

ORACLE

Oracle Global Leaders

Oracle *Analytics*

July 2021

Benjamin Arnulf

Senior Director, Product Strategy

Oracle Analytics





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All information in this presentation is current as of May 2021 and Oracle undertakes no duty to update any statement in light of new information or future events.



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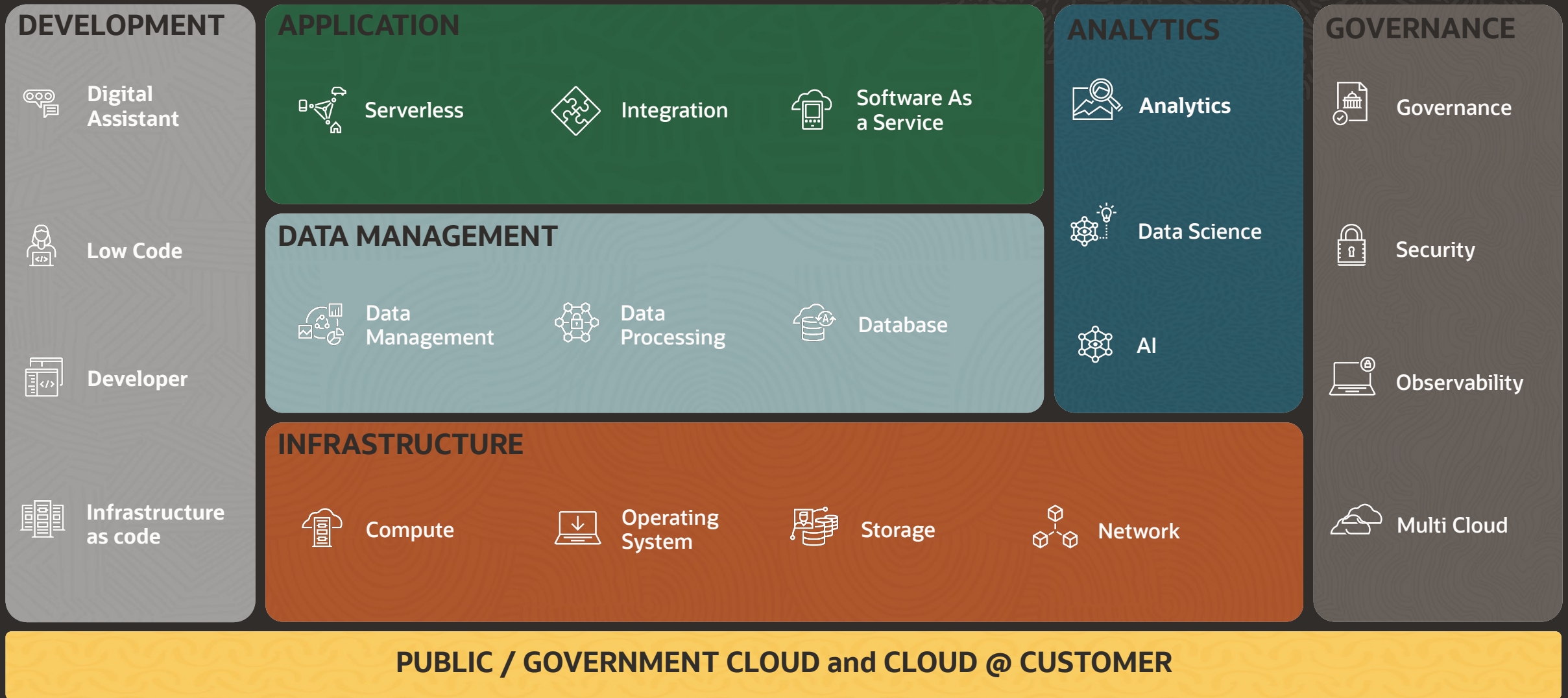
Oracle Analytics Product Strategy

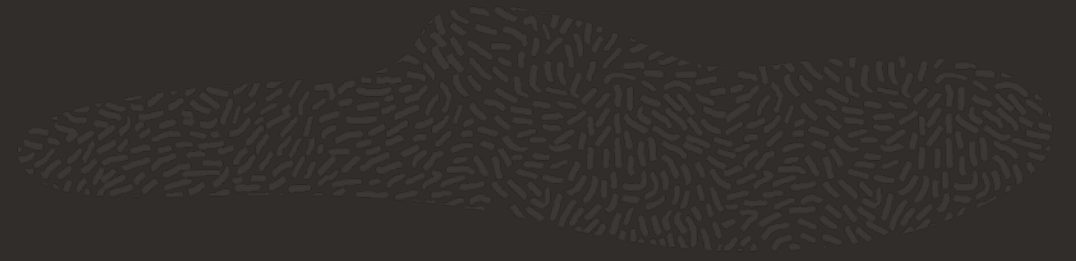


Innovating with Oracle Analytics



Oracle AI, Data and Analytics Cloud Services





Simplify & Unify

New Analytics Products



Oracle
Analytics
Cloud



Oracle
Analytics
Server



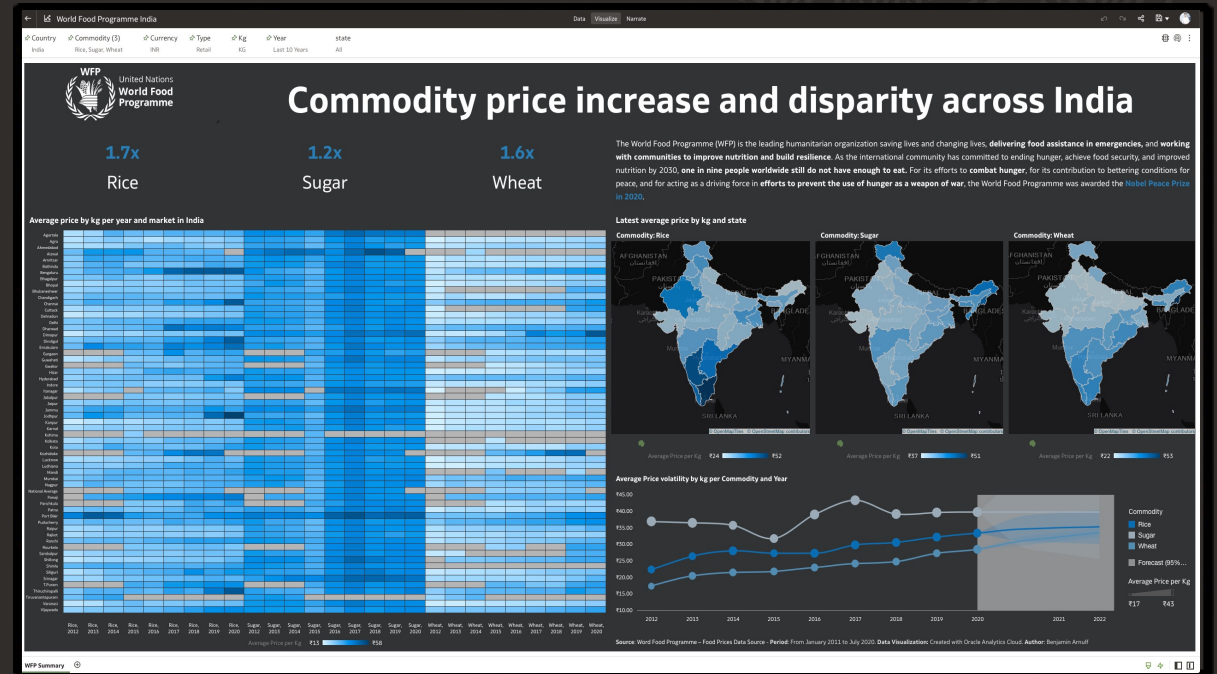
Oracle
Fusion Analytics
Warehouse

Oracle Analytics Products



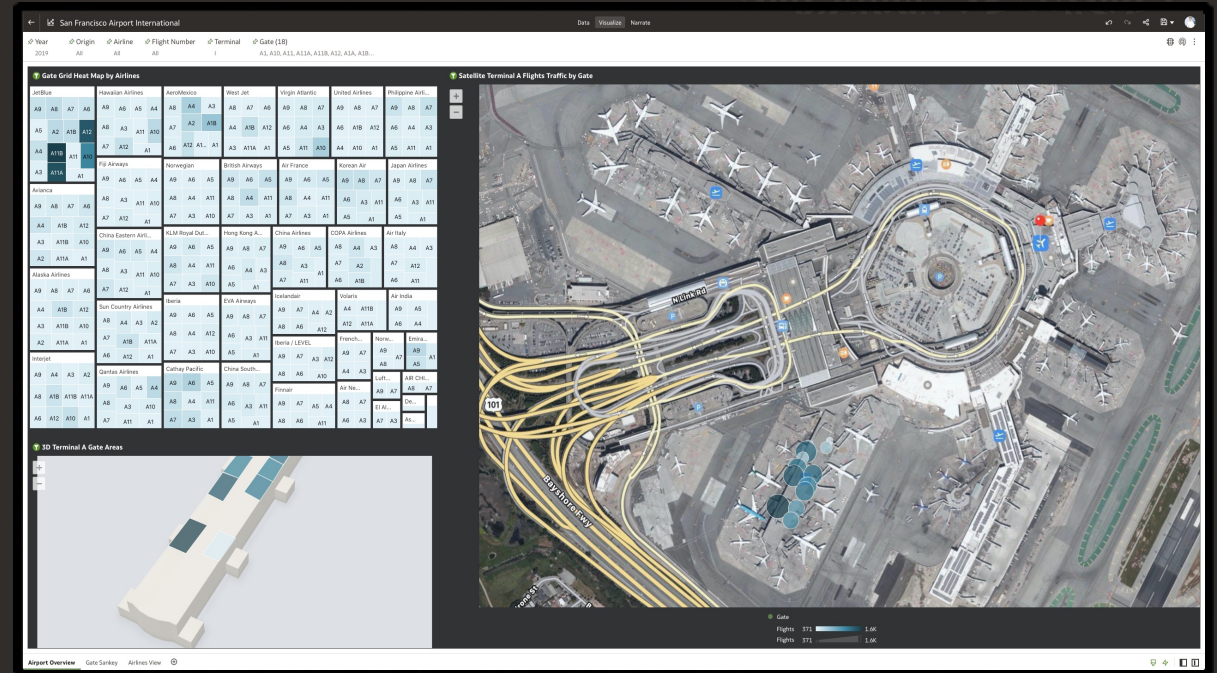
Oracle Analytics Cloud

- ✓ Augmented Analytics Cloud Platform
- ✓ Data Preparation, Data Flow, Data Enrichment
- ✓ Data Visualization, Machine Learning, AI
- ✓ Automated Forecast and Insights
- ✓ NLP, NLG, Mobile enabled
- ✓ Self Upgrading, Patching and Securing



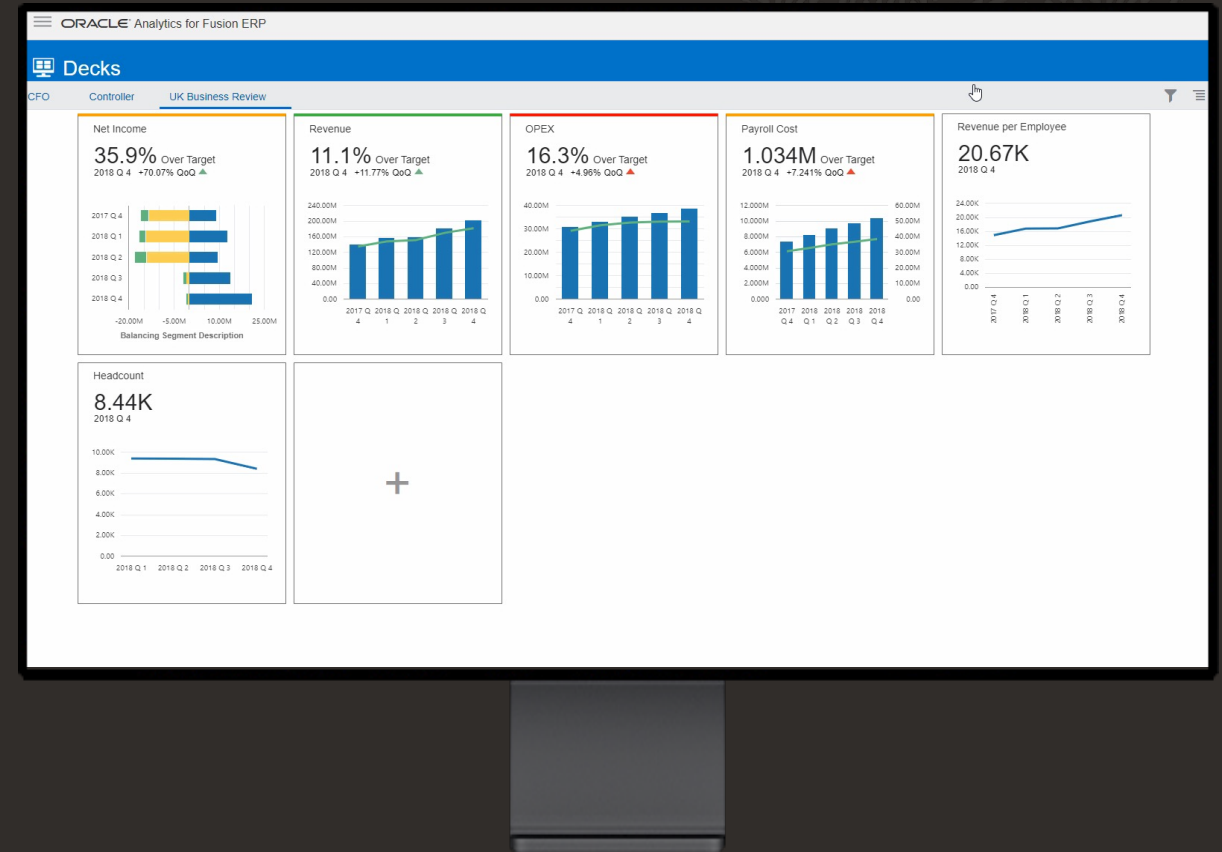
Oracle Analytics Server

- ✓ Modern analytics platform **on-premises**
- ✓ Supports hybrid configurations
- ✓ OBIEE customers **upgrade at no cost***
- ✓ Machine Learning, AI & Data Visualization
- ✓ Yearly release refresh
- ✓ Available on Windows & Linux



Oracle **Fusion** Analytics

- ✓ Fully **Managed** Augmented Analytics
- ✓ Autonomous Data Warehouse
- ✓ Key Performance Indicator Catalog & Targets
- ✓ Data Pipeline, Data Model & Data
- ✓ Visualization and Advanced analytics
- ✓ For **Fusion ERP, HCM, SCM, CX, NetSuite**



Oracle Analytics Platform



Oracle Analytics Solution & Integration

CONNECT

ORACLE
Fusion Applications

ORACLE
NETSUITE

ORACLE
Autonomous
Database

ORACLE
PeopleSoft



INTEGRATE



Streaming & Real-time



Data Integration



Secure Object Storage

STRUCTURE



Data Load



Transform



Modeling



Insights



Oracle Autonomous
Data Warehouse



Graph



Spatial

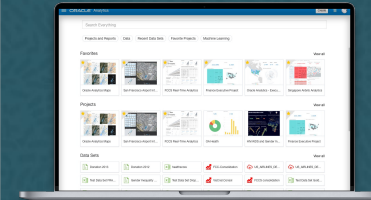


ML

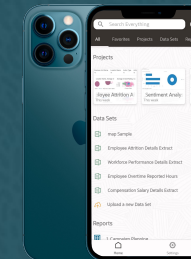


Low Code

ANALYZE



Oracle Analytics



Oracle Analytics Mobile

CONSUME



Digital Assistant



Data Scientist



Analyst



Developer



User

New Analytics Features

CONNECT	PREPARE	MODEL	EXPLORE	SHARE	CONSUME
Oracle Applications Oracle NetSuite Oracle Database Oracle Essbase Oracle EPM Cloud Hive Impala PostgreSQL Excel Salesforce Spark Snowflake MongoDB SQL Server MySQL Amazon Redshift Amazon EMR Google BigQuery Azure Synapse JDBC ...	Interactive Data Transformation & Cleansing	Semantic Models	Interactive Data Visualization	Dashboards	Web
	Smart Data Profiling	Self-Service Data Sets	Natural Language Query & Narration	Reports	Mobile
	Data Enrichment with ML Models	Analytics Catalog	Auto-ML & AI Insights	Role Based Security	Embedded
	Scheduled Data Flows	Metadata & Data Search	One-Click Advanced Analytics	Enterprise Scale Deployment	Chatbot

Oracle Analytics

ML, Mobile, Graph



Predictive Analytics

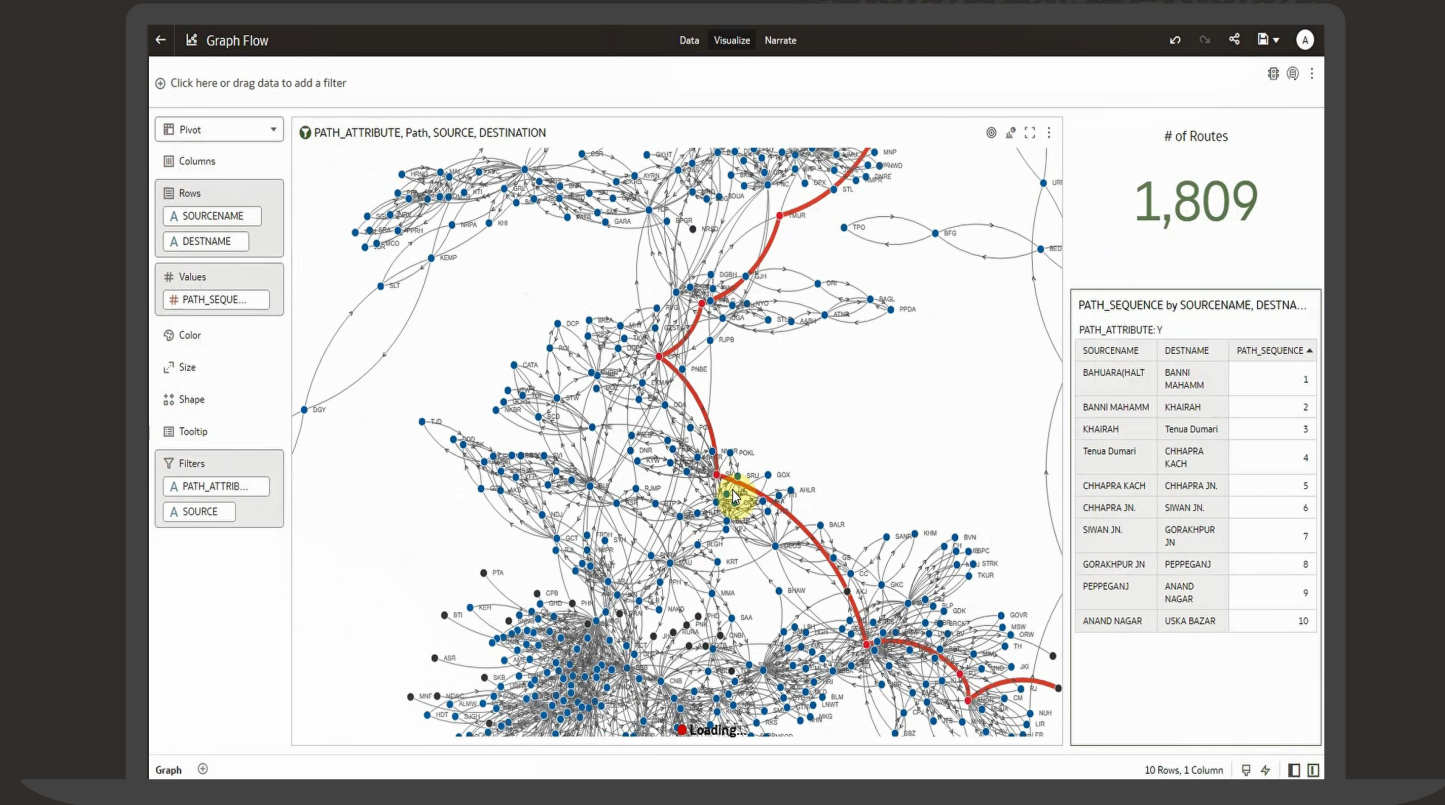
- ✓ Data Flow to train ML models
- ✓ CART
- ✓ Linear Regression
- ✓ Clustering, Outliers
- ✓ & more algorithms
- ✓ Explore ML models

The screenshot displays the 'Machine Learning Engine' interface. On the left is a dark sidebar with a search bar and a list of data manipulation and analysis tasks: Add Data, Join, Union Rows, Filter, Aggregate, Save Data Set, Create Essbase Cube, Add Columns, Select Columns, Rename Columns, Transform Column, Merge Columns, Split Columns, Bin, Group, Branch, Cumulative Value, Time Series Forecast, Analyze Sentiment, Train Numeric Prediction, Train Multi-Classifer, Train Clustering, Train Binary Classifier, and Apply Model. The main workspace is titled 'Add Data - attrition Ben'. It shows a 'Data Set' dropdown set to 'attrition Ben' with a 'Select...' button. Below this, the 'Description' is 'Uploaded from attrition.csv.' and there is a 'When Run' checkbox for 'Prompt to select Data Set'. To the right, under 'Columns', there are two tabs: 'All (36)' and 'Selections (36)'. Five columns are checked: Name, ID, Age, Attrition, BusinessTravel, and DailyRate. At the bottom, a data table is visible with columns ID, Age, Attrition, BusinessTravel, DailyRate, Department, DistanceFrom..., Education, and Education. The table contains 7 rows of data.

ID	Age	Attrition	BusinessTravel	DailyRate	Department	DistanceFrom...	Education	Education
1	41	Yes	Travel_Rarely	1102	Sales	1	2	Life Sci
2	49	No	Travel_Frequently	279	Research & Development	8	1	Life Sci
3	37	Yes	Travel_Rarely	1373	Research & Development	2	2	Other
4	33	No	Travel_Frequently	1392	Research & Development	3	4	Life Sci
5	27	No	Travel_Rarely	591	Research & Development	2	1	Medical
6	32	No	Travel_Frequently	1005	Research & Development	2	2	Life Sci
7	59	No	Travel_Rarely	1324	Research & Development	3	3	Medical

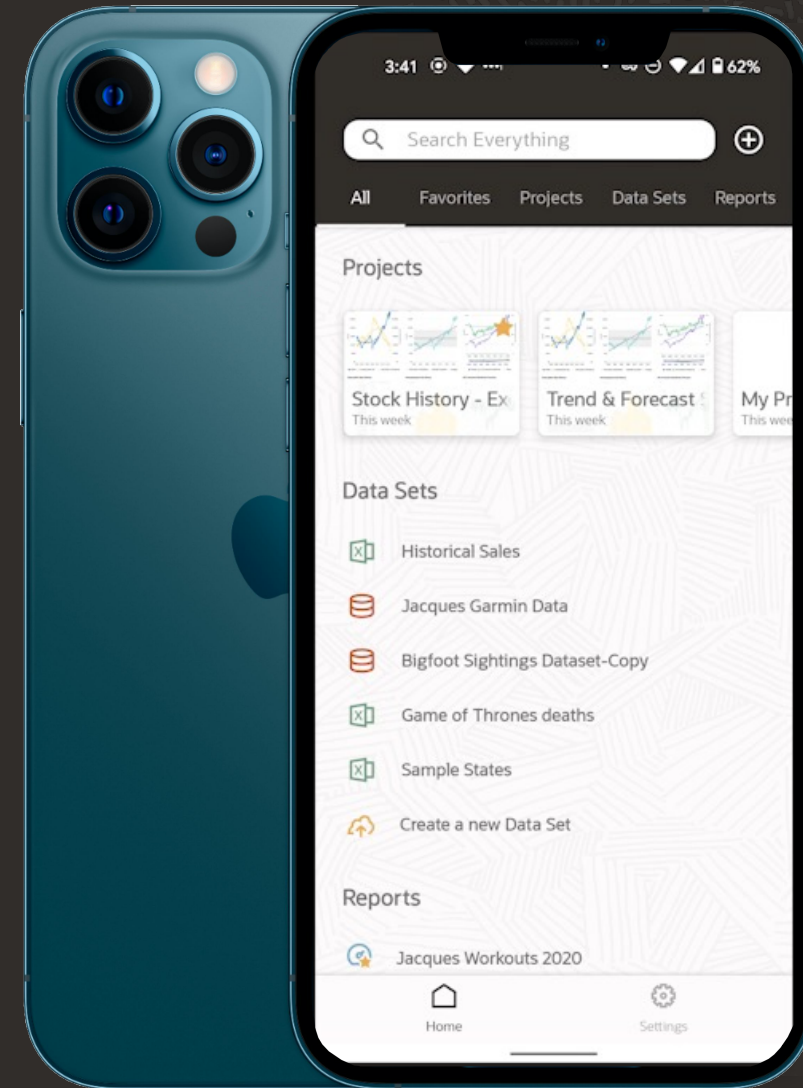
Graph Analytics

- ✓ Interact with **graph** data
- ✓ Identify relationships and patterns
- ✓ Shortest path, page rank, clustering
- ✓ Sub **network algorithms**
- ✓ Optimized graph visualizations types
- ✓ Integrated with Autonomous Database



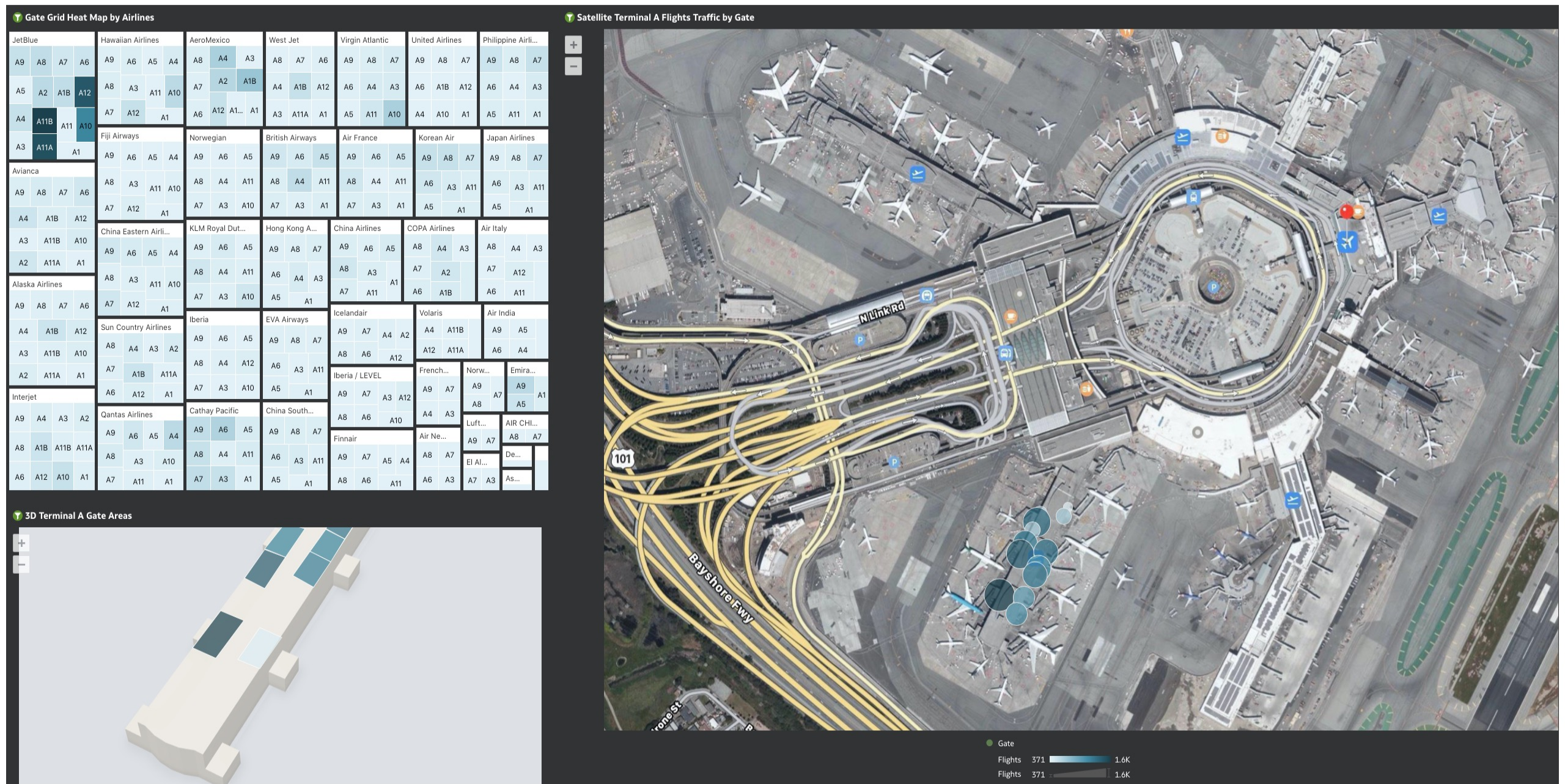
Mobile Analytics

- ✓ Unified Home Page & Search
- ✓ Interacting with DV projects
- ✓ Launch Dashboard
- ✓ Share & collaborate on projects
- ✓ Open, create & upload datasets
- ✓ Easy to setup



Oracle Analytics Data Visualization







Commodity price increase and disparity across India

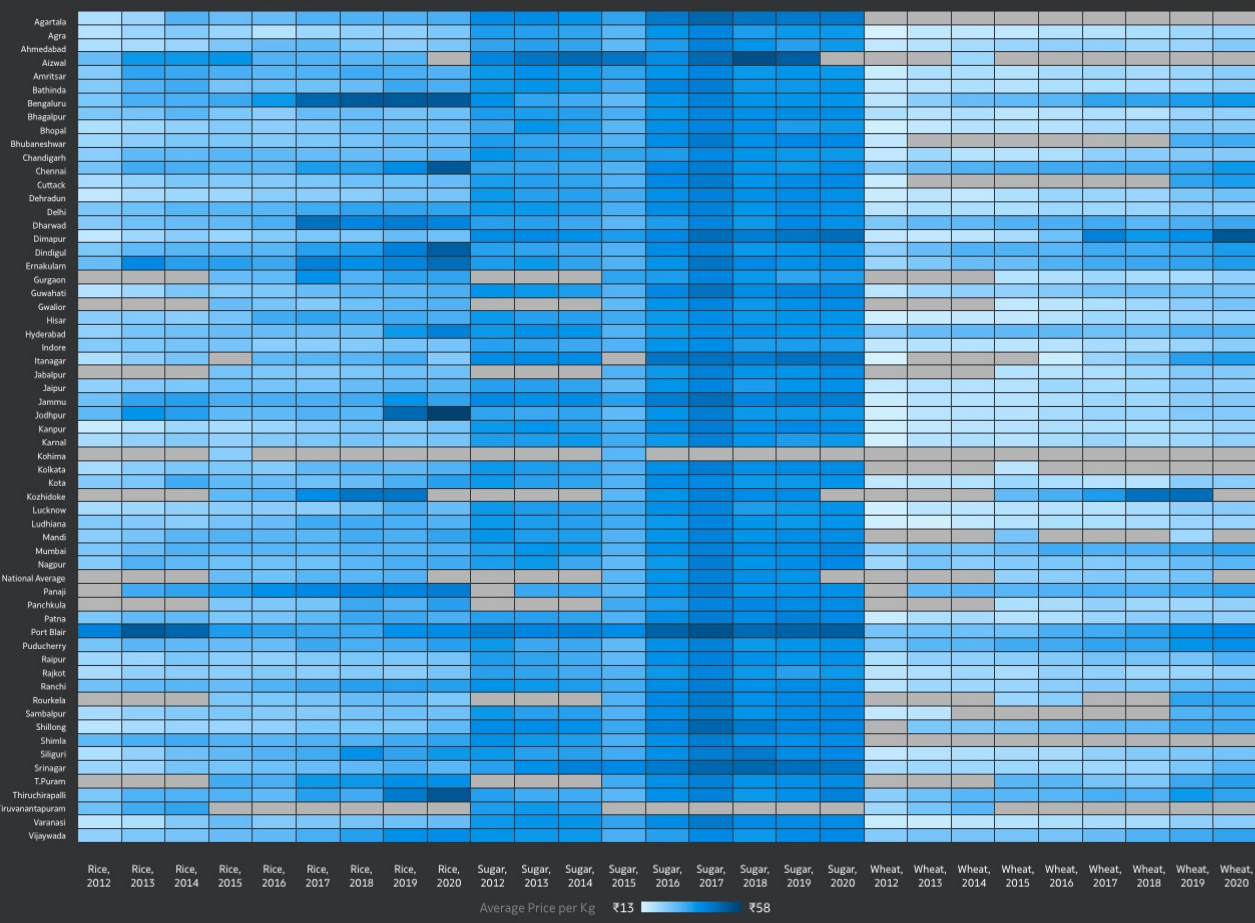
1.7x
Rice

1.2x
Sugar

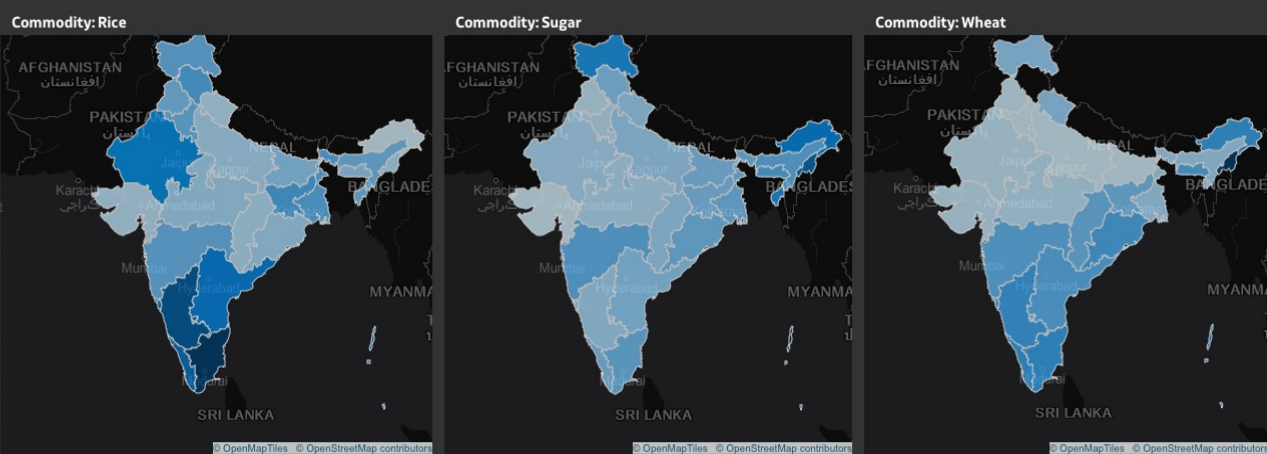
1.6x
Wheat

The World Food Programme (WFP) is the leading humanitarian organization saving lives and changing lives, **delivering food assistance in emergencies**, and **working with communities to improve nutrition and build resilience**. As the international community has committed to ending hunger, achieve food security, and improved nutrition by 2030, **one in nine people worldwide still do not have enough to eat**. For its efforts to **combat hunger**, for its contribution to bettering conditions for peace, and for acting as a driving force in **efforts to prevent the use of hunger as a weapon of war**, the World Food Programme was awarded the **Nobel Peace Prize in 2020**.

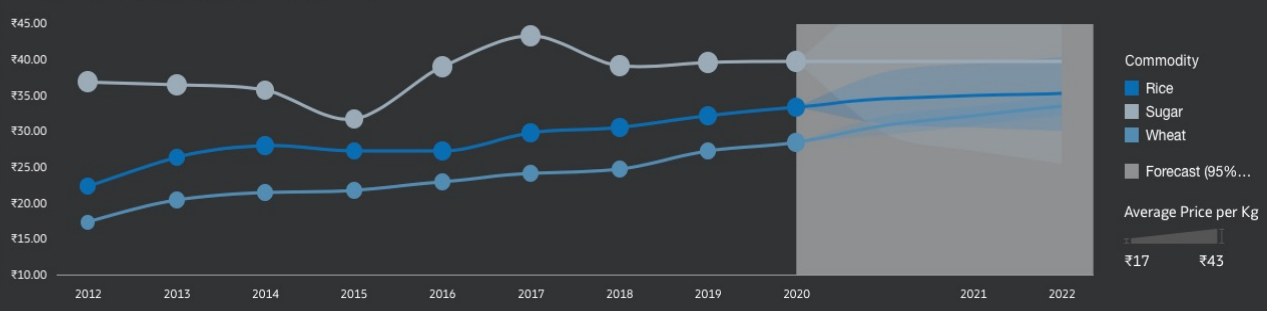
Average price by kg per year and market in India



Latest average price by kg and state



Average Price volatility by kg per Commodity and Year



Source: Word Food Programme – Food Prices Data Source - Period: From January 2011 to July 2020. Data Visualization: Created with Oracle Analytics Cloud. Author: Benjamin Arnulf

- MarketData
- # ROWID
- # TransactionID
- ⌵ Date
- ⌵ TimeOfDay
- # Customer
- # SKU
- # Qty
- ⌵ Product
- # Price
- # Total
- 📍 StoreFloorLocation
- ⌵ CustomerName
- ⌵ Preferred
- ⌵ EmployeeName
- ⌵ CheckoutLane
- ⌵ Channel
- # Customer Goal
- 📁 My Calculations
- 🏷 Value Labels

Product All

Channel All

CustomerName All

Area

Trellis Columns

Trellis Rows

Values (Y-Axis)

Total

⌵ Category (X-Axis)

⌵ Date (Day)

Color

⌵ CheckoutLane

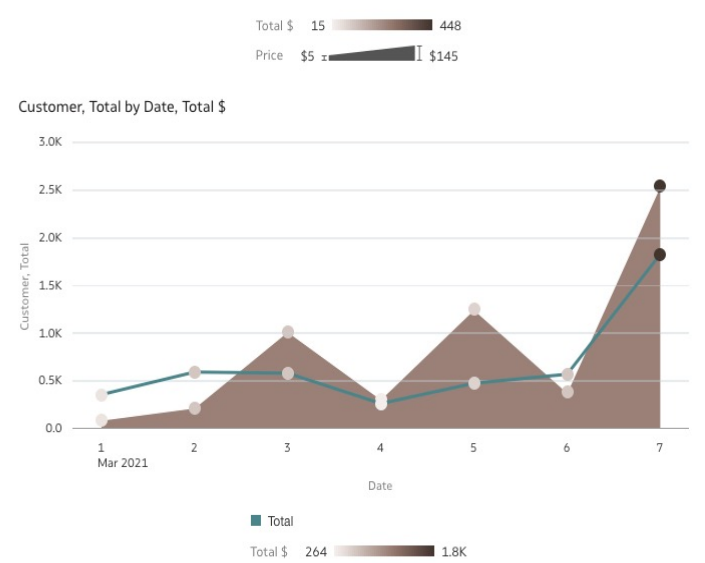
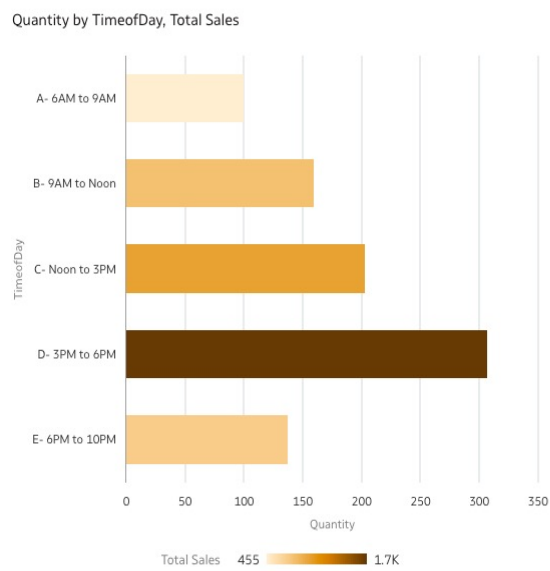
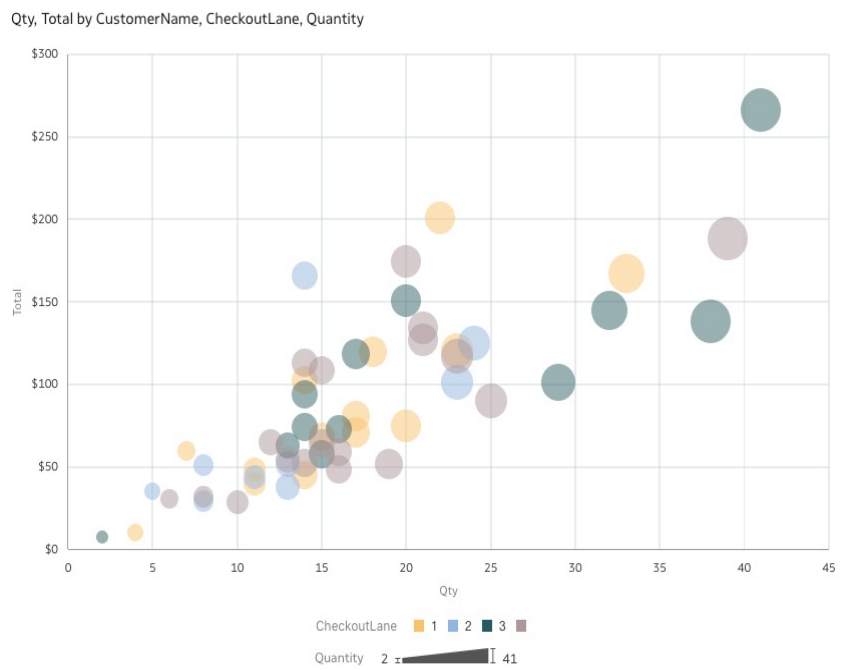
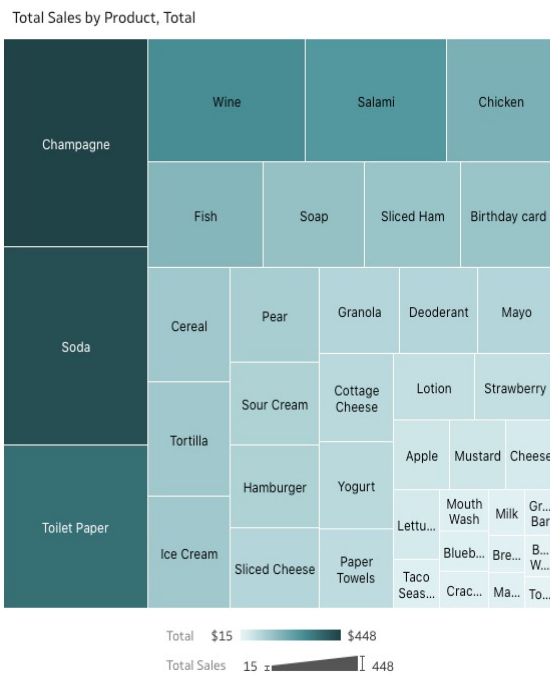
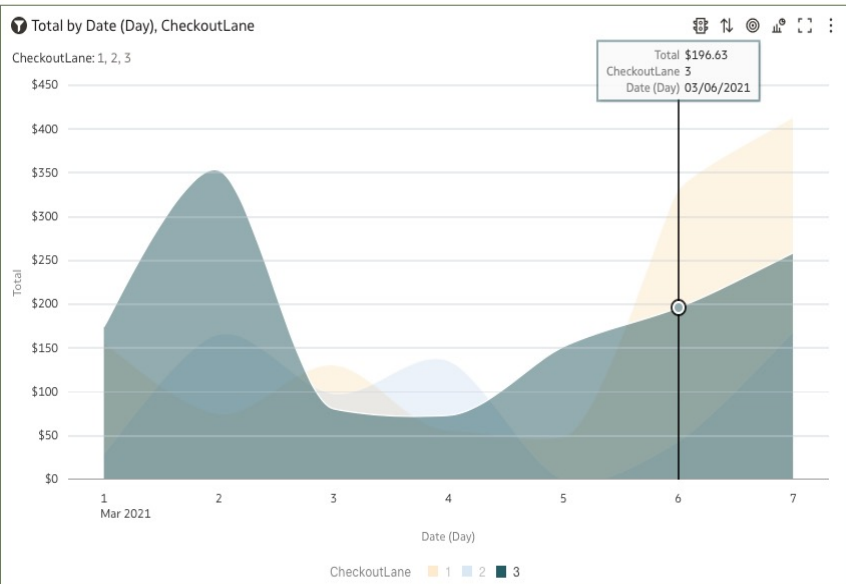
Size (Width)

Tooltip

Detail

Filters

⌵ CheckoutLane



Total by Date (Day), Ch...

Title Custom

Title Tooltip Auto

Title Font Auto

📄📊🔍

Search

Bar

Bar

Stacked Bar

100% Stacked Bar

Horizontal Bar

Horizontal Stacked

Horizontal 100%

Combo

Butterfly

Waterfall

Boxplot

Horizontal Boxplot

Line

Line

Area

Stacked Area

100% Area

Radar Line

Radar Area

Radar Bar

Scatter

Scatter

Category

Stacked Category

Pie (+Treemap)

Pie

Donut

Sunburst

Treemap

Grid

Pivot

Table

Correlation Matrix

Grid Heat

Picto

📍 Occupancy of Water Bungalow ...

🏠#👤🏠🔍

Title

Custom

Occupancy of Water Bungalow - Kudadoo

Title Tooltip

Auto

Title Font

Auto

Legend Position

None

Travel Analytics

Year

20212022

Period

August

Monthly occupancy by bungalow

Name	Vacancy	Monthly Occupancy
WB08	Y	100%
WB15	N	100%
WB01	Y	80%
WB13	N	80%
WB07	N	75%
WB11	N	75%
WB14	N	75%
WB03	Y	70%
WB06	N	70%
WB02	N	60%
WB09	N	55%
WB04	Y	50%
WB05	Y	50%
WB10	Y	50%
WB12	N	50%

Occupancy

Monthly Occupancy ≥ 0.8

Monthly Occupancy > 0.3

Monthly Occupancy ≤ 0.8

Outliers Analysis

Name	Monthly Occupancy
WB01	80%
WB02	60%
WB03	70%
WB04	50%
WB05	50%
WB06	70%
WB07	75%
WB08	100%
WB09	55%
WB10	50%
WB11	75%
WB12	50%
WB13	80%
WB14	75%
WB15	100%

Non-Outlier

Outlier

Occupancy of Water Bungalow - Kudadoo Maldive. Photo: Courtesy of Kudadoo by Hurawahli

+

-

ID ID1

Name WB01

Vacancy Y

Monthly Occupancy 80%

Travel

📄🔍👤🏠🔍

Search

Streaming Dataset

Date Time

Steps

Miles

Speed

Meter Square

My Calculations

BostonData

Location

Time

Time Detail

Speed

City

Country

My Calculations

Value Labels

Innovation Lab: Deerfie...

Zoom Control

Zoom Interaction

Auto Focus on Data

Scale

Background Map

On

On

Off

None

Google Satellite

Oracle Industries Innovation Lab Laser Analytics

FARO BostonDynamics

Surface Scanned

Speed per Minute

Miles per Minute

Steps per Minute

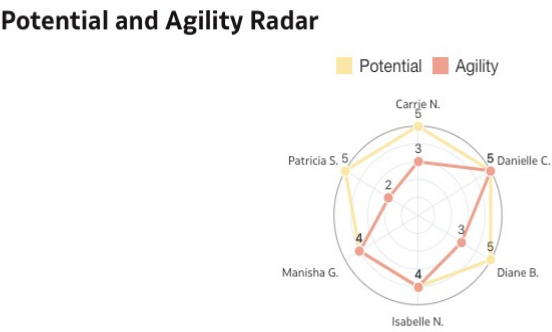
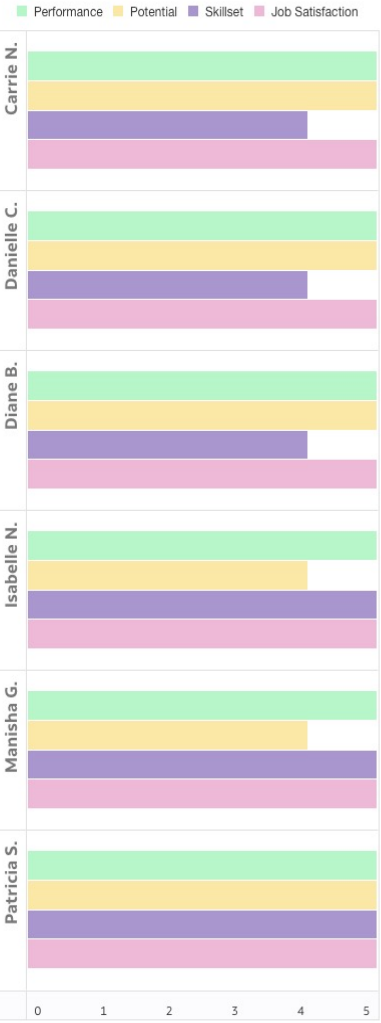
Innovation Lab: Deerfield, IL, USA

Geo Location

Authors: Benjamin Arnulf & Burcin Kaplanoglu, PhD. Organization: Oracle. Technology: Boston Dynamics | Faro | Oracle Analytics. Description: Streaming analytics proof of concept from Faro scanner via Oracle Analytics Lab. Analytics Platform: Oracle Analytics Cloud.

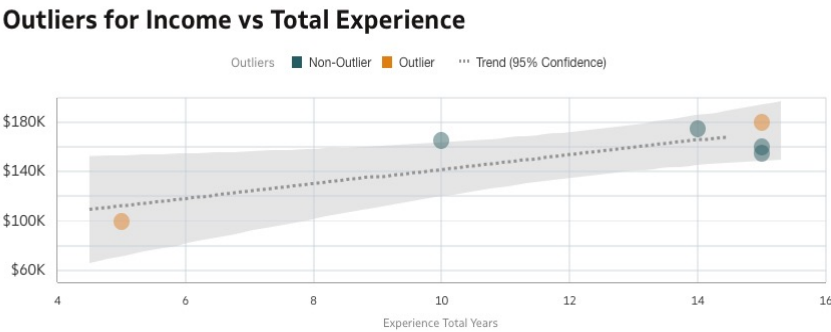
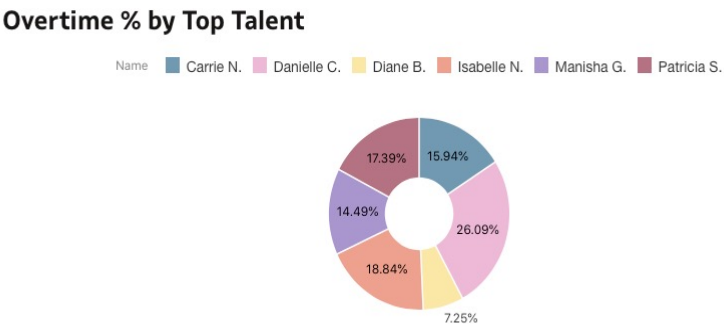
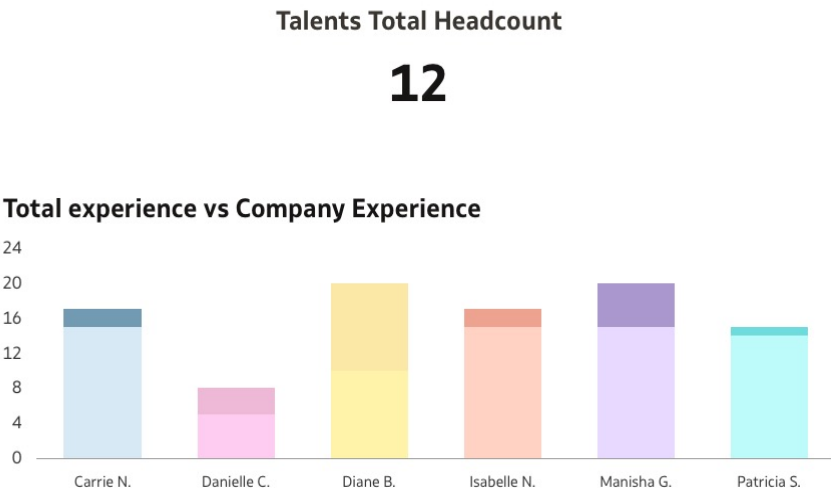
HCM Analytics - Top Talent

Annual Master KPI



Attribute Indicators by Top Talent

Name	Business Travel	Restricted Stock	Manager
Carrie N.			
Danielle C.			
Diane B.			
Isabelle N.			
Manisha G.			
Patricia S.			





Formula 1 Grand Prix De Monaco 2021



Race Distance (Km)

260.29

Circuit Lenght (Km)

3.34

Winner Car / Engine

Red Bull Racing / Honda

Winner Driver

Max Verstappen



● point (Point)
point 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
— sector (Line)
sector sector1 sector2 sector3



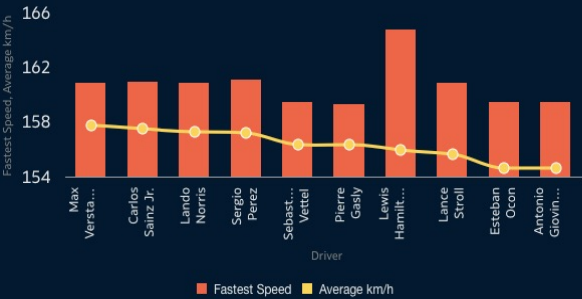
Number of Laps

78

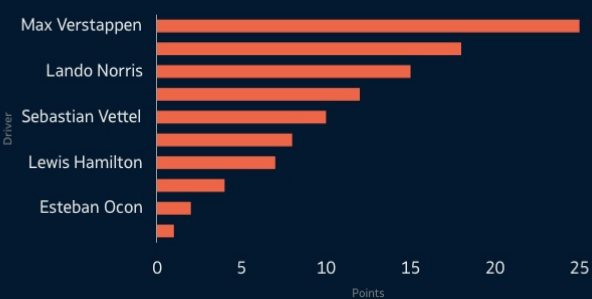
Average Speed (Km/h)

157.833

Average Speed (Km/H) vs Fastest Lap Speed



Top 10 Drivers - Total Points



POS	NUMBER	Driver	Car	Engine	Time	Interval	Gap	Average km/h	Laps	Pits	Points
1	33	Max Verstappen	Red Bull	Honda	1:38'56.820			157.83	78	1	25
2	55	Carlos Sainz Jr.	Ferrari	Ferrari	1:39'05.788	8.968	8.968	157.60	78	1	18
3	4	Lando Norris	McLaren	Mercedes	1:39'16.247	10.459	19.427	157.32	78	1	15
4	11	Sergio Perez	Red Bull	Honda	1:39'17.310	1.063	20.490	157.29	78	1	12
5	5	Sebastian Vettel	Aston Martin	Mercedes	1:39'18.111	33.181	53.581	157.15	78	1	10

Oracle Analytics Demonstration



Oracle Analytics Roadmap



Oracle Analytics Cloud & Server Roadmap

Released in CY 2021 – 1st Half

Oracle Analytics Cloud

- Generic JDBC Connectivity
- Connectivity to Google BigQuery
- Scheduled refresh for data sets
- Custom Knowledge enrichments
- Advanced self-service data sets
- Data Quality Insights
- Increased limits for Data Flows
- Support for subject area, Essbase, and EPM hierarchies in self-service pivot and table
- Chart custom sort dialog
- On-canvas filters for date and measures
- Discrete layers on maps
- High resolution printing in Data Visualization
- Graph analytics in Data Flows
- Enhanced content and in-content search
- Next generation OA Mobile
- Health & performance service metrics

Oracle Analytics Server

- Annual Oracle Analytics Server Release including features through [OAC 5.9](#)
- Support for SUSE Linux and IDM
- New DB Certifications
- In-Place upgrade from OAS 5.5

CY 2021 – 2nd Half

Oracle Analytics Cloud

- Microsoft Azure Synapse connectivity
- Support for analytics views from subject areas
- REST API connector
- Turn off auto-joins for data sets with multiple tables
- Flexible, layer-based combo chart
- Mapbox maps and interaction
- Sort visualizations by outside columns
- Automated Insights
- Improved Natural Language Generation
- Redwood Design user experience
- Conditional formatting
- Improved handling of Nulls in list filters
- Customized actions for consumers
- Improved Back button experience
- New print control options
- Improved handling for Notes
- Visualization multi-select
- Increased limits for export from visualizations
- PDF encryption
- Administrator mgmt. of self-service assets
- Performance insights for canvases & visualizations

CY 2022 – 1st Half

Oracle Analytics Cloud

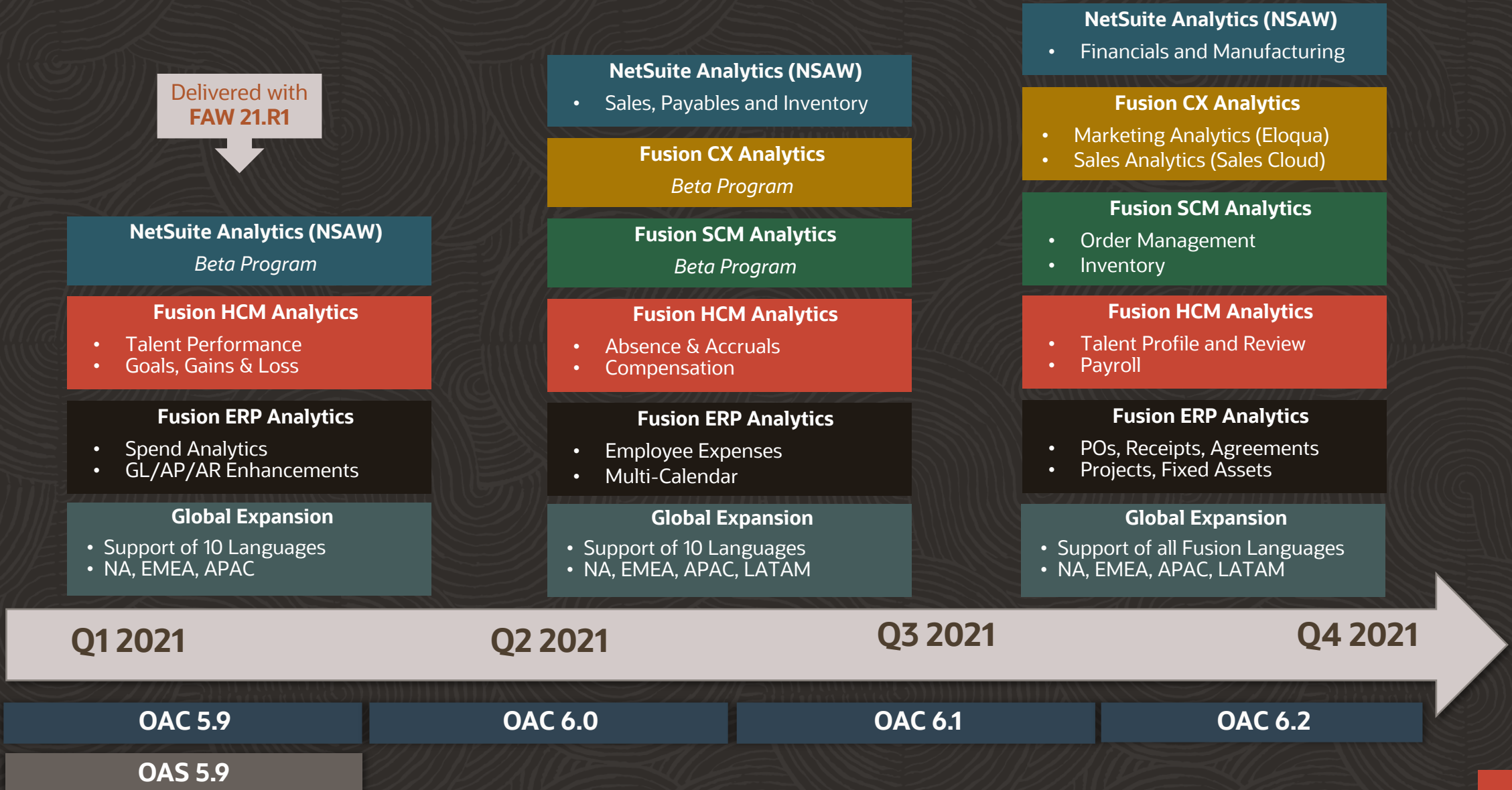
- Web-based semantic modeler
- Semantic model markup language
- CX Unity and Sparkline connectors

Oracle Analytics Server

- Annual Oracle Analytics Server Release including OAC features through Q1 CY 2022



Oracle Fusion and NetSuite Analytics Warehouse Roadmap



Thank you



ORACLE