

# Build Stories in Oracle Analytics

## Before you Begin

This lab shows you how to build and narrate a story from insights created with data visualizations.

## Background

An insight takes a snapshot of the information in your workbook. You compose a story with multiple insights and then arrange the insights to reveal the story. Your insights are automatically included in the story. A workbook can contain only one story.

In this tutorial, you complete the story by creating insights about revenue, customers, and products.



This is the second lab in *Capture Insights and Build Stories* series. Complete the labs in the order listed.

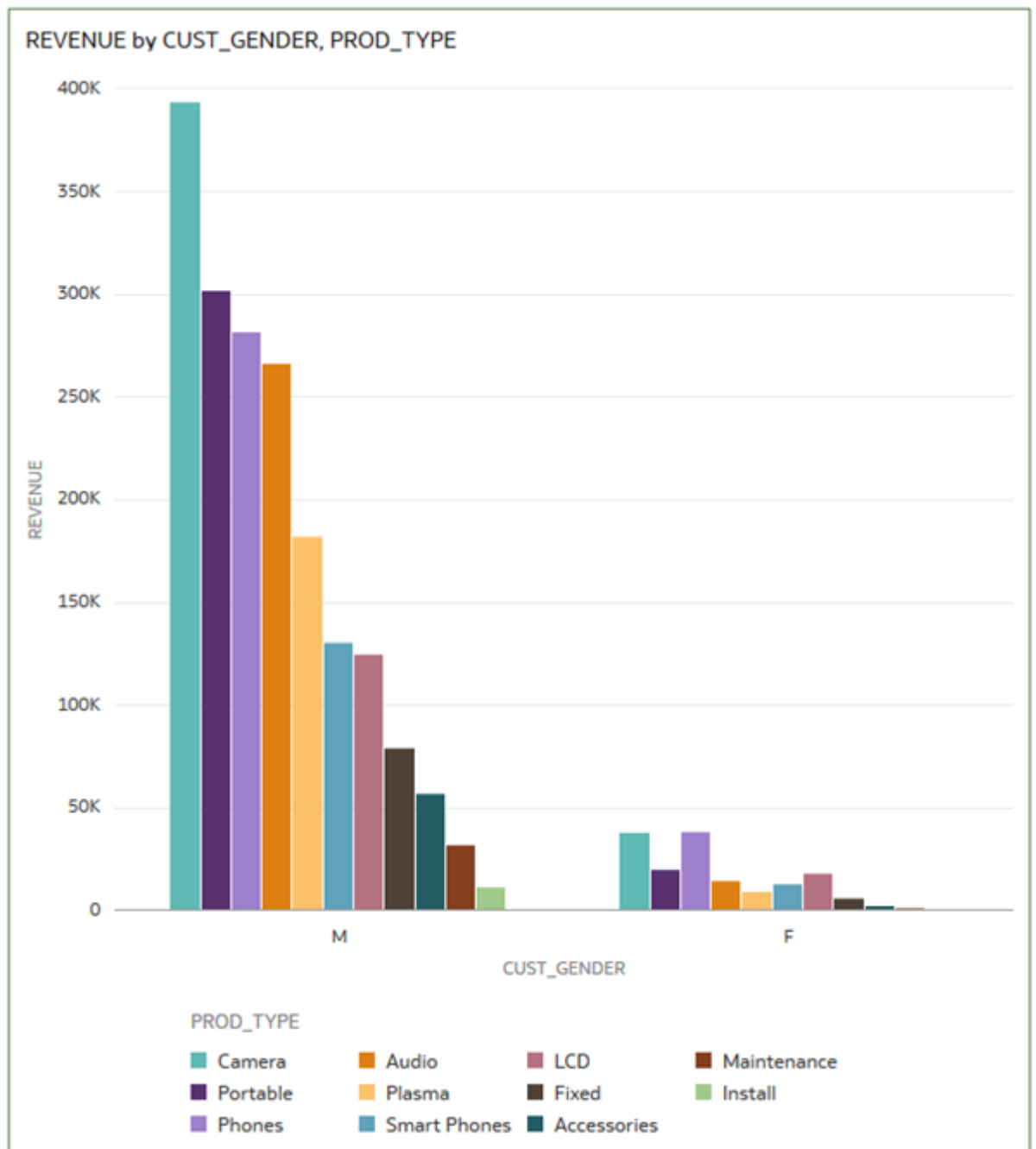
- Capture Insights
- Build Stories

## What Do You Need?

- Access to one of the following:
  - Oracle Analytics Cloud
  - Oracle Analytics Desktop
- Access to the Revenue Insights workbook

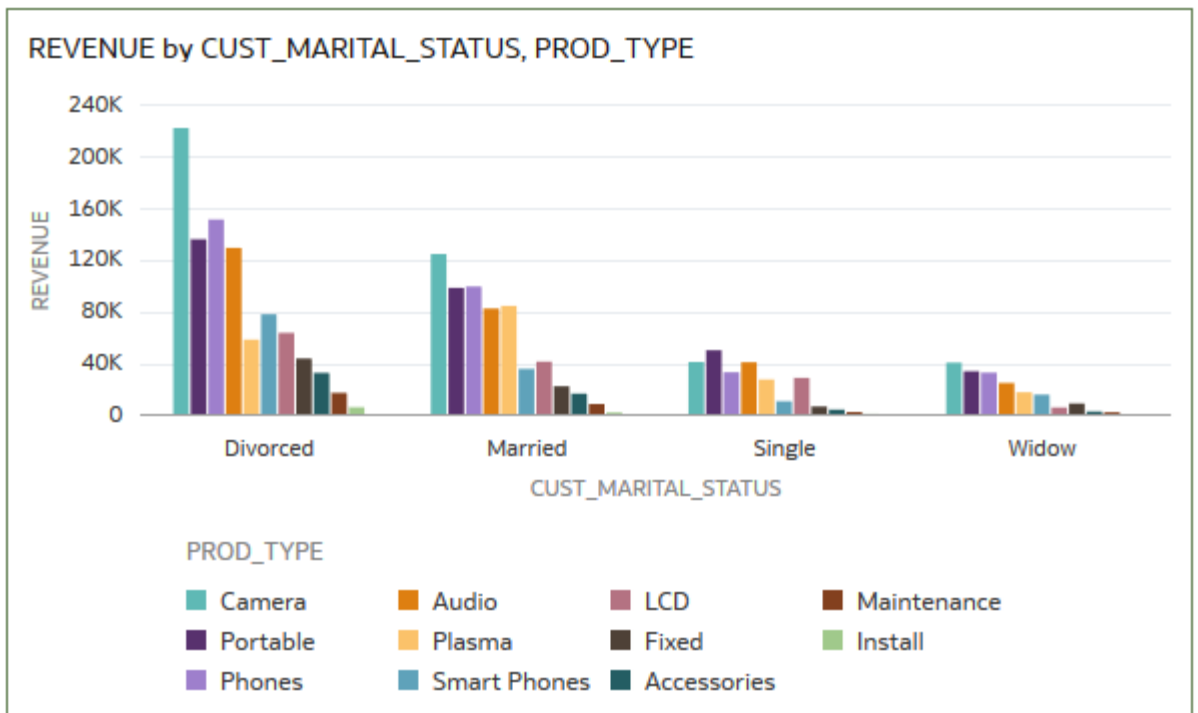
## Create Visualizations about Customers

1. Sign in to Oracle Analytics.
2. On the Home page, enter Revenue Insights in the search bar, and click **Search**.
3. Select the **Revenue Insights** workbook, click the **Actions** menu, and then select **Open**.
4. In Revenue Insights, click **Visualize**. Click **Add Canvas** .
5. From the Data panel, hold down the **Ctrl** key, select the following data elements in the order listed, and then drag the data elements to the canvas:
  - **REVENUE**
  - **PROD\_TYPE**
  - **CUST\_GENDER**
6. In the bar visualization, click **Menu** , select **Sort by**, select **REVENUE**, and then select **High to Low**.

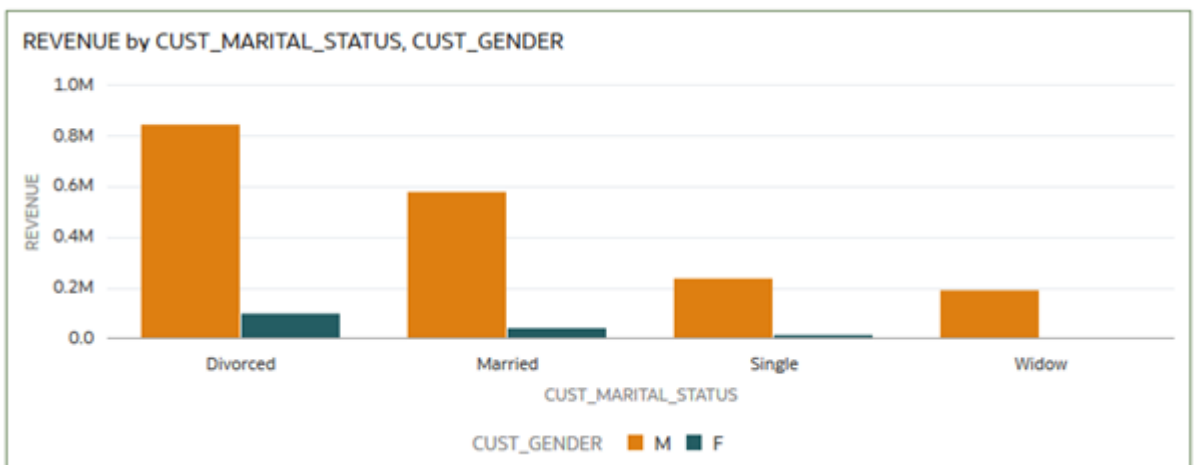


## Add Customer Visualizations

1. In the bar visualization, click **Menu** ⋮, select **Edit**, and then select **Duplicate Visualization**.
2. In the Data panel, select **CUST\_MARITAL\_STATUS**, drag it to **Category (X-Axis)** to replace CUST\_GENDER.

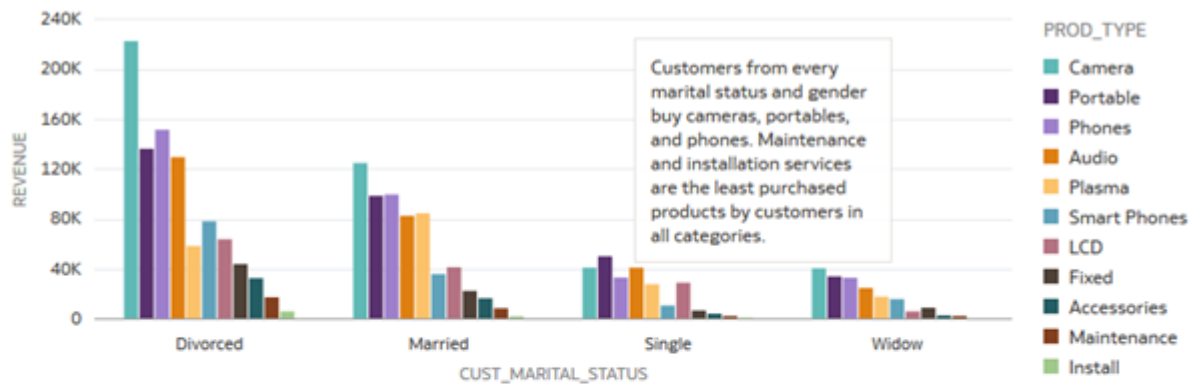


3. Select the REVENUE by CUST\_MARITAL\_STATUS, PROD\_TYPE visualization, select **Menu**, select **Edit**, and then select **Duplicate Visualization**.
4. In the Data panel, select **CUST\_GENDER**, and drag it to **Color** to replace PROD\_TYPE in the Grammar pane.
5. In the visualization, select **Menu**, select **Sort by**, select **REVENUE**, and then select **High to Low**.

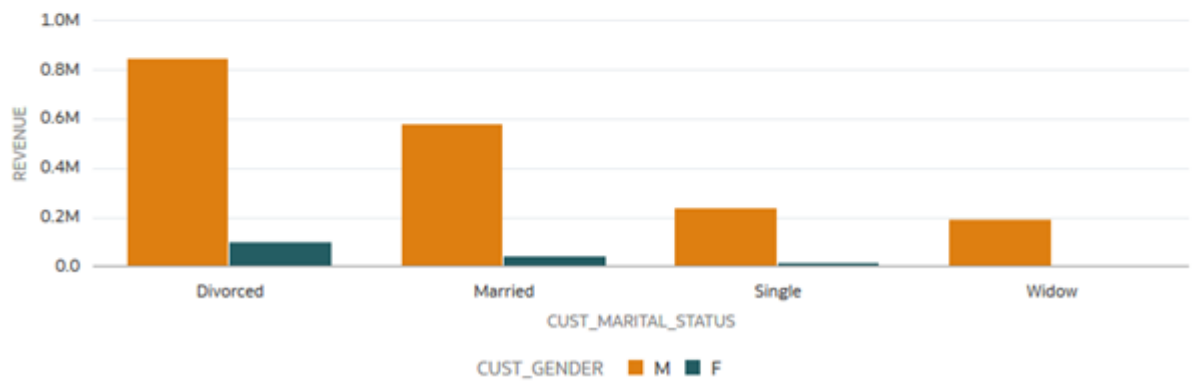


6. Click **Add Note**. In the note, enter the following:  
Customers from every marital status and gender buy cameras, portables, and phones. Maintenance and installation services are the least purchased products by customers in all categories.

REVENUE by CUST\_MARITAL\_STATUS, PROD\_TYPE



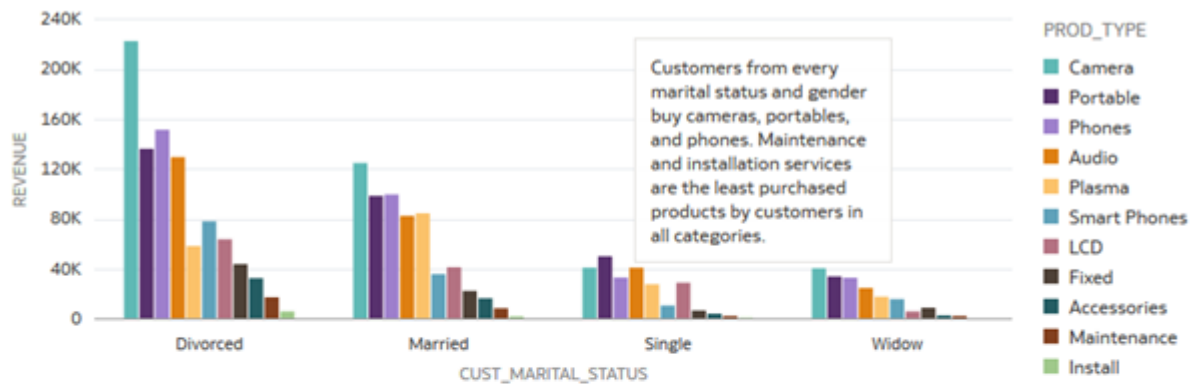
REVENUE by CUST\_MARITAL\_STATUS, CUST\_GENDER



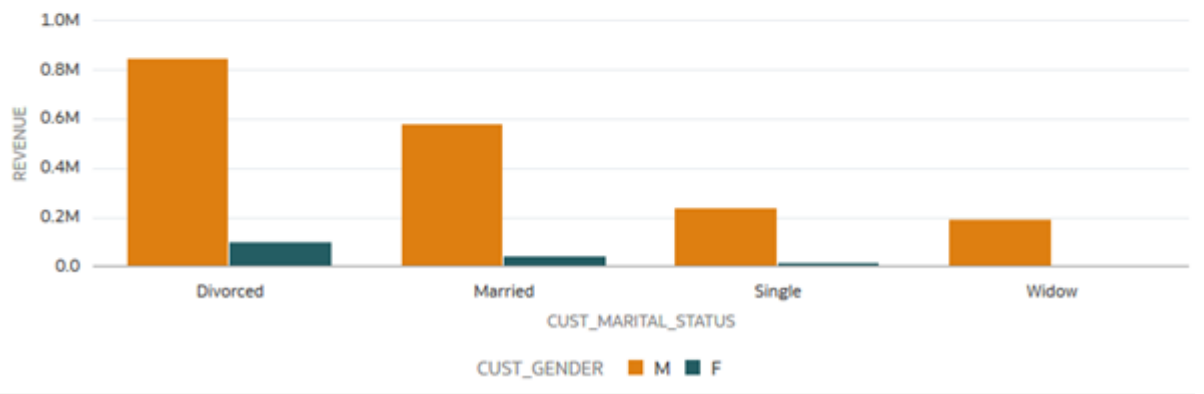
## Capture Customer Insights

1. From the Visualize page, click **Present**.
2. In the Present page, select **Canvas 2**, and drag it to the drop canvas area next to Canvas 1.

REVENUE by CUST\_MARITAL\_STATUS, PROD\_TYPE



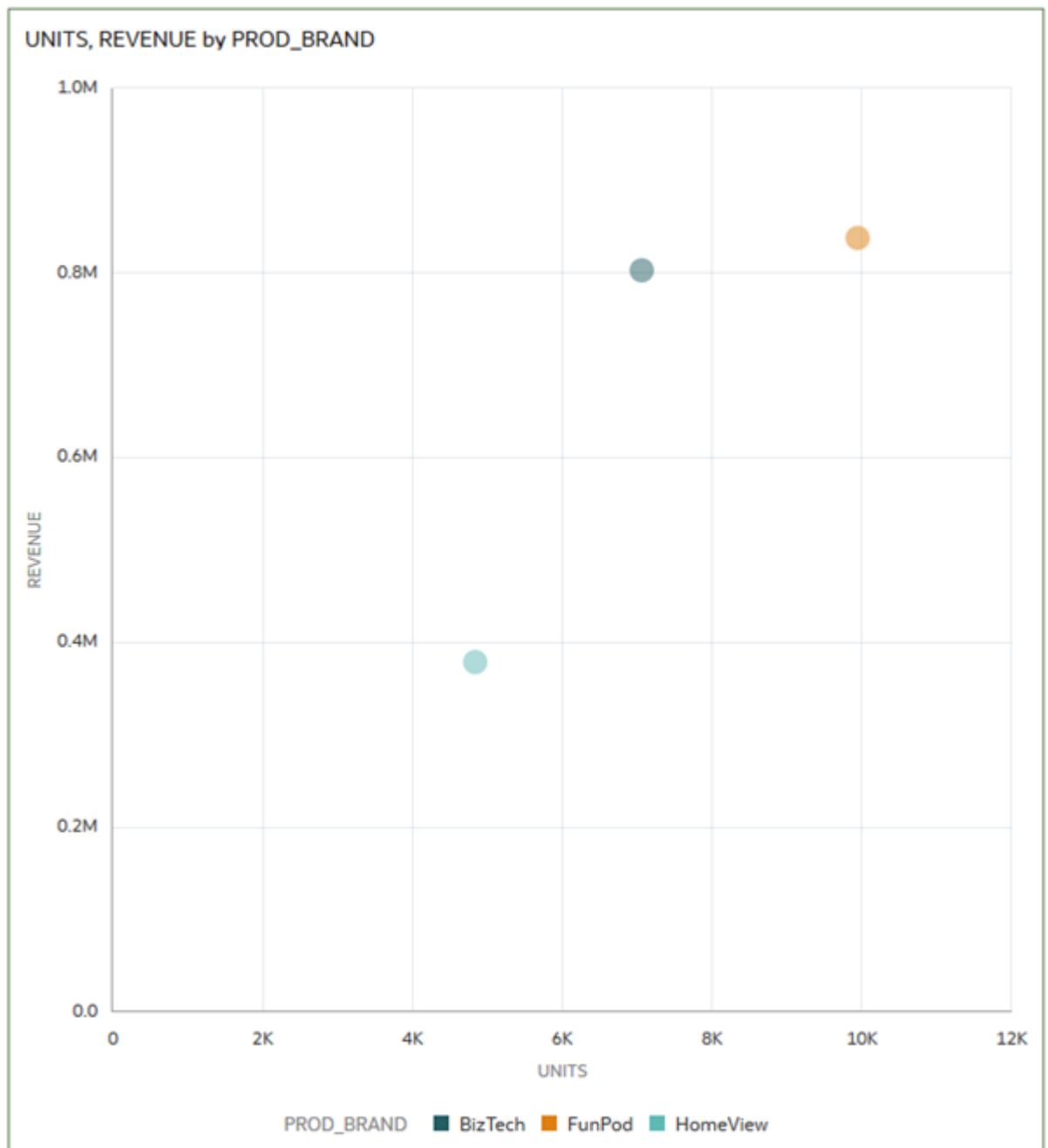
REVENUE by CUST\_MARITAL\_STATUS, CUST\_GENDER



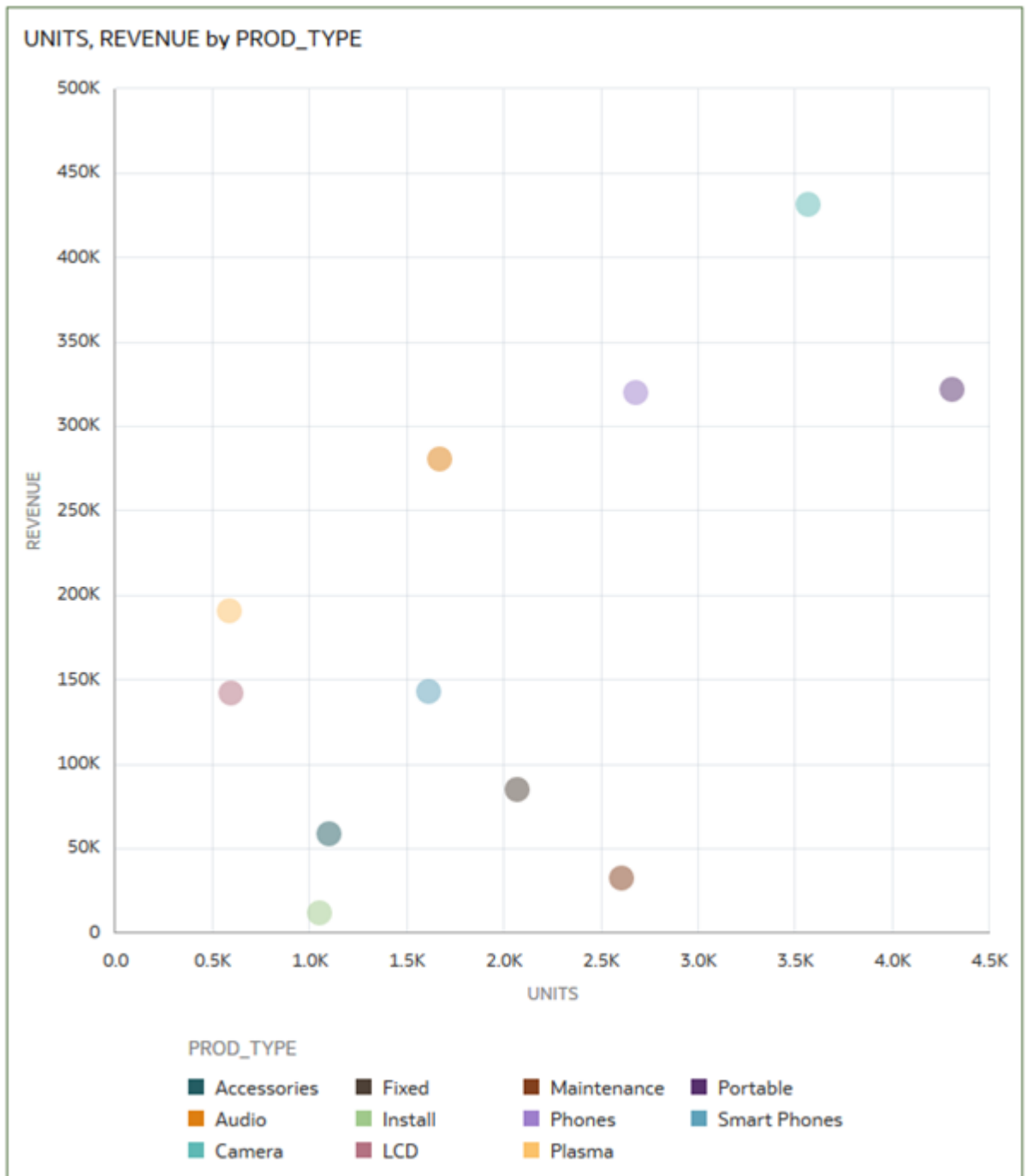
3. Click the menu ▼ in Canvas 2, and select **Rename Page**.
4. Enter Customer Insights in the page title to replace Canvas 2.

## Add Product Visualizations

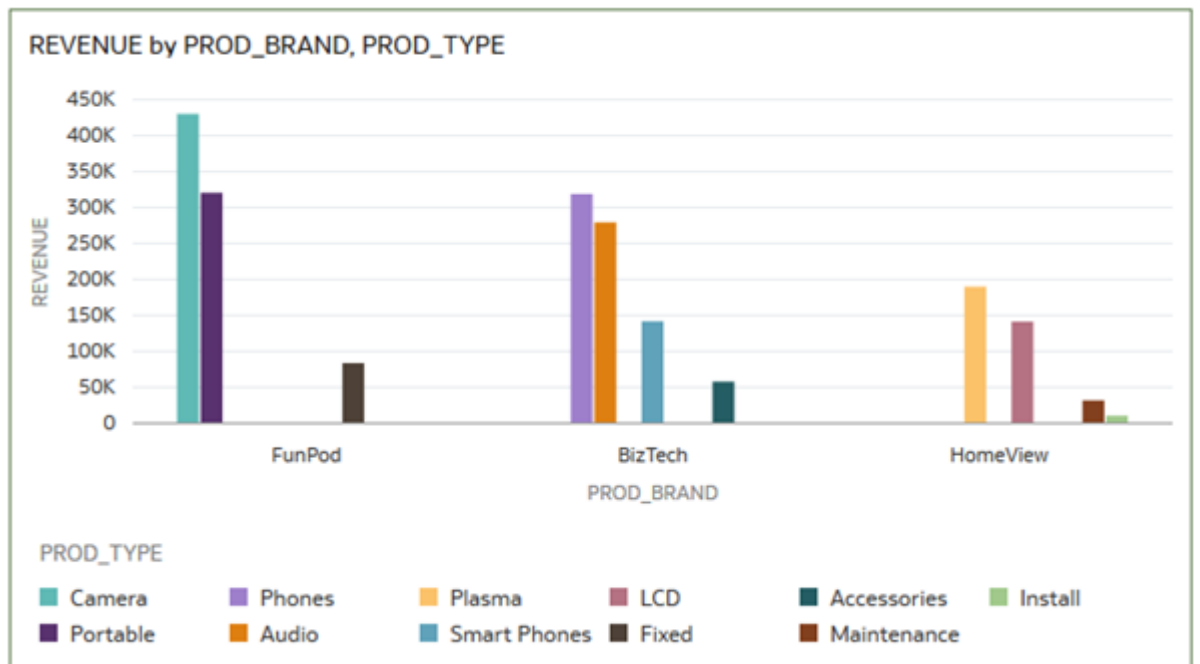
1. Click **Visualize**. In the Visualize page, click **Add Canvas** ⊕.
2. In the Data panel, hold down the **Ctrl** key, select the following data elements, and drag them to the canvas:
  - **UNITS**
  - **REVENUE**
  - **PROD\_BRAND**
3. Move **PROD\_BRAND** from Category to **Color** in the Grammar panel.




4. In the scatter visualization, click **Menu** ⋮, select **Edit**, and then select **Duplicate Visualization**.
5. In the Data panel, select **PROD\_TYPE**, and drag it to **Color** to replace **PROD\_BRAND**.

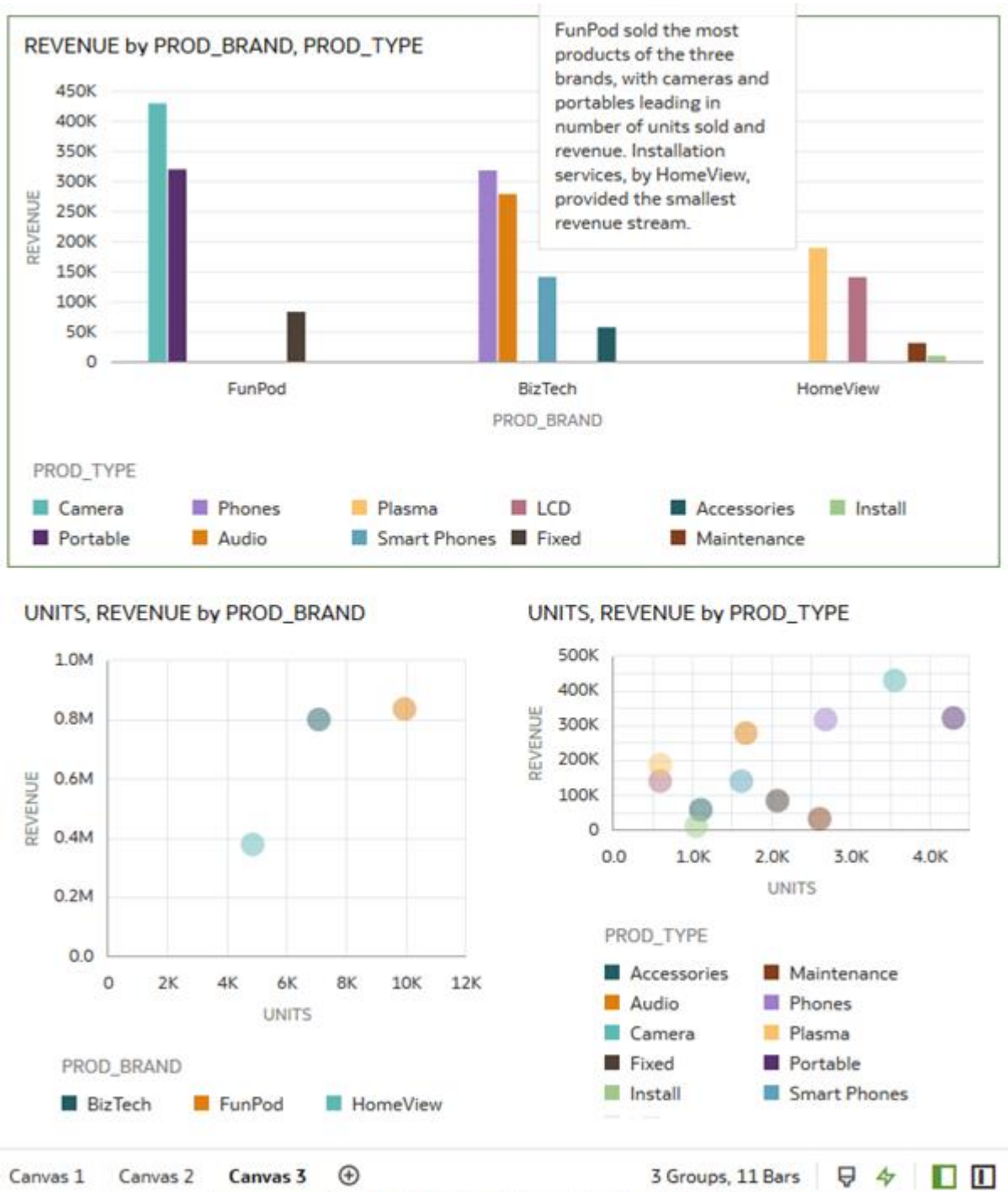


6. In the Data panel, hold down the **Ctrl** key, and select the following:
  - **PROD\_TYPE**
  - **REVENUE**
  - **PROD\_BRAND**
7. Drag the data elements to the canvas, and release them when a thick green line appears under the visualizations.
8. In the REVENUE by PROD\_BRAND, PROD\_TYPE visualization, select the **Menu** ⋮, select **Sort by**, select **REVENUE**, and then select **High to Low**.



9. Click **Add Note** . In the note text box, enter the following:  
 FunPod sold the most products of the three brands, with cameras and portables leading in number of units sold and revenue. Installation services, by HomeView, provided the smallest revenue stream.





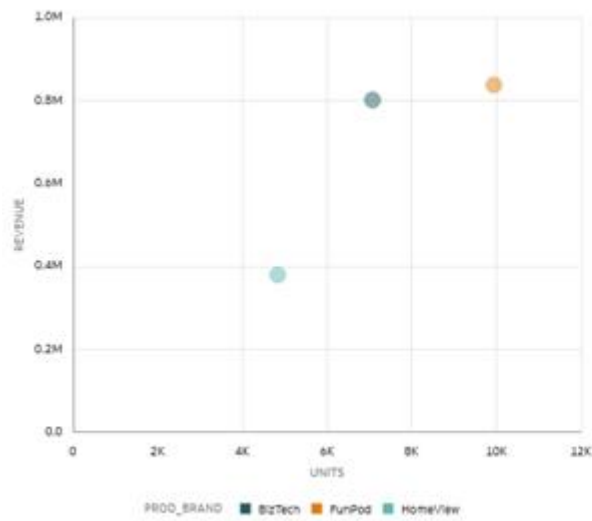
10. Click **Save**. Click **Present** .

## Capture Product Insights

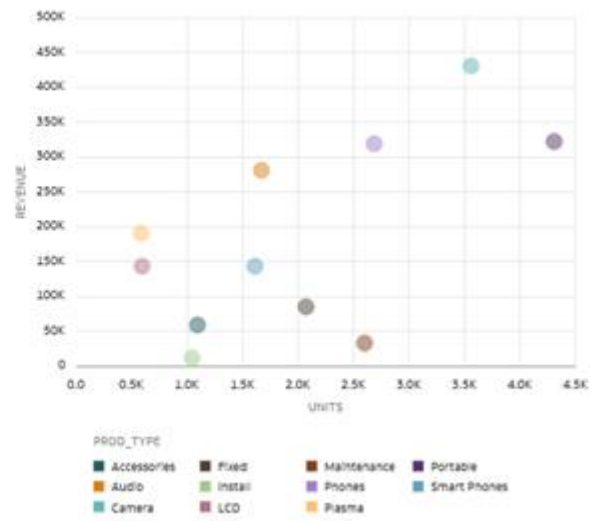
In Present, you can move the canvases to change the order displayed in the presentation mode.

1. In the Present page, select **Canvas 3**, and drag it to the drop canvas area next to Canvas 2.
2. Click the **Menu** ▼ in Canvas 3, and select **Rename Page**. Enter Product Insights in the page title to replace Canvas 3.

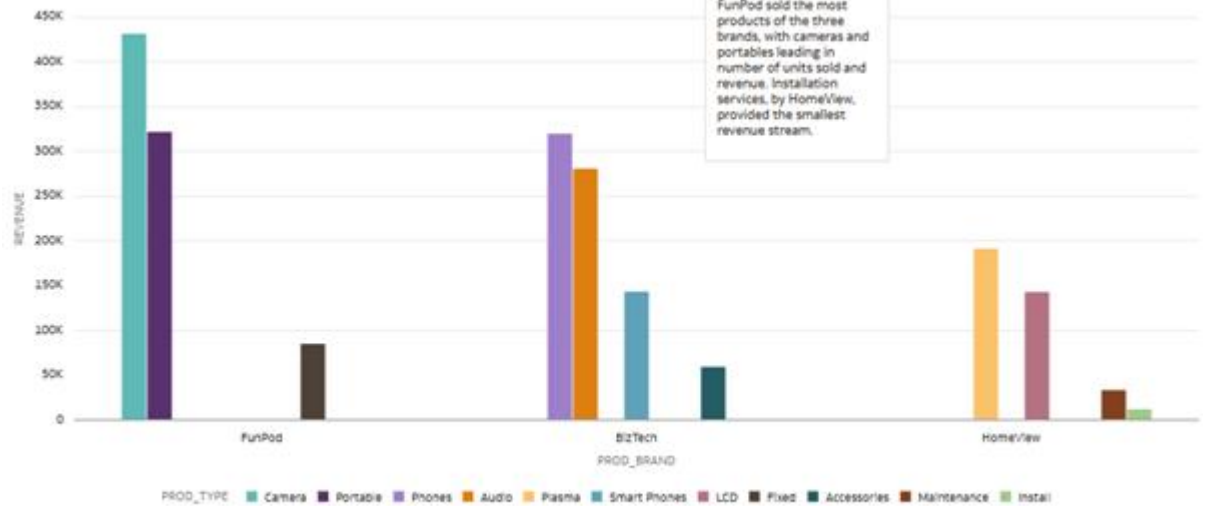
UNITS, REVENUE by PROD\_BRAND



UNITS, REVENUE by PROD\_TYPE



REVENUE by PROD\_BRAND, PROD\_TYPE



3. Click **Save**.