

## Kamryn Vinson

SENIOR PRODUCT MANAGER, DATABASE  
ORACLE

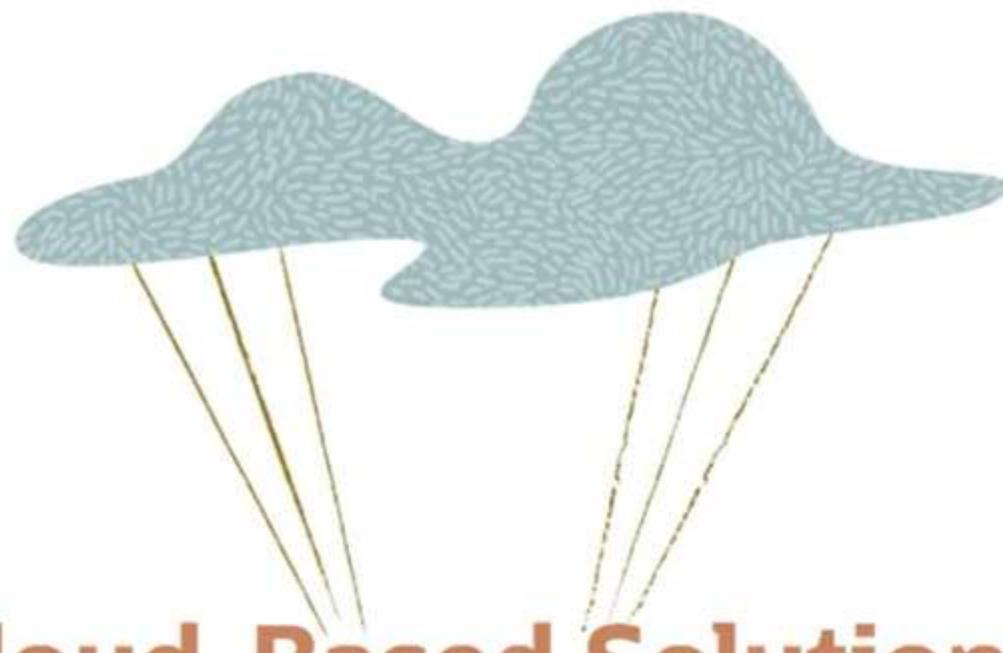
# Oracle Machine Learning Overview

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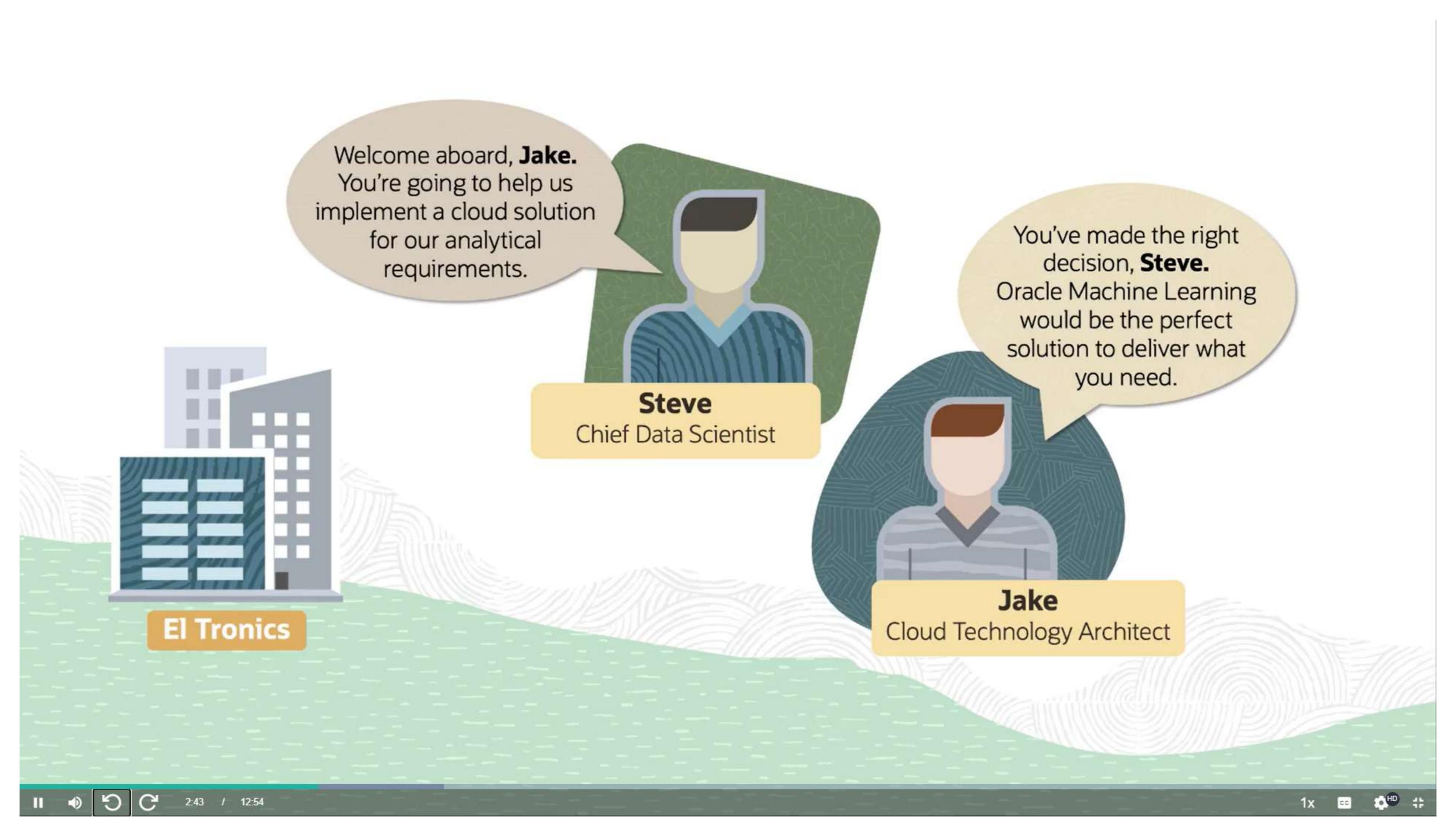
El Tronics

## Cloud-Based Solution for Analytics



On-premises enterprise  
data warehouse





Welcome aboard, **Jake**.  
You're going to help us  
implement a cloud solution  
for our analytical  
requirements.



**Steve**  
Chief Data Scientist



You've made the right  
decision, **Steve**.  
Oracle Machine Learning  
would be the perfect  
solution to deliver what  
you need.



**Jake**  
Cloud Technology Architect



Oracle  
Autonomous  
Database

# Oracle Machine Learning (OML) Overview

**Collaborate**

**Predict**

**Analyze and Report**

**Deploy**

**Oracle AI and ML-Driven  
Environment**

Machine learning  
and AI are key to  
analytics in every  
industry.



# Basic Machine Learning Flow



# OML: Introduction

Enhanced performance and scalability

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Simpler solution architecture  
and management

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Empower a broader range of users  
with machine learning

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Simple pricing structure



# Machine Learning: Horizontal Use Cases



## Customers

- Segmentation
- Loyalty
- Lifetime value
- Retention/churn
- Acquisition
- Lead generation and prioritization
- Factors of best customers
- Invoice anomaly detection
- Fraud detection



## Products

- Next best offer
- Cross-sell
- Upsell
- Product bundling
- Demand forecasting
- Inventory forecasting
- Revenue prediction



## Equipment

- Predictive maintenance
- Root cause analysis
- Demand forecasting
- Usage and sensor anomaly detection
- Failure risk assessment

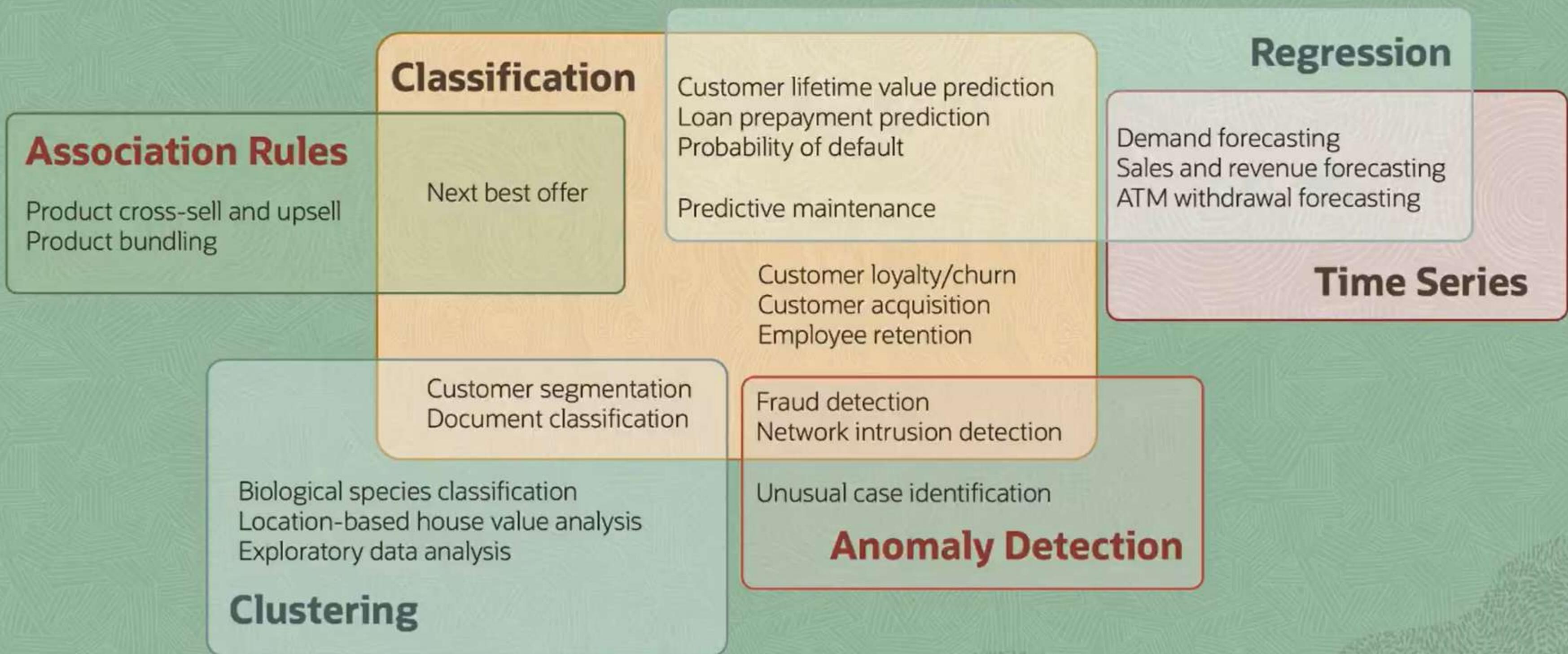


## Employees

- Attributes of best employees
- Retention
- Hiring
- Training needs analysis
- Survey feedback sentiment analysis
- Predicting hiring needs

# Use Cases and Machine Learning Techniques

Address important business problems that impact customers, products, operations, and employees



# Industry: Vertical Use Cases

Financial services

Health care and life sciences

Oil and gas

Transportation

Marketing and sales

Government

Retail

