

**ORACLE**

# Team: DERAAK

## **Lightning Talk**

**Derrick Cameron  
Aakash Desai**

**Developer Innovations, NA Cloud Solution Engineering**

# Goal:

Develop a machine learning model to categorize Incoming Support Calls that are uncategorized or need to be re-categorized to optimize service call response.

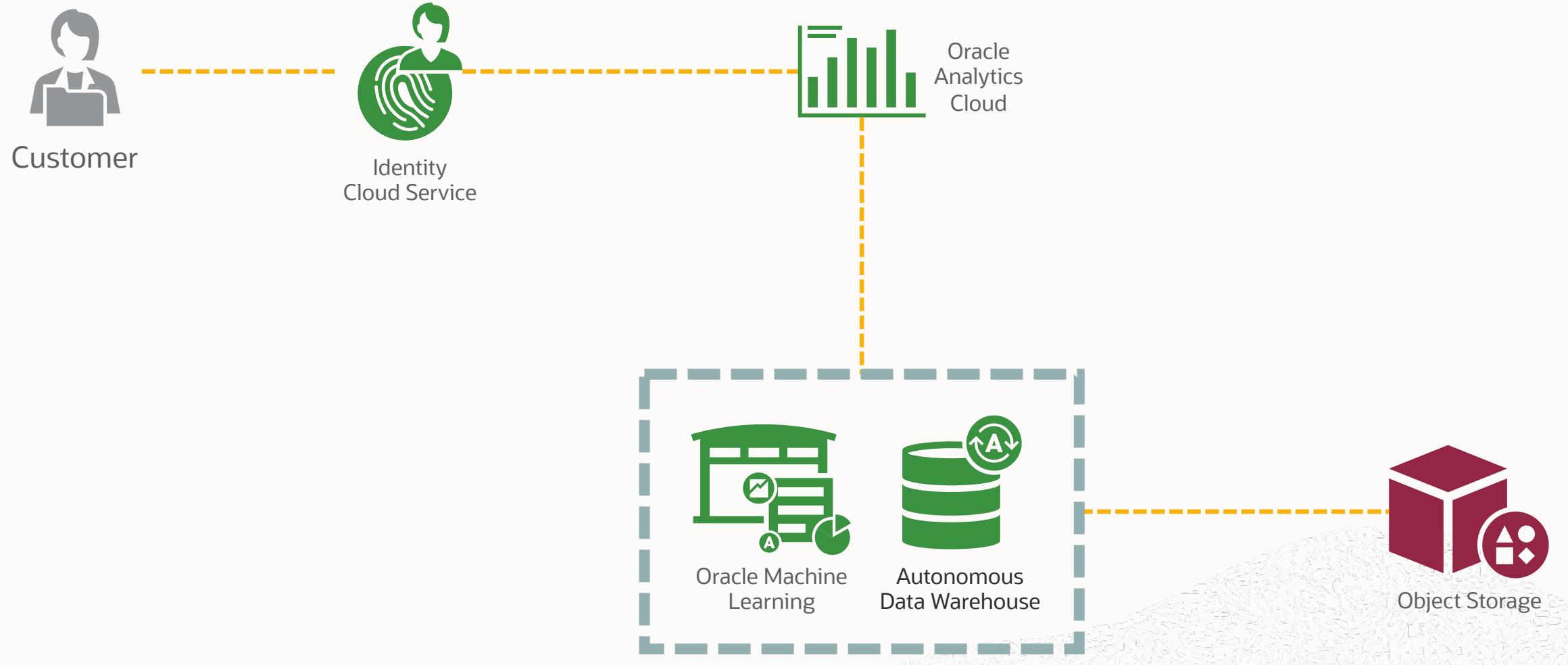
# Value:

- An advanced classification system can dramatically improve customer satisfaction and customer support.
- Oracle Analytics Cloud is a great starting point for citizen data scientists.
- Oracle Text is the improves model learning for data containing unstructured text and documents.

# Next Phase:

- Tune the various machine learning models for further accuracy.
- Run a clustering algorithm to identify a natural distribution within the data.





ORACLE

# Demonstration

# Thank you

---

