Slapping Some Lipstick on the Big Data Pig: Visualize Voluminous Quantities of Data with Oracle R Enterprise

**Abstract:**

All data tells a story. It can be fairy tale, horror story, or anything in between. Nothing brings a story to life better than visualization. The Open Source statistical programming language and environment, R, has powerful graphical capabilities that can help tell the story behind your data. R is now packaged with the Oracle Enterprise Edition database in Oracle R Enterprise (ORE) which is part of the Oracle Advanced Analytics Option. We will demonstrate how to use ORE to bring the story out of your data with powerful graphics that will impress your management. This will lead to huge salary increases and the envy of your less informed peers, or it may just lead to a pat on the back.

**Summary:**

Traditionally many data analysts have written off visualization as some kind fluff that is secondary to their analysis. This notion of visualization being unimportant is wrong. Visualization is a critical part of an analysis that will strengthen points made by models and other statistical tools. The era of Big Data has increased the important of visualization. An exploratory analysis of almost any data starts with plots such as histograms and boxplots. These tools are especially important with the voluminous quantities of data now available.  Just as important visualization will help a wider audience understand the analysis and the assumptions the analysis attempts to support. In this presentation we will demonstrate how to use R visualization tools such as the base graphics and lattice to improve data analysis and make big data beautiful.

**Benefits:**

* Demonstrate using R for exploratory plots of large datasets.
* Discuss and demonstrate the use of interactive graphics with R.
* Demonstrate some R’s capabilities for geographical visualization.