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Kamryn Vinson

SENIOR PRODUCT MANAGER, DATABASE
ORACLE

Oracle Machine Learning Overview




Cloud-Based Solution for Analytics



Data is consolidated
into one system and
is available for
reporting.




El Tronics



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

El Tronics



2:43

/ 12:54

1x



HD



**Oracle
Autonomous
Database**

Oracle Machine Learning (OML) Overview

Collaborate

Predict

**Oracle AI and ML-Driven
Environment**

Analyze and Report

Deploy

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



Basic Machine Learning Flow



OML: Introduction

Enhanced performance and scalability

Simpler solution architecture
and management

Empower a broader range of users
with machine learning

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

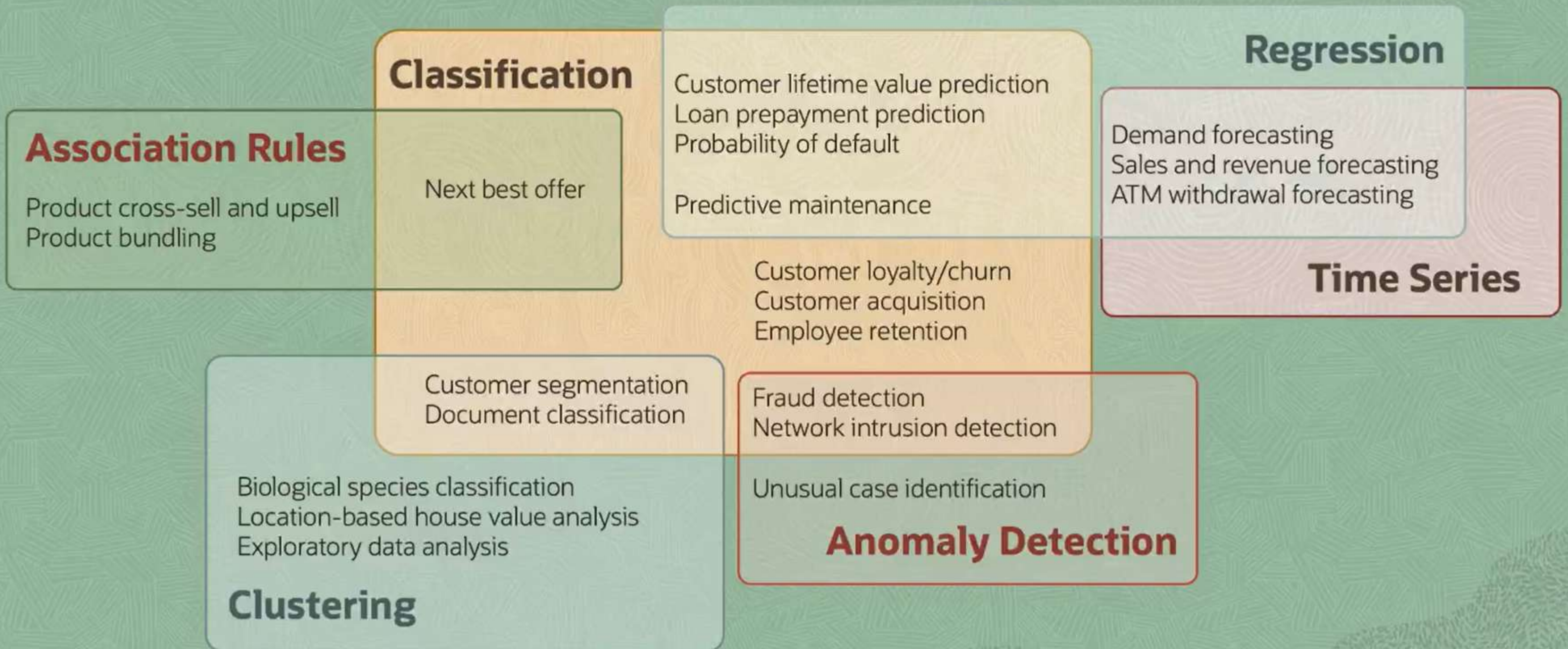


Employees

- 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

