

# OUTFRONT/

## BUILDING MODERN ANALYTICS MAP VIEWS IN OAC

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VLAMIS SOFTWARE SOLUTIONS

WEDNESDAY MARCH 13, 2019 | REDWOOD CITY, CA



# OUTFRONT MEDIA

- / ONE OF THE LARGEST OOH COMPANIES IN NORTH AMERICA
- / CONNECT BRANDS WITH CUSTOMERS
- / BRAND IMPRESSIONS DELIVERED THROUGH BEST ASSET PORTFOLIO





# VLAMIS SOFTWARE SOLUTIONS

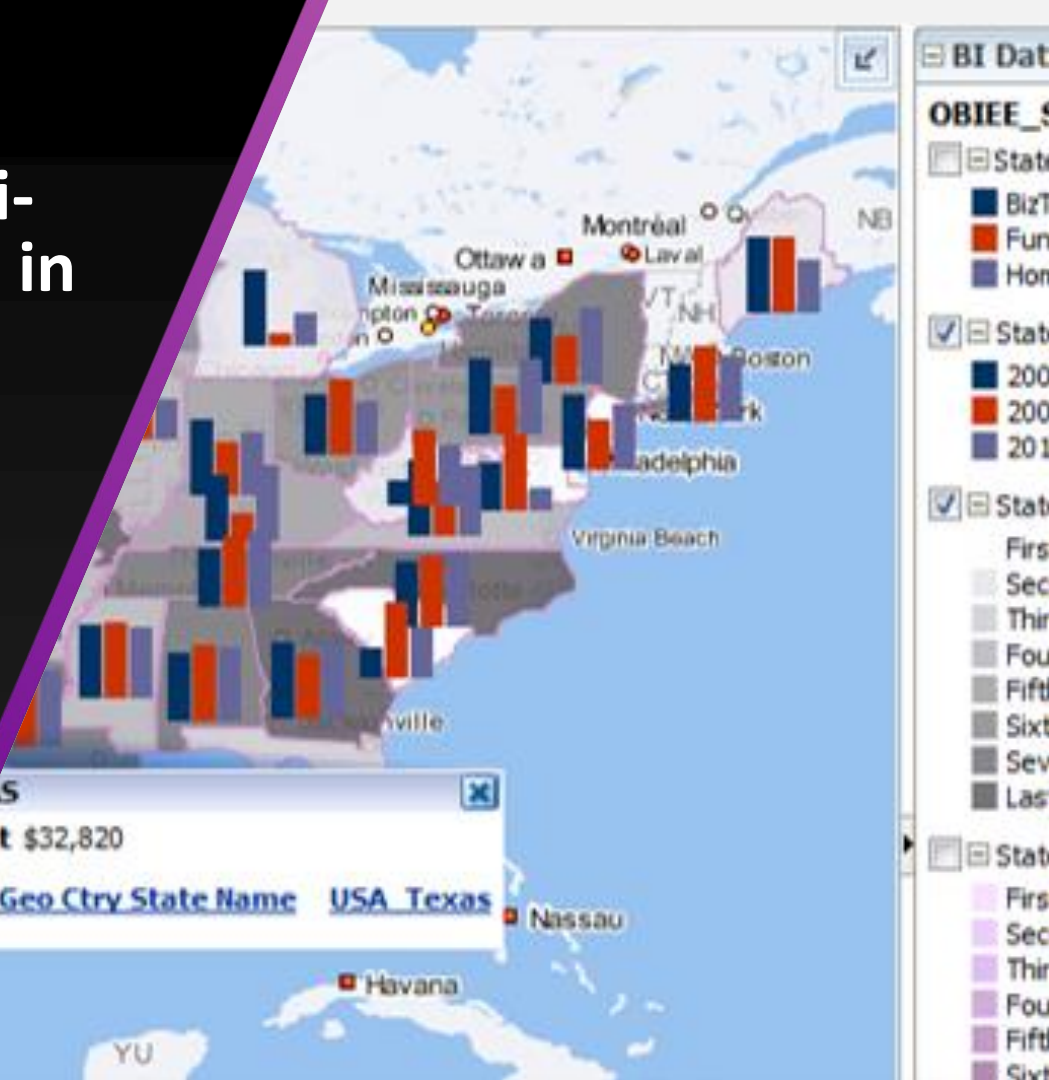


# MAPS

- / Humans think spatially
- / Types of maps
- / Map best practices
- / Making meaningful maps
- / Built-in data sets
- / Sources for additional data sets




Maps convey dense, multi-dimensional relationships in data faster and more intuitively than any other graphical display methodology.





# COLOREBREW2.ORG

/ Consciously choose a color palate.

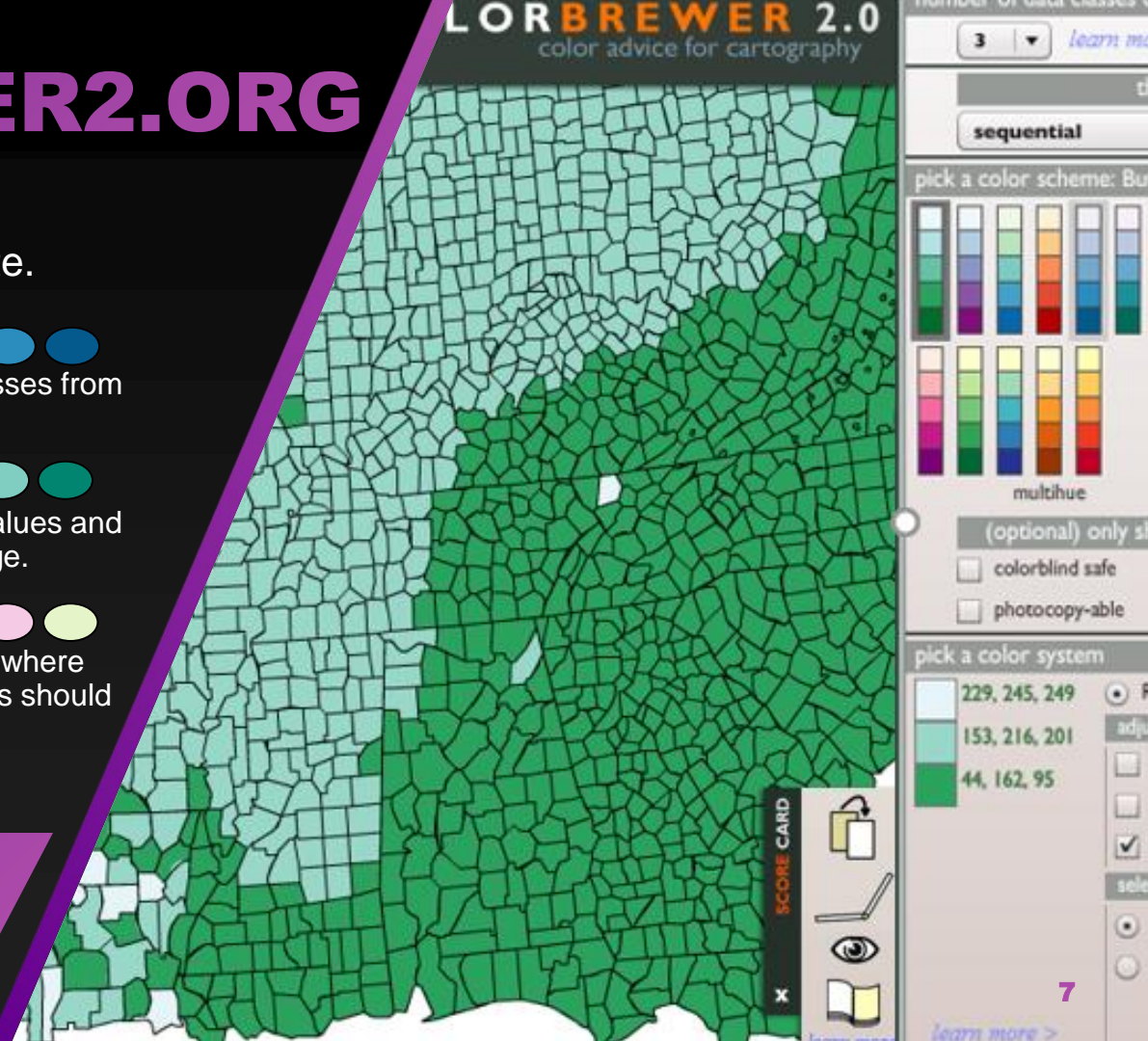
/ ColorBrewer2.org

/ Sequential schemes   
/ Designed for ordered data that progresses from low to high.

/ Divergent schemes   
/ Place equal emphasis on mid-range values and extremes at both ends of the data range.

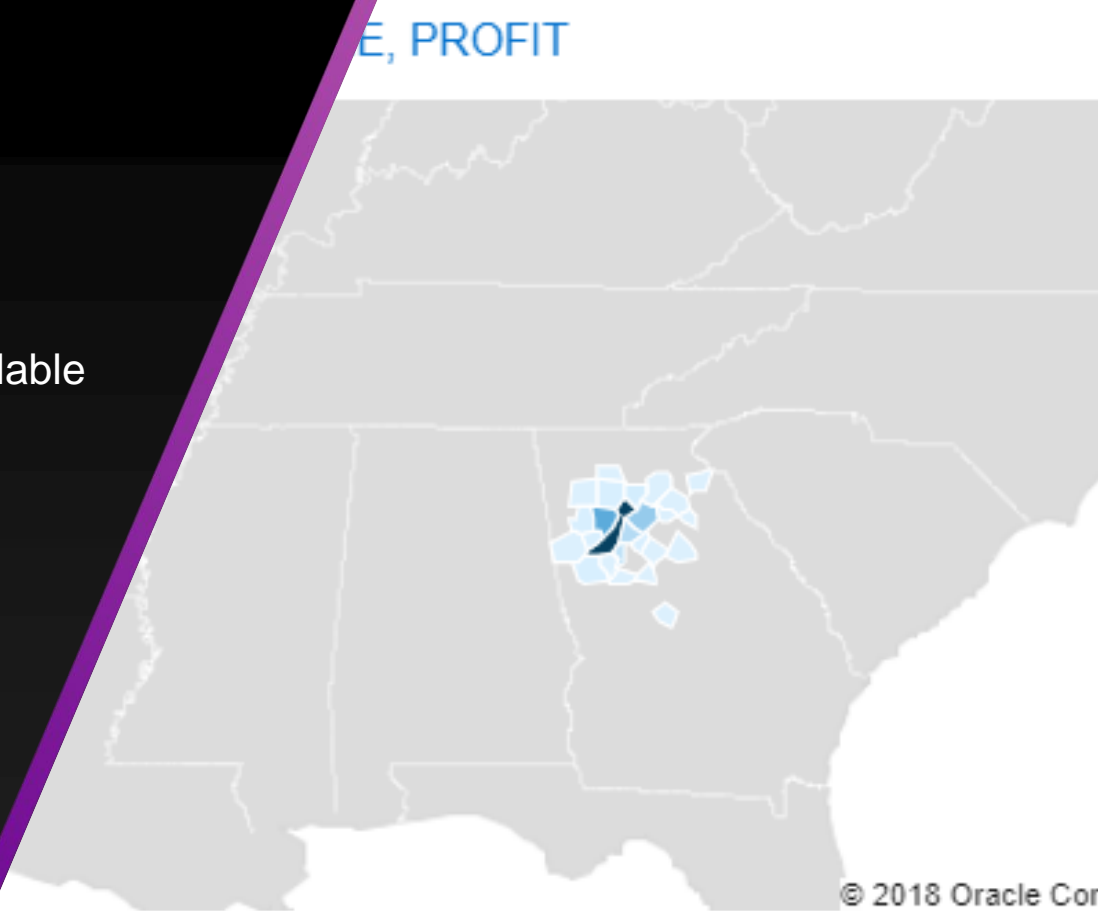
/ Qualitative schemes   
/ Used for nominal and categorical data where magnitude differences between classes should not be emphasized.

**USING COLOR EFFECTIVELY**



# DATA TECHNIQUES

- / Normalization
- / Comparison and differencing
- / Extending data sets with publicly available data



STATE\_CODE, AREA\_NAME

PROFIT

\$5K



\$7M



# NORMALIZATION TECHNIQUES

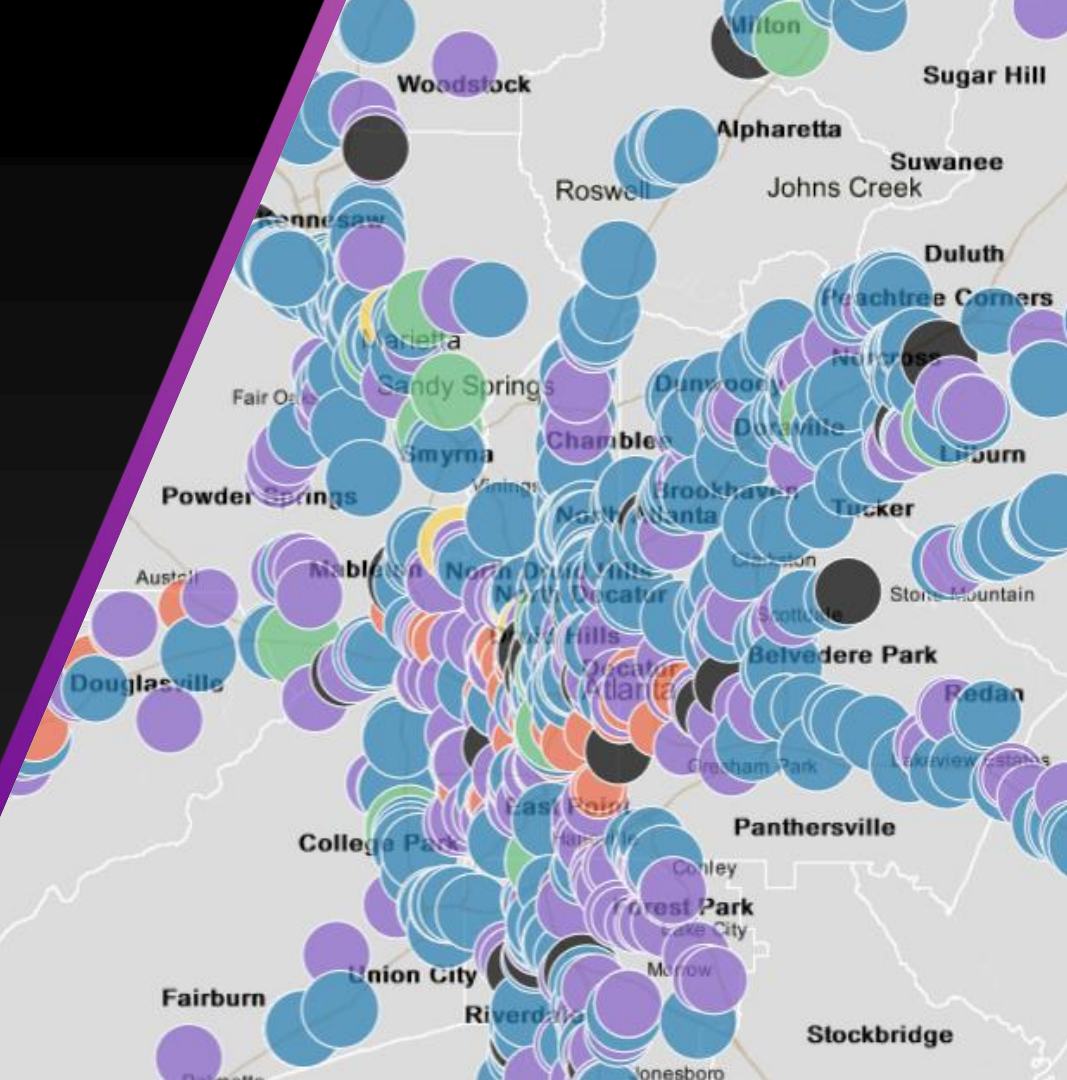
- / Many BI map views show primarily population
- / Convert raw numbers to percentages
- / Show differences from base measure (mean, Last Period, budget, etc)
- / Normalize measures by population or area

# DIFFERENCING SHOWS RELATIVE CHANGE

- / Show measures as differences
- / Use both values and percentages
- / Use a diverging color scheme

# MAP DEMO

- / Normalization
- / Differencing
- / Extending Data Sets



# CENSUS DATA

<https://www.census.gov/data/datasets/2017/demo/pepest/counties-total.html>



# CLASSIC MAPS VS. DV MAPS

## Classic (Answers and Dashboards)

- / Native OBIEE view
- / Uses Oracle MapViewer
- / Flexible and powerful
- / Requires configuration
- / Show multiple layers
- / Multiple shapes
- / Custom icons and graphics

## Data Visualization

- / Native DV View
- / Uses GeoJSON
- / Easy and fast
- / Base functionality with no configuration
- / Show multiple layers (DV 18.2+)
- / Can add custom layers

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**THANK YOU**

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**THANK YOU!**

