MindStream Analytics

Unstructured Analytics with Oracle Endeca

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Webinar will begin at 12:05pm

04.10.14

About MindStream Analytics

WHEN YOU'RE LOOKING FOR THE BEST…		
MINDSTREAM IS A LEADER IN…	IS A MEMBER OF THE…	HAS EXPERIENCE THROUGH…
- EPM Solutions Focused Around Oracle Hyperion Product Suite - Practices - Planning - Financial Close Process - BI / Data Integrations - Infrastructure - Strategy / Training - Managed Services	-Oracle Partner Advisory Board - Hyperion SIG - Board Member - Domain Lead - Oracle Beta Development & User Experience Team	- Hundreds Of Customer Implementations - Leading Product & Industry Experts/Analysts - More Than A Decade Of Execution Experience

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affiliate of OAUG oracle applications users group

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Our Recent EPM Experience

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About Phil Sable

Phil Sable

- 14 years of Planning/Essbase Experience
- 17 years of BI Experience
- Oracle Certified Expert in Hyperion Planning & Essbase
- Sr. Consultant , Planning & Essbase Practice - **MindStream Analytics**

Contact Information

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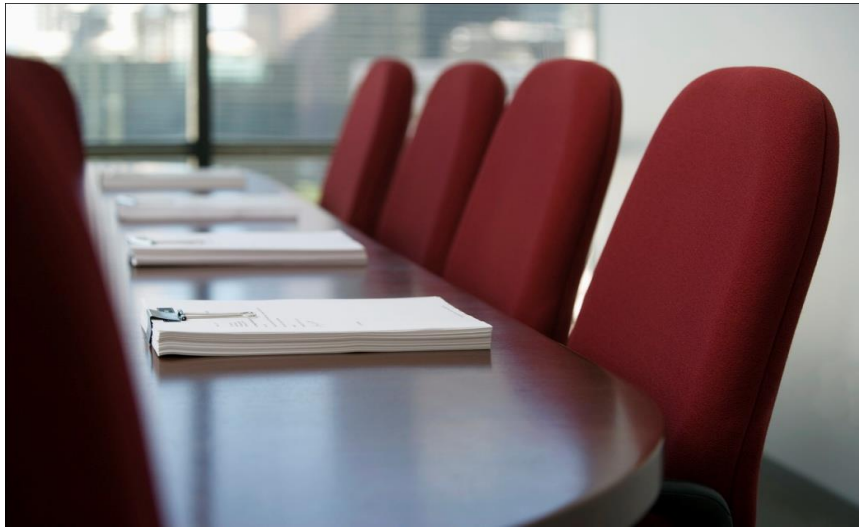
Agenda

- Introduction MindStream Analytics – Phil Sable
- Overview of topics covered
- Examine Oracle Endeca Information Discovery
- Demo – Unstructured Analytics with Oracle Endeca
- Review
- Questions



Topics Covered

- Introduction to Oracle Endeca Information Discovery (OEID)
- Oracle Endeca Information Discovery Architecture
- Enriching the data with Endeca Query Language
- Demo - Unstructured Analytics with Oracle Endeca
- Review

Introduction to Oracle Endeca Information Discovery (OEID)

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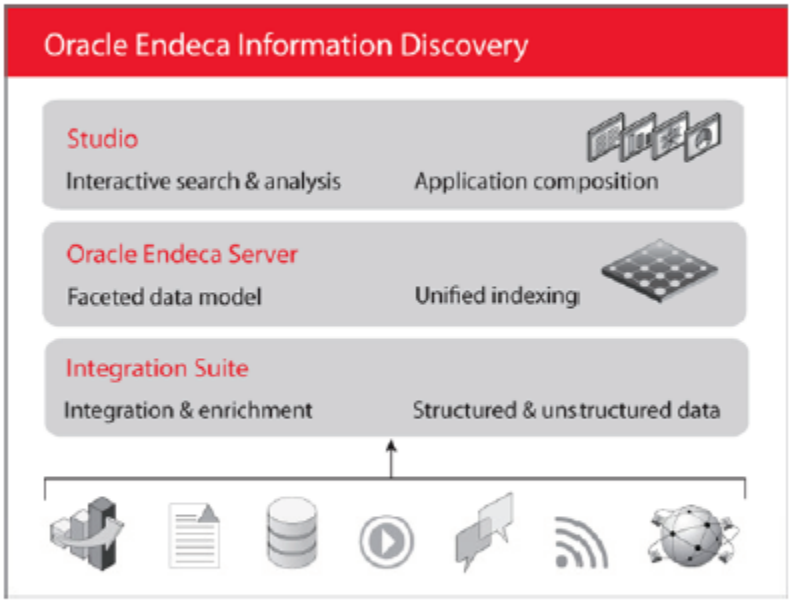
What Is Oracle Endeca Information Discovery?

Solution for data discovery applications across the enterprise



Endeca Information Discovery helps organizations to quickly explore all relevant data.

- Combine structured and unstructured data from disparate systems.
- Automatically organize information for search, discovery, and analysis

Rapidly assemble easy-to-use discovery applications.

Introduction to OEID (Cont)

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Oracle Endeca Information Discovery

Core Principles

- First enterprise solution for data discovery
- Model-as-you-go deployment
- Consumer ease-of-use

Introduction to OEID (Cont)

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First Enterprise Solution for Data Discovery

- Combines structured and unstructured data, inside or outside the company
- In-memory performance, but not memory-bound
- Solution for provisioning targeted discovery applications

Introduction to OEID (Cont)

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Model-As-You-Go Deployment

- It derives its own model from the incoming records and documents.
- Changes in data automatically appear in the UI.
- It provides drag-and-drop application composition.

Introduction to OEID (Cont)

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Consumer Ease-of-Use

- Integrated search, faceted browsing, and analytics are provided.
- Faceted browsing is supported across diverse data.
- Faceted analytical model encourages exploration.

Introduction to OEID (Cont)
Platform Features

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Platform Features: Overview

Oracle Endeca Information Discovery applications provide users with the ability to:

- Explore and refine with greater precision using enhanced **navigation** features
- Achieve better, more accurate **search** results with enhanced search features
- Create detailed and insightful data displays dynamically with powerful **visualization** features
- Experience an application that is simple to use, yet empowering with enhanced **design** features

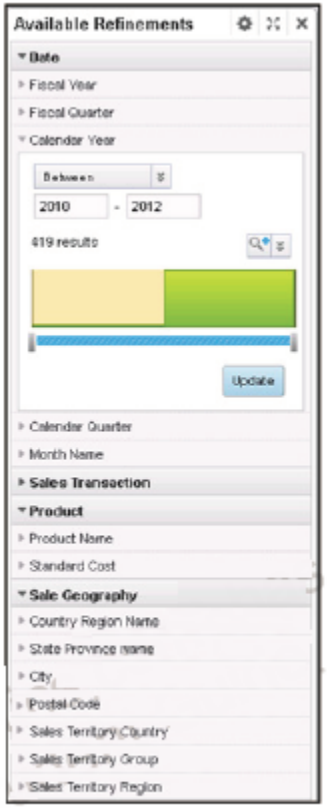
Introduction to OEID (Cont)
Platform Features

Refinements

Iteratively refine and expand results.

Refinements is enhanced with:

- Refinement hierarchy
- Dynamic refinement ranking
- Precedence rules
- Range refinements
- Tag clouds



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Introduction to OEID (Cont)
Platform Features

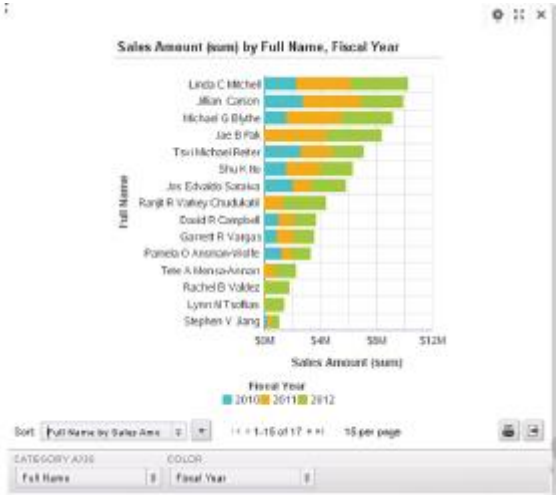
Search

- Standard text search:
  - This is enhanced with:
    - Spelling Auto-Correct and “Did You Mean”
    - Stemming
    - Thesaurus entries
- Value search:
  - Type-ahead functionality

Introduction to OEID (Cont)
Platform Features

Visualization

- Provides enhanced, dynamic views of data
- Is a powerful tool for computing aggregate information
- Provides a better understanding of trends, statistics, comparisons, analytical visualizations, and so on



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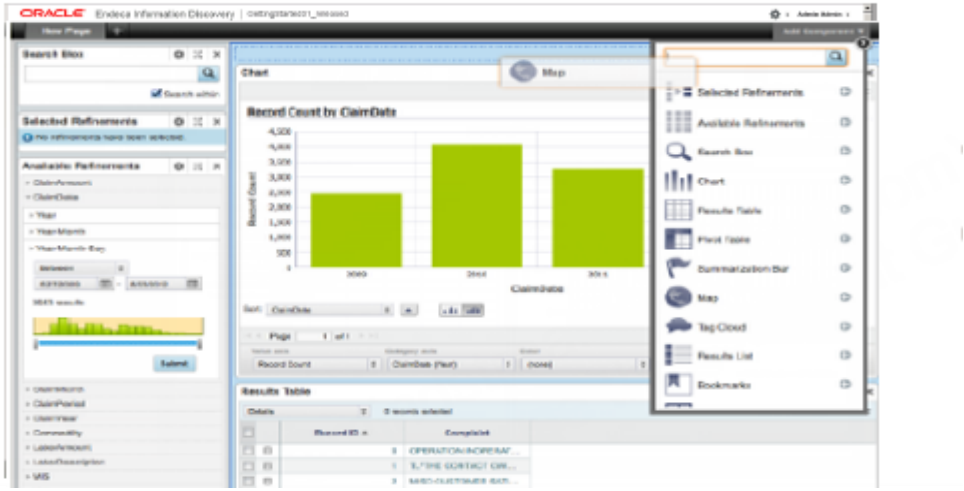
Introduction to OEID (Cont)
Platform Features

Design

- Shows diverse and complex data in a concise, summarized display
- Empowers users without extensive system training
- Consists of a set of user interface design patterns providing guidance and best practices for Endeca Information Discovery



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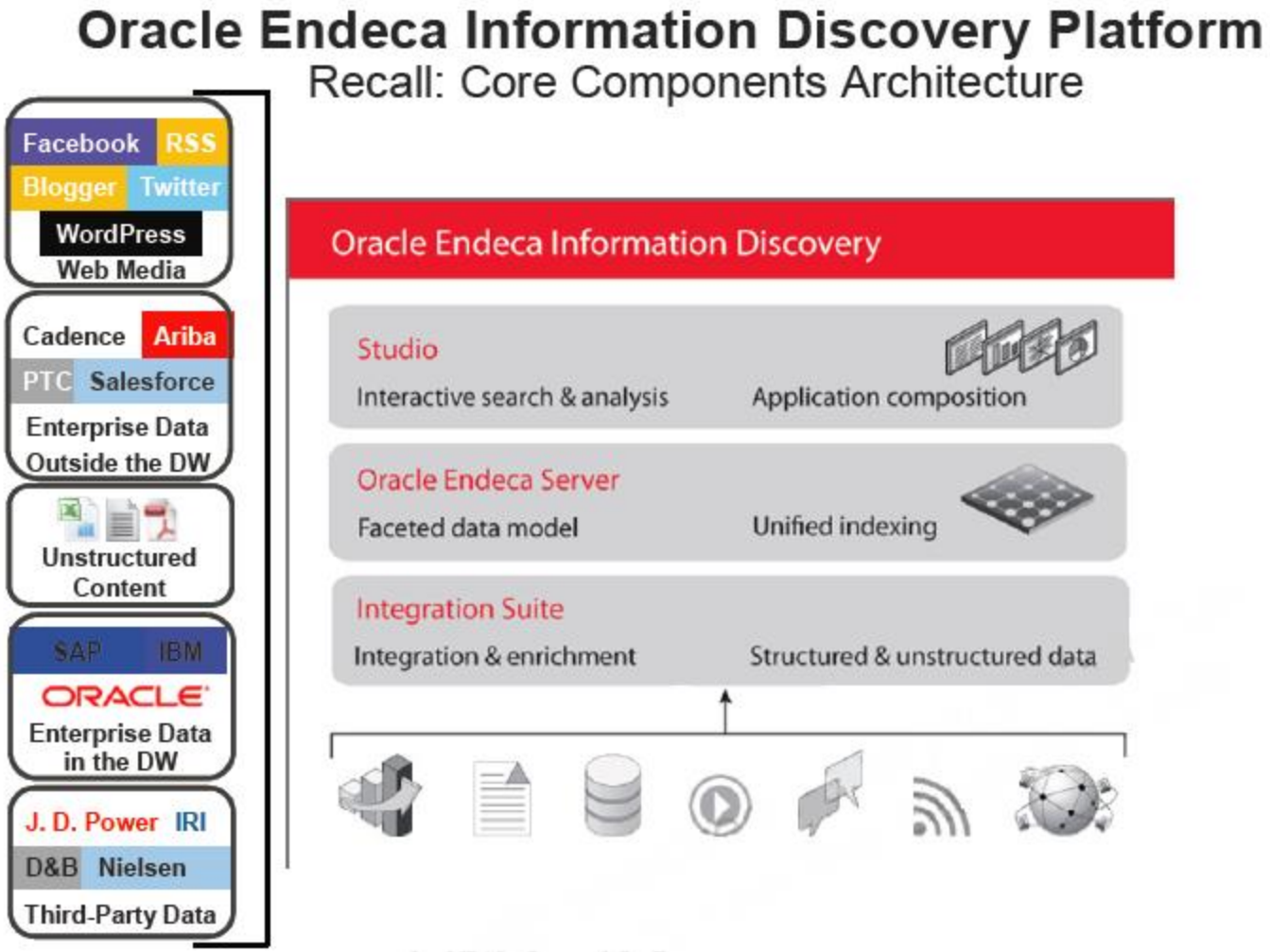
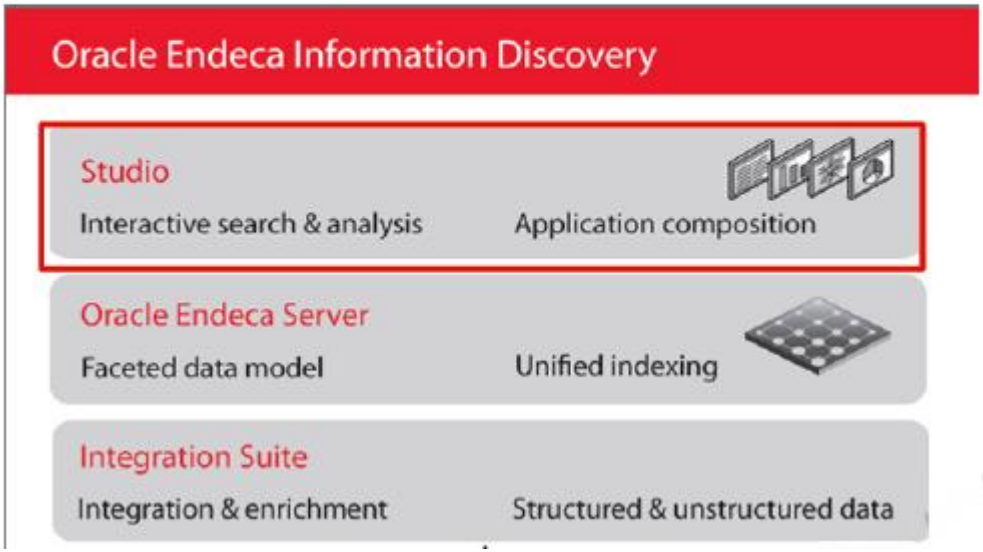
OEID Architecture Overview



OEID Architecture Overview

Studio



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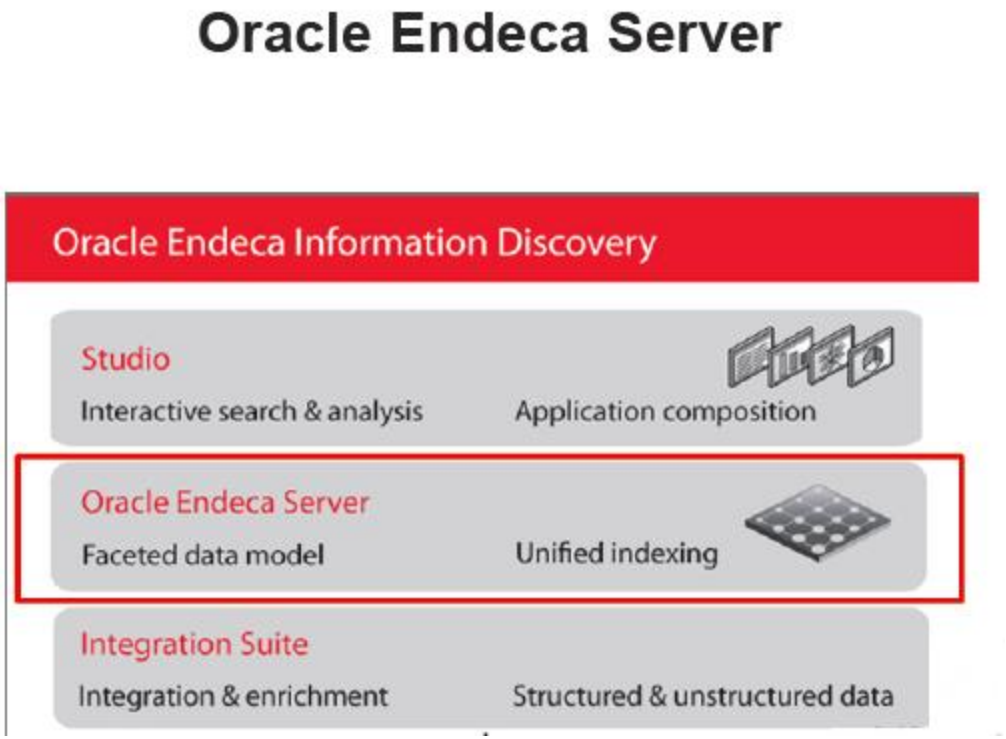
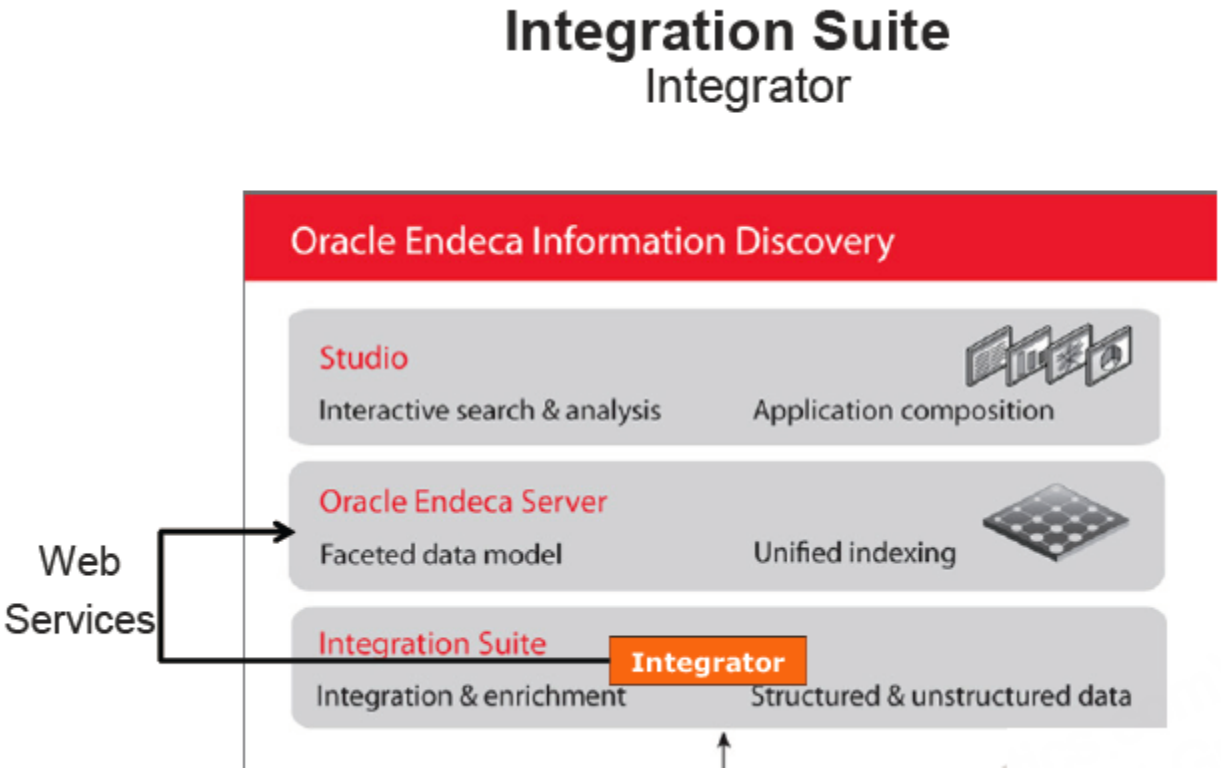
OEID Architecture Overview



OEID Architecture Overview



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A Powerful Discovery Platform

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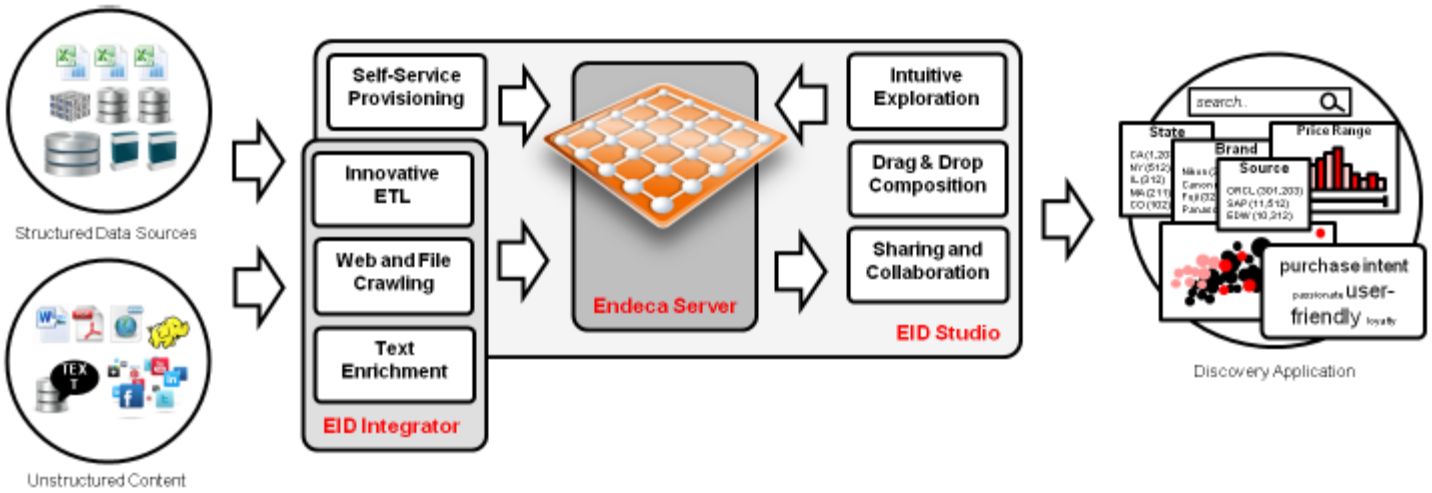
These components combine to provide a powerful discovery platform



Enriching the data with Endeca Query Language

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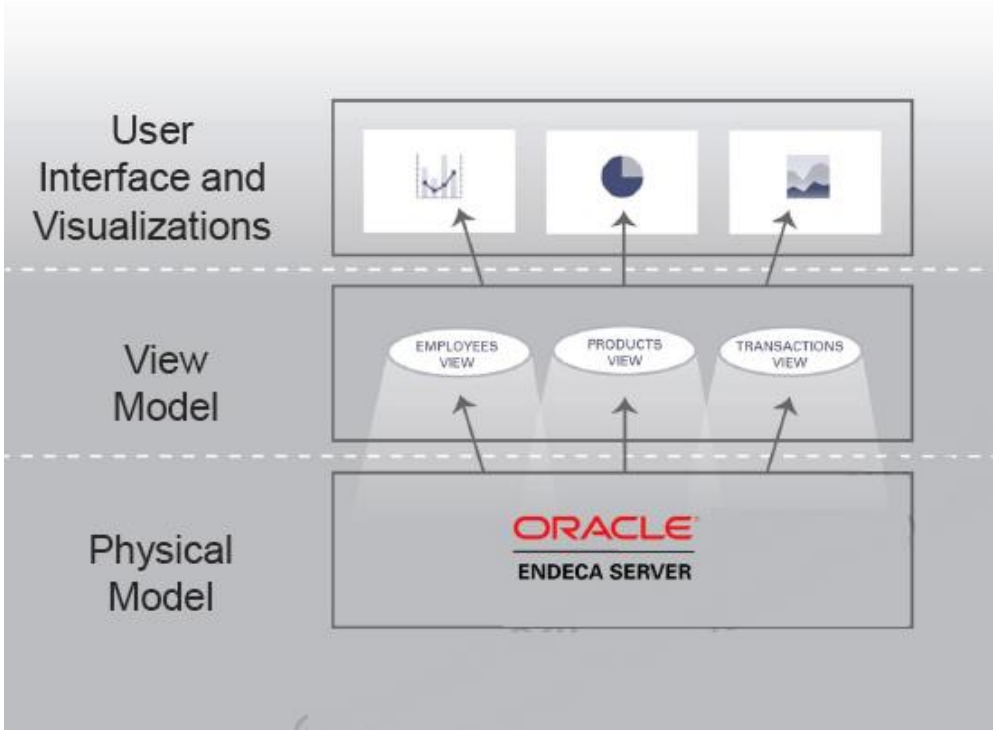
What Is the Endeca Query Language (EQL)?

- A powerful tool for computing aggregate information
- Can provide a better understanding of trends, statistics, comparisons, analytical visualizations, and so on
- Builds on the core capabilities of Oracle Endeca Server
- Used to build views in Studio
  - Views are used to configure data visualization components in Studio (for example, Chart)
  - Covered later in this lesson

Enriching the data with Endeca Query Language

The View Model



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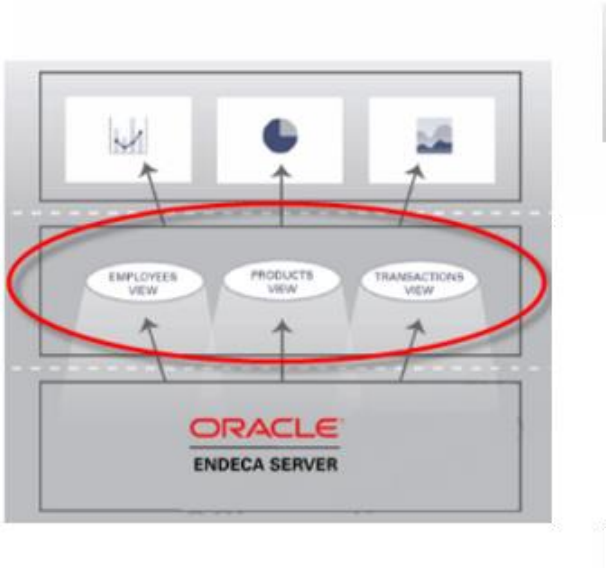
Enriching the data with Endeca Query Language

Views

- Establish an intuitive logical perspective on physical data
- Are stored in a centralized location (Views page in Studio)
- Are business-user friendly
  - Empower business user to more easily configure Studio components (such as Chart, Pivot Table, and so on)



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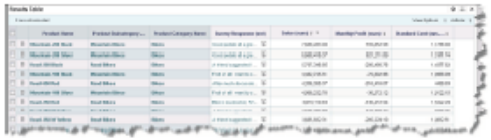
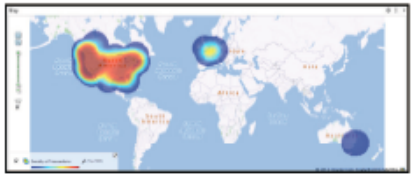
Enriching the data with Endeca Query Language

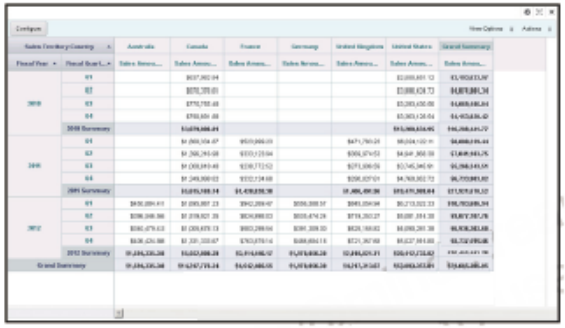
EQL-Enabled Studio Components

There are five EQL-enabled Studio components:

- Summarization Bar
- Chart
- Map
- Pivot Table
- Results Table







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Unstructured Analytics with Oracle Endeca

DEMO

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Self-Service Discovery of Warrant Claims Data

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- **Ask New Questions**

  Combine unscripted exploration of supplier, vehicle, dealer and claims attributes with advanced search on customer and dealer dialog

Self-Service Discovery of Warrant Claims Data

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- **Ask New Questions**

  Combine unscripted exploration of supplier, vehicle, dealer and claims attributes with advanced search on customer and dealer dialog

- **See New Patterns**

  Quickly reveal new insights about unexpected claims with powerful visualizations on diverse data types

Self-Service Discovery of Warrant Claims Data

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- **Ask New Questions**

  Combine unscripted exploration of supplier, vehicle, dealer and claims attributes with advanced search on customer and dealer dialog

- **See New Patterns**

  Quickly reveal new insights about unexpected claims with powerful visualizations on diverse data types

- **Add New Data**

  Rapidly upload personal data containing structured and unstructured information of warranty claims

Self-Service Discovery of Warrant Claims Data

N	O	P
COMMODITY	**COMPLAINT**	
ELECTRICAL SYSTEM	CENTER RADIO DISPLAY WILL NOT LIGHT UP, FUSES WERE CHECKED AND FOUND TO BE GOOD, RADIO STILL WORKS. *NM	p114917V5W1ZWC-2
VEHICLE SPEED CONTROL	DT: THE CALLER SAID THE WARNING LIGHTS ON DASHBOARD WILL COME ON AND THE SPEEDOMETER AND THE TACHOMETER	p13Z4V5M2R3A-4673
POWER TRAIN:AUTOMATIC TRANSMISSION	PROBLEMS WITH TRANSMISSION ON 200 CHEVROLET LUMINA.*MR THE VEHICLE'S TRANSMISSION FAILED WITH ONLY 42549	p30236YG4EPSE-142
AIR BAGS	ON 12/12/06 A LADY TURNED LEFT IN FRONT OF ME CAUSING ME TO BROADSIDE HER. I WAS DOING APPROX 40 MPH AT THE	p13B3H3IE83D-1402
ELECTRICAL SYSTEM	INDICATOR LIGHTS FLASHED. MALFUNCTION INDICATOR LAMP STAYED ON AND DRAINED THE BATTERY. AT 2,644 MILES, 12 V.	p140445GQLNB-1050
VEHICLE SPEED CONTROL	NUMBEROUS PROBLEMS WITH VEHICLE. AFTER BUMPING NOISE, ENGINE REVVED, CAR LURCHED FORWARD AND	p891EQMJS541A-477
SERVICE BRAKES, HYDRAULIC:ANTILOCK	TL*- THE CONTACT CALLED REGARDING THE 2004 TOYOTA PRIUS. THE CONTACT STATED HE WAS TRAVELING UP A HILL AT 10-15	p11284XD6GCYIA-19
AIR BAGS	SATURN VUE HORN FAILURE DUE TO POOR ENGINEERING DESIGN. DEALER ADVISED THAT AIRBAG, HORN, AND HORN RELAY	p873046BZ70IA-1075
VEHICLE SPEED CONTROL	AFTER RELEASING ACCELERATOR THE ENGINE RPMS REMAIN AT THE ORIGINAL LEVEL AS IF IT WAS PRESSED IN NETRUAL OR	p505EKQTG0EXG-11
ELECTRICAL SYSTEM	FIRST THE HORN STARTED GOING OFF ALL BY ITS SELF AND THEY SAID THAT HAPPENS EVERY SO OFTEN. IT COULD BE	p891EQMJS541A-477
ELECTRICAL SYSTEM	WHILE NIGHT DRIVING ON A COUNTRY ROAD AT 55 MPH, I DECIDED TO TURN UP THE BRIGHTNESS OF THE DASHBOARD LIGHTS OF	p13B3H3IE83D-1402
VEHICLE SPEED CONTROL	ENGINE THROTTLE MODULE ON 2001 VOLVO, MODEL V70, IS DEFECTIVE. ENGINE RPM SURGES BACK AND FORTH AND CAR	p891EQMJS541A-477
AIR BAGS	MY 19 YEARS OLD DAUGHTER'S WEIGHT IS NOT LESS THAN 56.4 POUND. IT SHOWED DISPLAYED "PASSENGER AIRBAG OFF"	p873046BZ70IA-1075
ELECTRICAL SYSTEM	I HAVE HAD PROBLEMS WITH MY CAR SINCE I GOT IT. I BOUGHT IT USED AT SMITHTOWN NISSAN IN AUGUST 2006. I HAVE BEEN	p873046BZ70IA-1075
SERVICE BRAKES, HYDRAULIC:ANTILOCK	THE ABS SEEMS TO BE ACTIVATED EVEN IN SLOW STOPS AND I LOSE COMPLETE CONTROL OF STOPPING THE VEHICLE. THIS	p796JBB6NEQ2B-105
ENGINE AND ENGINE COOLING:EXHAUST SYSTEM:EMISSION CONTROL:MASS .	ENGINE SERVICE IMMEDIATELY	p140445GQLNB-1050
ENGINE AND ENGINE COOLING:EXHAUST SYSTEM:EMISSION CONTROL:MASS .	MISC:CUSTOMER SATISFACTION	p87304MAFS0IA-902
ENGINE AND ENGINE COOLING:EXHAUST SYSTEM:EMISSION CONTROL:MASS .	WARNING LIGHTS: GENERATOR LIGHT	p87304MAFS0IA-902
ENGINE AND ENGINE COOLING:EXHAUST SYSTEM:EMISSION CONTROL:MASS .	WARNING LIGHTS: SERVICE ENGINE SOON	p87304MAFS0IA-902
ENGINE AND ENGINE COOLING:EXHAUST SYSTEM:EMISSION CONTROL:MASS .	ENGINE SERVICE IMMEDIATELY	p87304MAFS0IA-902
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ENGINE AND ENGINE COOLING:EXHAUST SYSTEM:EMISSION CONTROL:MASS .	ENGINE SERVICE IMMEDIATELY	p87304MAFS0IA-902
ENGINE AND ENGINE COOLING:EXHAUST SYSTEM:EMISSION CONTROL:MASS .	WARNING LIGHTS: GENERATOR LIGHT	p87304MAFS0IA-902
BATTERY	OPERATION:INOPERATIVE	ba260ANFG45GHXMI
ENGINE AND ENGINE COOLING:EXHAUST SYSTEM:EMISSION CONTROL:MASS .	ENGINE SERVICE IMMEDIATELY	p87304MAFS0IA-902
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BATTERY	OPERATION:INOPERATIVE	ba260ANFG45GHXMI
ENGINE AND ENGINE COOLING:EXHAUST SYSTEM:EMISSION CONTROL:MASS .	ENGINE SERVICE IMMEDIATELY	p87304MAFS0IA-902

Review

Today we have covered:

- An introduction to Oracle Endeca Information Discovery (EID)
- An overview of the OEID Architecture
- How to enrich the data with Endeca Query Language
- Unstructured Analytics with Oracle Endeca - DEMO

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Questions?

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Thank You !

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