Oracle Analytics, particularly in reference to its desktop application, offers wide-ranging data visualization and analysis features.:

Pros of the Oracle Analytics desktop app:

* Its Data Visualization features allows it users to create rich visual representations of data from various sources. It offers a wide range of charts, graphs, and tables to help users understand their data.
* It considers business users and provides them with the ability to analyse data without relying heavily on IT. Users can drag-and-drop data, create calculations, and produce insights.
* It’s data Integration allows the app to connect to a range of data sources, from local Excel spreadsheets to databases and cloud applications. It can blend and transform data from various sources to provide a unified view.
* Its advanced analytics allows the app go basic visualization and offer machine learning tools to enable features such clustering, forecasting and enabling deeper insights.
* Its users can create their analyses or reports which they can share s with others aiding decision making.

Cons of the Oracle Analytics desktop app:

* Its comprehensive nature makes for a steeper learning curve for features, especially when compared to more intuitive, plug-and-play analytics tools. Particularly since it uses a lot of SQL syntax to make transformations to columns it is not very beginner friendly.
* The mac desktop version a member of the team worked had a bug where the member couldn’t import CSV files, which serves as a significant concern since many datasets are in CSV’s.
* Oracle solutions are known to be on the pricier side, especially for small to medium-sized businesses. The licensing and maintenance costs can be a barrier for some organizations particularly the cloud suite of the analytics tool.
* Some users have reported challenges when connecting to non-Oracle sources or third-party tools.