



SOFTWARE SOLUTIONS

# Getting from Answers & Dashboards to Data Visualization

Collaborate 2019

Dan Vlamis & Tim Vlamis

Tuesday, April 9, 2019

CC 2<sup>nd</sup> Floor - Session Number: 213B


@VlamisSoftware






# 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)
- BIWA Board Member since 2008
- BA Computer Science Brown University
- @dvlamis

## Tim VlamiS – Vice President & Analytics Strategist

- 30+ years in business modeling and valuation, forecasting, and scenario analyses
- Oracle ACE 
- Instructor for Oracle University's Data Mining Techniques and Oracle R Enterprise Essentials Courses
- Professional Certified Marketer (PCM) from AMA
- MBA Kellogg School of Management (Northwestern University)
- BA Economics Yale University
- @TimVlamiS



# Vlamiis Presentations

Presenter	Location	Time	Title
Derek Hayden Tim Vlamiis	2ND FL 213B	Monday 9:15am–10:15am	Building Modern Analytic Map Views in Oracle Analytics Cloud
Tim Vlamiis	2ND FL 217A	Monday 3:15pm–4:15pm	Modern Machine Learning with Oracle Analytics Cloud and Autonomous Data Warehouse Cloud
Dan Vlamiis Tim Vlamiis	2ND FL 213B	Tuesday 10:30am–11:30am	Getting from Answers/Dashboards to Data Visualization
Ray Owens Dan Vlamiis	2ND FL 217A	Tuesday 4:30pm–5:30pm	Smart Targeting Consumers: DX Marketing's Autonomous Data Warehousing Future
Derek Hayden Tim Vlamiis	2ND FL 214D	Wednesday 4:30pm–5:30pm	Billboards to Dashboards: How OUTFRONT Media is using OAC to Analyze Modern Marketing



# Presentation Agenda

- Overview of Oracle Business Analytics products
- Answers and Dashboards SWOT
- Data Visualization SWOT
- Three Strategies for making the move to DV
  - Clean up first
  - Choose a champion
  - Organic growth
- Summary and recommendation



# Oracle Analytics Products

- **OBIEE = Oracle Business Intelligence Enterprise Edition**
  - Currently on version 12.2.1.4
  - Data Visualization available as OPTION in OBIEE 12c
  - Many customers still on 11.1.1.7 or 11.1.1.9 (terminal release of 11g)
- **BICS = Business Intelligence Cloud Services**
  - Includes classic “Answers and Dashboards” interface
  - Includes new “Data Visualization” interface
  - Requires buying Schema as a Service for database
- **DVCS = Data Visualization Cloud Services**
  - Includes only new “Data Visualization” interface
- **DVD = Data Visualization Desktop**
  - Runs as standalone application on Windows PCs (New Feb 2018 on Mac too!)
- **OAC = Oracle Analytics Cloud**
  - Has 3 editions (includes Essbase and BI Publisher)
    - Standard Edition (similar to DVCS)
    - Essbase Edition (only way to get Essbase Cloud now)
    - Enterprise Edition (similar to OBIEE, includes DV and Day by Day for mobile)
  - Requires Oracle DB Cloud Service, Compute Cloud Service- Block Storage, Storage Cloud Service)
  - Oracle standardizing branding under OAC name



# Answers and Dashboards SWOT

## Strengths

- Highly designed dashboards
- Query definition power
- Prompts and selection steps
- Good control of table formats
- Decent selection of graphs
- Hierarchical columns

## Opportunities

- Ability to set standards

## Weaknesses

- Dynamic layout WYSIWYG
- High training costs
- Endlessly deep menus
- Poor dashboard layout tool

## Threats

- Visual analytics and data discovery tools
- Poorly designed repositories



# Data Visualization SWOT

## Strengths

- Extremely interactive
- Framework for brushing
- Mashup
- No RPD required
- Data source connections
- Leverages Oracle security

## Opportunities

- Machine learning is promising
- Data Flows transform data

## Weaknesses

- Highly designed dashboards
- Weak documentation

## Threats

- Starting from behind
- Users love Tableau





# Advantages of DV Interface

- New in OBIEE 12c – Area of Oracle investment
- More modern interface
- Simpler interface for ad-hoc use
- More interactive – e.g. brushing
- Competes with Tableau and other more modern BI tools
- Ability to use external data – NO RPD mapping required!
- Mash up with external data (including spreadsheets and cloud)
- Integrated machine learning, AI, and NLP (natural language)
- Extend with custom visualizations
- Emphasis on self-service



# Reasons for Classic Answers / Dashboards

- Investment in current dashboards and reports
- Answers allows more control – e.g. font control
- Highly customized reports – custom queries
- Prompts have additional capabilities (not in DV yet)
- More control over layout, especially of tables
- Answers offers hierarchical columns (not in DV yet)
- Selection steps and custom groups – post-aggregation



# Three approaches to moving to DV

- Clean up first
- Choose a champion
- Organic growth strategy



# Clean Up Option

- First fix problems in current OBIEE implementation
- Get the data model right
- Identify seldom used dashboards and analyses
- Set standards for analyses and dashboards
  - Consistent formatting (colors, styles, graphs)
  - Consistent placement of prompts, navigation, legends, and meta data
  - Develop consistent filters, selection steps, and conditions
  - Determine catalog organization and naming conventions and strategy
- Set access and security roles and rules
- Get the data model right



# Choose a Champion

- Identify a user group who wants to be first with Data Visualization
- Conduct workshops with champions to seed early adoption
- Leverage experts to offer feedback and concept development
- Develop a strong demo of DV capabilities with champion
- Showcase champions' work to rest of organization



# Organic Growth Strategy

- “Brick the dirt path” strategy
- Give a large group access to DV and watch who adopts it
- Let users determine best value use cases through observation
- Fast start is better than a slow start
- Reinforce good value use cases through visibility and recognition



# Migrating Dashboards to DV

- Differences between dashboards and DV canvases
- Turning prompts into DV filters
- Leverage the narration capabilities of DV
- Showing data stories and logical sequences of visualizations



# Dealing with Mashups

- Importance of single version the truth
- Need for flexibility and “on-the-fly” modeling
- Recommendations for data connections
- Recommendations for data uploads (CSV, Excel)
- Recommendations for data flows
- Recommendations for data work within projects





# Sample Dashboard in Dashboard/Answers

Manufacturing Summary | New Availability Analysis | **New Injection Reject Analysis** | Delivery Analysis



## Reject Analysis

CALENDAR YEAR  
2018

CALENDAR MONTH  
--Select Value--

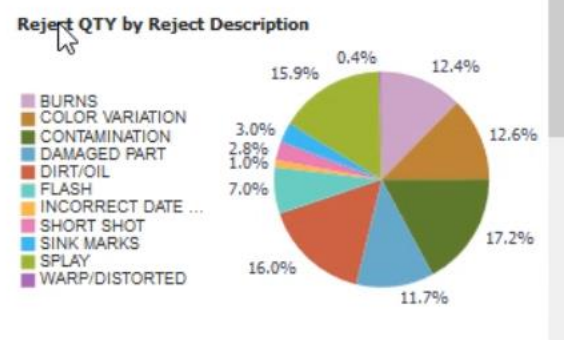
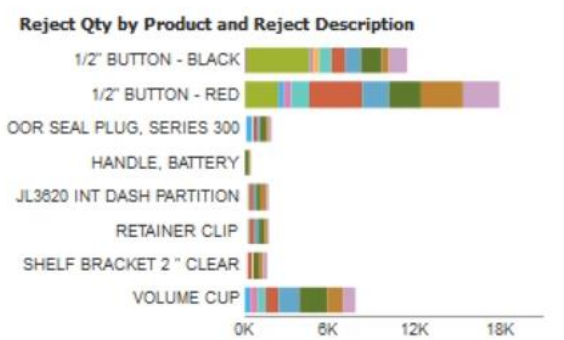
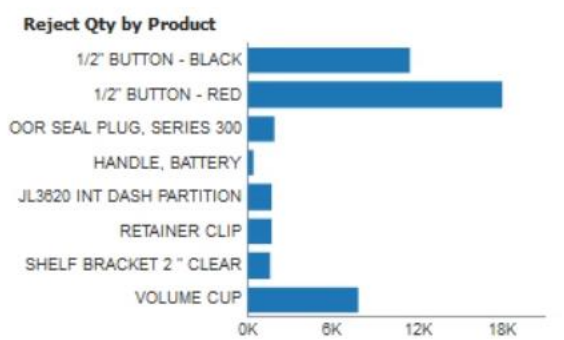
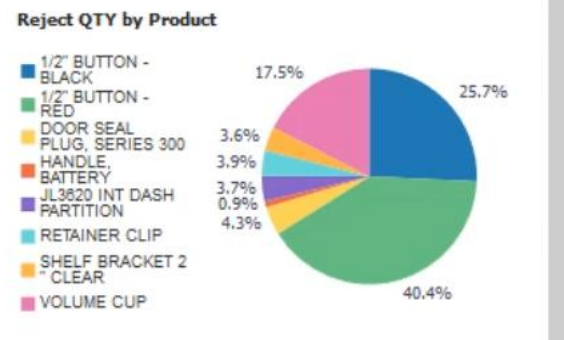
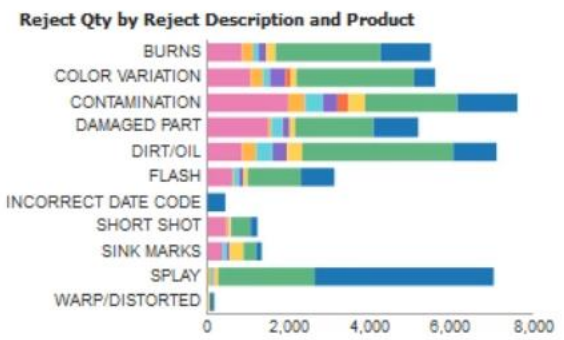
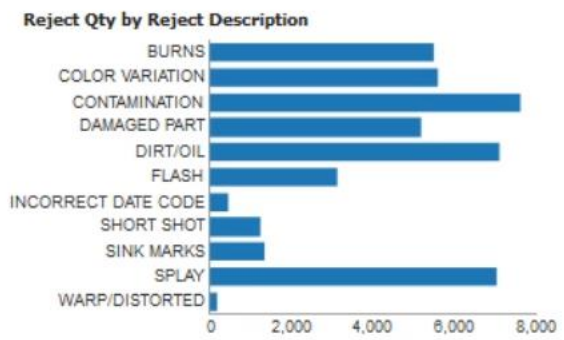
DATE

EPLANT  
(All Column Val)

MFG CELL  
(All Column Val)

ITEM  
(All Column Val)

RETURN TO MAIN MENU



	BURNS	COLOR VARIA...	CONTAMINATI...	DAMAGED PART	DIRT/OIL	FLASH	INCORRECT D...	SHORT SHOT	SINK MARKS	SPLAY	WARP/DIST
1/2" BUTTON - BLACI	1,237	521	1,448	1,103	1,038	811	482	154	131	4,411	
1/2" BUTTON - RED	2,576	2,870	2,287	1,916	3,738	1,317		500	330	2,381	
DOOR SEAL PLUG, :	246	131	420	166	373	85			321	76	
HANDI F. BATTERY		139	277								

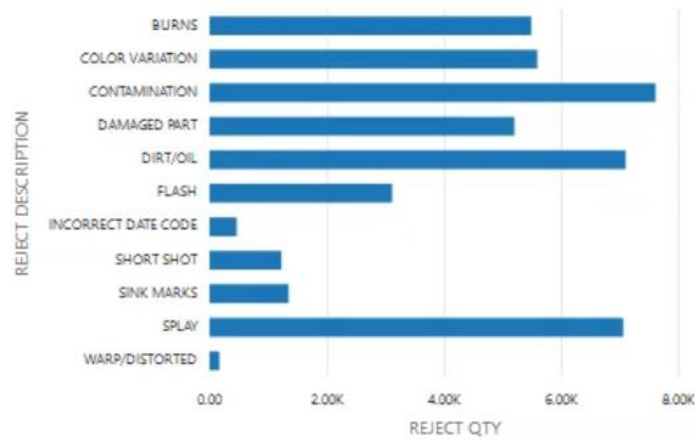


# Sample Dashboard in Data Visualization

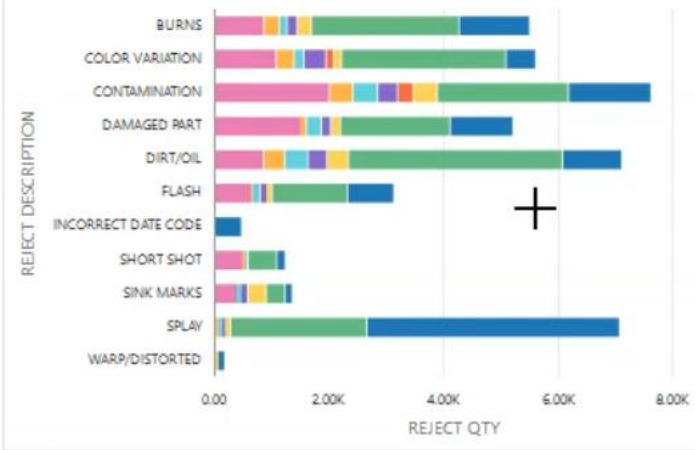
**Reject Analysis VA**  
Project

YEAR  
2018

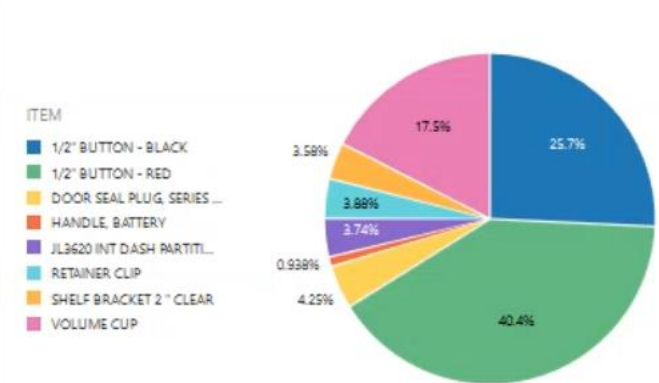
REJECT QTY by REJECT DESCRIPTION



REJECT QTY by REJECT DESCRIPTION, ITEM



REJECT QTY by ITEM



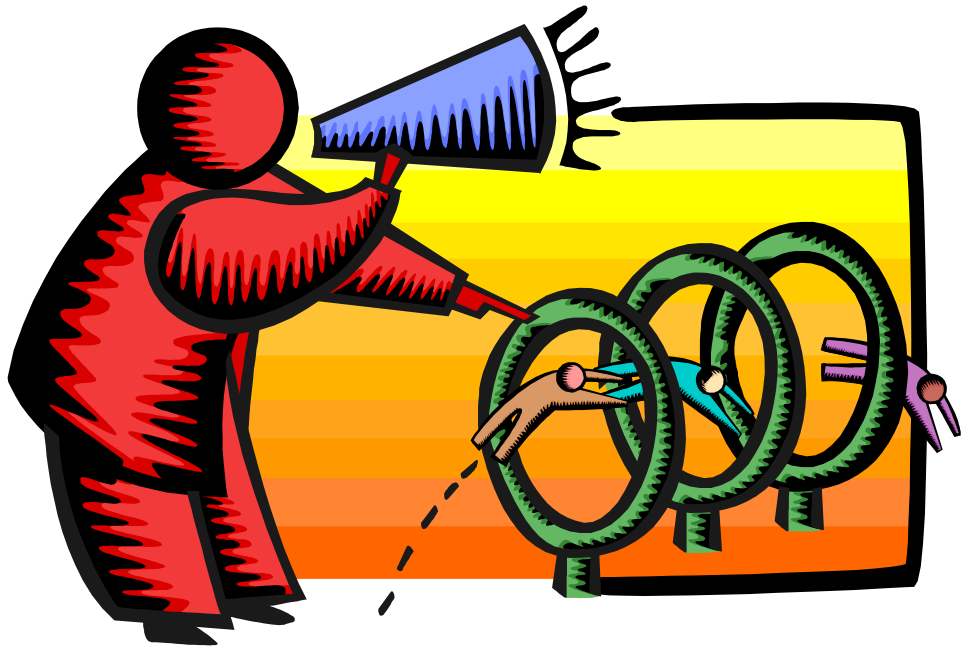
REJECT QTY by REJECT QTY, ITEM, REJECT DESCRIPTION

	BURNS	COLOR VARIATION	CONTAMINATION	DAMAGED PART	DIRT/OIL	FLASH	INCORRECT DATE CODE	SHORT SHOT	SINK MARKS	SPLAY	WARP/DISTORTED
	REJECT QTY	REJECT QTY	REJECT QTY	REJECT QTY	REJECT QTY	REJECT QTY	REJECT QTY	REJECT QTY	REJECT QTY	REJECT QTY	REJECT QTY
1/2" BUTTON - BLACK	1,237	521	1,448	1,103	1,038	811	462	154	131	4,411	99
1/2" BUTTON - RED	2,576	2,870	2,287	1,916	3,738	1,317		500	330	2,381	
DOOR SEAL PLUG, SERIES 300	246	131	420	166	373	85			321	76	68
HANDLE, BATTERY		139	277								
JL3620 INT DASH PARTITION	176	381	342	164	328	123			95	51	
RETAINER CLIP	138	174	437	262	409	114		27	89	69	
SHELF BRACKET 2" CLEAR	266	313	409	82	369	35		49		67	
VOLUME CUP	850	1,063	1,990	1,506	843	632		495	382		

REJECT QTY 27 4K



# Demo and examples



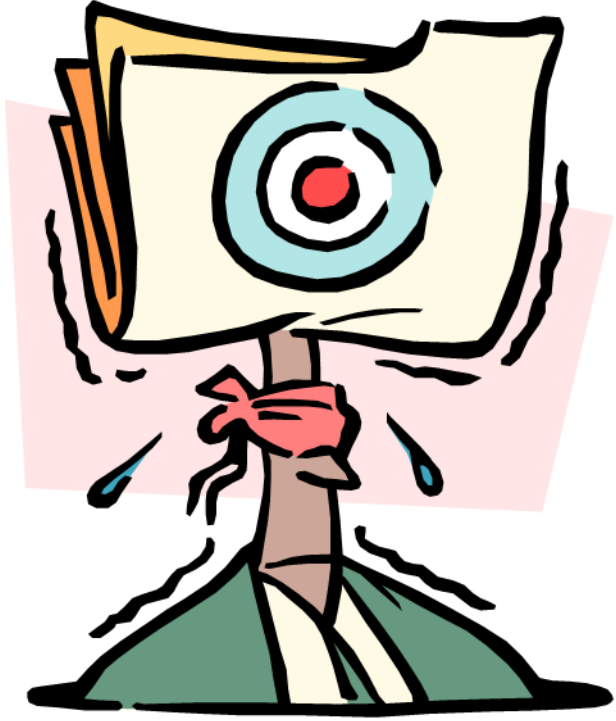


# Summary

- Don't be in a hurry to leave classic interface
- Data visualization is the future
- DV needs a bit more maturing to replace classic interface
- Exact replication of existing dashboards is hard
- Can integrate DV content into classic dashboard
- Start with and capitalize on DV's strengths



# Questions?





# Thank You!

Presenter Information

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