks](#)

[Visualize Data](#)

**[Upload Data](#)**

[Build Reports and Dashboards](#)

[Model Data for Reports](#)

[Create Pixel-Perfect Reports](#)

[Work with Essbase](#)

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# Oracle Analytics Cloud



## Upload Data

Load your own data to Oracle Analytics Cloud and connect to a wide range of data sources.

### Upload Data for Visualization Projects

- [Load data from a spreadsheet](#)
- [Load data from Oracle applications](#)
- [Load data from a database](#)
- [Blend data](#)
- [Share data](#)

### Upload Data Using Data Sync

- [Load data from files](#)
- [Load data from relational tables](#)
- [Load data from OTBI](#)
- [Load data from JDBC sources](#)
- [Load data from RightNow](#)
- [Load data to Essbase](#)
- [Load data to flat file](#)
- [Transform your relational data](#)

### Upload Data In Other Ways

- [Load tables using SQL Developer](#)

### Get Answers to Your Questions or Issues

- [Top FAQs for data visualization projects](#)
- [Troubleshoot data visualization projects](#)
- [Top FAQs for loading data with Data Sync](#)
- [Troubleshoot data loading with Data Sync](#)

<https://docs.oracle.com/en/cloud/paas/analytics-cloud/upload-data.html>



# Data Sets / Connections

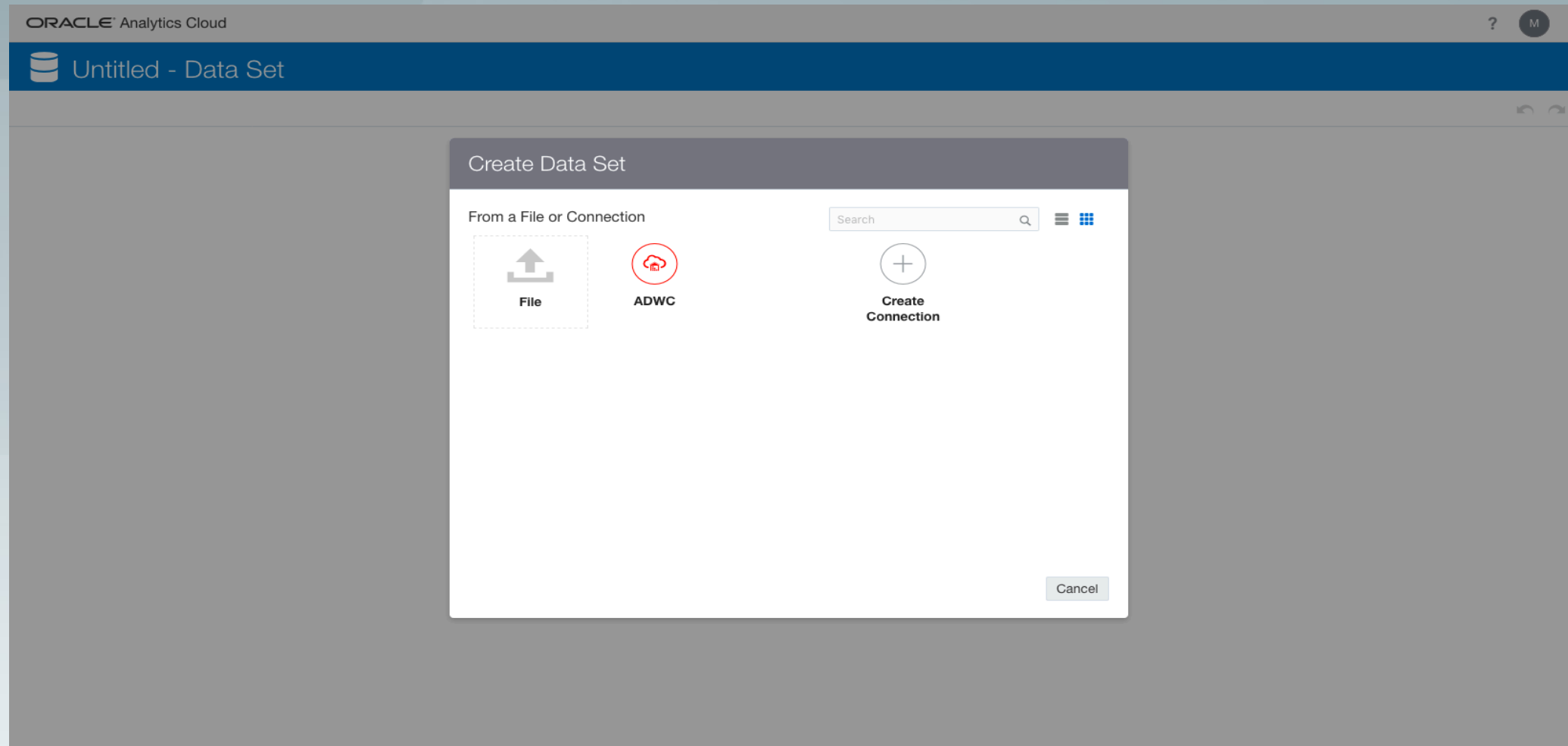
# OAC Data Sets and Data Connections

The screenshot displays the Oracle Analytics Cloud (OAC) interface. On the left is a dark sidebar with navigation links: Analytics Cloud, Home, Projects, Data (selected), Machine Learning, Console, and Academy. The main header shows the Oracle Analytics Cloud logo and a user profile icon. Below the header is a blue bar with the word 'Data' and a 'Create' button. A sub-header contains tabs for Data Sets, Connections, Data Flows, and Sequences, along with a search bar and sorting options. The main content area is a table listing data sets.

Type	Name	Description	Owner	Modified	Size
	Infographic 00s	Uploaded from Infographic 00s.xlsx.	mike.durran@ora...	May 17, 2018	73.8KB
	Infographic 40s	Uploaded from Infographic 40s.xlsx.	mike.durran@ora...	May 17, 2018	8.9KB
	Infographic 50s	Uploaded from Infographic 50s.xlsx.	mike.durran@ora...	May 17, 2018	9.3KB
	Infographic 80s	Uploaded from Infographic 80s.xlsx.	mike.durran@ora...	May 17, 2018	9KB
	Infographic 70s	Uploaded from Infographic 70s.xlsx.	mike.durran@ora...	May 17, 2018	9.2KB
	Infographic 90s	Uploaded from Infographic 90s.xlsx.	mike.durran@ora...	May 17, 2018	13.5KB
	Infographic 60s	Uploaded from Infographic 60s.xlsx.	mike.durran@ora...	May 17, 2018	11.3KB
	OOW Demo Booth Traffic Data	Uploaded from OOW Demo Booth Traffic Data.xlsx.	mike.durran@ora...	May 17, 2018	11.6KB

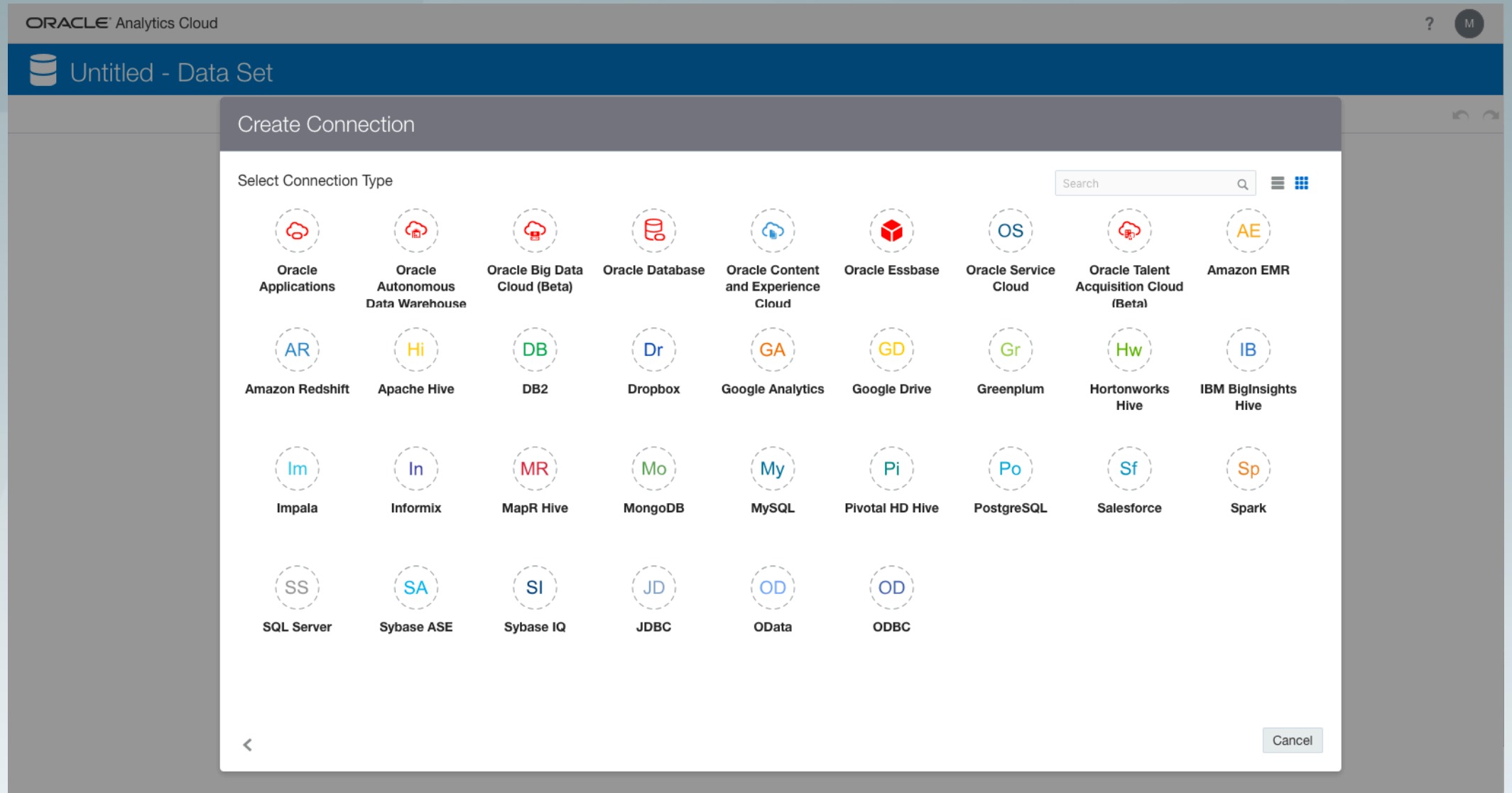
## OAC Data Management Page

# OAC Data Sets and Data Connections



## Creating a Data Set

# OAC Data Sets and Data Connections



# OAC Data Sets and Data Connections

ORACLE Analytics Cloud

Untitled - Data Set

### Create Connection

Select Connection Type

Oracle Applications

Amazon Redshift

Impala

SQL Server

Oracle Auto Data V

Apache

Im

Syba

Oracle Database

\*New Connection Name

\*Host

\*Port

\*Username

\*Password

\*Service Name

Save Cancel

Oracle Talent Acquisition Cloud (Beta)

Hortonworks Hive

Salesforce

Amazon EMR

IBM BigInsights Hive

Spark

Cancel

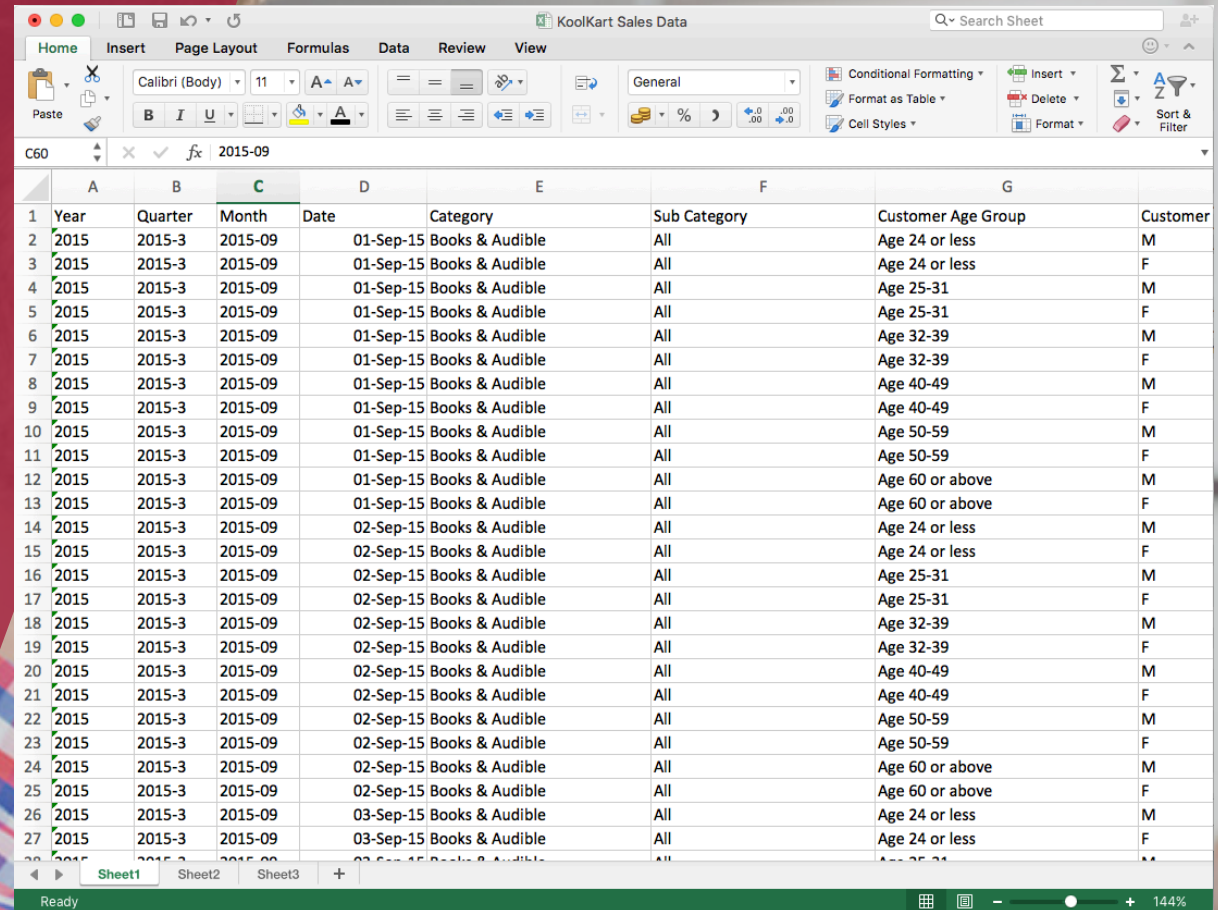


# Files

# Data From Files

## Data from Excel

- Easy as Drag and Drop into the OAC UI
- Must be XLSX (MSOFT Open XML workbook file)
- 100MB max size
- Table start in Row 1, First Column, no gaps, inline headings, unique column names
- Row 2 onwards - data
- Can be refreshed
- Can also add CSV and TXT files

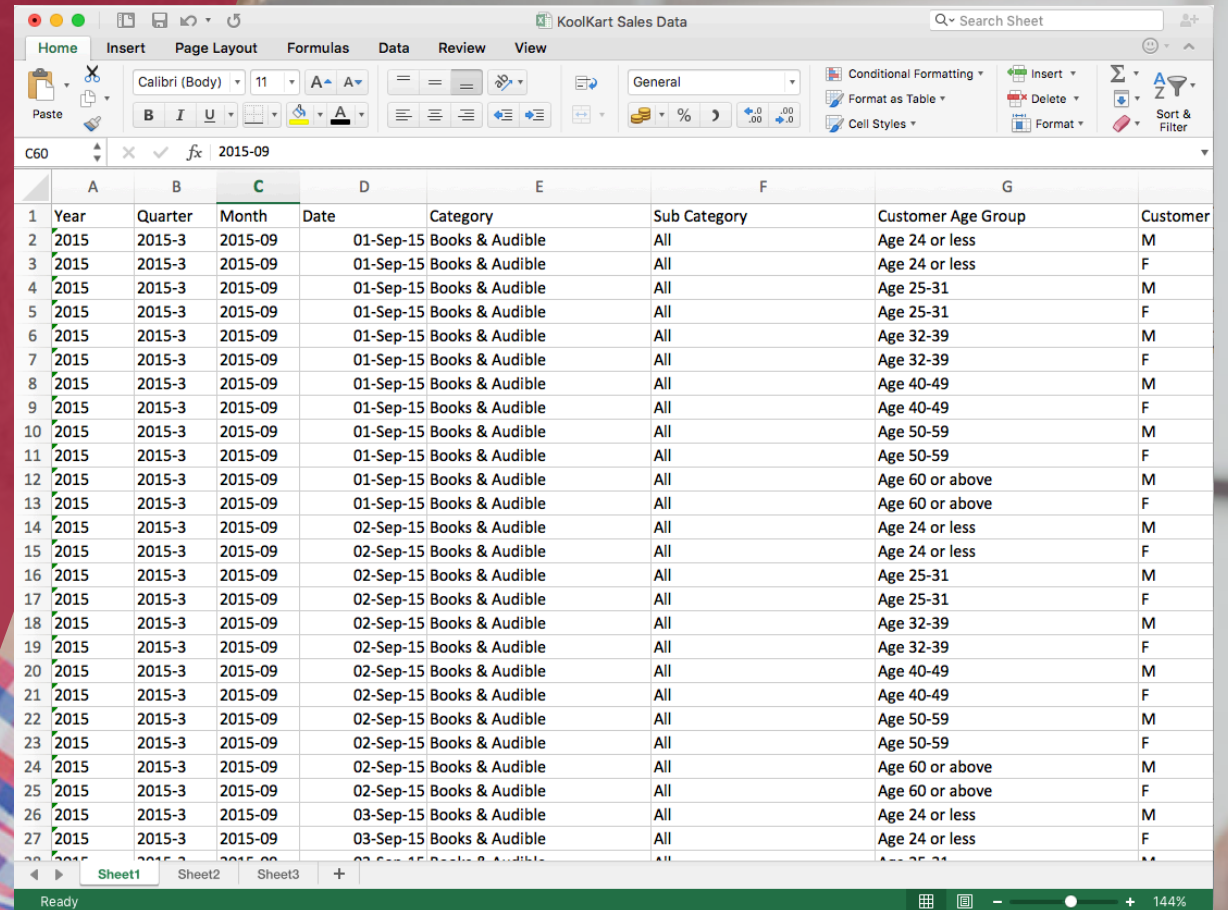


	A	B	C	D	E	F	G	
1	Year	Quarter	Month	Date	Category	Sub Category	Customer Age Group	Customer
2	2015	2015-3	2015-09	01-Sep-15	Books & Audible	All	Age 24 or less	M
3	2015	2015-3	2015-09	01-Sep-15	Books & Audible	All	Age 24 or less	F
4	2015	2015-3	2015-09	01-Sep-15	Books & Audible	All	Age 25-31	M
5	2015	2015-3	2015-09	01-Sep-15	Books & Audible	All	Age 25-31	F
6	2015	2015-3	2015-09	01-Sep-15	Books & Audible	All	Age 32-39	M
7	2015	2015-3	2015-09	01-Sep-15	Books & Audible	All	Age 32-39	F
8	2015	2015-3	2015-09	01-Sep-15	Books & Audible	All	Age 40-49	M
9	2015	2015-3	2015-09	01-Sep-15	Books & Audible	All	Age 40-49	F
10	2015	2015-3	2015-09	01-Sep-15	Books & Audible	All	Age 50-59	M
11	2015	2015-3	2015-09	01-Sep-15	Books & Audible	All	Age 50-59	F
12	2015	2015-3	2015-09	01-Sep-15	Books & Audible	All	Age 60 or above	M
13	2015	2015-3	2015-09	01-Sep-15	Books & Audible	All	Age 60 or above	F
14	2015	2015-3	2015-09	02-Sep-15	Books & Audible	All	Age 24 or less	M
15	2015	2015-3	2015-09	02-Sep-15	Books & Audible	All	Age 24 or less	F
16	2015	2015-3	2015-09	02-Sep-15	Books & Audible	All	Age 25-31	M
17	2015	2015-3	2015-09	02-Sep-15	Books & Audible	All	Age 25-31	F
18	2015	2015-3	2015-09	02-Sep-15	Books & Audible	All	Age 32-39	M
19	2015	2015-3	2015-09	02-Sep-15	Books & Audible	All	Age 32-39	F
20	2015	2015-3	2015-09	02-Sep-15	Books & Audible	All	Age 40-49	M
21	2015	2015-3	2015-09	02-Sep-15	Books & Audible	All	Age 40-49	F
22	2015	2015-3	2015-09	02-Sep-15	Books & Audible	All	Age 50-59	M
23	2015	2015-3	2015-09	02-Sep-15	Books & Audible	All	Age 50-59	F
24	2015	2015-3	2015-09	02-Sep-15	Books & Audible	All	Age 60 or above	M
25	2015	2015-3	2015-09	02-Sep-15	Books & Audible	All	Age 60 or above	F
26	2015	2015-3	2015-09	03-Sep-15	Books & Audible	All	Age 24 or less	M
27	2015	2015-3	2015-09	03-Sep-15	Books & Audible	All	Age 24 or less	F

# Data From Files

## Use Cases - When would you do this?

- Mashup - combining data from a local system with data from curated enterprise sources
- Prototyping
- Local Analysis
- Can be shared along with the Project as .DVA file
- Can also be re-downloaded from OAC to local



	A	B	C	D	E	F	G	
1	Year	Quarter	Month	Date	Category	Sub Category	Customer Age Group	Customer
2	2015	2015-3	2015-09	01-Sep-15	Books & Audible	All	Age 24 or less	M
3	2015	2015-3	2015-09	01-Sep-15	Books & Audible	All	Age 24 or less	F
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14	2015	2015-3	2015-09	02-Sep-15	Books & Audible	All	Age 24 or less	M
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22	2015	2015-3	2015-09	02-Sep-15	Books & Audible	All	Age 50-59	M
23	2015	2015-3	2015-09	02-Sep-15	Books & Audible	All	Age 50-59	F
24	2015	2015-3	2015-09	02-Sep-15	Books & Audible	All	Age 60 or above	M
25	2015	2015-3	2015-09	02-Sep-15	Books & Audible	All	Age 60 or above	F
26	2015	2015-3	2015-09	03-Sep-15	Books & Audible	All	Age 24 or less	M
27	2015	2015-3	2015-09	03-Sep-15	Books & Audible	All	Age 24 or less	F

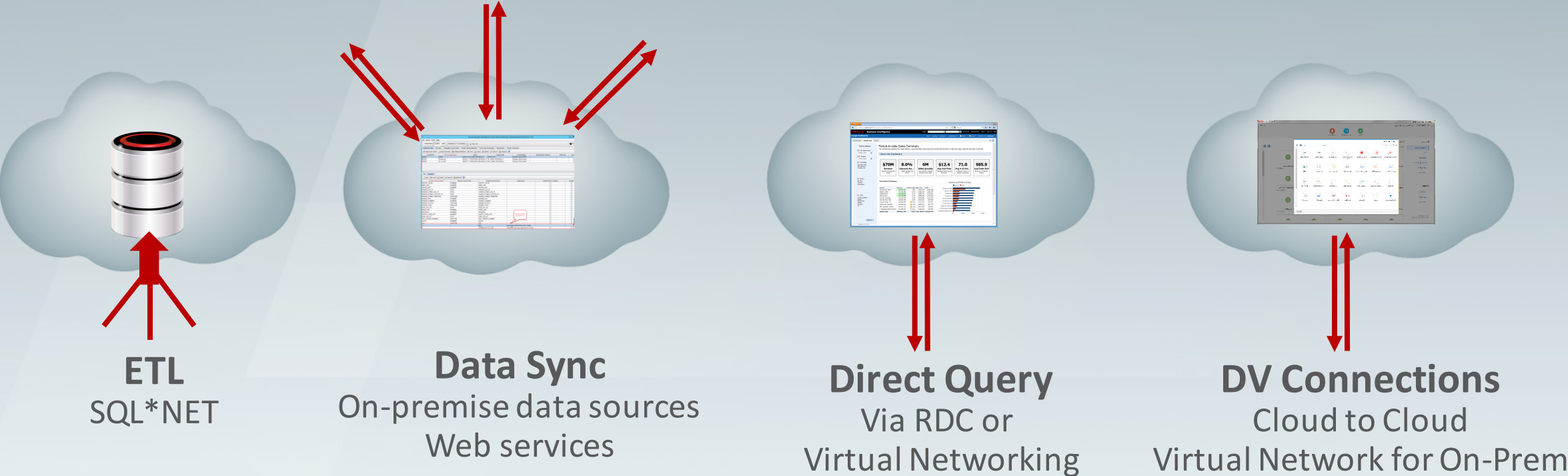


# Demo

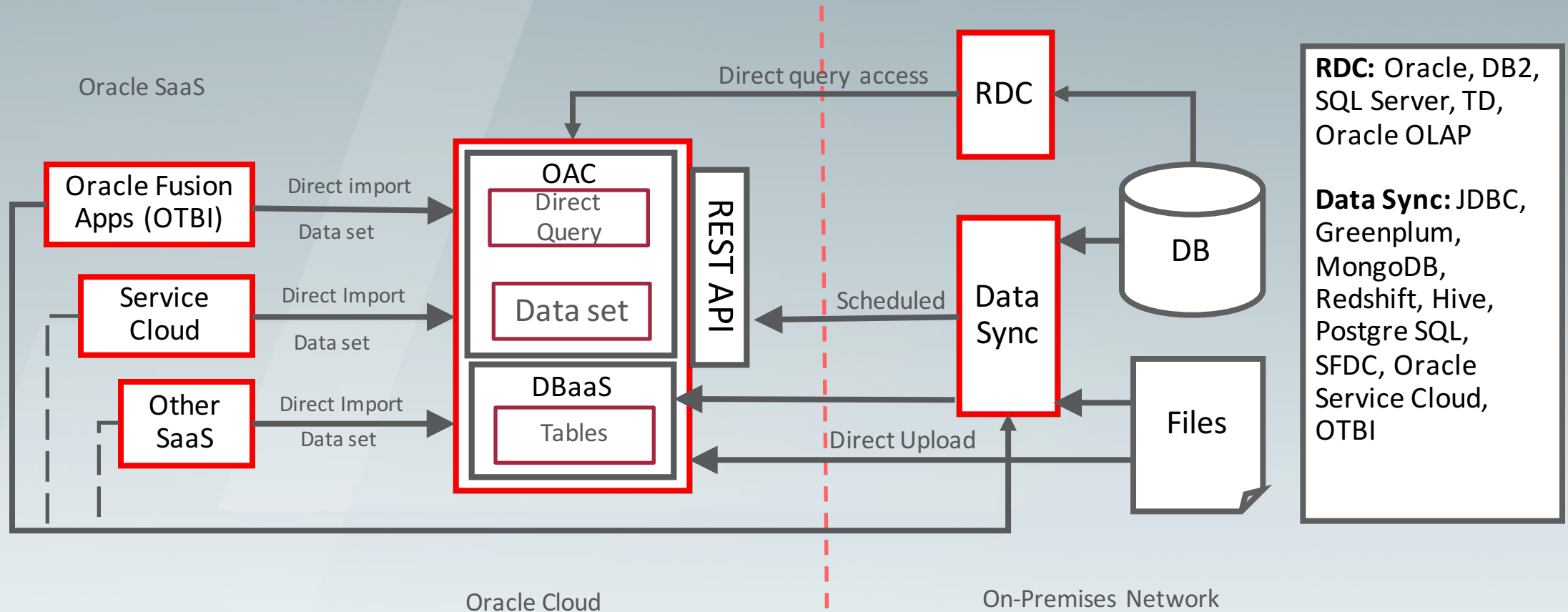


# Other Data Sources

# Data Integration and Access



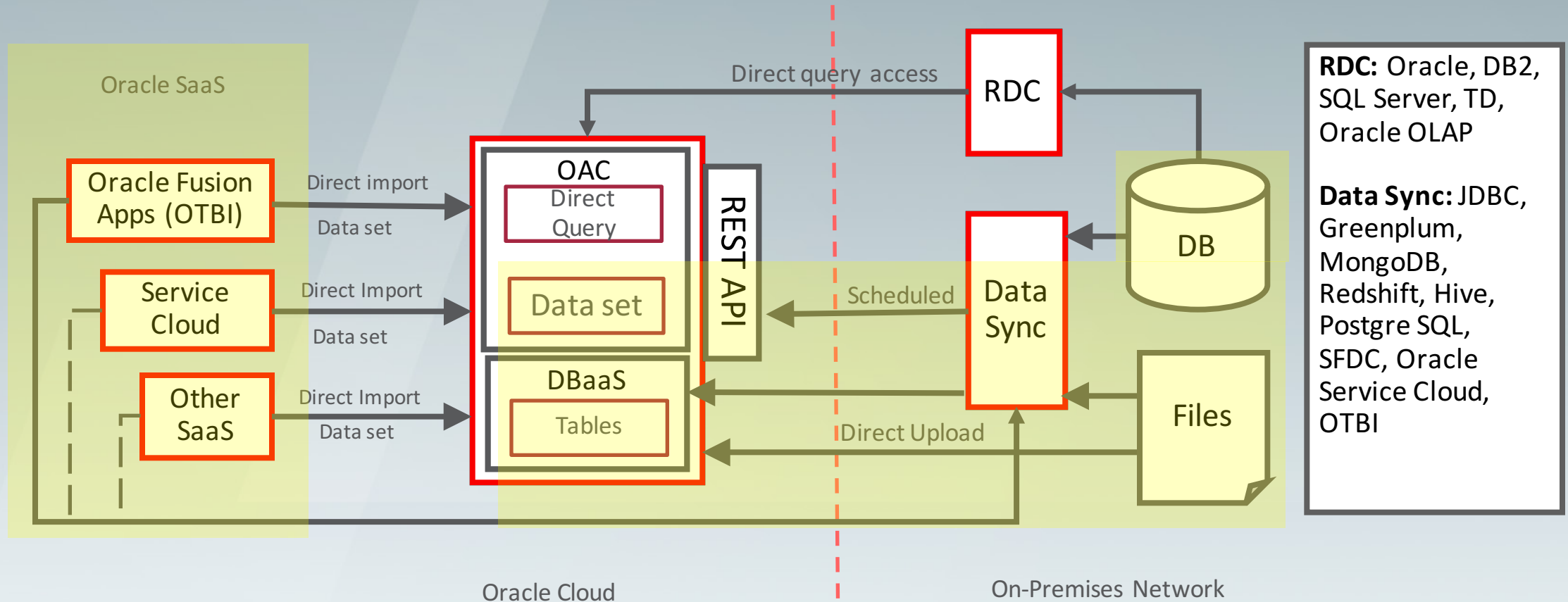
# OAC Data Integration





# Data Sync

# OAC Data Sync



# OAC Data Sync

Oracle Analytics Cloud Data Sync (Default Repository)

File Views Tools Help

Connections Project Jobs

Sources/Targets

New Save Undo Delete Search Refresh Generate 1 of 2

Name	Connection Type	User	Connection Name	URL	JDBC Driver	Schema/Table Owner (Optional)	Catalog (Optional)
File source	File source						
TARGET	Oracle (BICS)						

Edit Description Advanced Properties Refresh Dates

Name: File source Connection Type: File source User:

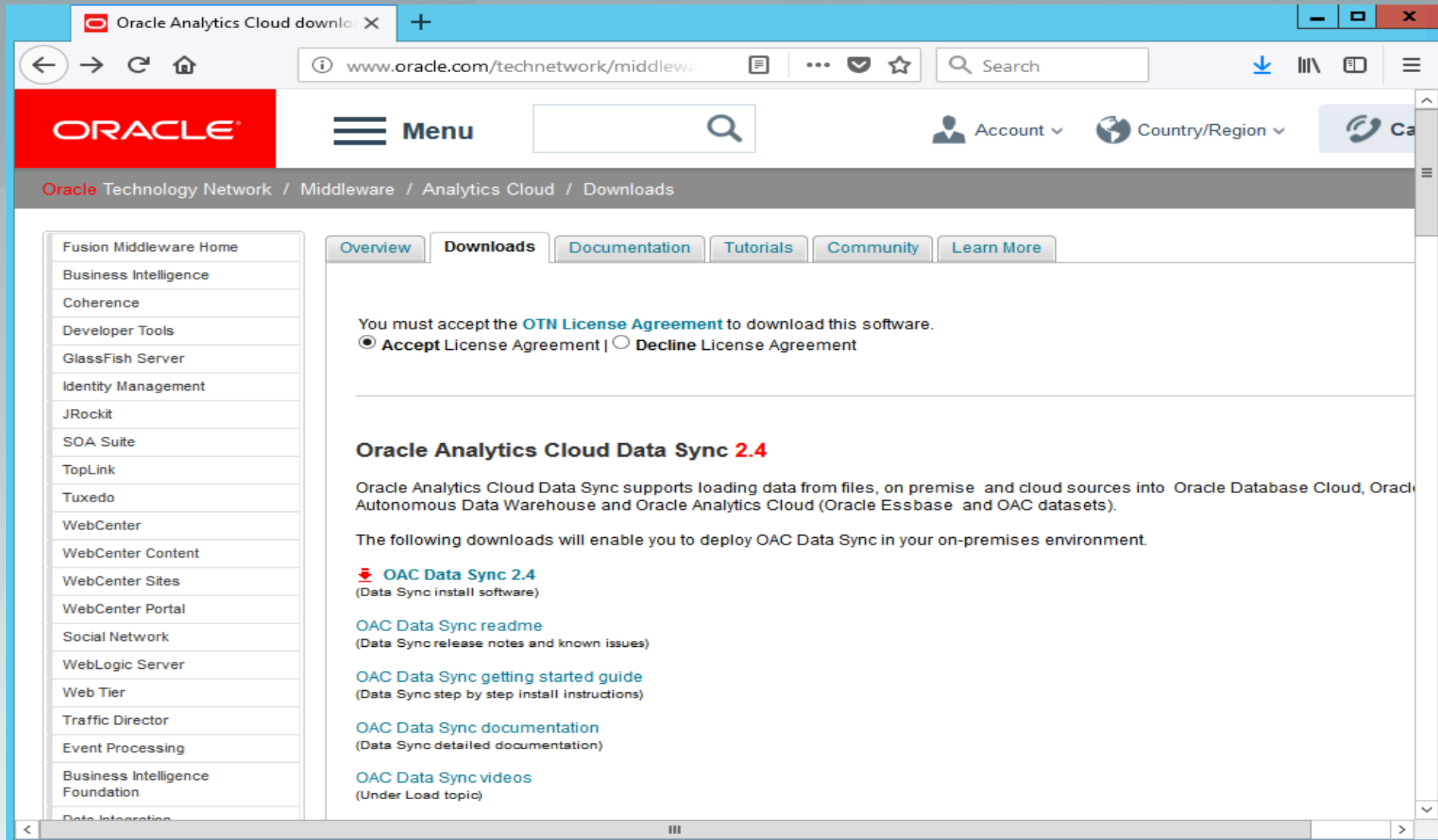
Password:  Connection Name:  URL:

JDBC Driver:  Schema/Table Owner (Optional):  Catalog (Optional):

Time Zone:  Source Priority: 1

Save Test Connection Undo

- Manages the upload of data from on prem into the Cloud
  - Files / Databases / OTBI
  - JDBC
- Incremental loading
- Scheduled / triggered data load jobs



Oracle Analytics Cloud downlo: X

www.oracle.com/technetwork/middlewa

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**Oracle Analytics Cloud Data Sync 2.4**

Oracle Analytics Cloud Data Sync supports loading data from files, on premise and cloud sources into Oracle Database Cloud, Oracle Autonomous Data Warehouse and Oracle Analytics Cloud (Oracle Essbase and OAC datasets).

The following downloads will enable you to deploy OAC Data Sync in your on-premises environment.

- [OAC Data Sync 2.4](#)  
(Data Sync install software)
- [OAC Data Sync readme](#)  
(Data Sync release notes and known issues)
- [OAC Data Sync getting started guide](#)  
(Data Sync step by step install instructions)
- [OAC Data Sync documentation](#)  
(Data Sync detailed documentation)
- [OAC Data Sync videos](#)  
(Under Load topic)

Oracle Analytics Cloud Downloads / Unzip / Define JDK location

Oracle Analytics Cloud Data Sync (Default Repository)

File Views Tools Help

Connections Project Jobs

Sources/Targets

New Save Undo Delete Search Refresh Generate ? 1 of 2

Name	Connection Type	User	Connection Name	URL	JDBC Driver	Schema/Table Owner (Optional)	Catalog (Optional)
File source	File source						
TARGET	Oracle (BICS)						

Edit Description Advanced Properties Refresh Dates

Name: File source Connection Type: File source User:

Password:  Connection Name:  URL:

JDBC Driver:  Schema/Table Owner (Optional):  Catalog (Optional):

Time Zone:  Source Priority: 1

Save Test Connection Undo

## Define Connections

Oracle Analytics Cloud Data Sync (Default Repository)

File Views Tools Help

Connections Project Jobs OAC\_TEST Run Job

Source Data Target Objects Pre/Post SQL Processing Parameters Project Summary

Data From Object(s) Manual Entry New Target Object Update Definition Save Undo Delete Search Refresh 1 of 1

Name

File.SAMPLEORDERLINES

Edit Description Columns Targets Attributes

Name:  
File.SAMPLEORDERLINES

Save Undo

Projects : Source / Target Objects

Oracle Analytics Cloud Data Sync (Default Repository)

File Views Tools Help

Connections Project Jobs **OAC\_TEST** Run Job

Jobs Job Schedules Current Jobs History

New Save Undo Delete Search Refresh 1 of 1

Name	# Retries	Drop/Create Indices	Analyze Relational Objects	Cloud Connection for Cache Purging
OAC_TEST-Job1		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

Edit Description Ordered Tasks Email Recipients Connectivity Parameters Execution Parameters

Name: OAC\_TEST-Job1 # Retries:

Cloud Connection for Cache Purging: # Parallel Tasks: 10

☒ Drop/Create Indices ☒ Analyze Relational Objects

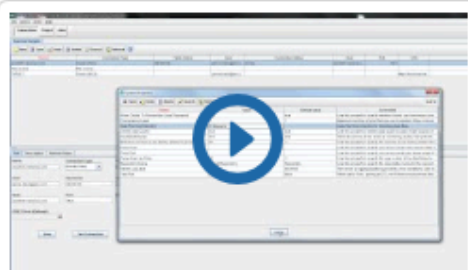
Save Undo

## Jobs / Schedules / Monitoring



# OAC Data Sync

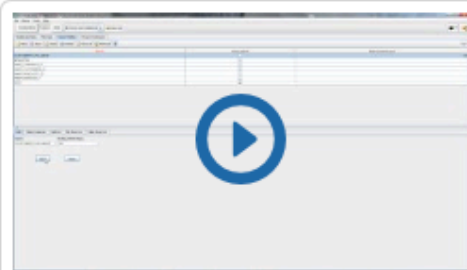
## Load



### Getting Started with Data Sync

Install and configure Oracle BI Cloud Service Data Sync to upload relational and file sources to the cloud.

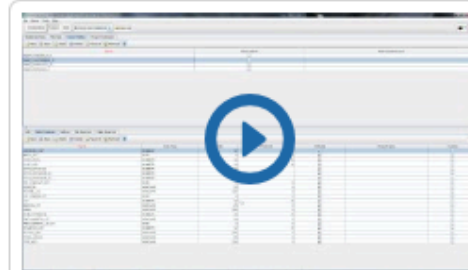
For more information, see the [documentation](#).



### Loading Data from File Sources Using Data Sync

Load data from an on-premises file source and define a load strategy using Oracle BI Cloud Service Data Sync

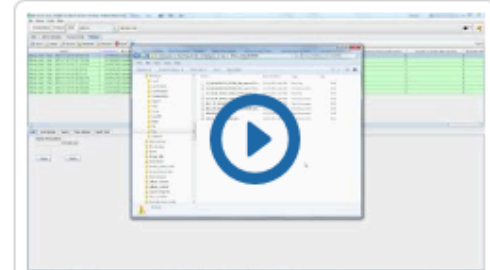
For more information, see the [documentation](#).



### Loading Data from Relational Sources Using Data Sync

Load data from an on-premises relational source and define a load strategy using Oracle BI Cloud Service Data Sync.

For more information, see the [documentation](#).



### Automating Data Loading Using Data Sync

Automate the data loading process using Oracle BI Cloud Service Data Sync.

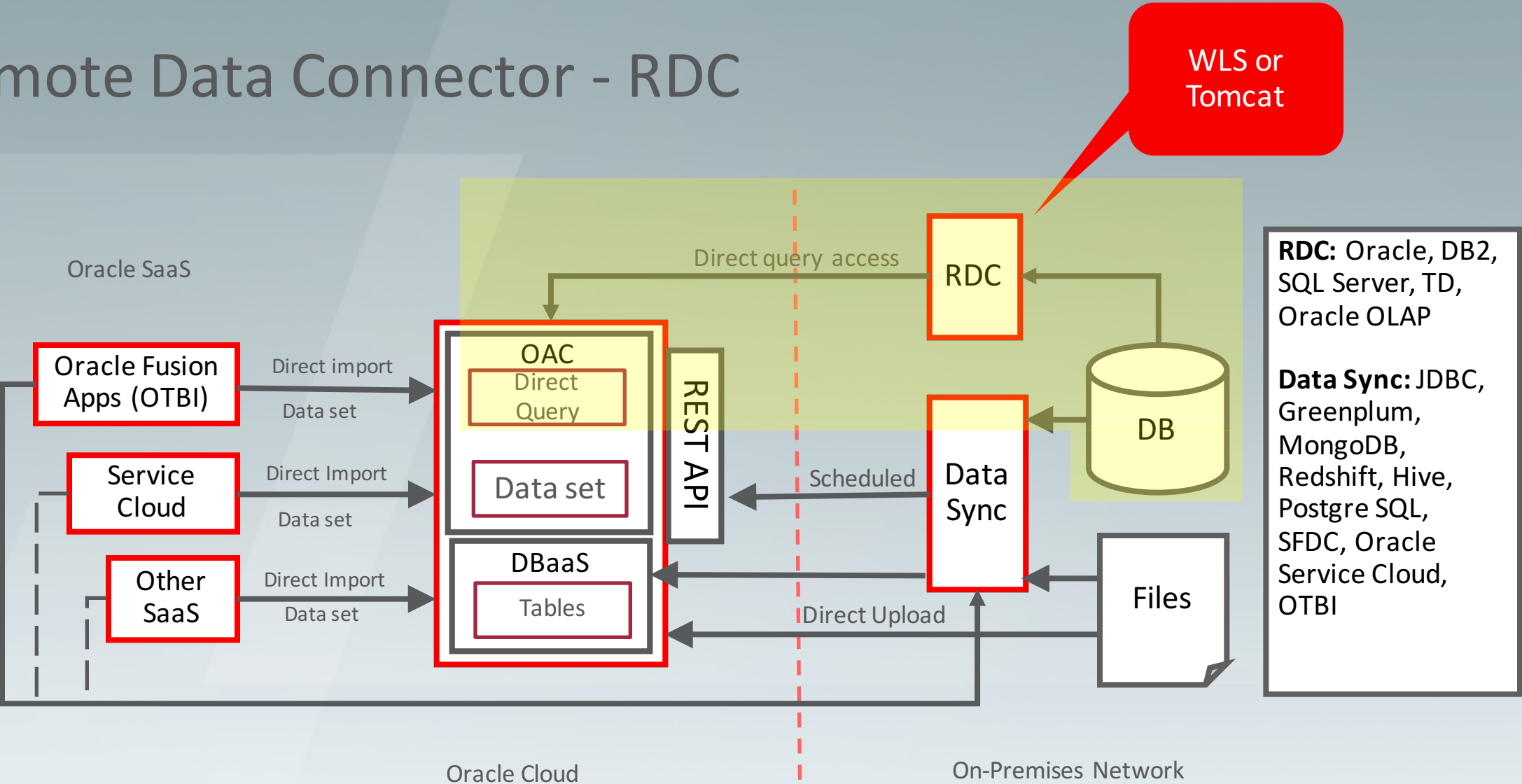
For more information, see the [documentation](#).

- Online Video Tutorials:  
<https://docs.oracle.com/en/cloud/paas/bi-cloud/videos.html>



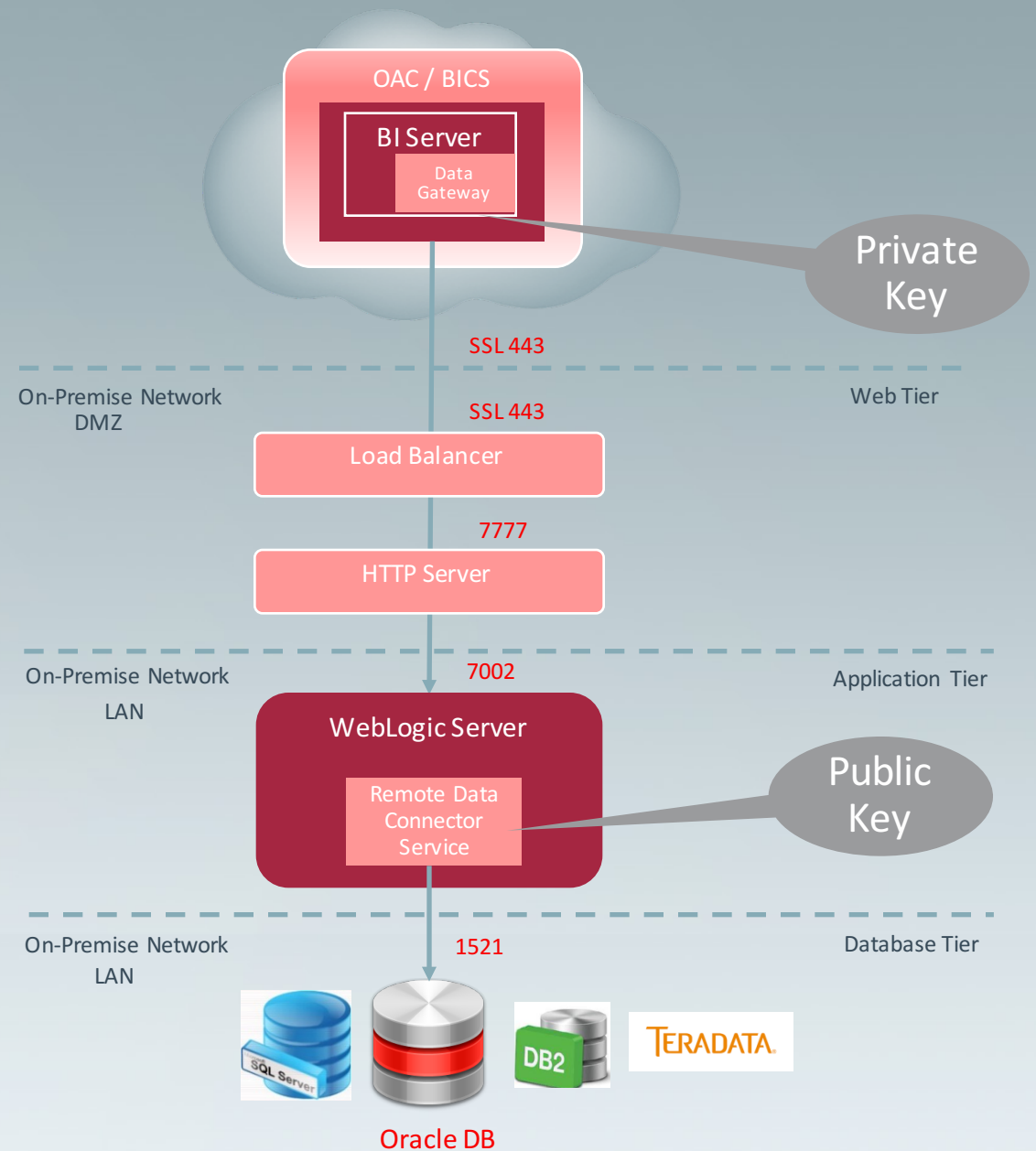
# Remote Data Connector

# Remote Data Connector - RDC



# Remote Data Connector - RDC

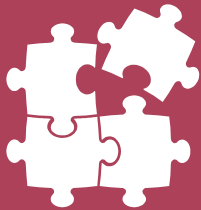
- Visualize and analyze data that reside in on-premise relational sources in cloud.
- Supports following relational source(s).
  - Oracle, DB2, Teradata, SQL Server, Oracle OLAP
- Remotely deployed in on-premises network.
- Communicates with BI Server Data Gateway running in Oracle Analytics Cloud.
- Authenticate query requests using Public key, private key pair and JWT signatures.
- Secure communication from BI Server to remote data sources.
- Two deployment files – For WLS & Tomcat



# Remote Data Connector - RDC

## Installation and Configuration

- Install WebLogic Server or Tomcat in on-premises network
- Download RDC from OTN and deploy RDC in WebLogic Server or Tomcat
- Download public key from OAC / BICS
- Deploy public key in WebLogic Server / Tomcat
- Create Java Data Sources in WebLogic Server / Tomcat
- Verify RDC is up and running
- Enable secure communication between OAC / BICS and RDC
- Configure routing to RDC
- Update BI RPD Connection Pool Call Interface to Java Data Source in Admin Tool (OAC Admin Tool)
- Lift and Shift RPD to BICS / OAC

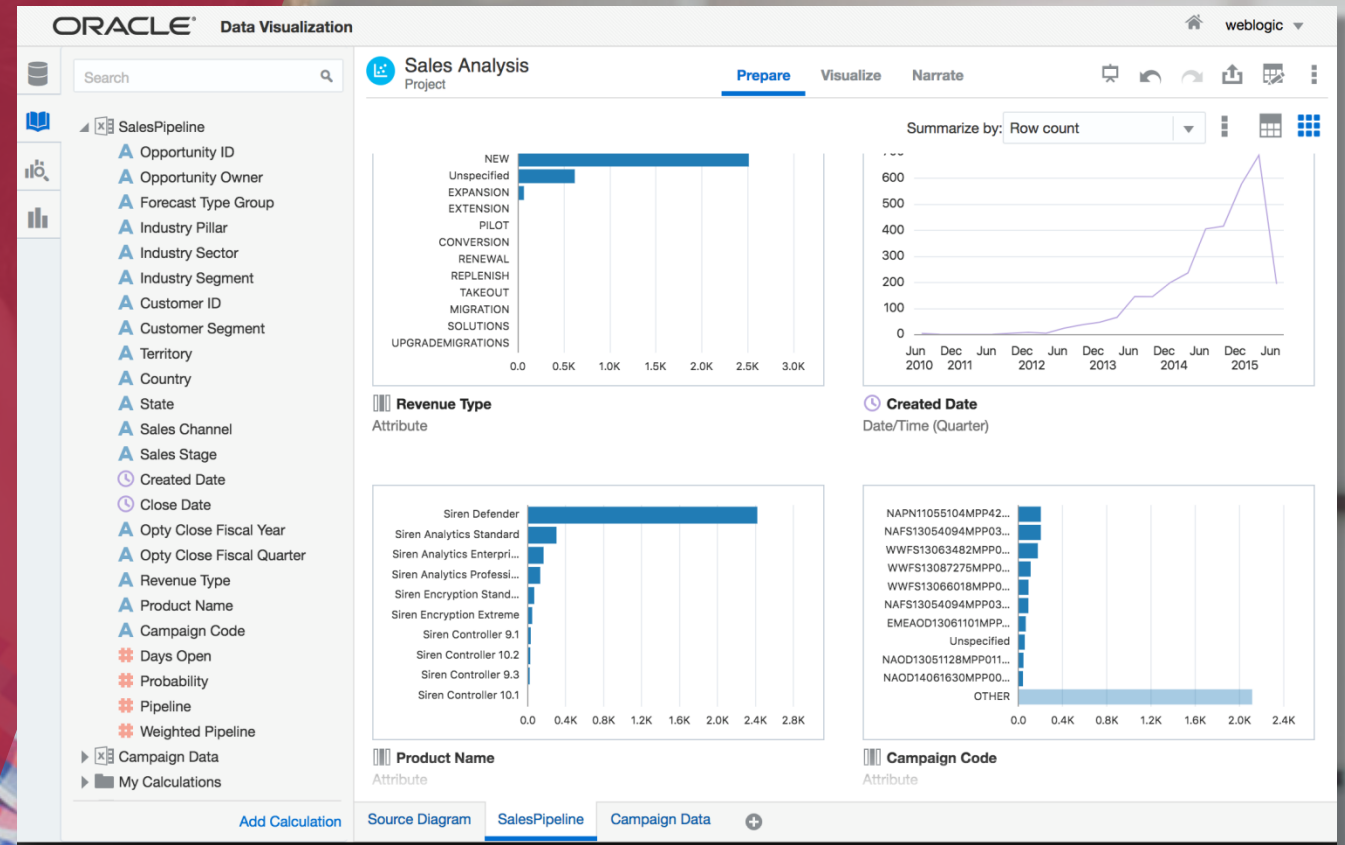


# Data Preparation

# Explore & Understand Unfamiliar Data

## Visual data diagnostics

- Understand the shape and quality of any dataset through automatic visualizations
- Automatically infer data types, logical types (e.g. dimension, metric, geography, time)
- Highlight statistically relevant attributes



# Quickly Enrich and Prepare Any Data

## No coding skills required

- Provides an intuitive user driven data preparation interface
- Standardize inconsistent values, replace null values and remove duplicates
- Create custom groups and expressions

The screenshot displays the Oracle Data Visualization Desktop interface. On the left, a sidebar lists various data fields under 'Sample Order Lines', including Order Line ID, Order ID, Order Priority, Customer ID, Customer Name, Customer Segment, City, Product Category, Product Sub Category, Product Container, Product Name, Profit, Quantity Ordered, Sales, Discount, Gross Unit Price, Shipping Cost, Ship Mode, Ship Date, Order Date, # of Order Lines, # of Orders, Order Month, Order Year, and Order Quarter. The main area shows a table with columns: Order Line ID, Order ID, Order Priority, # of Customers, Customer Name, and Customer Segment. A context menu is open over the table, listing actions such as Properties, Duplicate, Convert to Number, Convert to Date, Group..., Split..., Concatenate..., Replace..., Uppercase, Lowercase, Sentence Case, Create Column..., Edit Column..., and Hide. The bottom of the interface has tabs for 'Add Calculation', 'Source Diagram', 'Sample Order Lines' (which is selected), and 'Sample States'.

Order Line ID	Order ID	Order Priority	# of Customers	Customer Name	Customer Segment
1766	88478	Medium	70	Lewis Baldwin	Home Office
2148	89269	Low	23	Christian Albright	Small Business
2154	89272	Medium	24	Joann Moser	Small Business
2375	86460	Medium	07	Rachel Casey	Home Office
244	87180	High	3	Vicki Shannon	Corporate
246	87183	High	3	Vicki Shannon	Corporate
2659	89626	High	030	Christine Wilkerson	Corporate
2935	86783	High	119	Cecil Berger	Home Office
3353	89514	Critical	267	Rosemary Branch	Corporate
3787	91461	High	421	Allison Starr	Home Office
4007	89194	Low	502	Renee Huang	Small Business
4056	86818	High	526	Larry Hall	Small Business
4067	86821	Critical	528	Brad Stark	Home Office
4076	88856	Medium	1531	Jon Ayers	Consumer
4095	87784	Critical	1540	Charlene Reynolds	Corporate
4151	87499	Medium	1554	Joan Floyd	Consumer
4203	86969	High	1574	Sherry Hurley	Consumer

# Design & Debug Powerful Data Flows

## Full-featured pipeline designer

- Deploy prepared transforms within robust data pipelines
- Blend multiple data sets, aggregate results, define the order of complex data flows

**Calculate**

Pipeline by Days Open

Name: Pipeline by Days Open

Pipeline / Days Open

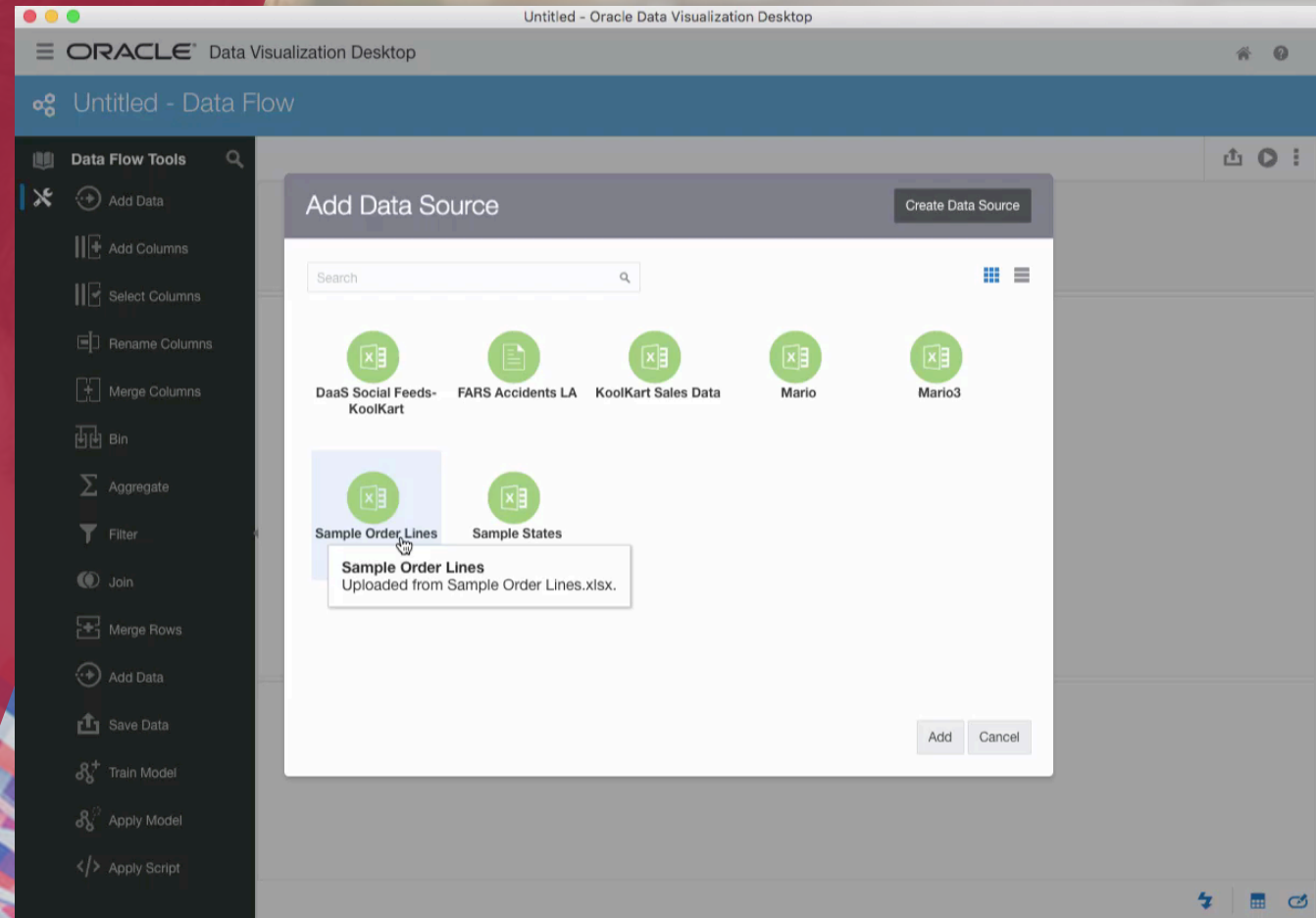
Validate Apply

Opportunity ID	Opportunity Owner	Forecast Type Group	Industry Pillar	Industry Sector	Industry Segment	
4BPN4	Rolf Grier	Upside	Manufacturing, Distribution, HighTech	Automotive	Supplier	100
4TVFF	Talbot Chen	Pipeline	Services, Transport & Construction	Professional Services	Staffing	100
3B93Z	George Maguire	Pipeline	Public Sector & Education	Education Research	Research Institutions	100
4SK2W	Sonja Diehl	Pipeline	Financial Services & Insurance	Insurance	Life	100
4YNMG	Duding Luu	Pipeline	Public Sector & Education	Public Sector	Federal National Government	100

# Powerful Data Flows and Enrichment

## Self Service Data Preparation

- Sharable and traceable business data transformations
- Avoids Excel clutter and empower analysts to enhance data with no coding skills required
- Group values, join data sets, sub-select rows/columns, aggregate, calculated fields etc.





# Demo



# Analyze

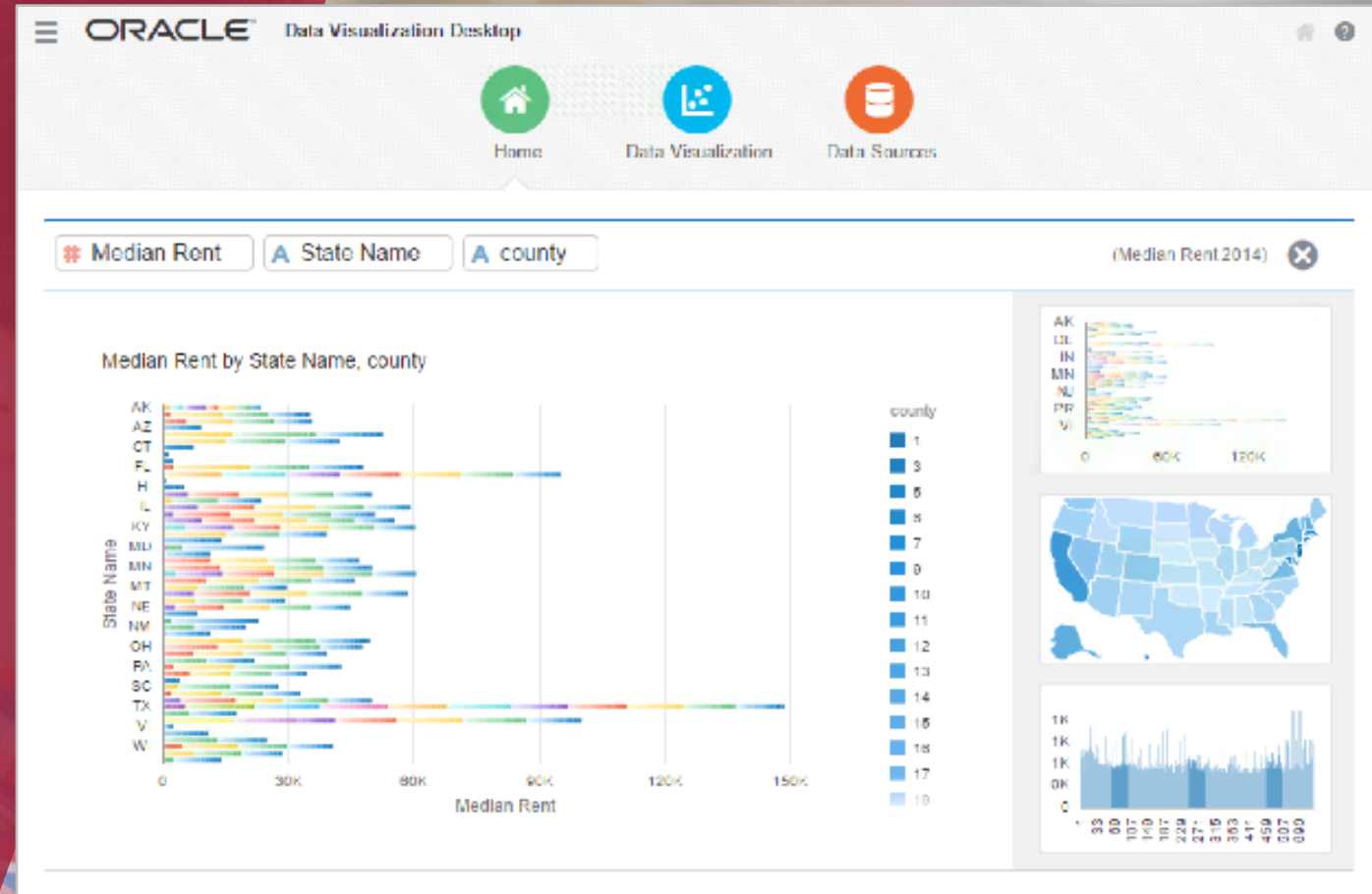
# Talk to Your Data with BI Ask

## Powerful, intuitive keyword search

- Interprets semantic layer, user private data, expression library and catalog artifacts
- Voice-enabled
- Fuzzy match, stemming, natural language processing
- Generates on-the-fly queries - visualizations are auto-created while user types

## Available on all platforms

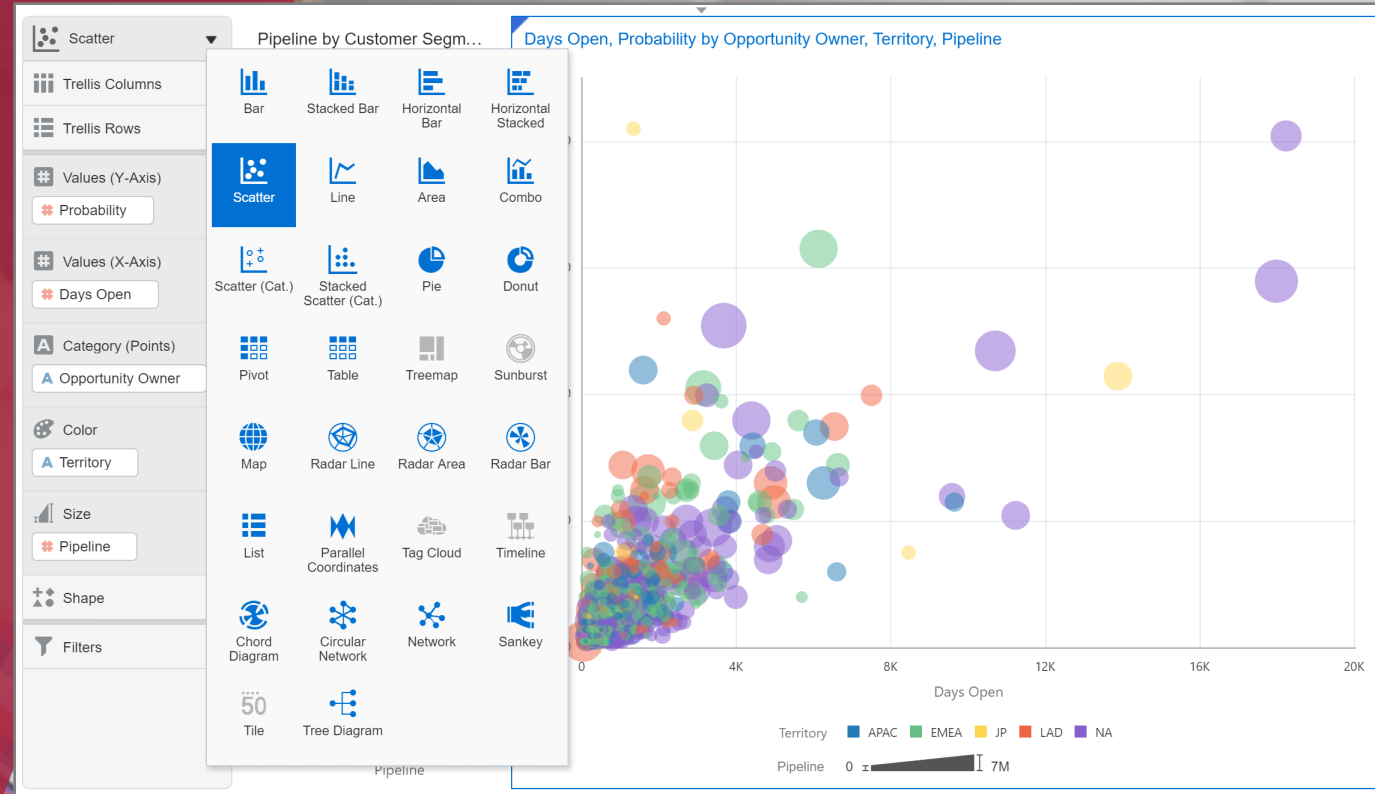
- Mobile
- Browser
- Desktop



# Interactive Visual Composition

## Best Data Visualization Capabilities

- Rich palette of chart types, combo charts of lines, areas, bubbles, and more
- Smart Chart advisor automatically selects best fit visualization based on selected attributes
- Trellising for every visualization; customizable color palette
- Brushing – highlight correlations within data across visualizations, all auto-wired to work/update in unison, leveraging in-memory cache/execution layer



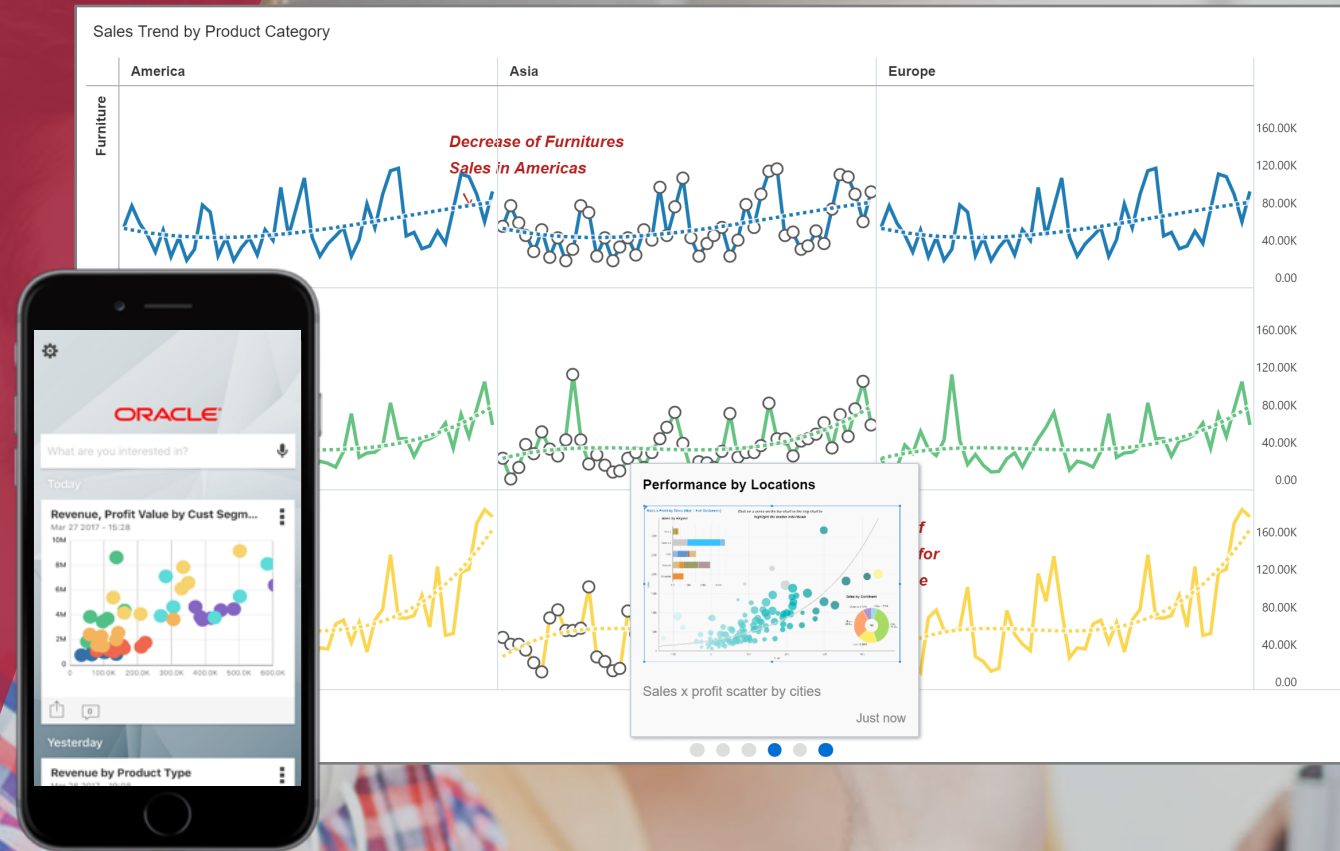
# Tell Better Stories with Your Findings

## Interactive data storytelling

- Evaluate each story point, “kick the tires” and validate conclusions
- Presentation mode enables focus on the story point, while offering complete interactivity
- Freeform text and images enable in-place discussions

## Consume anywhere

- Mobile, desktop and browser
- Native integration with mobile platforms to enable seamless hand-offs, screen-shares, and more



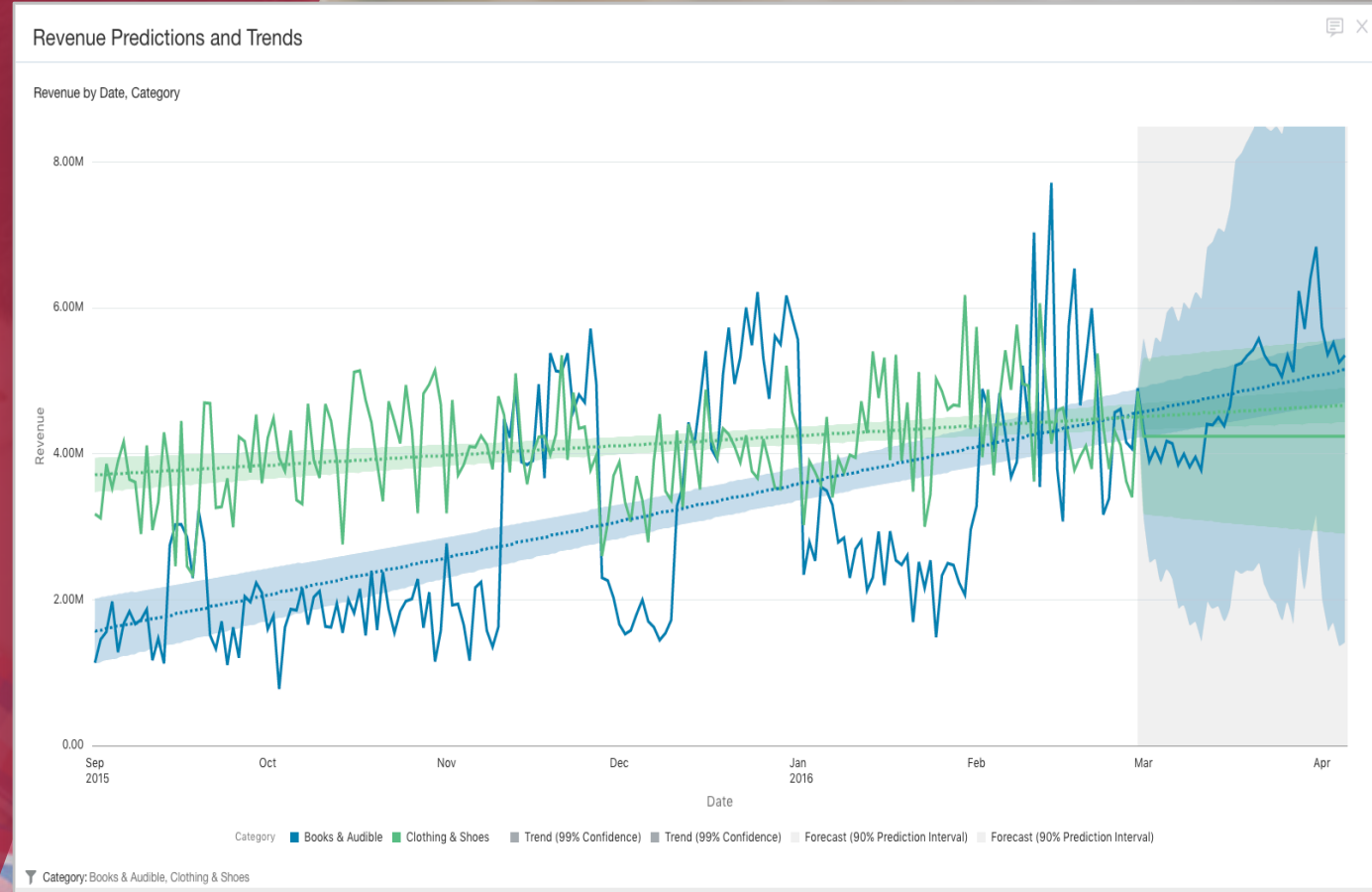


# Predict

# Predictive Analytics

## Visualize Predictive Factors

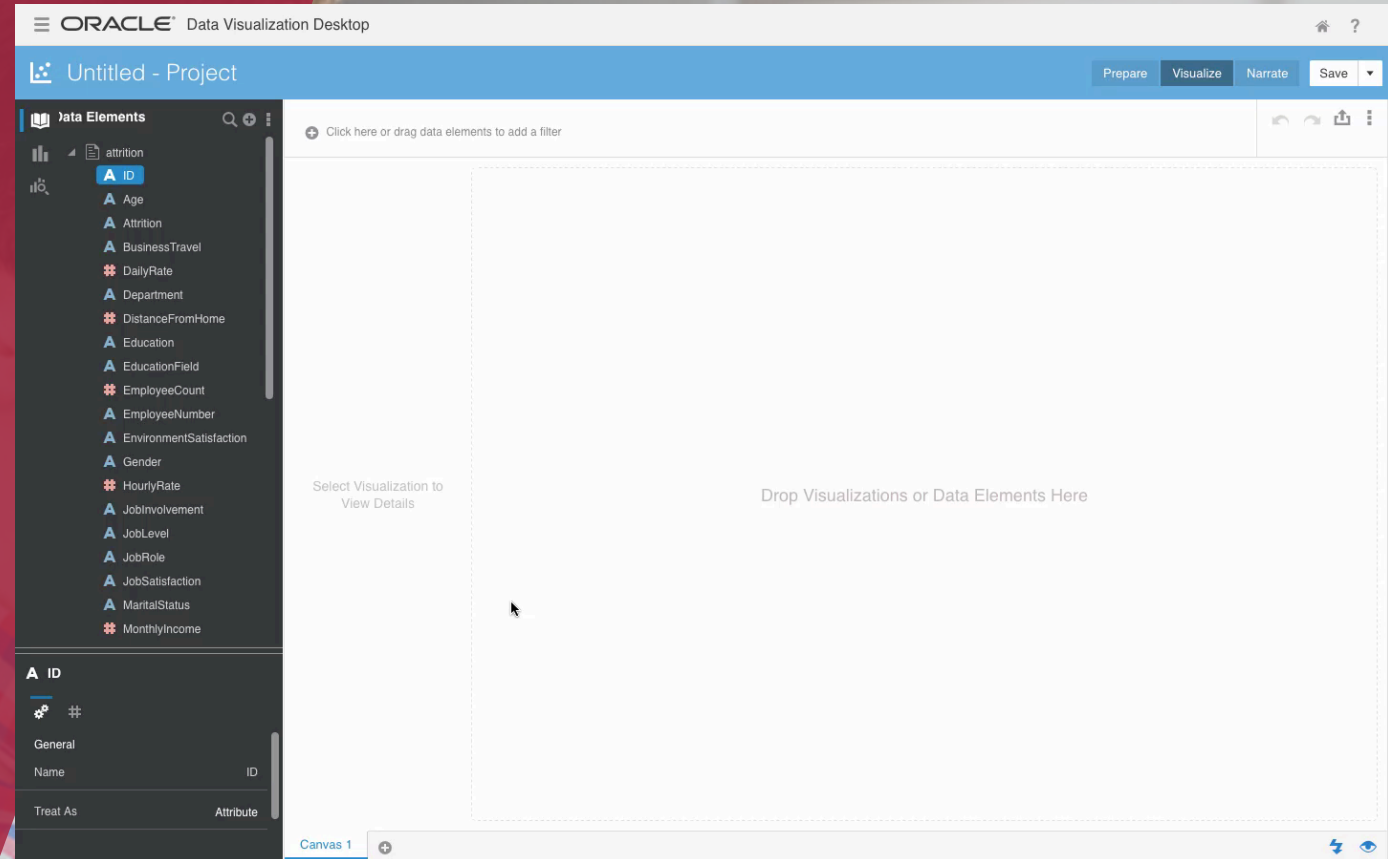
- Drag-and-drop clustering and outlier detection
- Single-click trending and forecasting
- Enable easy incorporation of template-driven statistical, predictive and textual (feature extraction) models which can then be used for scoring with data sets



# Identify What Drives Your Business

## Machine Learning for the Business

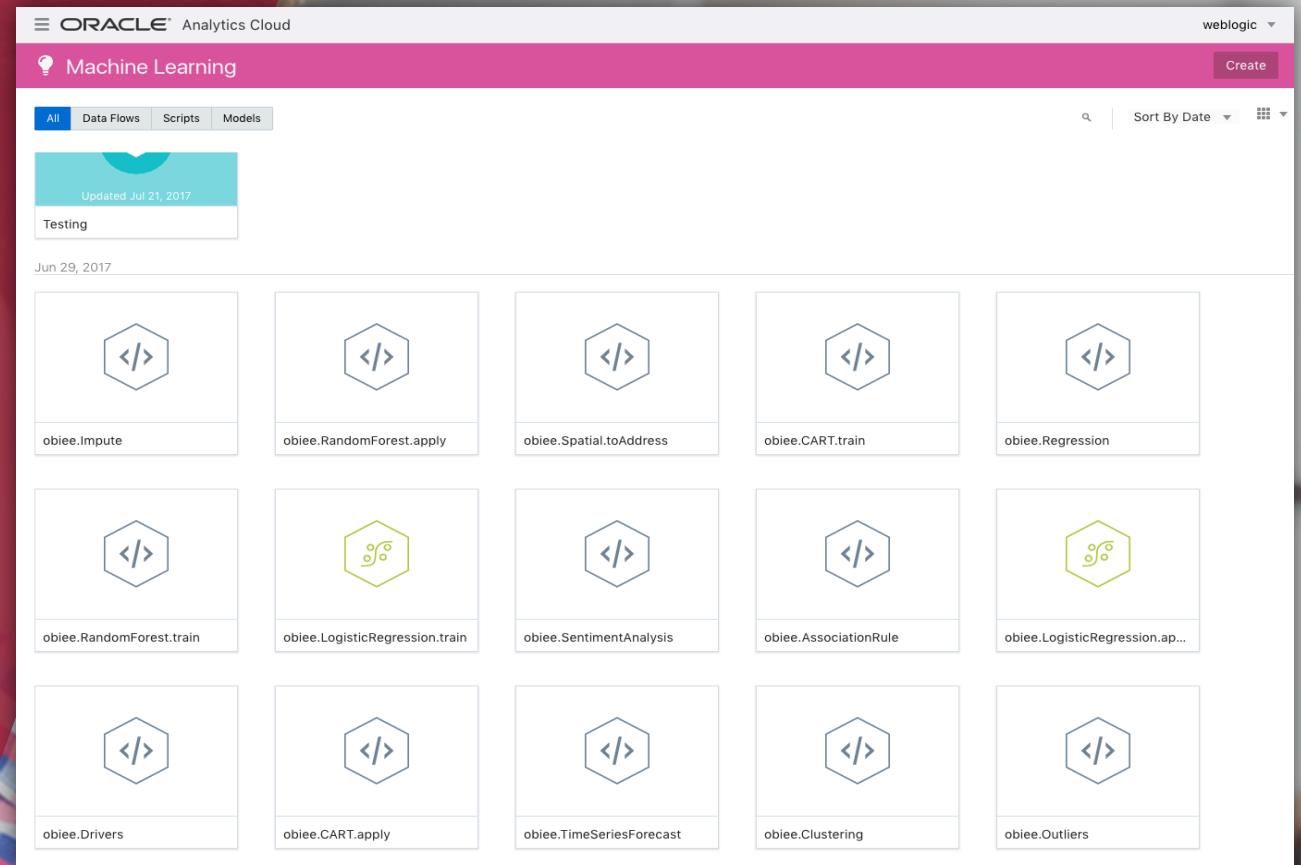
- Have OAC Auto ML analyze and explain any attribute
- Uncover what drives your results
- Identify and analyze key segments of behavior
- Discover anomalies where data is not aligned with expected patterns
- Interact with the outcome and collaborate with others



# Unlock the Full Potential of Machine Learning Capabilities

## Train and User Predictive Models

- Train Model using Data Flow
- Bring your own script or choose from a selection of built-in scripts
- Create and manage models in the OAC Catalog
- Use Models to predict data in Data Flows or as part of the Analysts experience



# Oracle Analytics Cloud

Liberate all data and connect to more than 50 different data sources

Powerful tools for auditable and traceable data blending, wrangling, and cleansing

Intuitive and rich exploration with self-service data visualization

Anticipate questions through self learning and build collective intelligence by socializing insights across the organization

**Discover**

**Prepare**

**Analyze**

**Predict**

A photograph of a stone path leading through a stream. The path is made of large, flat, grey stones, and the stream is filled with water and smaller stones. The background is a soft-focus view of the stream and surrounding rocks.

# Next Steps

- › See a demo
- › Download DV Desktop
- › Start your 30 day trial
- › Analytics Library
- › Analytics YouTube Channel

## Safe Harbor Statement

The preceding is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

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