



CAS4052 All Analytics, All Data: No Nonsense

Shyam Varan Nath, Director IoT & Cloud, BIWA User Group

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Agenda – CAS4052 All Analytics, All Data: No Nonsense

- Background on BIWA
- Expertise Snippets
 - 4 TechCasts and guest speaker
- Analytics and Data Summit 2020
 - Get scanned by Charlie to be in drawing for free registration
 - Use code **AnDOOW** for discounted registration to \$299 (exp. Oct 31)
- TechCasts
 - Earn a free registration to AnD Summit
- Join! (Free)





Analytics and Data Summit

- **Founded summer, 2006**
- **BIWA Summit 2007 at Oracle, Reston, VA**
- **BIWA Summit 2008 at Oracle, Redwood Shores, CA**
- **BIWA Summit 2013, restarted in Redwood Shores, CA**
- **BIWA Summit 2014, 2015, 2016, 2017 at Oracle, Redwood Shores, CA**
- **Analytics and Data Summit 2018, 2019 at Oracle, Redwood Shores, CA**
- **Managed by Volunteer Board Members and Oracle Advisors**



TechCast Series

★ TechCasts [Submit Your Abstract](#)



Our New Analytics and Data TechCast Series

To share knowledge, expertise, and ideas, the Oracle BIWA User Community is announcing the new Analytics and Data TechCast Series. The TechCast Series will occur every other Thursday at 12pm ET and last 30 minutes.

The objective of the Analytics and Data TechCast Series is the sharing of useful, practical applied Oracle technical expertise for the benefit of all; no sales pitches. We all use Oracle technologies, but can all grow by learning new features, tips and tricks, best practices, new and novel and interesting use cases.

New TechCast abstracts can always be entered using these TechCast categorizations:

- Artificial Intelligence and Machine Learning
- Big Data
- Business Analytics
- Data Warehousing and ETL
- Emerging Technologies
- General
- Spatial and Graph

[SUBMIT AN ABSTRACT](#)



TechCast Series

★ TechCasts [Submit Your Abstract](#)



October 3rd, TechCast

Date: October 3, 2019, 12pm
ET

Presenter: Carol Palmer, David
Lapp

Subject: Oracle Spatial Studio:
Fast and Easy Spatial Analytics
and Maps

REGISTER



October 17th, TechCast

Date: October 17, 2019, 12pm
ET

Presenter: Harry Snart

Subject: Production ML with
the Autonomous Data
Warehouse

REGISTER



September 5th, TechCast

Date: September 5, 2019,
12pm ET

Presenter: Philippe Lions

Subject: Oracle Analytics
Makes the Most of Database
Capabilities with Evaluate
Function

REPLAY



TechCast Series

2019 TechCast Archive

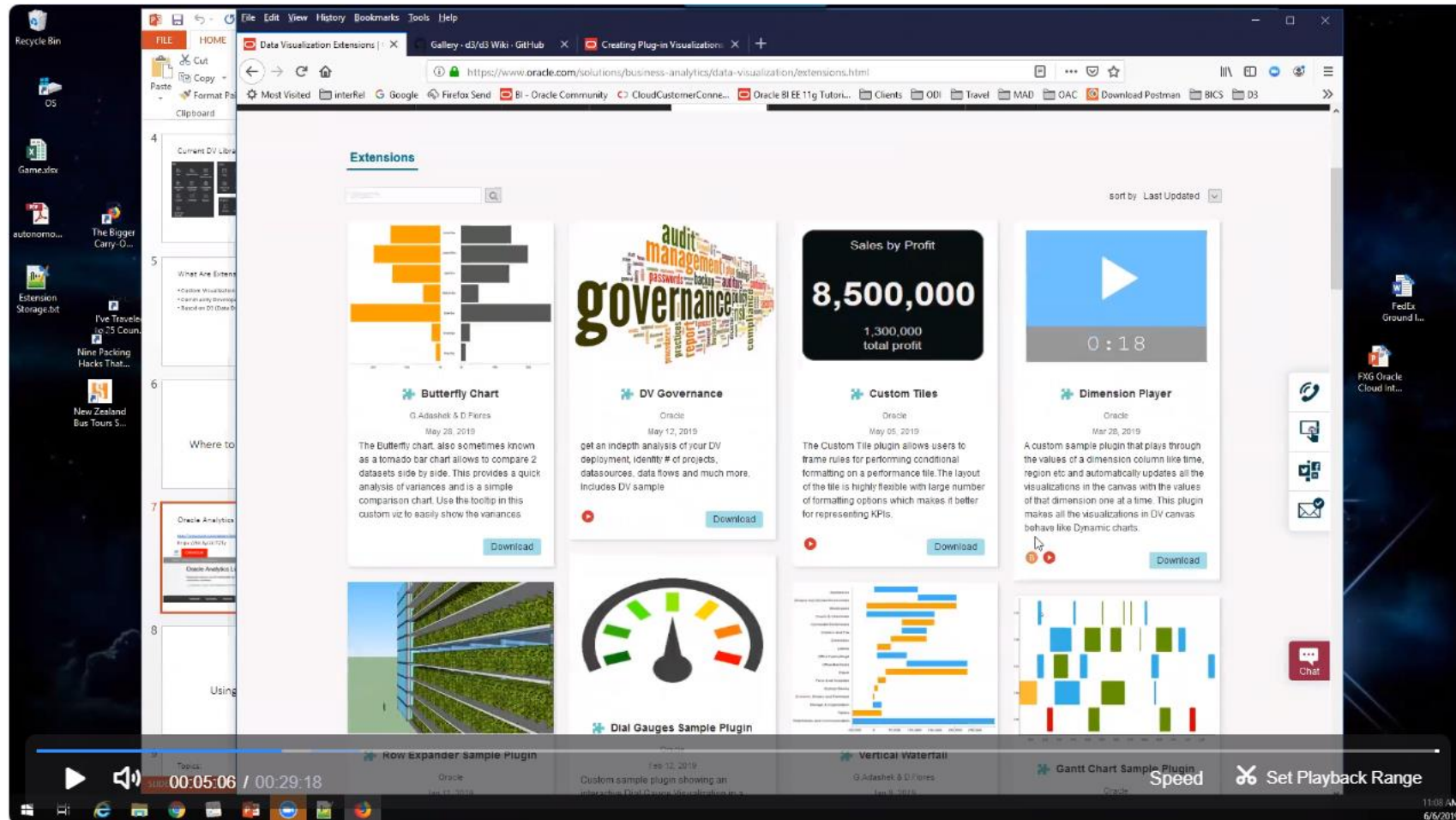
Date	Title	Speaker(s)	Video Replay	Slides
June 6, 2019	Extending Oracle Analytics Cloud's Data Visualization Using Custom Plugins	Wayne Van Sluys	Video	Slides
June 20, 2019	Picking a Good Wine for <\$20 Using ADW, Machine Learning and Analytics Cloud	Charlie Berger, Dhvani Sheth, Siddesh C Prabhu Dev Ujjini	Video	Slides
July 11, 2019	Developing an RDF4J Adapter for Oracle Spatial and Graph – SPARQL focus	Timea Turdean, Software Engineer, Semantic Web Company	Video	Slides
July 25, 2019	What's New in OAC 105.3.0	Dan Vlamis	Video	Slides
Aug 8, 2019	Autonomous Anomaly Detection for Dense-Sensor IoT Prognostics	Kenny Gross, AI Architect, Oracle	Video	Slides
Aug 22, 2019	Revisiting Market Basket Analysis with SQL Pattern Matching	Shankar Somayajula, Architect – Advanced Analytics, Industry Data Models, Oracle	Video	Slides



TechCasts Example Snippets



TechCasts Example Snippets



TechCasts Example Snippets

The screenshot displays the Oracle Machine Learning web interface. At the top, there's a navigation bar with the Oracle logo and 'Machine Learning' text. Below this, a video player is embedded, showing a video titled 'Picking a Good Wine for <\$20 with ADW+OML'. The video player includes a progress bar at the bottom, a volume icon, and a 'Set Playback Range' button. The video content shows a person selecting a wine from a display of several glasses. To the right of the video, there's a text area with the following content:

Picking a Good Wine for <\$20 with ADW+OML

SELECTING a wine to bring to a party that is likely to be good and is also inexpensive!

We've all been there. We are invited to a party and want to bring something to contribute. A bottle of wine is always a good option. But which one? There are so many! And we don't want to break the bank for our party gift. Let's try to use the Autonomous Database and Oracle Machine Learning to find a likely tasty and likely to be rated greater than 90 Points (GT_90_Points) adult beverage that is also affordable (Under \$35).

Kaggle WineReviews130K data = 130k wine reviews with variety, location, winery, price, and description, <https://www.kaggle.com/zynicide/wine-reviews>

Steps

1. Explore the data
2. Define the Target Attribute (GT_90_Points vs. LT_90_Points)
3. Find the Key Attributes that Most Influence GT_90_Points_Bin
4. Build a Machine Learning Model to Predict Good Wines to Buy
5. Save our results and further investigate our wine findings using the Oracle Analytics Cloud

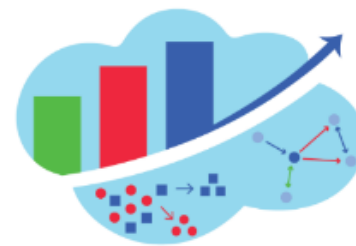
Task 1 was last updated by CHARLIE at June 20 2019, 11:47:40 AM.

Let's Explore the WineReviews130K data

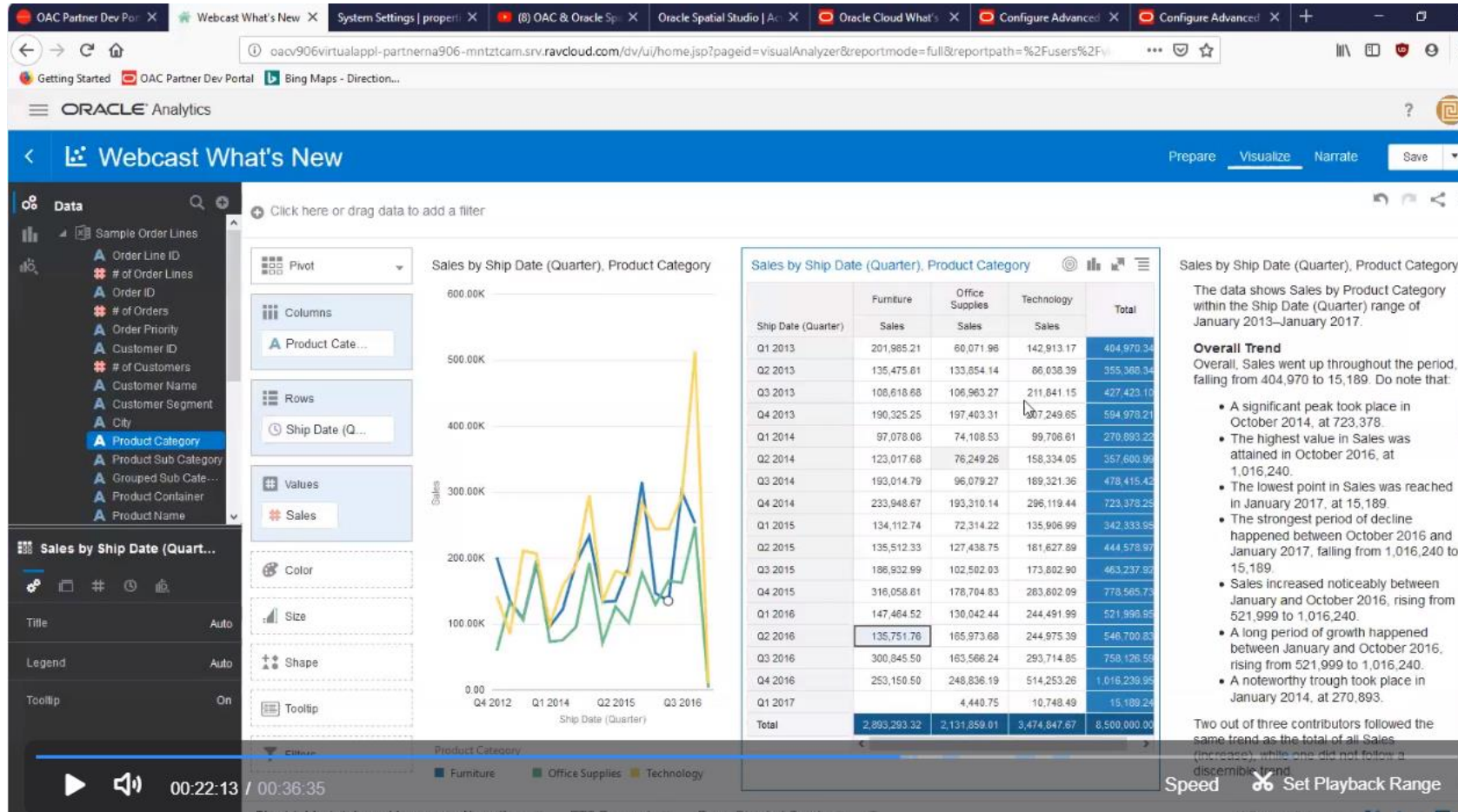
SQL

```
select * from wineReviews130K;
```

COUNTRY	DESIGNATION	ID	POINTS_BIN	PRICE	PROVINCE	REGION_1	REGION_2	TASTER_NAME	VARIETY	WINERY
US	Wisdom of Wise	52518	LT_90_POINTS	32	California	Placer County	Sierra Foothills	Jim Gordon	Red Blend	Wise Villa
France	Nocturne Rosão Sec	52519	LT_90_POINTS	95	Champagne	Champagne		Roger Voss	Champagne Blend	Taittinger
Spain	Cala N 1	52520	LT_90_POINTS	15	Central Spain	Vino de la Tierra de Castilla		Michael Schachner	Red Blend	Tinada
Portugal	Bridão Clássico	52521	LT_90_POINTS	7	Tejo			Roger Voss	Portuguese Red	Adega Coope
France	Brut	52522	LT_90_POINTS	20	Alsace	Alsace		Anne Krebber MW	Auxerrois	Henri Schoenl
Spain	Sweet Reserva	52523	LT_90_POINTS	15	Catalonia	Cava		Michael Schachner	Sparkling Blend	Juñeda y Cam
Spain	Charnas	52524	LT_90_POINTS	22	Northham Spain	Ribera del Duero		Michael Schachner	Tambrillo	Lanlos



TechCasts Example Snippets



TechCasts Example Snippets

MBA Revisited

- Transaction Data augmented with "Tags"

TRX_ID	TRX_SEQ	MB_PROD_LEVEL_ID	MB_PROD_LEVEL	MB_PROD_ID	MB_ORIG_PROD_ID	MB_PROD_NM	UNITS	QTY	AMT
3	1	1	item	1000112	112	q	1	1	60
3	2	1	item	1000105	105	p	2	4	100
3	3	1	item	1000008	8	a	1	1	10
3	4	1	item	1000012	12	b	10	1	180
3	5	1	item	1000015	15	c	10	5	270
3	6	1	item	1000115	115	r	4	1	280
3	7	24	custaspendtrx	250002	250002	Normal Spend: 10% to 90% (220% < trx_amt < 948%)	28	13	900
3	8	104	txrtod	550001	550001	EarlyHourSales	28	13	900
4	1	1	item	1000112	112	q	6	2	360
4	2	1	item	1000115	115	r	4	2	252
4	3	24	custaspendtrx	250002	250002	Normal Spend: 10% to 90% (220% < trx_amt < 948%)	10	4	612
4	4	104	txrtod	550002	550002	EveningHourBuys	10	4	612
5	1	1	item	1000021	21	d	4	1	160
5	2	1	item	1000112	112	q	6	1	360
5	3	1	item	1000012	12	b	8	2	160
5	4	1	item	1000115	115	r	4	1	280
5	5	24	custaspendtrx	250001	250001	High Spend: Top 10% (trx_amt >= 948%)	22	5	960
5	6	104	txrtod	550004	550004	SiestaTimeTrends	22	5	960
6	1	1	item	1000012	12	b	6	2	120
6	2	1	item	1000015	15	c	4	2	100

- Rules of type "IF ... THEN ..."

RULE_ID	ANTCONS	ANTCONS_ID	ANTCONS_CSV	ANTCONS_ID_CSV
100	b,z => p	1000012,1000125 => 1000105 b,z,p	1000012,1000125,1000105	
101	b,p => z	1000012,1000105 => 1000125 b,p,z	1000012,1000105,1000125	
102	q,r => b	1000112,1000115 => 1000012 q,r,b	1000112,1000115,1000012	
103	b,r => q	1000012,1000115 => 1000112 b,r,q	1000012,1000115,1000112	
104	b,q => r	1000012,1000112 => 1000115 b,q,r	1000012,1000112,1000115	
105	q,z => b	1000112,1000125 => 1000012 q,z,b	1000112,1000125,1000012	

- with more rules involving the added tags ...

RULE_ID	ANTCONS	ANTCONS_ID
10	Normal Spend: 10% to 90% (220% < trx_amt < 948%) => a	250002 => 1000008
73	Normal Spend: 10% to 90% (220% < trx_amt < 948%) => r	250002 => 1000115
41	Low Spend: Bottom 10% (trx_amt <= 220%) => c	250003 => 1000015
27	Low Spend: Bottom 10% (trx_amt <= 220%) => b	250003 => 1000012
75	High Spend: Top 10% (trx_amt >= 948%) => z	250001 => 1000125
47	High Spend: Top 10% (trx_amt >= 948%) => d	250001 => 1000021

RULE_ID	ANTCONS	ANTCONS_ID
53	SiestaTimeTrends => d	550004 => 1000021
51	LateNightTrx => d	550003 => 1000021
69	EveningHourBuys => q	550002 => 1000112

00:08:39 / 00:31:34

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Speed Set Playback Range





February 25-27, 2020

Call for Speakers Coming Soon!

LEARN ABOUT OUR NEW TECHCAST SERIES

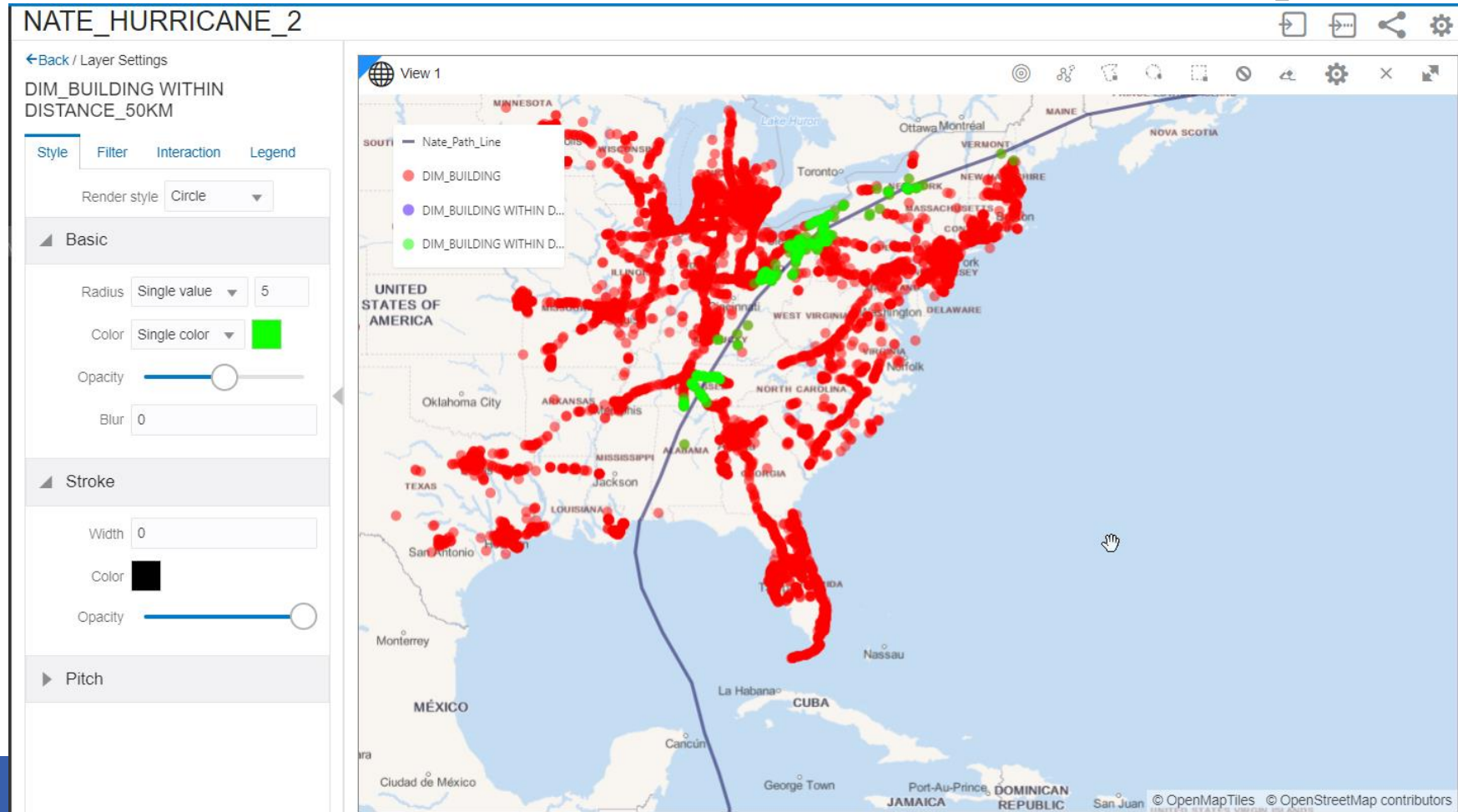
Formerly the BIWA Summit with the Spatial and Graph Summit.

@AnalyticAndData



Billboards to Dashboards

OUTFRONT Media Tues 5:15pm





City of Las Vegas Mon 1:45

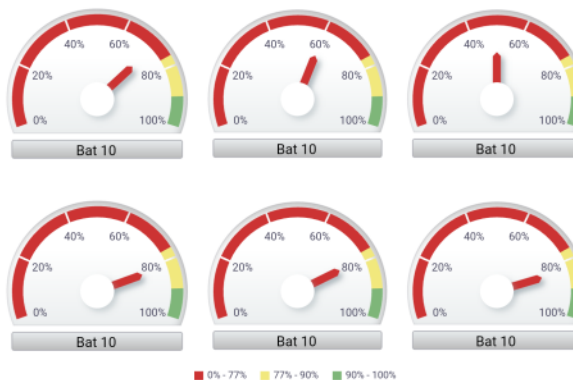
Instant Mobility



Out of Barn Time
Drill for details

Battalion	Station	Response Less than 90 seconds	Total Incidents	% of Responses Less than 90s
Bat 10	Station 2	5.00	7.00	71.43%
	Station 44	9.00	15.00	60.00%
	Station 47	2.00	4.00	50.00%
	Station 5	9.00	11.00	81.82%
	Station 6	15.00	19.00	78.95%
	Station 7	5.00	6.00	83.33%

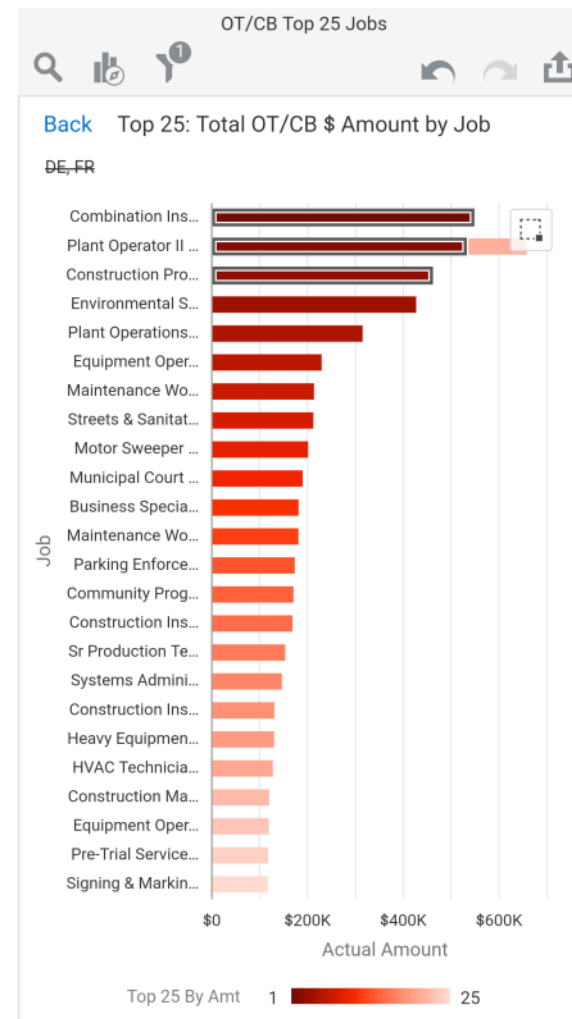
Out of Barn Time



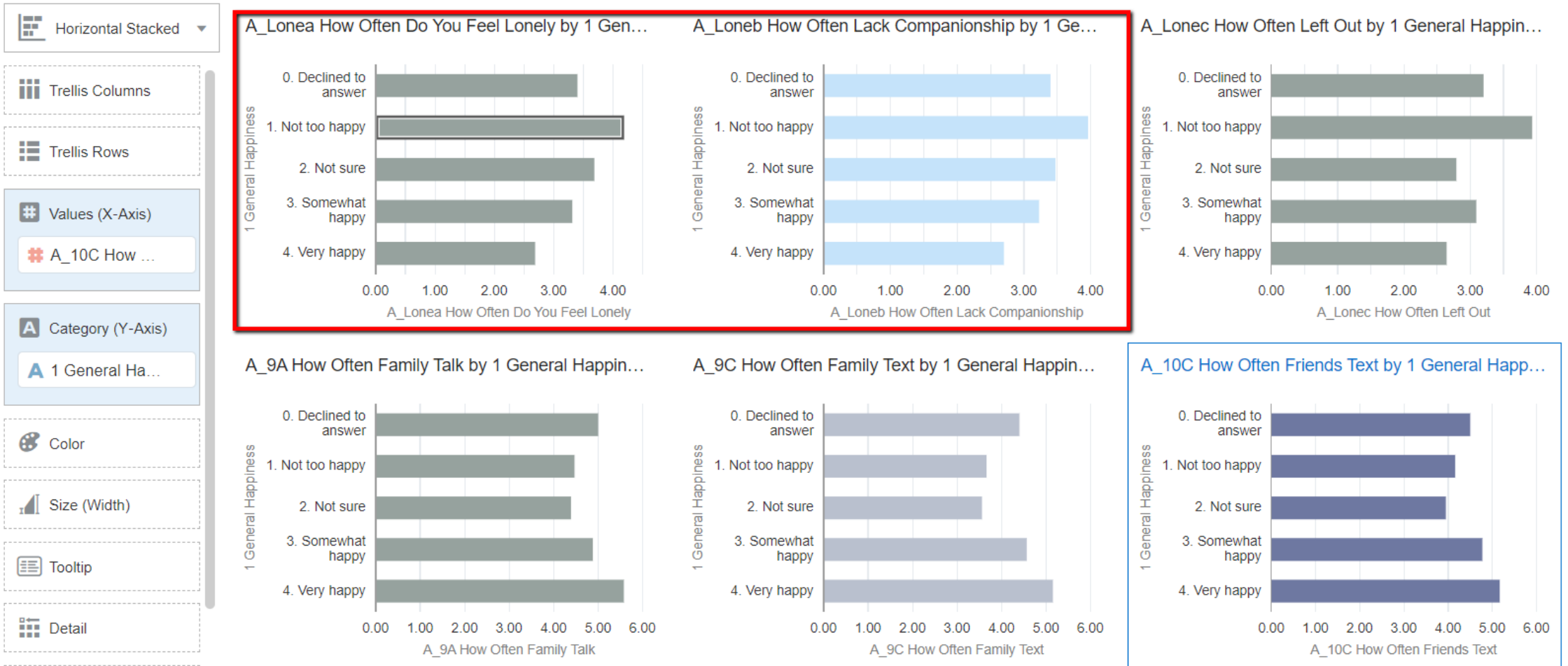
All Battalions

Bat 01	120.00	177.00	67.80%
Bat 04	56.00	76.00	73.68%
Bat 10	45.00	62.00	72.58%

Out of Barn Time



Analytics of Happiness Mon 10:00



Analytics and Data Summit 2019 Worldwide!



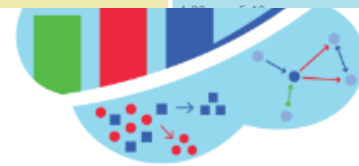
~400 worldwide attendees from 25 countries, 30 US states



2 Example Agenda Days @ AnD

Analytics and Data Summit 2019 has ended					
10:00am					
10:15am	Optimization of the Hotel	Analysis and Interpretation	Query Kafka Streams with Oracle SQL	Self Optimization and Autonomy with IoT and AI/ML	(HOL) Test-drive the R and Python interfaces to Oracle Database for Data Science
10:30am			10:05am - 10:55am	10:05am - 10:55am	10:05am - 12:00pm
10:45am	Collaborative Filtering	Oracle Cloud Infrastructure			
11:00am					
11:15am	Predictive Analytics for Maintenance and Repair	Optimizing Parallel Spatial	Blockchain in a global step	Analyzing binary data in Hadoop	How to build a Data Lab: strategy and methodology
11:30am	11:10am - 12:00pm	Addressing Mobility	Manufacturing	11:10am - 12:00pm	11:10am - 12:00pm
11:45am			Blockchain: An Opportunity		
12:00pm					
12:15pm					
12:30pm					
12:45pm					
1:00pm	Applied Machine Learning for Autonomous Database Heal...	Using Graph Analysis for Fraud Detection in Fintech a...	Is Oracle Analytics Cloud	Building Modern Analytic Map Views in Oracle Analytic...	(HOL) Open Session
1:15pm			Analysis of Sensor Data	1:00pm - 1:50pm	1:00pm - 1:50pm
1:30pm	1:00pm - 1:50pm	1:00pm - 1:50pm	OWL Monkey: An Adaptive	1:00pm - 1:50pm	
1:45pm					
2:00pm					
2:15pm					
2:30pm	Optimize Asset Maintenance with Machine Learning	Building Consistent Crime Investigation Practices Usi...	Digital Supply Chain Transformation with IoT and AI	Solutions for bi-directional integration between Orac...	(HOL) Introduction to Oracle Autonomous Data Warehouse
2:45pm	2:20pm - 3:10pm	2:20pm - 3:10pm	2:20pm - 3:10pm	2:20pm - 3:10pm	2:20pm - 4:15pm
3:00pm					
3:15pm					
3:30pm	How Data Miner and Analytics Cloud can help FinTech M...	PGQL: A Query Language for Property Graphs	Oracle Data Integration Cloud: Strategy and Vision fo...	Extreme Data Visualization to Drive User Adoption	Autonomous Data Warehouse the new Data Lake
3:45pm	3:25pm - 4:15pm	3:25pm - 4:15pm	3:25pm - 4:15pm	3:25pm - 4:15pm	3:25pm - 4:15pm
4:00pm					
4:15pm					
4:30pm	Reviving 3D visualization through...	Translating Natural Language to...	Spatial & Graph... & Blockchain!	Integration of Marketing Data wi...	Customer Success with Autonomous...
4:45pm					

Analytics and Data Summit 2019 has ended					
10:00am					
10:15am	Deep Learning De-Mystified for Non-Data Scientists	Introduction to Graph Analytics and Oracle Graph Clou...	Generation Two: Data Lakes and Data Science on Oracle...	Microservices Essentials: Kubernetes and its Eco syst...	(HOL) Oracle Analytics Cloud: from A to Z
10:30am					
10:45am	10:10am - 11:00am	10:10am - 11:00am	10:10am - 11:00am	10:10am - 11:00am	10:10am - 12:05pm
11:00am					
11:15am	Oracle's Machine Learning Overview, New Features and...	Graph Cloud Preview: How to Analyze Data Warehouse Da...	NoSQL on Oracle Cloud Infrastructure	The Case for Distributed Ledger: Enterprise Blockchai...	Billboards to Dashboards: How OUTFRONT Media is Using...
11:30am					
11:45am	11:15am - 12:05pm	11:15am - 12:05pm	11:15am - 12:05pm	11:15am - 12:05pm	11:15am - 12:05pm
12:00pm					
12:15pm					
12:30pm					
12:45pm					
1:00pm	An Oracle database approach to the Taxi Fare problem	Oracle Spatial Studio: Self Service Spatial Visualiza...	Leveraging Oracle Tools for Making Data Integration M...	Stepping Up to the Cloud with Oracle Analytics at Uni...	(HOL) Machine Learning 101 with SQL Developer's Oracl...
1:15pm					
1:30pm	1:10pm - 2:00pm	1:10pm - 2:00pm	1:10pm - 2:00pm	1:10pm - 2:00pm	1:10pm - 2:00pm
1:45pm					
2:00pm					
2:15pm					
2:30pm	Buyer persona creation	Using Location in Cloud Applications with Oracle Data...	Architecting for Analytics	Avoiding The Hidden Complexities of Stateful Microser...	(HOL) Machine Learning 202: Oracle Autonomous Databas...
2:45pm					
3:00pm	Share the NetSuite Love?	2:30pm - 3:20pm	2:30pm - 3:20pm	2:30pm - 3:20pm	2:30pm - 3:20pm
3:15pm					
3:30pm					
3:45pm	Unlocking the meaning of unstruc...	Spatial New Features for Autonom...	BlockChain-Emerging Game Changer...	Building interactive charts and...	(HOL) Introduction to Property Graphs in Oracle Databases
4:00pm					
4:15pm					
4:30pm	Introducing Oracle Machine Learning for Python	Geo-Tagging, Geo-Enrichment, Geo-Fencing, and Trackin...	The Heart of an Airline's Business is a living and br...	Oracle Database In-Memory By Example	Automating Pay-As-You-Go Oracle...
4:45pm	4:20pm - 5:10pm	4:20pm - 5:10pm	4:20pm - 5:10pm	4:20pm - 5:10pm	3:35pm - 5:10pm
					The Roadmap for Big Data Cloud Service and Big Data A...



Analytics and Data Summit Volunteers

- BIWA User Community
BoD Leadership

- Dan Vlamis, Vlamis Software
- Matthew Vranicar, DataRoad
- Kirby Lunger, Performance Architects
- Jay Mason, M&S Consulting
- Peter Koutroubis, ERPA Group

- **You** next year? Ask board ribbons

- Conference Coordinators

- Carrie Dayton, CDEC
- Jackie Hunter, CDEC

- Oracle Employee Advisors

- Charlie Berger
- Mark Hornick
- Emily Cikovsky
- Shyam Varan Nath

- Conference Committee

- Members from Spatial SIG
- Cathye Pendley, Vlamis Software
- Brandon Jones, M&S Consulting
- Ervin McFadden, independent
- Holly Krenz, Alaska Dept. of Fish and Game
- Arijit Das, Naval Postgraduate School



Spatial and Graph SIG Board Volunteers

- **Board/Active Volunteers**

- Dan Abugov, *Locuity*
- Keith Hare, *JCC Consulting*
- Nick Salem, *Neustar*
- Wayne Van Sluys, *InterRel*

- **Members at Large**

- Steve MacCabe, *Safe Software*
- Arnold Meijer, *TomTom*
- Arthur Dayton
- Dennis Beck, *Spatial Business Systems*

- **Oracle Advisers**

- Jean Ihm
- Carol Palmer



Conference Highlights

See analyticsanddatasummit2019.sched.com for schedule



- **Tuesday**

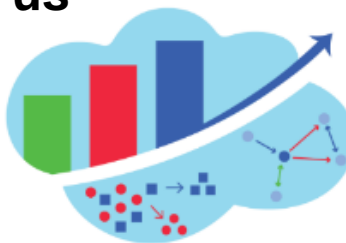
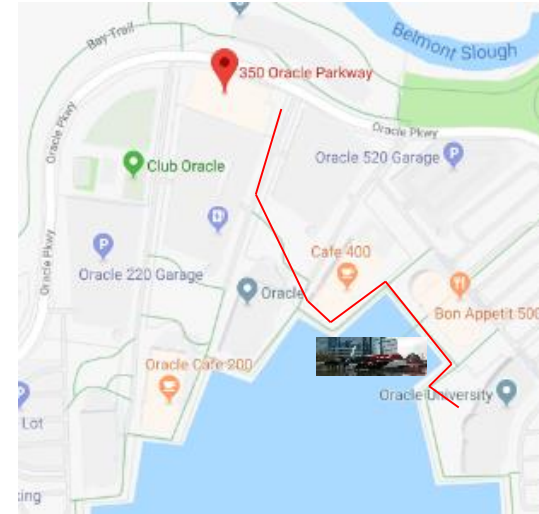
- Opening keynote: Jon Walton, CIO County of San Mateo - Intelligent County and City
- Lunch with popular “Lightning rounds” – get food and come to Auditorium
- Closing day keynote: Bruno Aziza, Group VP, :The Great Analytics Adventure”
- Reception/Party: Building 600, 6-8 →

- **Wednesday**

- Regular session day
- Lunch – “Birds of a Feather”
- Networking Reception

- **Thursday**

- Regular session day
- Lunch – “Feedback session” during 2nd half of lunch. Learn about BIWA and help us improve Analytics and Data Summit next year



Conference Highlights

See analyticsanddatasummit2019.sched.com for schedule



Conference Highlights

Hands on Labs Taught by Expert Users



Always Seeking Active Volunteers!

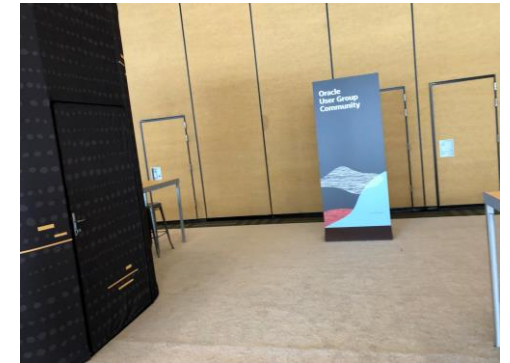
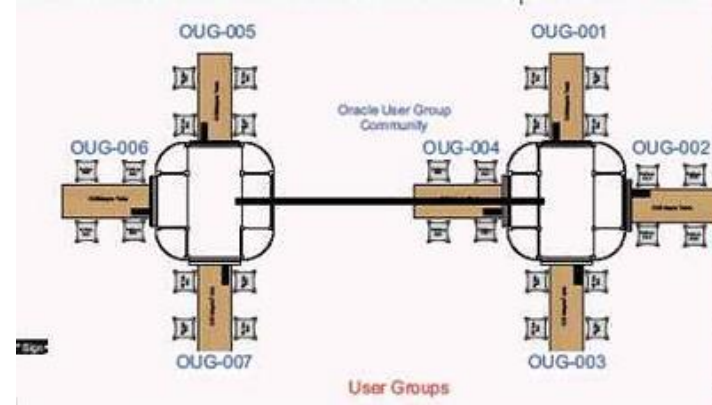
- Join Analytics and Data User Community (on website)
- Share your expertise—Deliver a TechCast
- Join LinkedIn Group – Oracle BIWA SIG
- See Conference site for archives and updates
 - <http://analyticsanddatasummit.org>
 - Analytics and Data Summit 2020 Feb 25-27, 2020

Volunteer – Talk to any BoD member



Visit Our Booth!

- Moscone West, 3rd Floor – User group area
- Booth OUG-005
- Visit with our volunteers
- Get scanned at our booth



Stay in Touch!

- Sign up at <http://tinyurl.com/biwamember>
 - Include code OOW Monday for raffle
- Reach us at biwasummits@gmail.com

Sign up to Stay in Touch!

Fill in this information so we can keep you informed of future Techcasts and updates on our annual conference.

* Email

* First Name

* Last Name

Phone Number

Company

Job Title

Reference Code

Sign Up

