

OUTFRONT/

BUILDING MODERN ANALYTICS MAP VIEWS IN OAC

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VP, APPLICATION DEVELOPMENT
OUTFRONT MEDIA

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VLAMIS SOFTWARE SOLUTIONS

MONDAY APRIL 8, 2019 | SAN ANTONIO, TX



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






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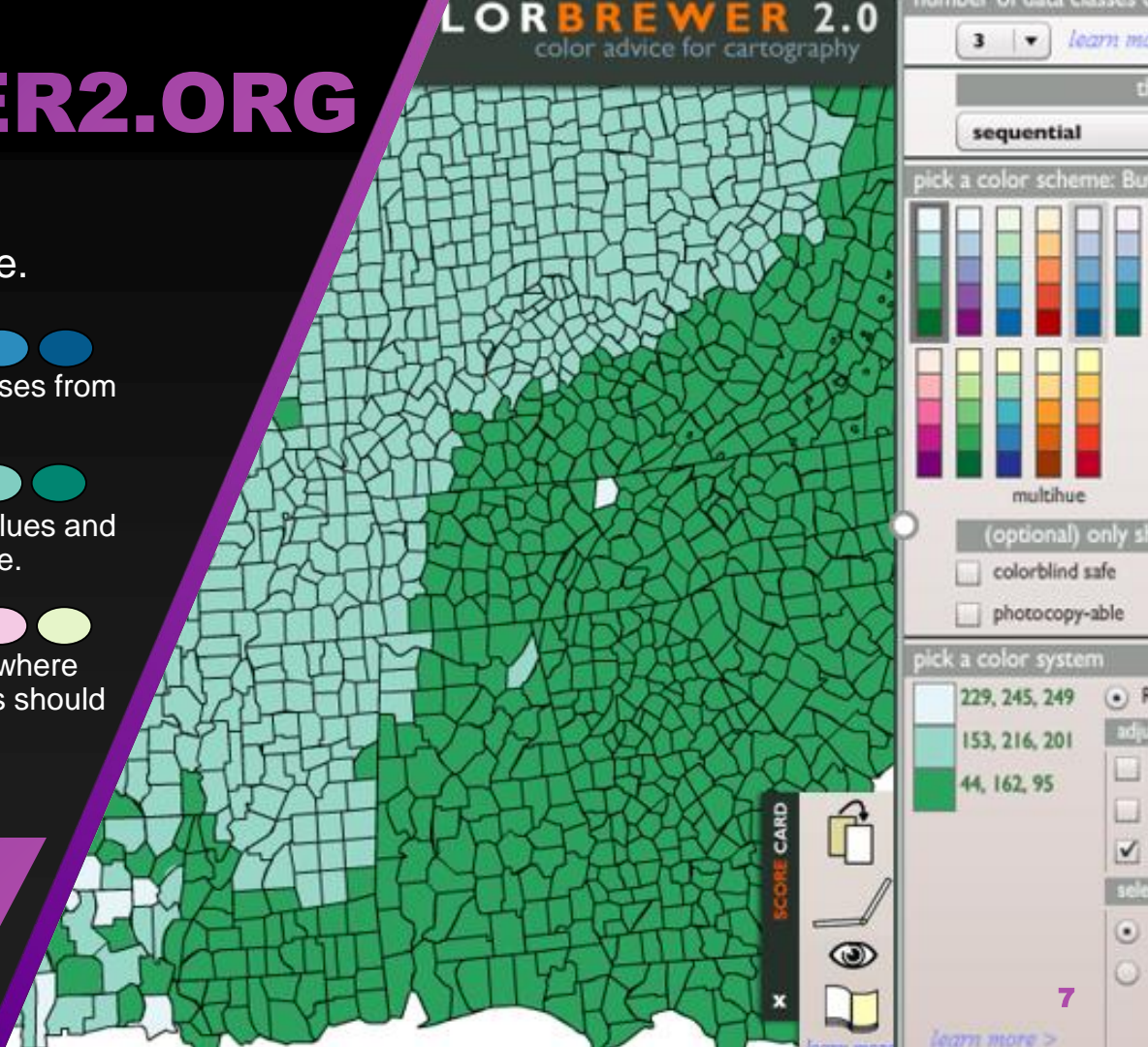
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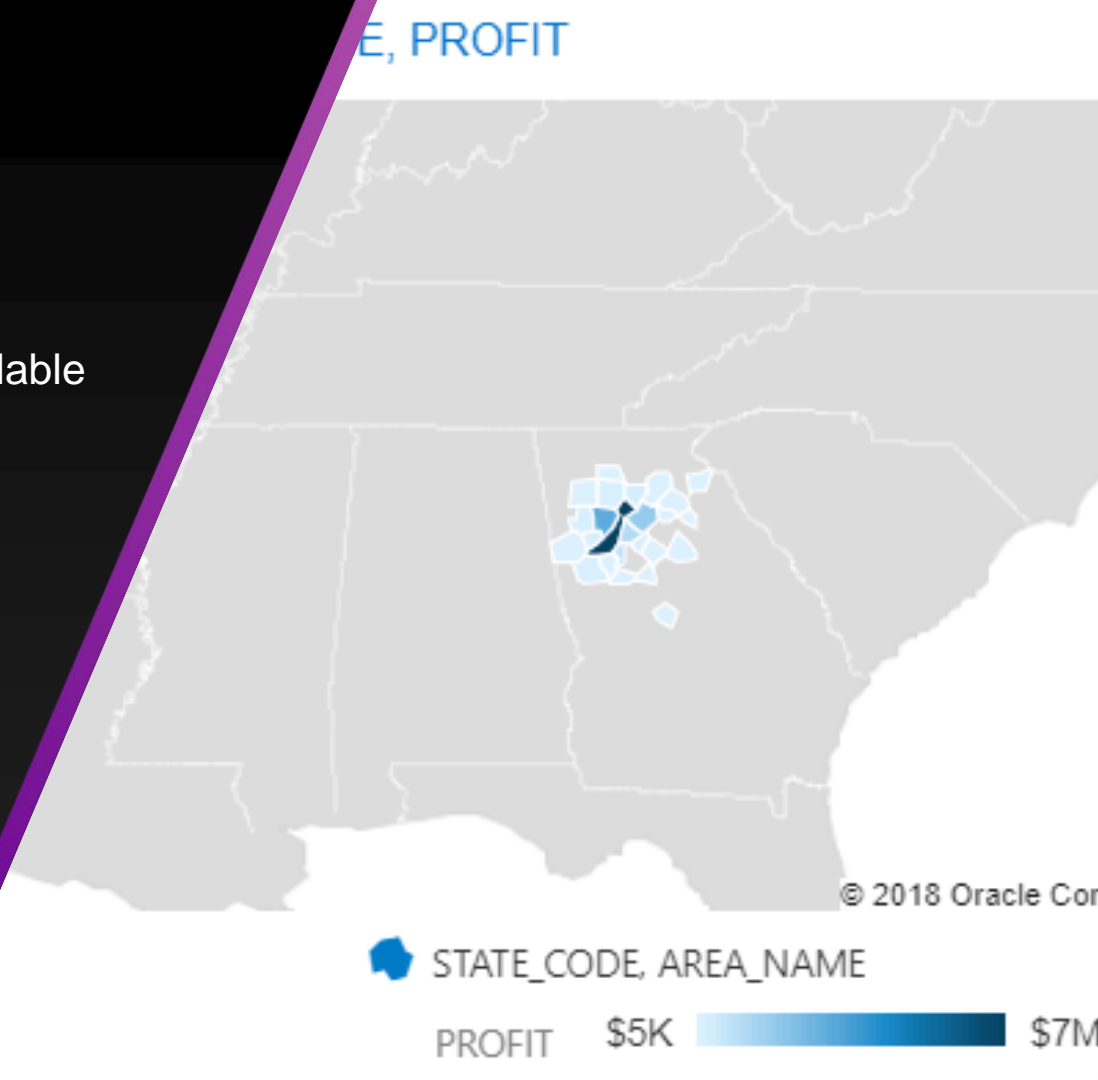
- / Consciously choose a color palate.
- / ColorBrewer2.org
 - / Sequential schemes 
 - / Designed for ordered data that progresses from low to high.
 - / Divergent schemes 
 - / Place equal emphasis on mid-range values and extremes at both ends of the data range.
 - / Qualitative schemes 
 - / Used 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



NORMALIZATION TECHNIQUES

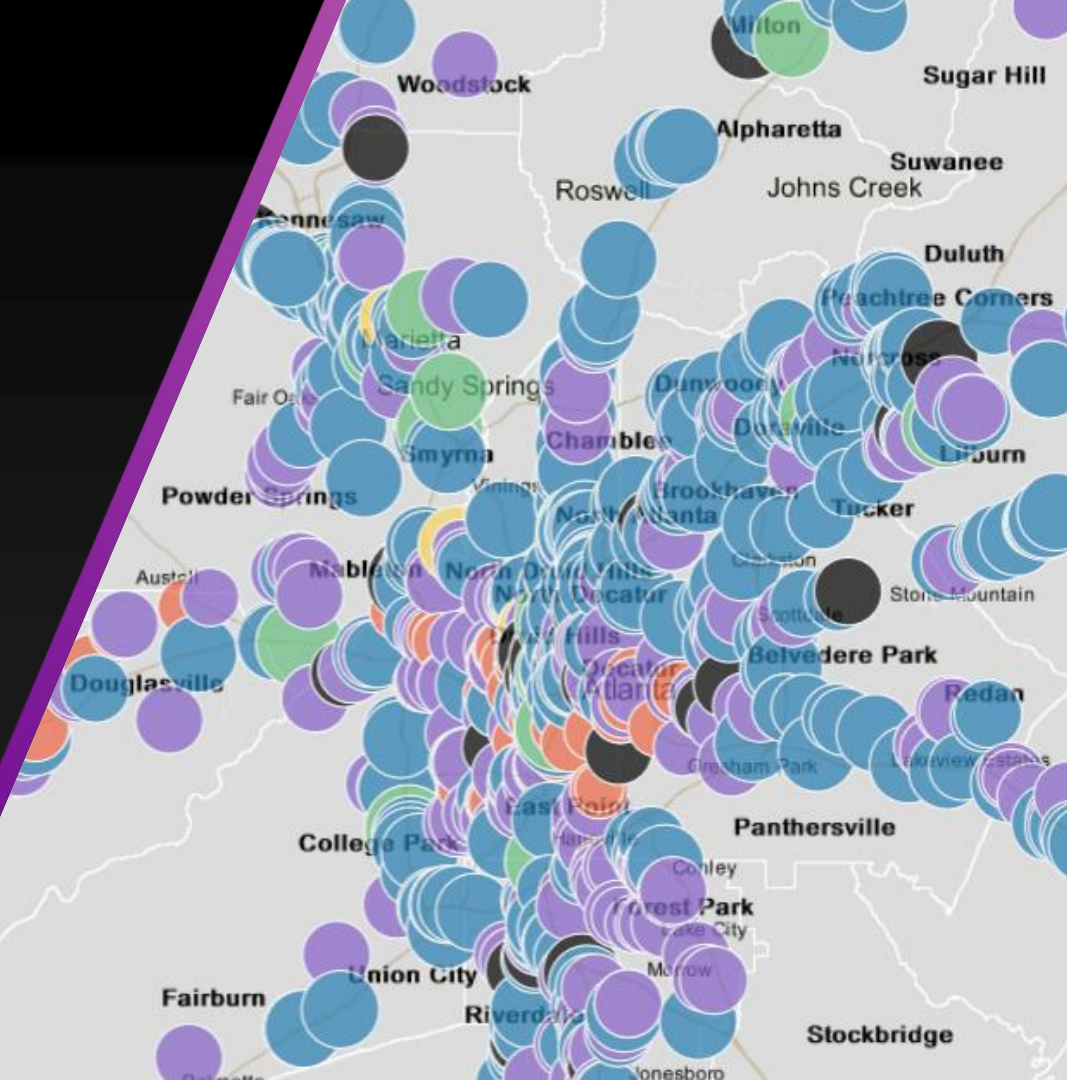
- / Many BI map views show primarily population
- / Convert raw numbers to percentages
- / Show differences from base measure (mean, Last Period, budget, etc)
- / Normalize measures by population or area

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

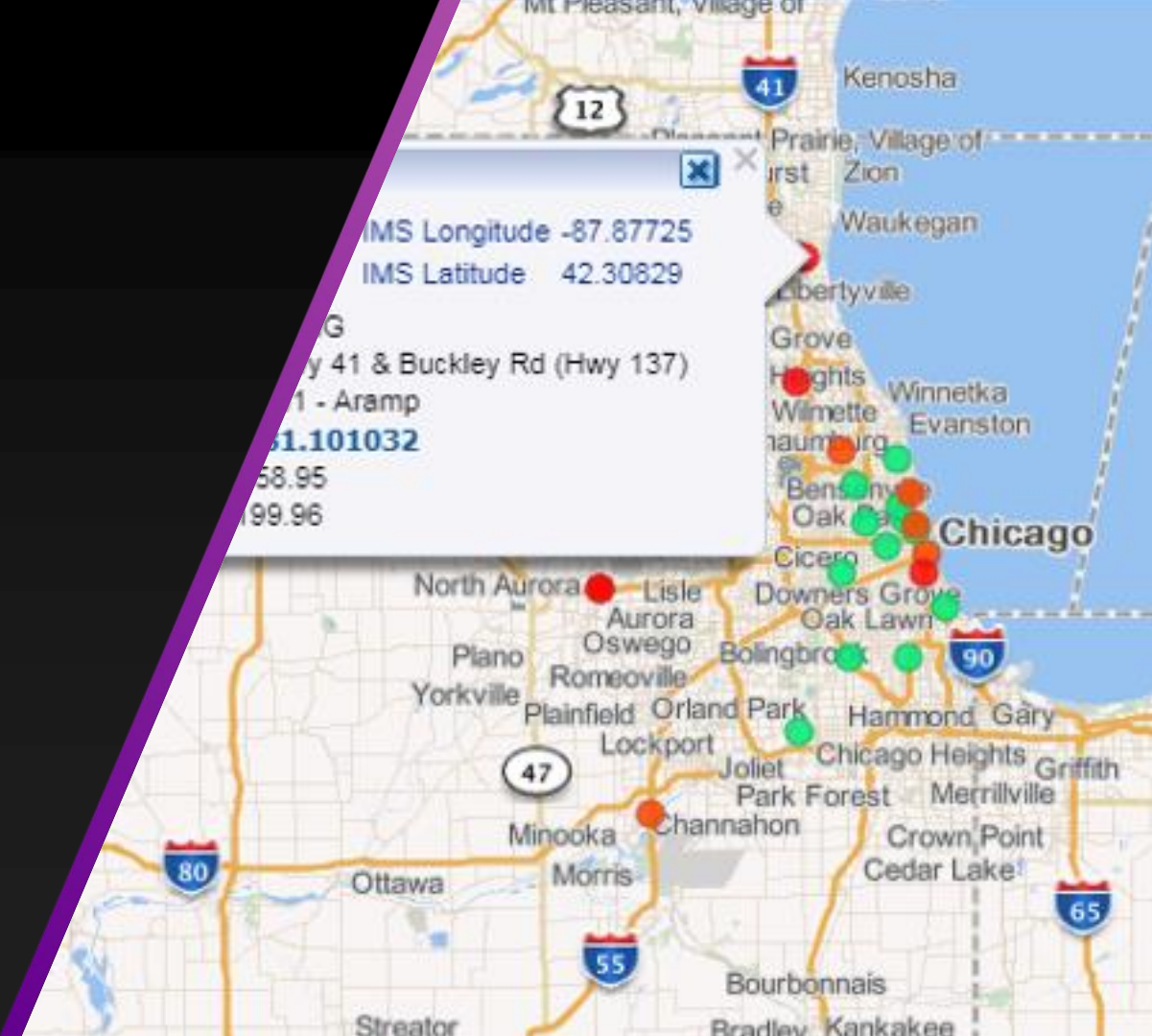


CENSUS DATA

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

MAP DEMO

/ OBIEE Classic



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

CLASSIC MAPS VS. DV MAPS

- Classic (Answers & Dashboards)
 - Native OBIEE view
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- Data Visualization
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THANK YOU

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THANK YOU!