vlamis™
SOFTWARE SOLUTIONS

The Analytics of Happiness

Oracle OpenWorld 2019

Dan Vlamis, Doug Schieder, Cathye Pendley

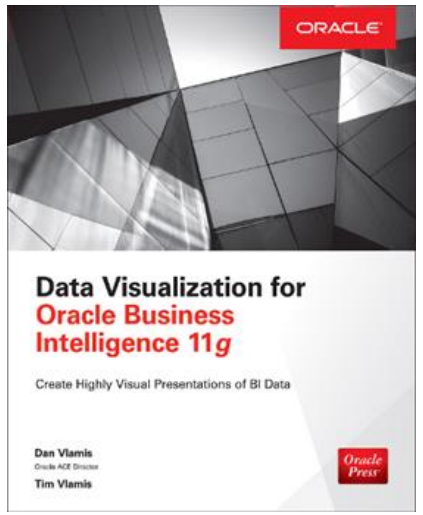
September 16, 2019

@VlamisSoftware

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”
- Creators of the Force Directed Graph Plugin on the Oracle Analytics Library
- Oracle University Partner
- Oracle Gold Partner

ORACLE Gold Partner
Specialized
Oracle Business Analytics Cloud Platform

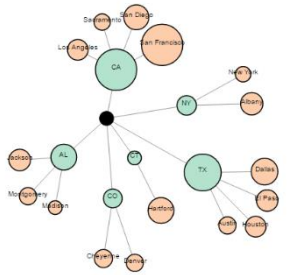


ORACLE ACE Director

ORACLE ACE

ORACLE EDUCATION RESELLER

ORACLE Gold Partner
Specialized
Oracle Business Intelligence Foundation Suite 11g



Copyright © 2019, Vlamis Software Solutions, Inc.

vlamis™ SOFTWARE SOLUTIONS

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)
- BA Computer Science Brown University

Cathye Pendley – VP Consulting Services

- 25+ years in business intelligence and dimensional modeling
- Successfully lead and implemented 50+ analytics projects
- Serves on Analytical and Data Summit committee
- Presents at numerous conferences
- Mentor women interested in working in the technology industry

Doug Schieder – Business Development Manager

- Works very closely with Dan Vlamis and Tim Vlamis
- Tracks all opportunities for Vlamis
- Strong sales background including telesales
- Background in Socio-Political Communication
- Worked on State and Federal campaigns

Copyright © 2019, Vlamis Software Solutions, Inc.

vlamis™ SOFTWARE SOLUTIONS

Oracle OpenWorld 2019 Presentations

Presenter	Location	Date/Time	Title
Dan Vlamis, Shyam Varan Nath, Charlie Berger	Moscone West - Room 3016	Monday 9:00am	All Analytics, All Data: No Nonsense
Dan Vlamis, Doug Schieder, Cathye Pendley	Moscone West - Room 3016	Monday 10:00am	The Analytics of Happiness
Shyam Varan Nath, Dan Vlamis	Moscone West - Room 3016	Monday 1:00pm	The State of Analytics and Machine Learning
Raghav Venkat, Dan Vlamis	Moscone West - Room 2024A	Monday 1:45pm	Oracle Analytics Cloud in the Bright Lights of the City of Las Vegas
Ray Owens, Dan Vlamis, Tim Vlamis	Moscone West - Room 3020A	Tuesday 1:45pm	Modern Marketing with Oracle Analytics Cloud and Autonomous Database Cloud
Derek Hayden, Dan Vlamis, Tim Vlamis	Moscone South - Room 152C	Tuesday 5:15pm	Billboards to Dashboards: How OUTFRONT Media is Using OAC to Analyze Marketing

Copyright © 2019, Vlamis Software Solutions, Inc.

vlamis™
SOFTWARE SOLUTIONS

Presentation Agenda

- Vlamis background (3 mins) - Dan
- Happiness study background (5 mins) – Doug
- Demo (30 mins) – Dan and Cathye
  - Pre-created canvases Dan
  - Explain feature Cathye
- Conclusions - Cathye

Copyright © 2019, Vlamis Software Solutions, Inc.

Happiness Study and BI Bakeoff

- 2019 Gartner BI Bakeoff used data provided by the Kaiser Family Foundation and the Economist
- Surveyed 3,005 adults in the United States, United Kingdom, and Japan
  - Survey conducted between April 18 – June 4, 2018
  - Survey focused on views and experiences with loneliness and social isolation
- Bakeoff took place in March of 2019
  - Included Microsoft, Qlik, Tableau, ThoughtSpot, Oracle, and Salesforce
  - Oracle described their outcome at https://blogs.oracle.com/analyticscloud/oracle-augments-gartner-bi-bake-off
  - Vendors used their tools to analyze the data provided

Copyright © 2019, Vlamis Software Solutions, Inc.

Data

KFF Loneliness OOW19

- Case Id
- Phone Type
- Country
- Weighted Count
- 1 General Happiness
- 3A Happy With Family
- 3B Happy With Fina…
- 3C Happy With Em…
- 3D Happy With Hou…
- 4 Have Network
- 5A Member Of Heal…
- 6A Health Grp Parti…
- 5B Member Of Soci…
- 6B Social Grp Parti…
- 5C Member Of Serv…
- 6C Service Grp Part…
- Lonea How Often D…
- Loneb How Often L…
- Lonec How Often L…
- Loned How Often Is…
- 7 People You Can …
- 8A Neighbors Conn…
- 8B Family Connecti…
- 8C Friends Connec…
- 9A How Often Famil…
- 9B How Often Fami…
- 9C How Often Fami…
- 10A How Often Frie…
- 10B How Often Frie…
- 10C How Often Frie…
- 12 Heard Of Loneli…
- 13 Heard Of British …

General Happiness by Co…

Title: Custom

General Happiness by Country

Legend: Auto

Tooltip: On

Click here or drag data to add a filter

Tag Cloud

Trellis Columns

Trellis Rows

Values (Size)

A_1 General …

Category

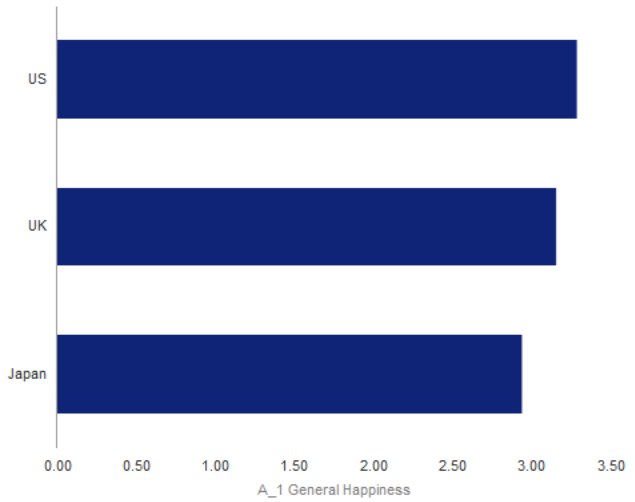
Country

Color

Tooltip

Filters

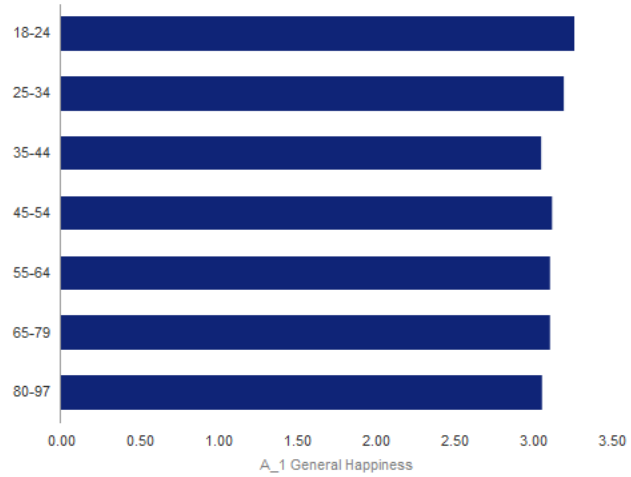
General Happiness by Country



General Happiness by Country

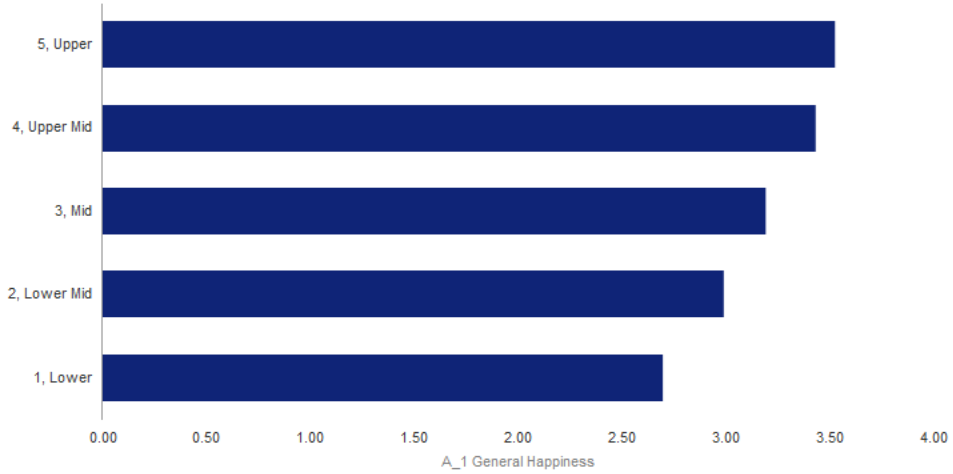
General Happiness by Age Grouping

~~Age Grouping 3 _RECAGE3: Refused~~

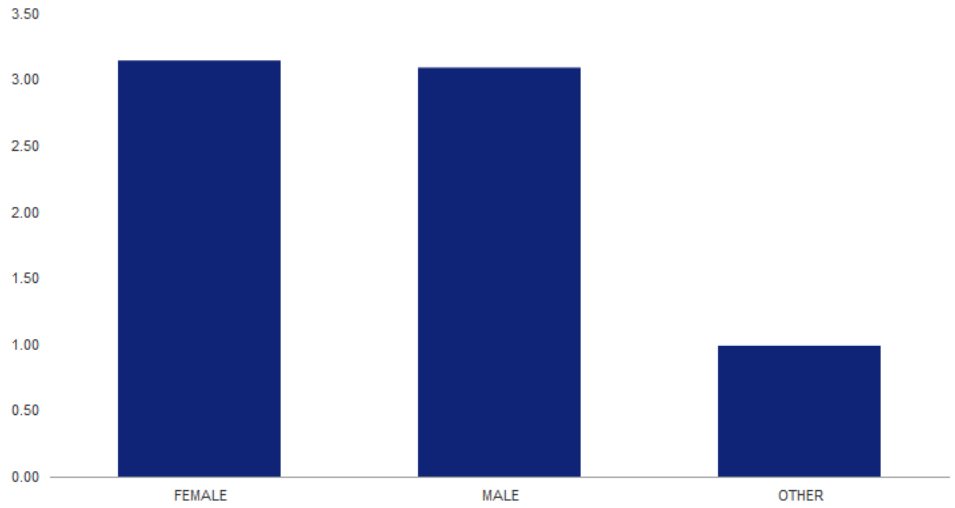


General Happiness by Income Group

~~Income Group: NULL~~



General Happiness by Gender



4 Qu… | Coun… | How … | Inco… | Happi… | Over… | Corre… | Expla… | Canv… | show1 | show 2 | Canv… | Canv…

3 Words

Click here or drag data to add a filter

Data

- KFF Loneliness OOW19
  - Case Id
  - Phone Type
  - Country
  - Weighted Count
  - 1 General Happiness
  - 3A Happy With Family
  - 3B Happy With Fina…
  - 3C Happy With Em…
  - 3D Happy With Hou…
  - 4 Have Network
  - 5A Member Of Heal…
  - 6A Health Grp Parti…
  - 5B Member Of Soci…
  - 6B Social Grp Parti…
  - 5C Member Of Serv…
  - 6C Service Grp Part…
  - Lonea How Often D…
  - Loneb How Often L…
  - Lonec How Often L…
  - Loned How Often Is…
  - 7 People You Can …
  - 8A Neighbors Conn…
  - 8B Family Connecti…
  - 8C Friends Connec…
  - 9A How Often Famil…
  - 9B How Often Fami…
  - 9C How Often Fami…
  - 10A How Often Frie…
  - 10B How Often Frie…
  - 10C How Often Frie…
  - 12 Heard Of Loneli…
  - 13 Heard Of British …

Weighted Count by Count…

Title	Auto
Legend	Auto
Tooltip	On

Bar

Trellis Columns

Trellis Rows

Values (Y-Axis): Weighted Count

Category (X-Axis): Country

Color: General Happ…

Size (Width)

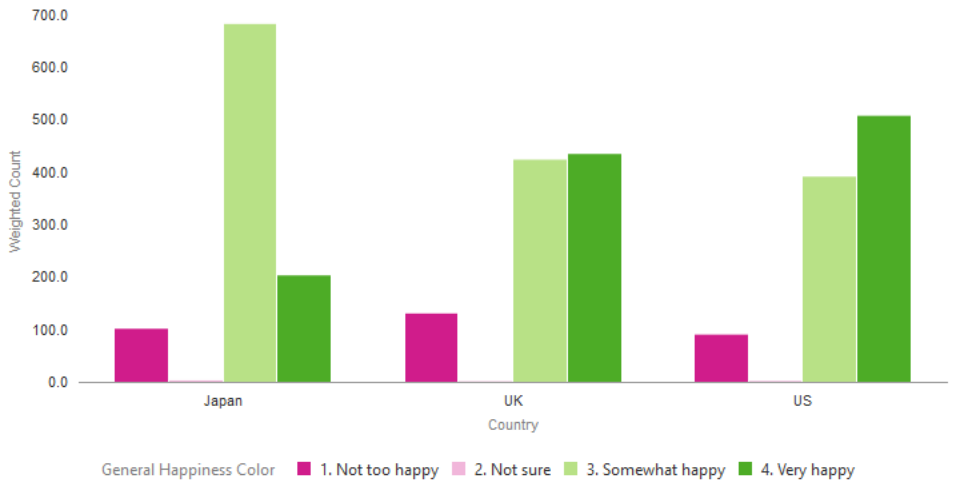
Tooltip

Detail

Filters: 1 General Ha…

Weighted Count by Country, General Happiness Color

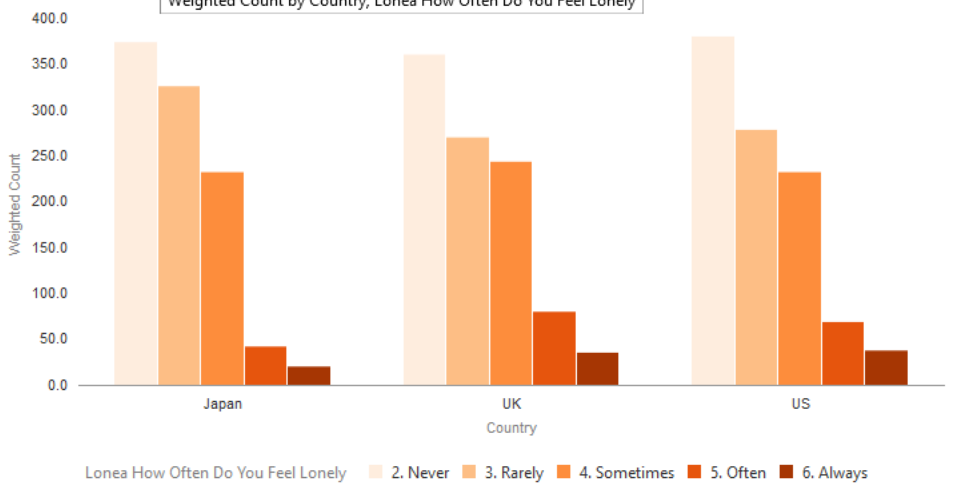
1 General Happiness: 1. Not too happy, 2. Not sure… +2



Weighted Count by Country, Lonea How Often Do You Feel Lonely

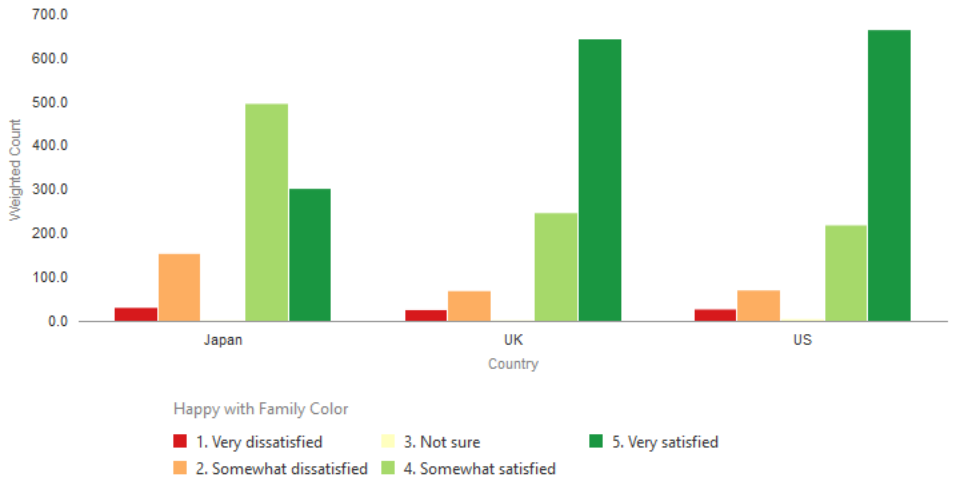
Lonea How Often Do…

Weighted Count by Country, Lonea How Often Do You Feel Lonely



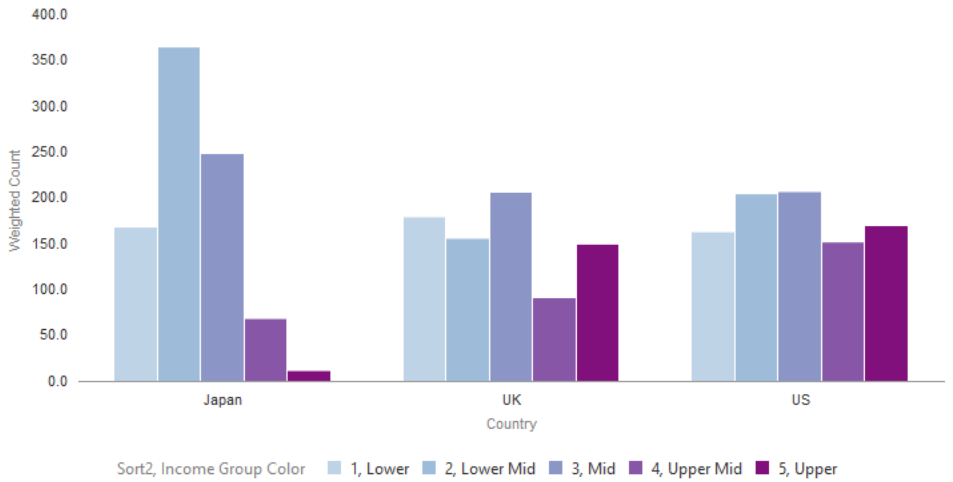
Weighted Count by Country, Happy with Family Color

3A Happy With Family: 1. Very dissatisfied, 2. Somewhat dissatisfied… +3



Weighted Count by Country, Sort2, Income Group Color

~~Income Group: NULL~~



Lonea How Often Do You Feel Lonely-(2)
0- Declined to answer, 1- Not sure

1 General Happiness
0- Declined to answer

Data

KFF Loneliness OOW19

- Case Id
- Phone Type
- Country
- Weighted Count
- 1 General Happiness
- 3A Happy With Family
- 3B Happy With Fina...
- 3C Happy With Em...
- 3D Happy With Hou...
- 4 Have Network
- 5A Member Of Heal...
- 6A Health Grp Parti...
- 5B Member Of Soci...
- 6B Social Grp Parti...
- 5C Member Of Serv...
- 6C Service Grp Part...
- Lonea How Often D...
- Loneb How Often L...
- Lonec How Often L...
- Loned How Often Is...
- 7 People You Can ...
- 8A Neighbors Conn...
- 8B Family Connecti...
- 8C Friends Connec...
- 9A How Often Famil...
- 9B How Often Fami...
- 9C How Often Fami...
- 10A How Often Frie...
- 10B How Often Frie...
- 10C How Often Frie...
- 12 Heard Of Loneli...
- 13 Heard Of British ...

Weighted Count by Lonea...

Title Auto

Legend Auto

Tooltip On

Bar

Trellis Columns: Country

Trellis Rows

Values (Y-Axis): Weighted Count

Category (X-Axis): Lonea How Of...

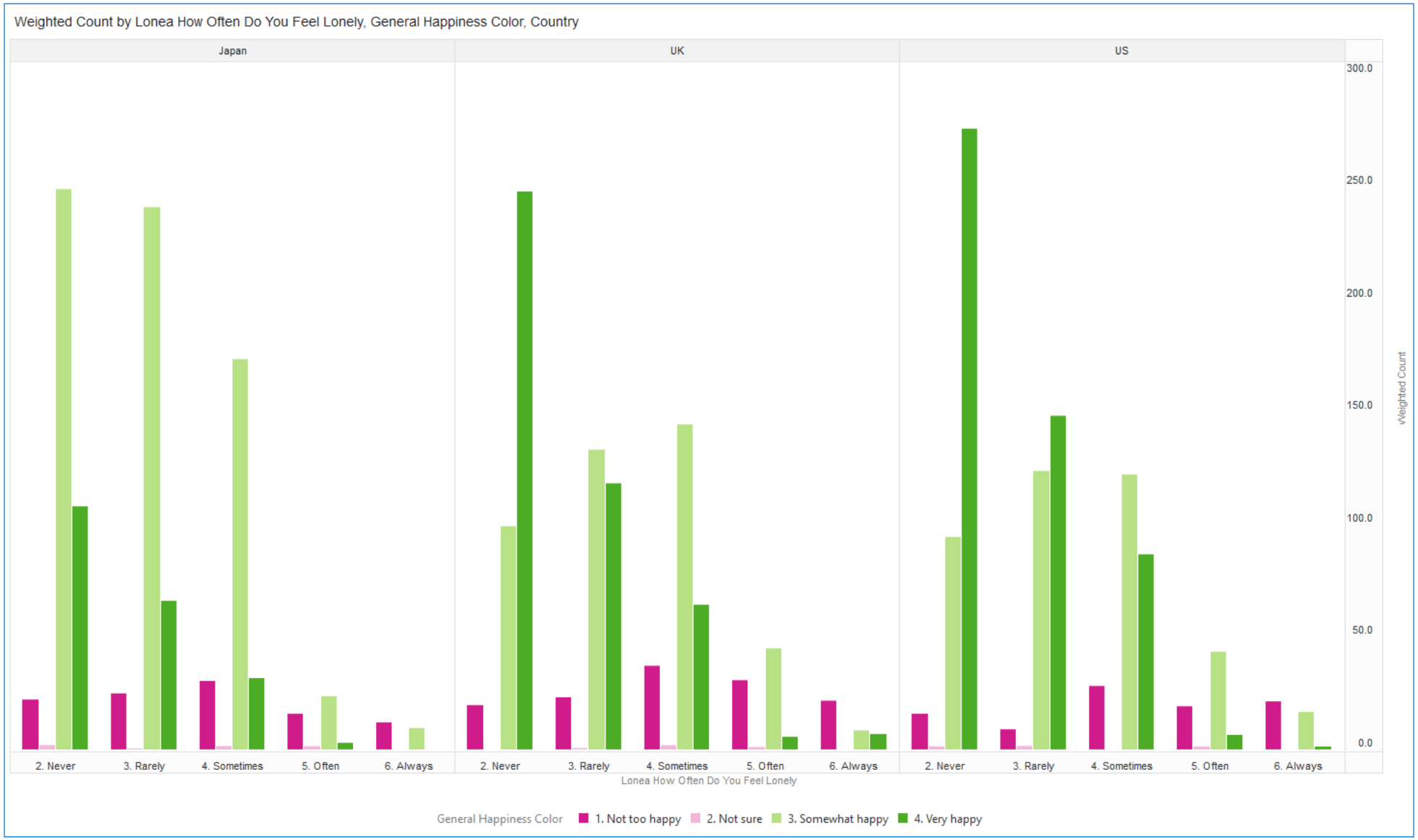
Color: General Happ...

Size (Width)

Tooltip

Detail

Filters



Data

KFF Loneliness OOW19

- Case Id
- Phone Type
- Country
- Weighted Count
- 1 General Happiness
- 3A Happy With Family
- 3B Happy With Fina…
- 3C Happy With Em…
- 3D Happy With Hou…
- 4 Have Network
- 5A Member Of Heal…
- 6A Health Grp Parti…
- 5B Member Of Soci…
- 6B Social Grp Parti…
- 5C Member Of Serv…
- 6C Service Grp Part…
- Lonea How Often D…
- Loneb How Often L…
- Lonec How Often L…
- Loned How Often Is…
- 7 People You Can …
- 8A Neighbors Conn…
- 8B Family Connecti…
- 8C Friends Connec…
- 9A How Often Famil…
- 9B How Often Fami…
- 9C How Often Fami…
- 10A How Often Frie…
- 10B How Often Frie…
- 10C How Often Frie…
- 12 Heard Of Loneli…
- 13 Heard Of British …

A_1 General Happiness by…

Title: Auto

Legend: Auto

Tooltip: On

Click here or drag data to add a filter

Horizontal Boxplot

Trellis Columns

Trellis Rows

Values (X-Axis): A_1 General …

Category (Y-Axis): Sort, Income Level …

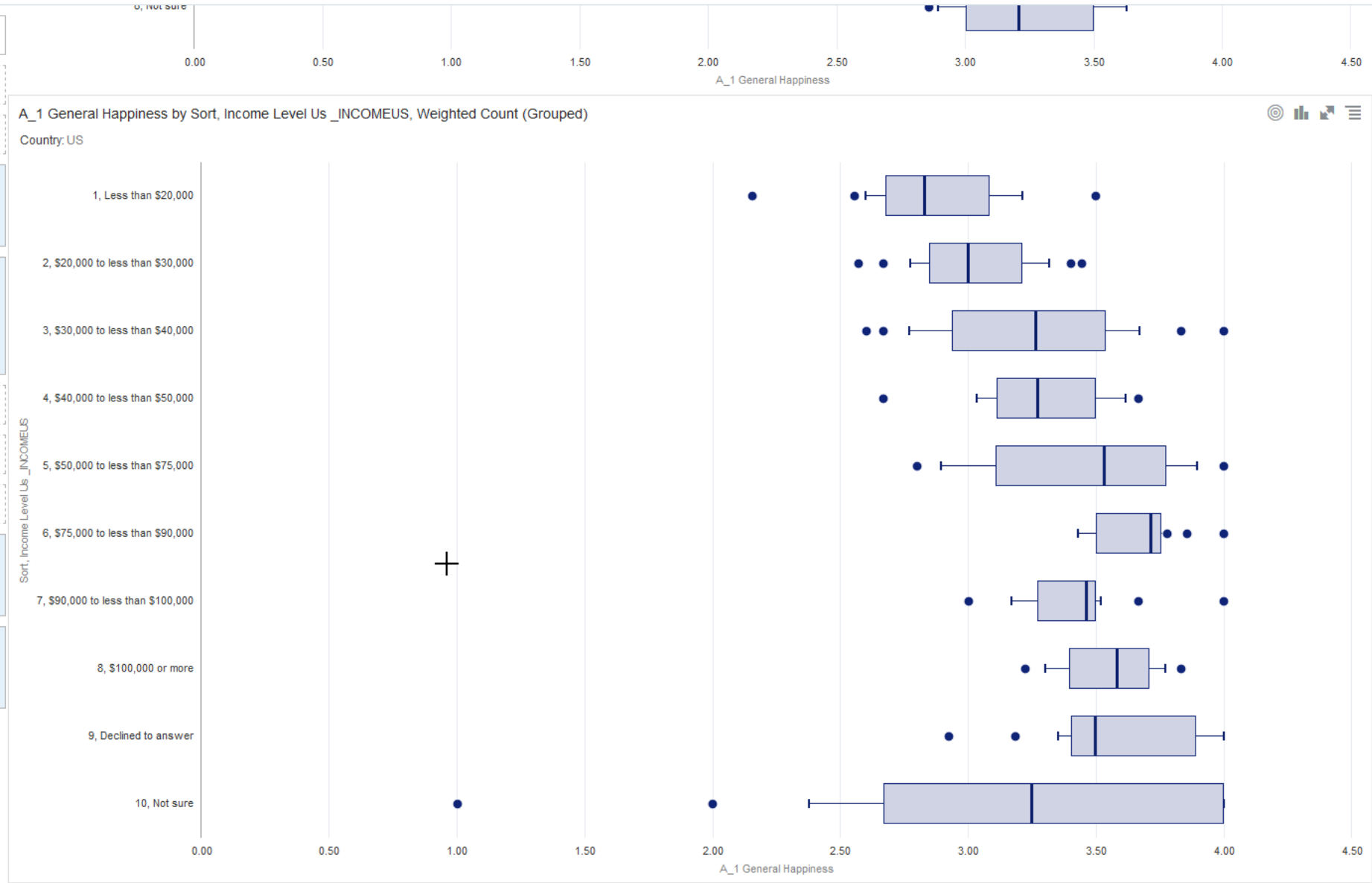
Color

Size (Width)

Tooltip

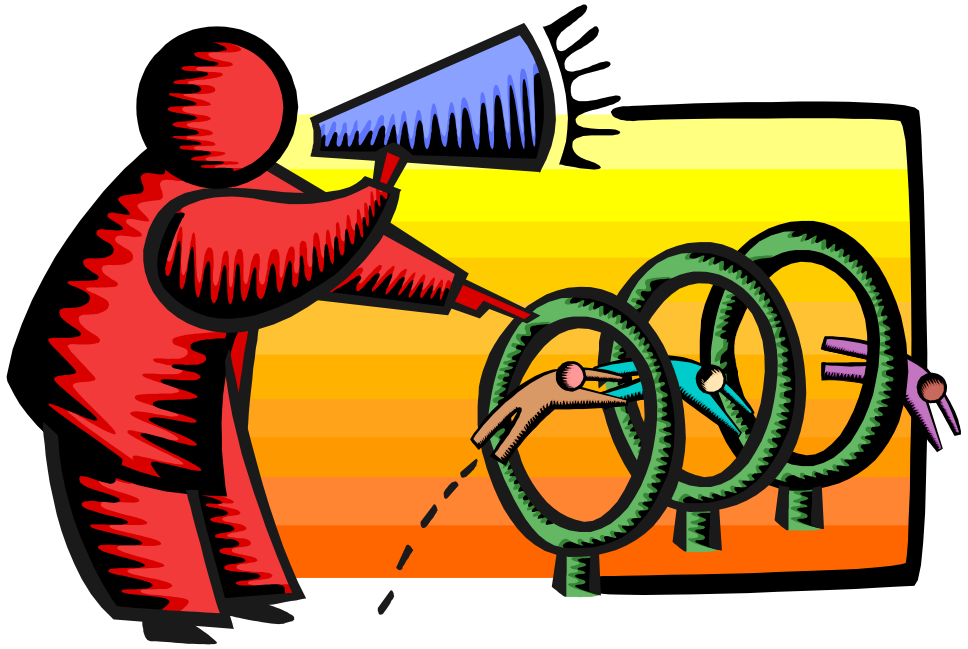
Detail (Box): Weighted Co…

Filters: Country



Expla… | Canv… | show1 | show 2 | Canv… | Canv… | 16 Boxes

Demo



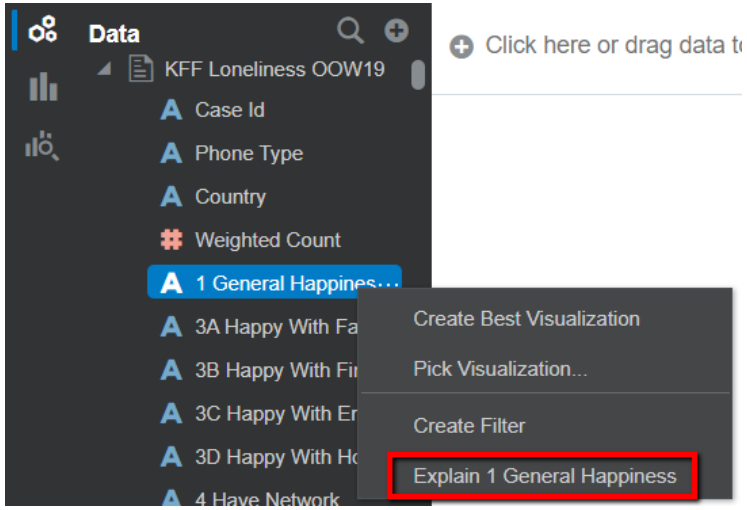
Copyright © 2019, Vlamis Software Solutions, Inc.

vlamis™
SOFTWARE SOLUTIONS

Explain Builds Analyses Automatically

The Explain right click feature allows you to rapidly understand the main drivers of any attribute values in your data. In a few seconds you can see:

- Basic facts
- Key drivers
- Segments
- Anomalies
- Outliers

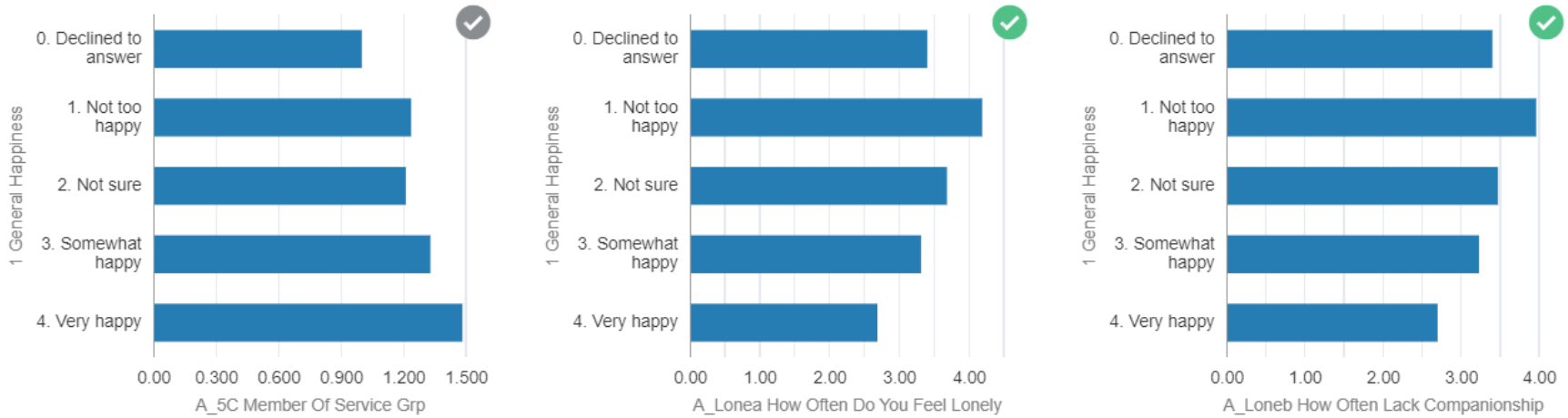


Copyright © 2019, Vlamis Software Solutions, Inc.

vlamis™ SOFTWARE SOLUTIONS

Explain Builds Analyses Automatically

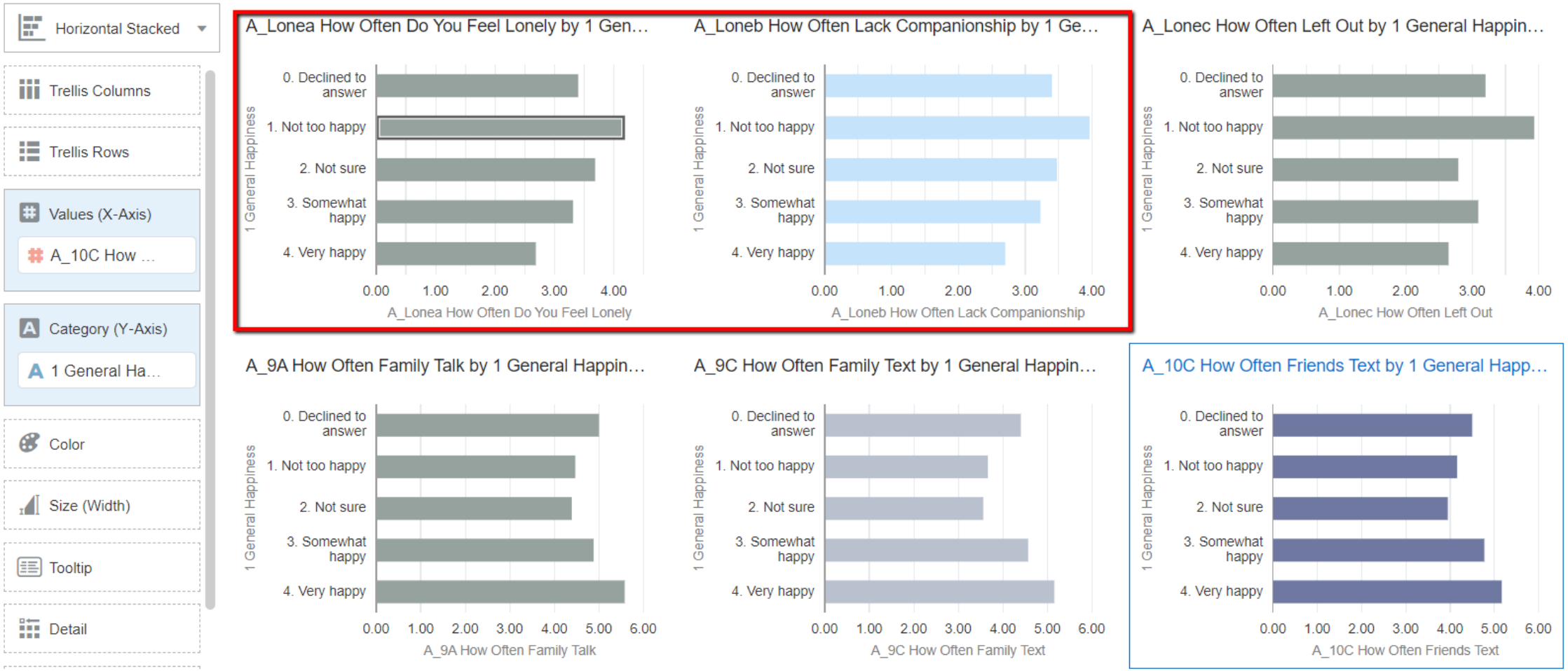
Click the check in the upper left corner of the visualization to add to your canvas.



Copyright © 2019, Vlamis Software Solutions, Inc.

vlamis™
SOFTWARE SOLUTIONS

Explain Builds Analyses Automatically



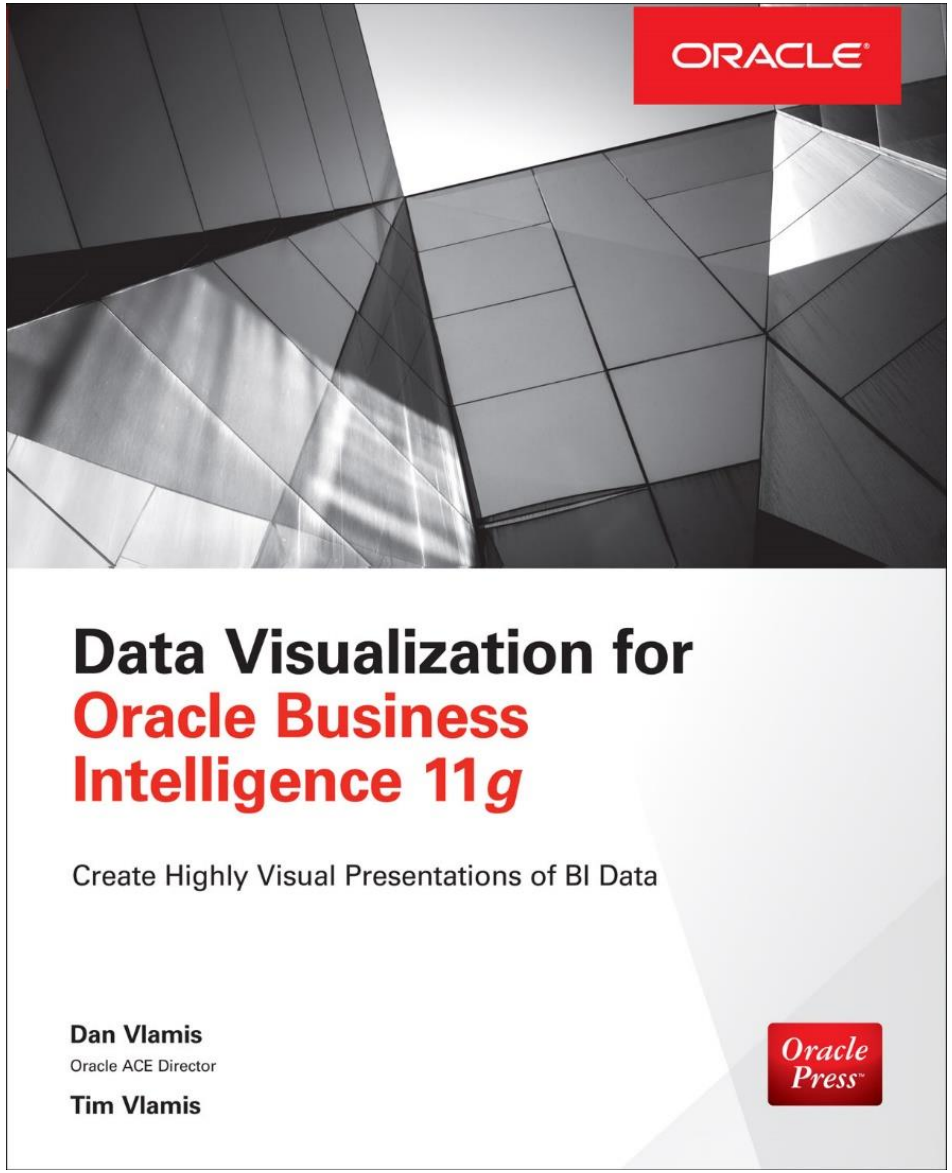
Copyright © 2019, Vlamis Software Solutions, Inc.

vlamis™ SOFTWARE SOLUTIONS

Drawing for Free Book

Add business card to basket

or fill out card



Copyright © 2019, Vlamis Software Solutions, Inc.

vlamis™
SOFTWARE SOLUTIONS

SAVE THE DATE

ANALYTICS AND DATA SUMMIT 2020

All Analytics. All Data. No Nonsense.

February 25-27, 2020

Call for Speakers Now Open!

www.AnalyticsandDataSummit.org

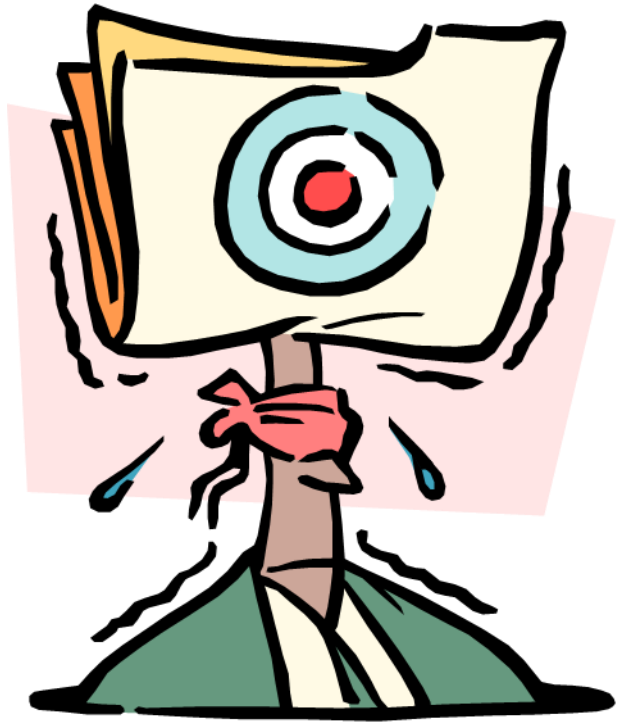
SIGN UP FOR OUR NEWSLETTER

Formerly the BIWA Summit with the Spatial and Graph Summit.

@AnalyticAndData

Copyright © 2019, Vlamis Software Solutions, Inc.

Questions?



Copyright © 2019, Vlamis Software Solutions, Inc.

vlamis™
SOFTWARE SOLUTIONS