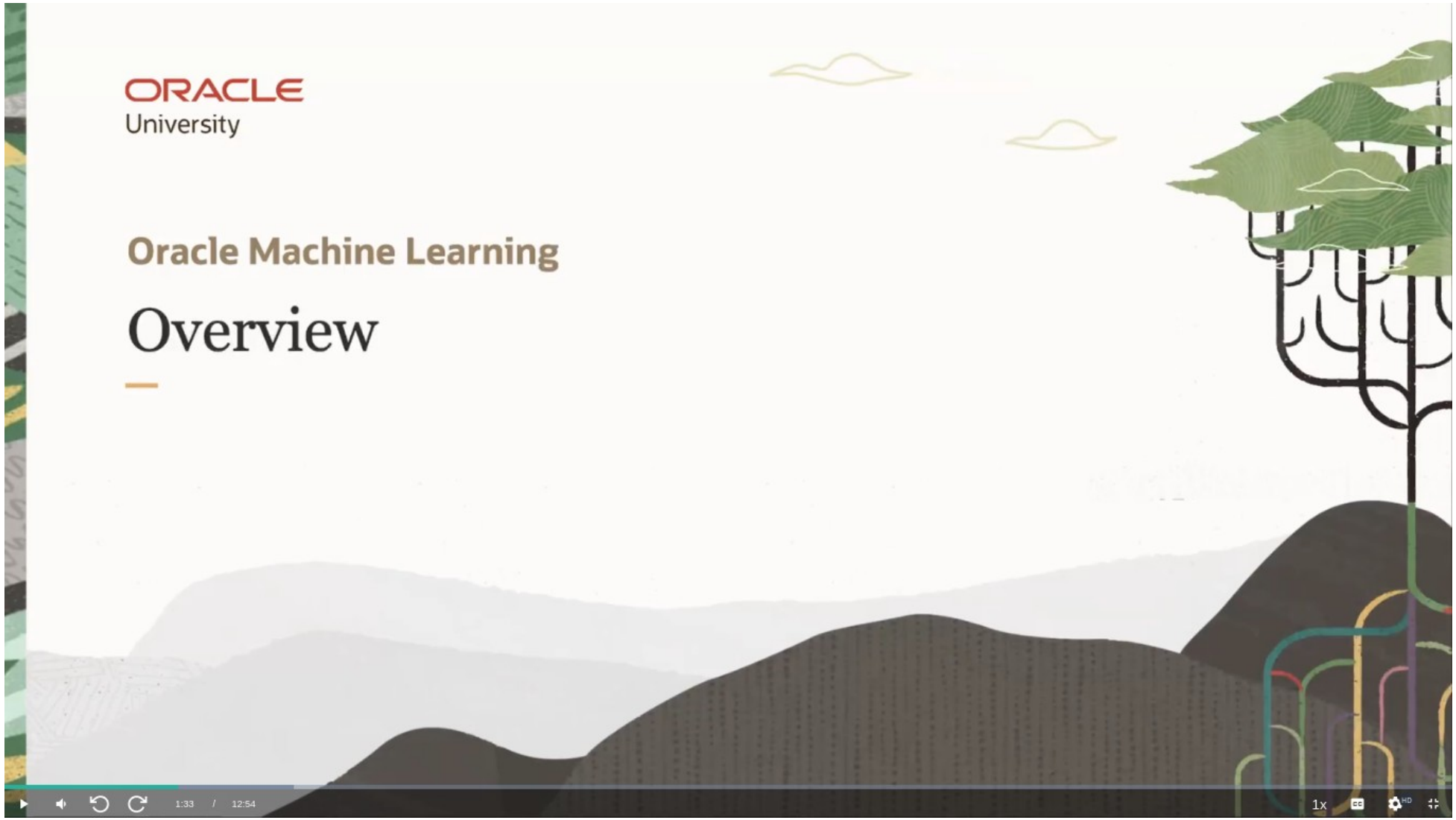
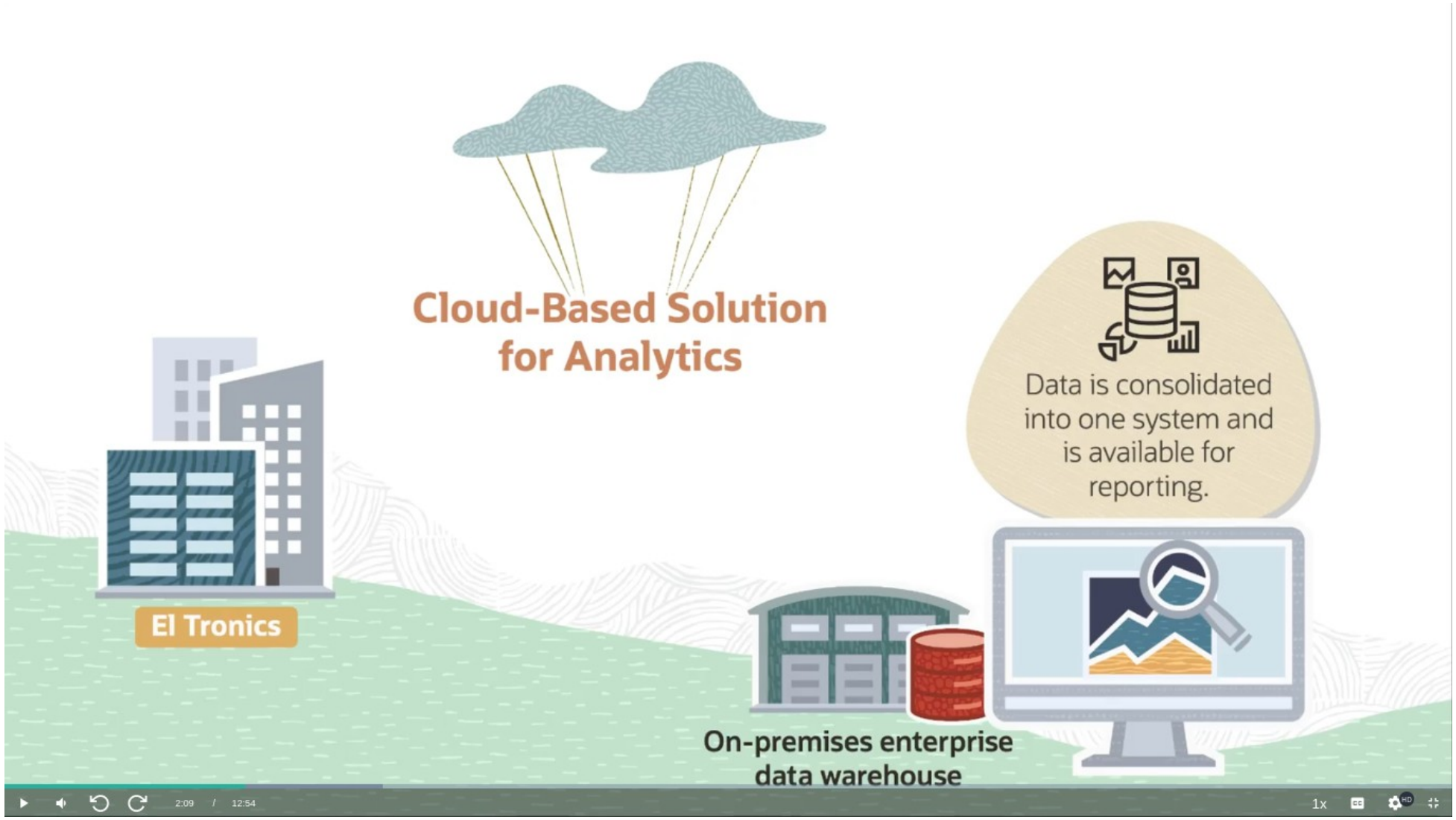
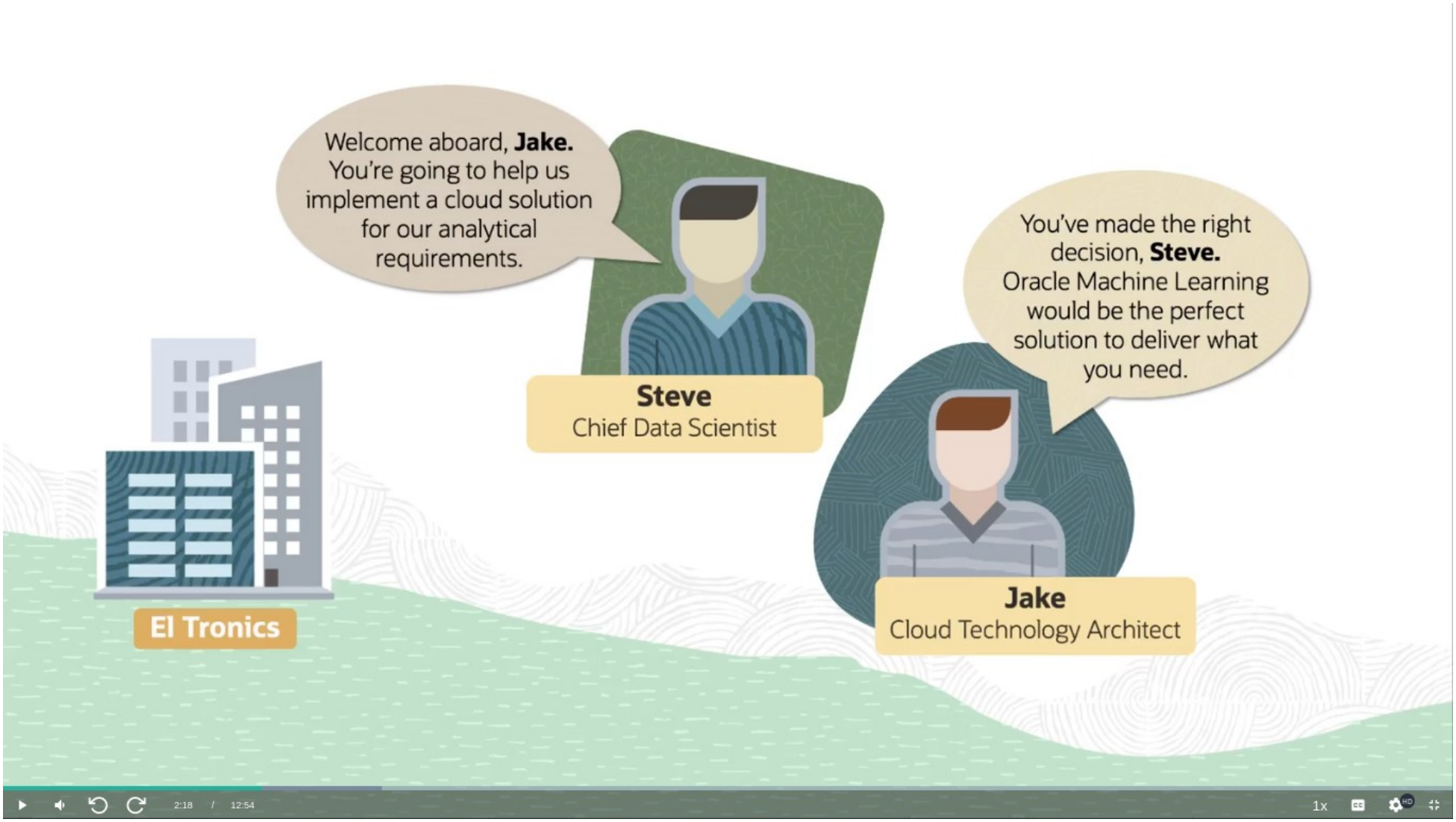
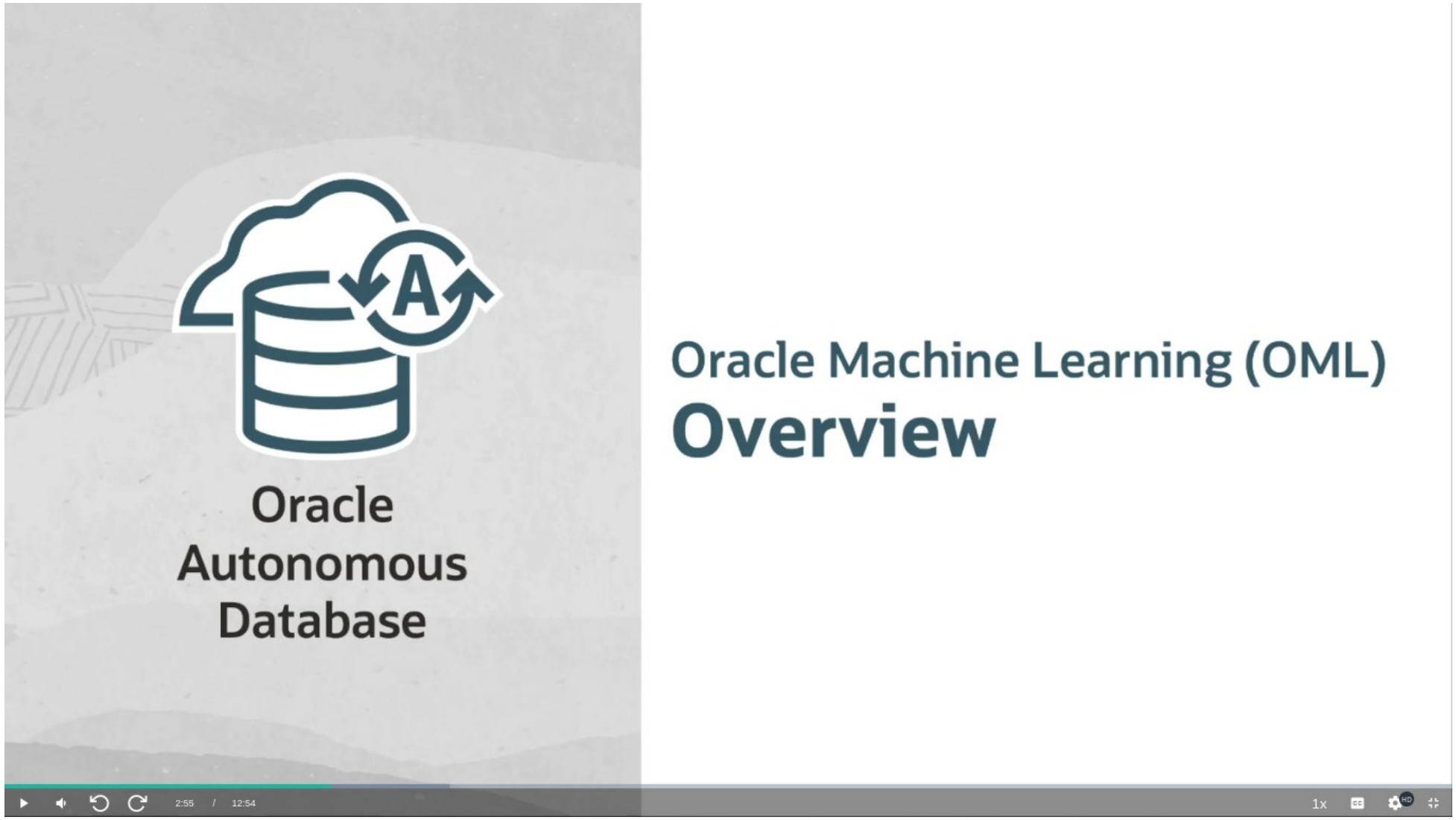

ORACLE
University
Oracle Machine Learning
Overview
1:33 / 12:54
1x


Cloud-Based Solution
for Analytics
Data is consolidated into one system and is available for reporting.
El Tronics
On-premises enterprise data warehouse
2:09 / 12:54
1x


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
2:18 / 12:54
1x


Oracle
Autonomous
Database
Oracle Machine Learning (OML)
Overview
2:55 / 12:54
1x

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

4:27 / 12:54 1x

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

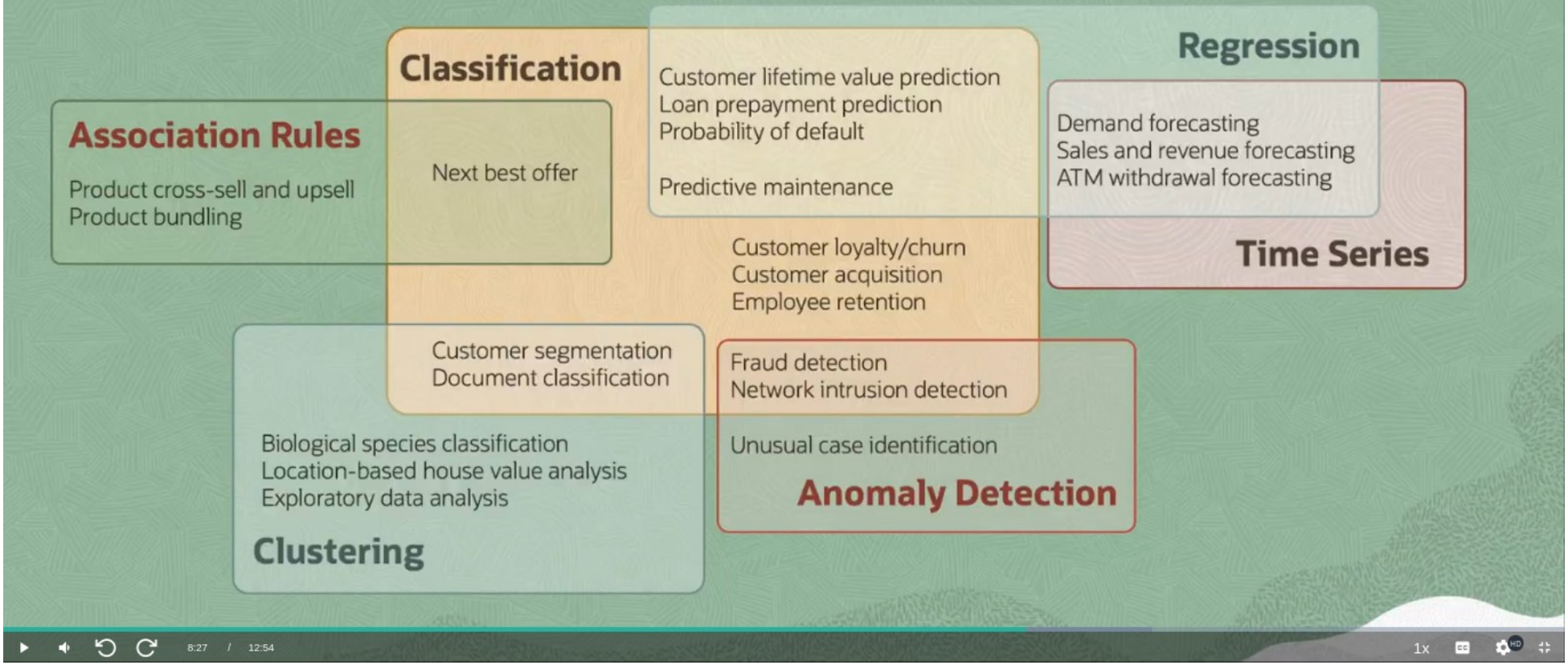
Employees

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

7:40 / 12:54 1x

Use Cases and Machine Learning Techniques

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



8:27 / 12:54 1x

Industry: Vertical Use Cases

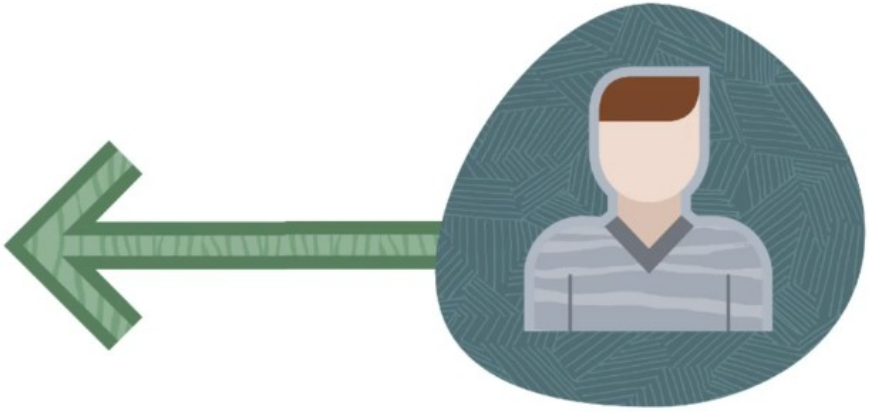
Financial services

Health care and life sciences

Oil and gas

Transportation

Marketing and sales

Government

Retail