

ADW 실습1: 쉽고 유연한 비즈니스 가시성 확보

김순덕 상무

Cloud Evangelist

Oracle Digital Prime, JAPAC

Welcome Email

파일 메시지 도움말 어떤 작업을 원하시나요?

Welcome to adwho190814, 순덕 김 - 메시지 (HTML)

무시 X 보관 회신 전체 회신 전달 자세히 정크 삭제 응답 빠른 단계 관리자에게 전달 완료 새로 만들기 회신하고 삭제 이동 규칙 워치 않은 상태로 표시 범주 추가 작업 태그 번역 찾기 관련 선택 소리내어 읽기 편집 음성 확대/축소 자세히 Beehive

2019-08-13 (화) 오후 6:24

no-reply@oracle.com

받는 사람 Soonduk Kim

이 메시지가 표시되는 방식에 문제가 있으면 여기를 클릭하여 웹 브라우저에서 메시지를 확인하십시오.

ORACLE®

Hello 순덕 김,

Your adwho190814 account is ready. To get started, [activate your account](#).

Activate Your Account

If the [activate your account](#) link doesn't work, please copy and paste the following URL into the address bar of your browser:

<https://idcs-90cac2cb2d9e486e953c4cf506799df1.identity.oraclecloud.com:443/ui/v1/resetpwd?token=Orga9KNb7kX8V9DBE%2Bx%2FCN84EHybE1fpeGKVyz88kE%3D>

Account 이름 기억하기

클라우드 계정 활성화

Details

Important: This link will expire on Wednesday, August 14, 2019 4:23:44 AM CDT.

비밀번호 재설정

My Services - 대시보드 새 탭 Identity Cloud Service | Change idcs-90cac2cb2d9e486e953c4cf506799df1.identity.oraclecloud.com/ui/v1/resetpwd?token=Orga9KNb7k8X8V9DBE%2Bx%2FCN84EHybE1fpeGKVyz88kE%3D 오류

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비밀번호 재설정

사용자 계정에 대한 새 비밀번호를 설정하십시오.

* 사용자 이름: soonduk.kim@oracle.com

* 새 비밀번호:
* 새 비밀번호 확인:

제출

비밀번호 기준:

- 비밀번호는 12자 이상이어야 합니다.
- 비밀번호는 40자를 초과할 수 없습니다.
- 비밀번호에는 사용자의 이름이 포함될 수 없습니다.
- 비밀번호에는 사용자의 성이 포함될 수 없습니다.
- 비밀번호에는 사용자 이름이 포함될 수 없습니다.
- 비밀번호에는 소문자가 1자 이상 포함되어야 합니다.
- 비밀번호에는 대문자가 1자 이상 포함되어야 합니다.
- 비밀번호에는 숫자가 1자 이상 포함되어야 합니다.
- 최종 4개의 비밀번호를 반복할 수 없습니다.

비밀번호 재설정

My Services - 대시보드 새 탭 Identity Cloud Service | Change idcs-90cac2cb2d9e486e953c4cf506799df1.identity.oraclecloud.com/ui/v1/resetpwd?token=Orga9KNb7k8X8V9DBE%2Bx%2FCN84EHybE1fpeGKVyz88kE%3D

ORACLE®

비밀번호 재설정

축하합니다!

비밀번호가 재설정되었습니다. 새 비밀번호를 사용하여 로그인하십시오.

비밀번호를 저장하시겠습니까?
사용자이름: soonduk.kim@oracle.com
비밀번호:
저장 사용하지 않음

클라우드 대시보드에서 접근

☰ ORACLE Cloud

자율운영 데이터 웨어하우스(ADW)
자율운영 트랜잭션 처리(ATP)
데이터 안전
Exadata Cloud at Customer
데이터 및 AI
디지털 어시스턴트
솔루션 및 플랫폼
분석
리소스 관리자
전자메일 전송
애플리케이션 통합
모니터링
개발자 서비스
마켓플레이스
추가 Oracle Cloud 서비스
플랫폼 서비스
Classic Data Management Service
거버넌스 및 관리
계정 관리
ID
보안

Analytics

API Platform
Apairy
Blockchain Platform
Container Pipelines
Content and Experience
Data Integration Platform
Developer
Digital Assistant
Integration
Java
Management Cloud
Mobile
Oracle CASB
Self-Service Integration
SOA
Visual Builder

2-6분 **한상 무료 적용**
자율운영 트랜잭션 처리(ATP)
데이터베이스 생성

3-5분 **한상 무료 적용**
자율운영 데이터 웨어하우스(ADW)
데이터 웨어하우스 생성

2-3분 **워킹 솔루션**
ec VPN 접속 생성

리소스 질의 서비스
내 리소스 모두 보기

사용자 정의 애플리케이션을 Oracle Cloud로 이전
Oracle Database를 사용하는 사용자 정의 애플리케이션을 클라우드로 이동할 경우의 이점과 검증된 솔루션을 알아봅니다.

항상 무료 리소스를 사용하여 3계층 웹 애플리케이션을 배치합니다.
자율운영 데이터베이스를 통해 샘플 오픈 소스 애플리케이션을 배치하여 Oracle Cloud를 빠르게 시작합니다.

모든 시스템 작동 중
건전성 대시보드 보기

작업 센터

사용자 관리
테넌시에 사용자 추가

청구

체험 크레딧 SGD 280.64 / SGD 600.00
사용됨

체험 경과 일 수 29 / 60

비용 분석
계정 업그레이드

새로운 기능

OCI Console Introduces New Features to Manage Your Cloud Account
2019년 11월 7일

"Fast provisioning" option is now available for 1-node virtual machine DB systems
2019년 10월 2일

Oracle Cloud Infrastructure launches FedRAMP-authorized government cloud regions
2019년 9월 26일

Performance Hub analysis tool is now available for Autonomous Databases
2019년 9월 25일

클라우드 대시보드 → Analytics Cloud Portal

The screenshot shows the Oracle Analytics Cloud Portal interface. At the top, there's a navigation bar with the Oracle Cloud logo, a 'Infrastructure >' dropdown, and user profile icons. Below the header, the title 'Analytics Cloud' is displayed, along with 'QuickStarts' and 'Welcome!' buttons. The main content area has tabs for 'Instances' (which is selected) and 'Activity'. A summary box shows 1 instance and 1 OCPU. The 'Instances' section lists one instance named 'oac0' with a creation date of 2019.11.13 UTC and 1 OCPU. A sidebar on the right provides options for managing the instance, including starting, stopping, adding tags, changing license type, and deleting it. At the bottom, there's a URL for the Oracle Analytics Cloud URL and a footer with copyright information.

ORACLE Cloud Infrastructure >

Analytics Cloud

QuickStarts Welcome!

Instances Activity

기준: 2019. 11. 13 오후 2시 19분 03초 UTC

Summary

1 Instances 1 OCPUs

인스턴스

Instance Name Search by instance name or tags

인스턴스 생성

oac0

생성 날짜: 2019. 11. 13 오후 12시 29분 14초 UTC
OCPU: 1

Oracle Analytics Cloud URL

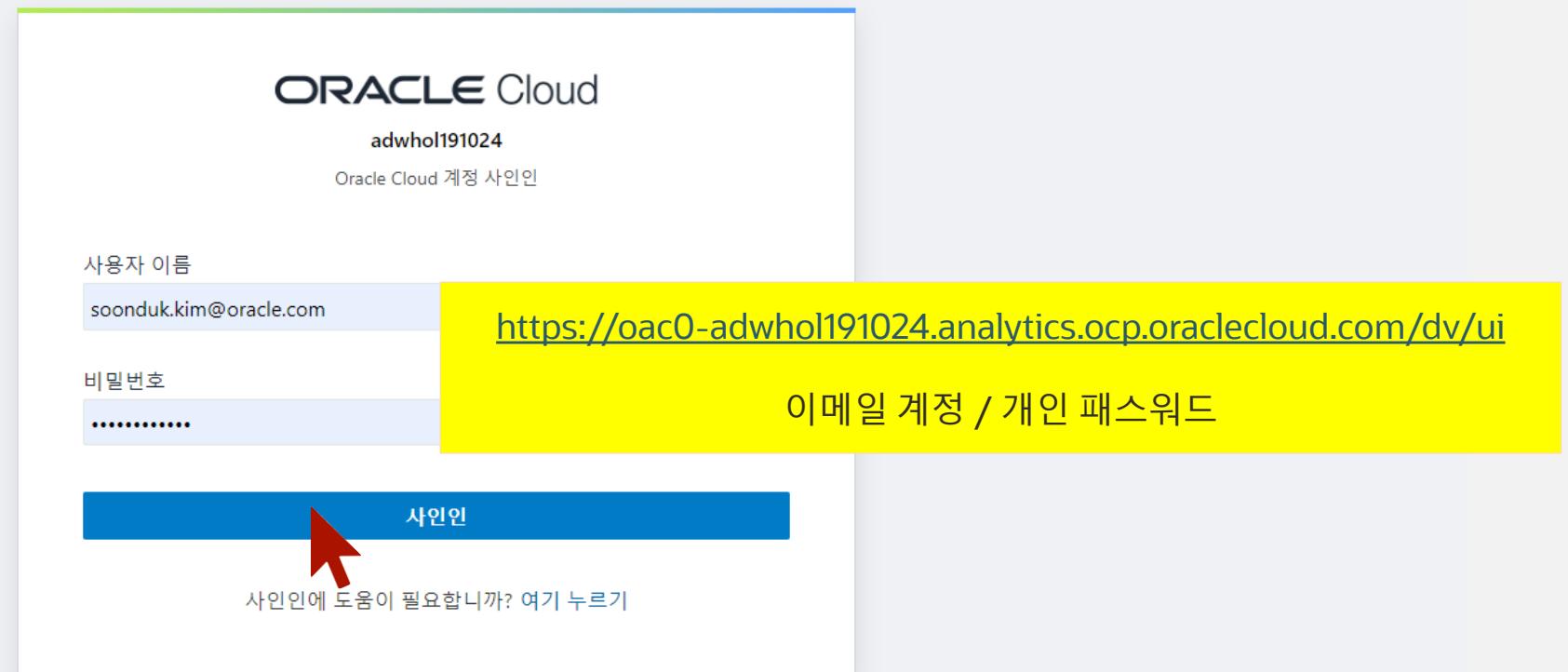
인스턴스 생성 및 삭제 내역

시작 정지 Add Tags Change License Type 삭제

<https://oac0-adwhol191024.analytics.ocp.oraclecloud.com/dv/ui>

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Oracle Analytics Cloud 로 직접 로그인



Oracle Analytics Cloud 사용자 포털

The screenshot shows the Oracle Analytics Cloud Home page. At the top, there is a navigation bar with the Oracle Analytics logo, a search bar containing the URL 'adwoac-adwho190814.analytics.ocp.oraclecloud.com/dv/ui?pageid=home', and various browser icons. Below the navigation bar is a blue header bar with the text 'ORACLE Analytics' and a 'Home' icon. On the right side of the header bar are a question mark icon, a profile icon, and a '로그인' (Login) button.

The main content area has a dark blue background with the title 'Oracle Analytics 시작하기' (Getting Started with Oracle Analytics) in white. Below the title are three sections: '데이터 시각화' (Data Visualization), '데이터 준비' (Data Preparation), and '자세히' (More details). Each section contains a brief description and a 'View Details' button.

Below these sections is a search bar with the placeholder text '관심 분야는 무엇입니까?' (What are your interests?).

The main content area also features a grid of nine cards, each representing a different dataset or project. The cards are arranged in three rows of three. The first row contains five cards: 'F_REVENUE_RE...', 'F_COST_HR', 'F_COST_FINAN...', 'F_COST_PAYROLL', and 'F_COST_EXPEN...'. The second row contains two cards: 'F_REVENUE_REVIEW' and 'F_COST_HR'. The third row contains one card: 'F_COST_FINANCIAL'. To the right of the third row is a tip box with the text: '팁: 이 페이지의 아무 곳이나 파일을 놓아서 새 데이터 집합을 생성합니다.' (Tip: You can drop files anywhere on this page to create new data sets).

프로젝트



시나리오1 : 쉽고 유연한 분석으로 비즈니스 가시성 확보

매출 및 비용 분석을
통한 재무 가시성 확보

캠페인 분석을 위한
프로젝트 임포트

시나리오1 : 쉽고 유연한 분석으로 비즈니스 가시성 확보

매출 및 비용 분석을
통한 재무 가시성 확보

캠페인 분석을 위한
프로젝트 임포트

Oracle Analytics Cloud 사용자 포털

My Services - 대시보드 | Oracle Cloud Infrastructure | Analytics Cloud Details | Oracle Analytics

https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=home

ORACLE Analytics

네비게이터 (햄버거 메뉴)

Oracle Analytics 시작하기

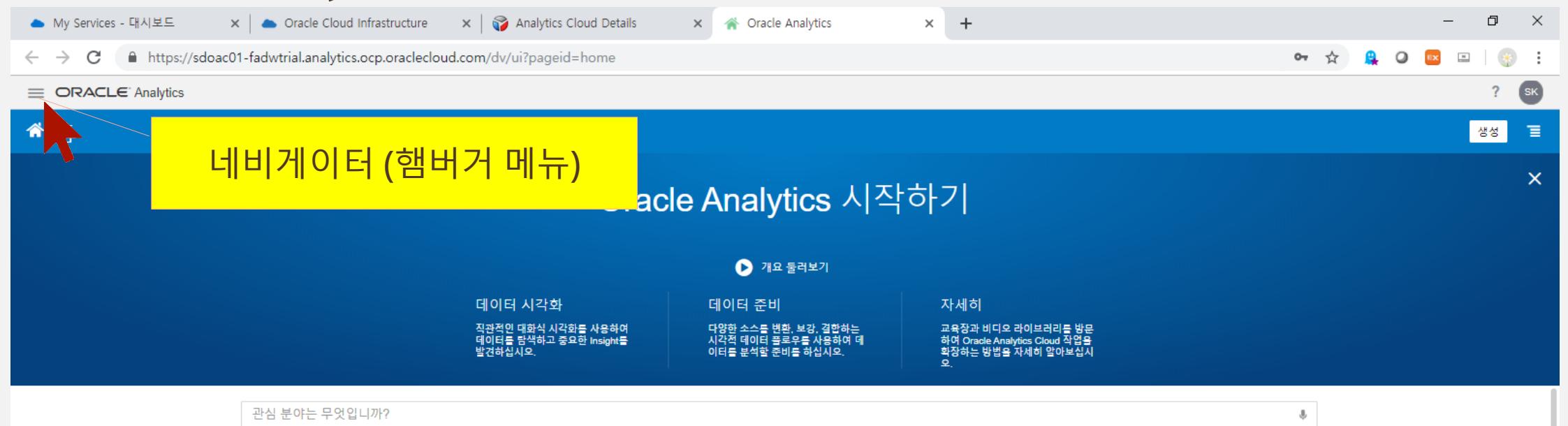
개요 둘러보기

데이터 시각화
직관적인 대화식 시각화를 사용하여 데이터를 탐색하고 중요한 Insight를 발견하십시오.

데이터 준비
다양한 소스를 변환, 보강, 결합하는 시각적 데이터 툴로우를 사용하여 데이터를 분석할 준비를 하십시오.

자세히
교육장과 비디오 라이브러리를 방문하여 Oracle Analytics Cloud 작업을 확장하는 방법을 자세히 알아보십시오.

관심 분야는 무엇입니까?



Revenue and Cost

M_CAMPAIGN_REVENU...

F_REVENUE_REVIEW

F_COST_FINANCIAL

M_CAMPAIGN_A...

F_WORKFORCE...

F_COST_EXPENSE

MLTD_Campaign...

MLTD_Response

프로젝트

Revenue and Cost

SD_Expense

판매 분석

Spend Analysis

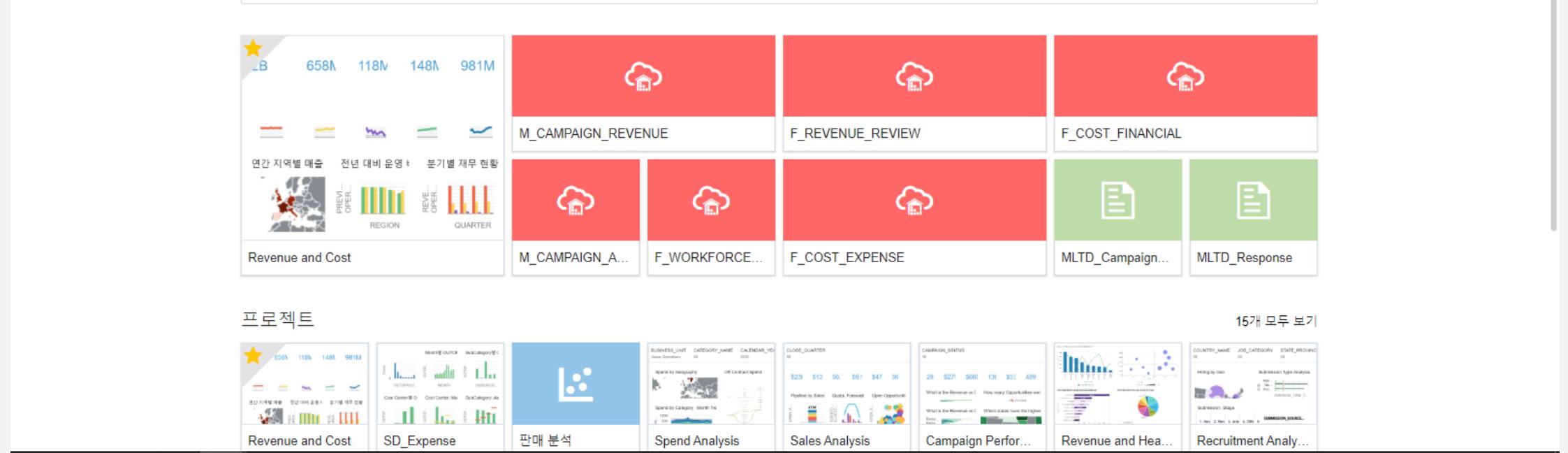
Sales Analysis

Campaign Perform...

Revenue and Hea...

Recruitment Analy...

15개 모두 보기



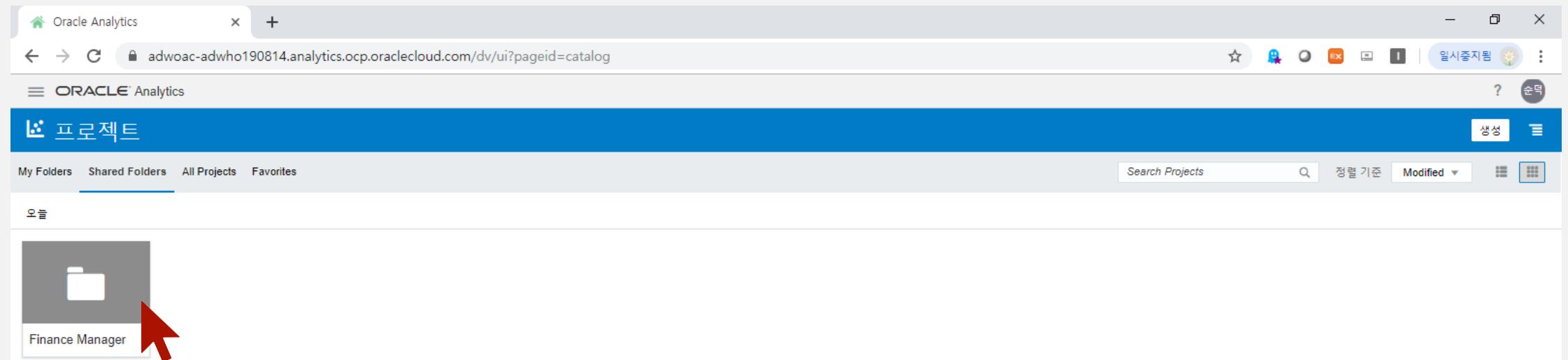
재무 담당자를 위한 분석 프로젝트 리뷰

The screenshot shows the Oracle Analytics Cloud Details interface. The top navigation bar includes tabs for 'My Services - 대시보드', 'Oracle Cloud Infrastructure', 'Analytics Cloud Details', 'Oracle Analytics', and a '+' icon. The URL is https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=home. The main content area is titled 'Oracle Analytics 시작하기' (Getting Started) in Korean. On the left, a sidebar menu lists 'Analytics' (Home, Project, Data, Machine Learning, Job, Console, Education), with 'Project' highlighted and a red arrow pointing to it. Below the sidebar is a search bar with the placeholder '관심 분야는 무엇입니까?' (What are you interested in?). The main area features several cards: 'Revenue and Cost' (yellow), 'M_CAMPAIGN_REVENUE', 'F_COST_FINANCIAL', 'F_WORKFORCE...', 'F_COST_EXPENSE', 'MLTD_Campaign...', and 'MLTD_Response'. At the bottom, there's a '프로젝트' (Project) section with cards for 'Revenue and Cost', 'SD_Expense', '판매 분석', 'Spend Analysis', 'Sales Analysis', 'Campaign Perform...', 'Revenue and He...', and 'Recruitment Analy...'. A '15개 모두 보기' (View all 15) link is also present.

재무 담당자를 위한 분석 프로젝트 리뷰

The screenshot shows the Oracle Analytics Cloud interface. At the top, there are three tabs: "My Services - 대시보드", "Oracle Cloud Infrastructure | Svc", and "Analytics Cloud Details". The main title is "Oracle Analytics". Below the tabs, the URL is https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=catalog. The interface has a blue header bar with the "ORACLE Analytics" logo and a search bar. The main content area is titled "프로젝트" (Projects) and includes tabs for "My Folders", "Shared Folders", "All Projects", and "Favorites". A red arrow points to the "My Folders" tab. The "My Folders" section is titled "오늘" (Today) and shows five items: "Marketing Ma..." (with a folder icon), "HR Manager" (with a folder icon), "Finance Manager" (with a folder icon), "Finance Manager ..." (with a folder icon), and "판매 분석" (with a scatter plot icon). Below this is a section titled "어제" (Yesterday) which contains a thumbnail for "ML 캠페인 세그먼..." (ML campaign segment) showing a pie chart with segments labeled 80.01%, 19.98%, and 0.01%.

재무 담당자를 위한 분석 프로젝트 리뷰



The screenshot shows the Oracle Analytics web interface. At the top, there's a header bar with the Oracle Analytics logo, a search bar containing the URL "adwoac-adwho190814.analytics.ocp.oraclecloud.com/dv/ui?pageid=catalog", and various browser controls like back, forward, and refresh. Below the header is a blue navigation bar with the text "프로젝트" (Projects) and a "My Folders" tab which is currently selected. A red arrow points to the "Finance Manager" folder icon in the main content area. The content area also includes a search bar labeled "Search Projects", a date range selector, and a sorting dropdown set to "Modified".

‘Revenue and Cost’ 프로젝트 선택

The screenshot shows the Oracle Analytics web interface. At the top, there is a header bar with the Oracle Analytics logo, a search bar containing the URL `adwoac-adwho190814.analytics.ocp.oraclecloud.com/dv/ui?pageid=catalog`, and various browser icons. Below the header is a blue navigation bar with the '프로젝트' (Project) icon and the text 'ORACLE Analytics'. On the left, a sidebar menu includes 'My Folders', 'Shared Folders', 'All Projects', and 'Favorites', with 'Shared Folders' currently selected. A breadcrumb trail shows 'Shared Folders > Finance Manager'. The main content area displays a list of projects under the heading '오늘' (Today). One project, 'Revenue and Cost', is highlighted with a red arrow pointing to its thumbnail icon. The thumbnail shows a bar chart with data points: 2B, 658M, 118A, 148A, and 981M. Below the chart are several small icons representing different data types or metrics.

재무 분석 - Revenue and Cost

재무 분석 - 당기순이익 하락 추세

My Services - 대시보드 | Oracle Cloud Infrastructure | Analytics Cloud Details | Revenue and Cost

https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=visualAnalyzer&reportmode=full&reportpath=%2Fusers%2Fsoonduk.kim%40oracle.com%2FFinance%20Manager%2F...

ORACLE Analytics

Revenue and Cost

연간 매입, 매출이 증가하고 있지만
당기순이익은 하락 추세

준비 시작화 설명 저장

필터를 추가하려면 여기를 누르거나 데이터를

연간 매출 2B 연간 운영 비용 658M 연간 당기순이익 118M 연간 매입재무 148M 연간 매출 채권 981M

선택
격자 열
격자 행
값 (Y축)
NET_INCOME
범주 (X축)
MONTH
색상
크기 (너비)
모양
도구 설명
세부정보
필터

연간 지역별 매출

전년 대비 운영 비용

분기별 재무 현황

연간 지정한 범주를 선택하세요.

연간 매출

연간 운영 비용

연간 당기순이익

연간 매입재무

연간 매출 채권

연간 지역별 매출

전년 대비 운영 비용

분기별 재무 현황

PREVIOUS_YEAR_OPERATING_EXPENSES

REGION

REVENUE, OPERATING_EXPENSES, NET_INCOME

QUARTER

2015 Q1 2015 Q2 2015 Q3 2015 Q4

REVENUE NET_INCOME

12 범주, 1 선

O

재무 분석 - 전년 대비 운영 비용

The screenshot shows a dashboard titled 'Revenue and Cost' from Oracle Analytics Cloud. The top navigation bar includes tabs for 'My Services - 대시보드', 'Oracle Cloud Infrastructure', 'Analytics Cloud Details', 'Revenue and Cost', and a plus sign icon. The URL is https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=visualAnalyzer&reportmode=full&reportpath=%2Fusers%2Fsoonduk.kim%40oracle.com%2FFinance%20Manage... . The dashboard features several large numerical displays and line charts:

- 연간 매출 (Annual Revenue):** 2B
- 연간 운영 비용 (Annual Operating Expenses):** 658M
- 연간 당기순이익 (Annual Net Income):** 118M
- 연간 매입채무 (Annual Payable):** 148M
- 연간 매출 채권 (Annual Receivable):** 981M

Below these are smaller charts and a map:

- A line chart for '연간 지역별 매출' (Annual Regional Revenue) showing a slight upward trend from January to November 2015.
- A line chart for '연간 운영 비용' (Annual Operating Expenses) showing a steady increase from January to November 2015.
- A line chart for '연간 당기순이익' (Annual Net Income) showing a steady increase from January to November 2015.
- A line chart for '연간 매입채무' (Annual Payable) showing a steady increase from January to November 2015.
- A line chart for '연간 매출 채권' (Annual Receivable) showing a steady increase from January to November 2015.
- A map titled '연간 지역별 매출' (Annual Regional Revenue) showing Europe with color-coded regions representing revenue levels.
- A bar chart titled '전년 대비 운영 비용' (Previous Year vs Current Year Operating Expenses) comparing France, Germany, Italy, Spain, and UK. The UK bar is highlighted with a yellow callout box containing Korean text: 'UK 의 운영 비용이 전년 대비 증가' (The operating expenses of the UK increased year-over-year).
- A bar chart titled '분기별 재무 현황' (Quarterly Financial Status) comparing Revenue and Net Income across Q1, Q2, Q3, and Q4 2015.

재무 분석 - 전년 대비 운영 비용

The screenshot shows a dashboard titled "Revenue and Cost" from Oracle Analytics Cloud. The top navigation bar includes links for "My Services - 대시보드", "Oracle Cloud Infrastructure", "Analytics Cloud Details", and "Revenue and Cost". The main content area displays several large numerical values representing financial metrics:

- 연간 매출 (Annual Revenue): 2B
- 연간 운영 비용 (Annual Operating Expenses): 658M
- 연간 당기순이익 (Annual Net Income): 118M
- 연간 매입채무 (Annual Accounts Payable): 148M
- 연간 매출채권 (Annual Accounts Receivable): 981M

Below these metrics are four line charts showing trends over time (1월 2015년 to 11월 2015년):

- Annual Revenue: Shows a relatively stable trend around 120-130B.
- Annual Operating Expenses: Shows a steady increase from approximately 50M to 70M.
- Annual Net Income: Shows a general upward trend from about 10M to 15M.
- Annual Accounts Payable: Shows a slight upward trend from about 10M to 12M.

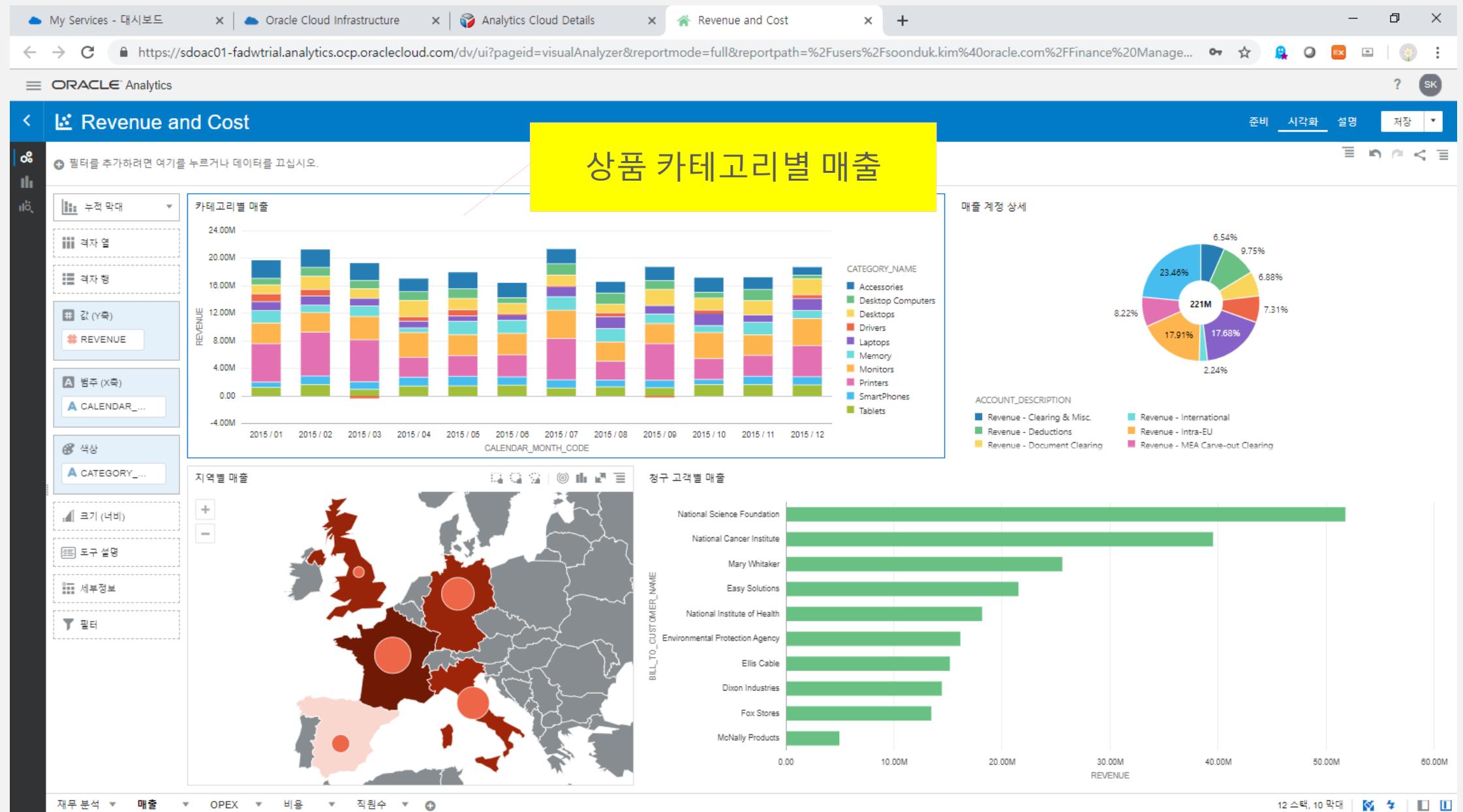
A map titled "연간 지역별 매출" (Annual Regional Revenue) shows Europe with color-coded regions. A yellow callout box highlights the UK region with the text "UK 의 운영 비용이 전년 대비 증가" (UK's operating expenses increased year-over-year).

Two bar charts provide detailed regional financial data:

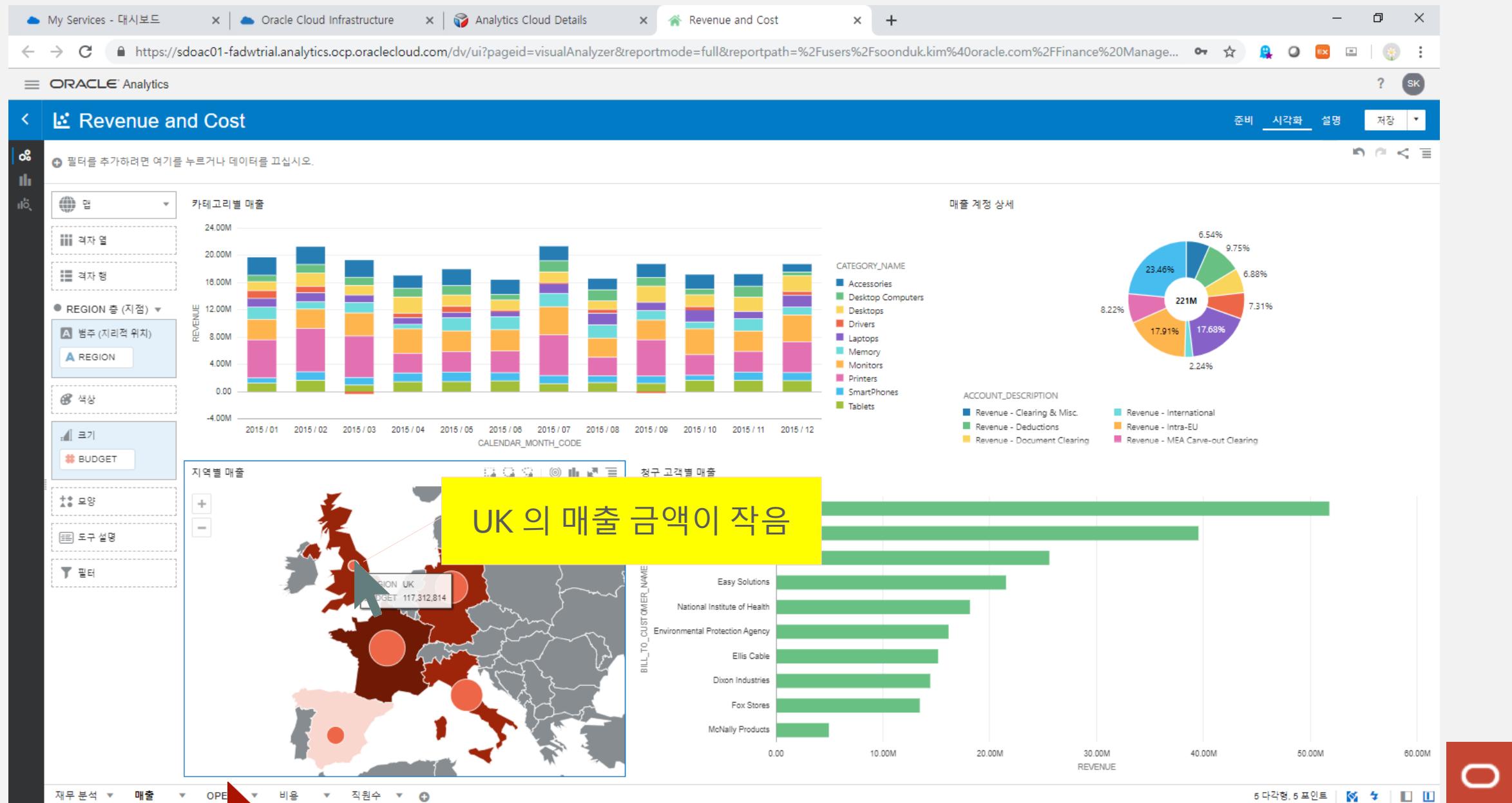
- "전년 대비 운영 비용" (Previous Year vs Current Year Operating Expenses) compares operating expenses for France, Germany, Italy, Spain, and the UK. The UK shows a significant increase.
- "분기별 재무 현황" (Quarterly Financial Status) shows revenue, operating expenses, and net income for Q1, Q2, Q3, and Q4 of 2015. The UK is highlighted again with a callout box showing "OPERATING_EXPENSES 119,638,056.95 REGION UK".

At the bottom, there are navigation tabs for "재무 분석" (Financial Analysis), "매출" (Revenue), "OPEX" (Operating Expenses), "비용" (Cost), "직원수" (Employee Count), and "필터" (Filter). A red arrow points to the "OPEX" tab.

매출 분석



매출 분석



운영 비용 분석

The screenshot shows a dashboard titled 'Revenue and Cost' from Oracle Analytics Cloud. The top navigation bar includes tabs for 'My Services - 대시보드', 'Oracle Cloud Infrastructure', 'Analytics Cloud Details', 'Revenue and Cost', and a plus sign icon. The URL is https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=visualAnalyzer&reportmode=full&reportpath=%2Fusers%2Fsoonduk.kim%40oracle.com%2FFinance%20Manager%2F... . The main title is 'Revenue and Cost' with a back arrow.

Key metrics displayed in large blue numbers:

- 연간 매출 (Annual Revenue): 2B
- 연간 운영 비용 (Annual Operating Expenses): 658M
- 연간 당기순이익 (Annual Net Income): 118M
- 연간 매입채무 (Annual Purchase Liabilities): 148M
- 연간 매출채권 (Annual Sales Receivables): 981M

Left sidebar filters (REGION: 모두, REGION: 막대, REGION: 격자 열, REGION: 격자 행, REGION: 값(Y축), REGION: REVENUE, REGION: OPERATING..., REGION: NET_INCOME, REGION: 범주(X축), REGION: QUARTER, REGION: 색상, REGION: 크기(너비), REGION: 도구 설정, REGION: 세부정보, REGION: 필터).

Charts and Data:

- 전년 대비 운영 비율 (Previous Year vs Current Year Operating Expenses): Bar chart comparing operating expenses for 2015 Q1, Q2, Q3, and Q4. Values are approximately 140M, 140M, 160M, and 140M respectively.
- 계정 그룹별 운영 비율 (Account Group Operating Expenses): Line chart showing a steady increase from Q1 to Q4, starting around 120M and ending near 140M.
- 본부별 운영 비율 (Departmental Operating Expenses): Line chart showing a steady increase from Q1 to Q4, starting near 10M and ending near 20M.
- 본기별 재무 현황 (Financial Status by Period): Bar chart showing revenue, operating expenses, and net income for each quarter. A callout box highlights a significant drop in net income from Q3 to Q4.
- 3~4 분기에 당기순이익이 급격히 감소함 (Net Income drops sharply in the 3rd and 4th quarters).

Legend:

- ACCOUNT_GROUP: Operations and Ma..., Other Operating Ex..., Salary & Wage, Supplies, T&E, Taxes & Fees
- COST_CENTER: Call Center Services, Dev & Support, Finance, HeadQuarters, Marketing, Sales

운영 비용 분석

My Services - 대시보드 | Oracle Cloud Infrastructure | Analytics Cloud Details | Revenue and Cost

https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=visualAnalyzer&reportmode=full&reportpath=%2Fusers%2Fsoonduk.kim%40oracle.com%2FFinance%20Manage...

ORACLE Analytics

Revenue and Cost

준비 시각화 설명 저장

REGION 모두

연간 매출 연간 운영 비용 연간 당기순이익 연간 매입채무 연간 매출채권

2B 658M 118M 148M 981M

전년 대비 운영 비용

QUARTER	OPERATING_EXPENSES
2015 Q1	150.00M
2015 Q2	150.00M
2015 Q3	170.00M
2015 Q4	180.00M

계정 그룹별 운영 비용

QUARTER	OPERATING_EXPENSES
2015 Q1	120.00M
2015 Q2	125.00M
2015 Q3	130.00M
2015 Q4	135.00M

분기별 재무 현황

QUARTER	REVENUE_NET_INCOME	OPERATING_EXPENSES
2015 Q1	400.00M	150.00M
2015 Q2	400.00M	150.00M
2015 Q3	400.00M	150.00M
2015 Q4	400.00M	150.00M

4분기 운영비용이 전년 대비 증가함

4분기 운영비용이 전년 대비 증가함

ACCOUNT_GROUP

- Operations and Ma...
- Other Operating Ex...
- Salary & Wage
- Supplies
- T&E
- Taxes & Fees

COST_CENTER

- Call Center Services
- Dev & Support
- Finance
- HeadQuarters
- Marketing
- Sales

재무 분석 매출 비율 직원수 +

OPEX

4 분주, 2 막대

운영 비용 분석

My Services - 대시보드 | Oracle Cloud Infrastructure | Analytics Cloud Details | Revenue and Cost

<https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=visualAnalyzer&reportmode=full&reportpath=%2Fusers%2Fsoonduk.kim%40oracle.com%2FFinance%20Manage...>

ORACLE Analytics

Revenue and Cost

지역 조건 선택

준비 시각화 설명 저장

REGION 모두

검색 선택 항목

France
Germany
Italy
Spain
UK

왼쪽의 선택사항을 추가하려면 누르십시오.

모두 선택 모두 선택 해제

색상 크기 (내비) 모양 (모양)

도구 설명 세부정보 필터

연간 운영 비용 연간 당기순이익 연간 매입채무 연간 매출채권

658M 118M 148M 981M

계정 그룹별 운영 비용

OPERATING_EXPENSES

180.00M
150.00M
120.00M
90.00M
60.00M
30.00M
0.00

2015 Q1 2015 Q2 2015 Q3 2015 Q4

ACCOUNT_GROUP

- Operations and Ma...
- Other Operating Ex...
- Salary & Wage
- Supplies
- T&E
- Taxes & Fees

분기별 재무 현황

REVENUE OPERATING EXPENSES NET INCOME

450.00M
400.00M
350.00M
300.00M
250.00M
200.00M
150.00M
100.00M
50.00M
0.00

2015 Q1 2015 Q2 2015 Q3 2015 Q4

QUARTER

본부별 운영 비용

OPERATING_EXPENSES

150.00M
120.00M
90.00M
60.00M
30.00M
0.00

2015 Q1 2015 Q2 2015 Q3 2015 Q4

QUARTER

COST_CENTER

- Call Center Services
- Dev & Support
- Finance
- HeadQuarters
- Marketing
- Sales

재무 분석 매출 OPEX 비용 직원수 +

4 범주, 2 막대

운영 비용 분석

My Services - 대시보드 | Oracle Cloud Infrastructure | Analytics Cloud Details | Revenue and Cost

https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=visualAnalyzer&reportmode=full&reportpath=%2Fusers%2Fsoonduk.kim%40oracle.com%2FFinance%20Manage...

ORACLE Analytics

Revenue and Cost

UK 지역 조건에 따른 데이터 변경

연간 운영 비용 연간 당기순이익 연간 매입채무 연간 매출채권

32M 120M 17M 30M 206M

Q3부터 운영비용 증가

REGION
UK

France
Germany
Italy
Spain

모두 선택 해제 색상 크기 (내비) 모양 (모양) 도구 설명 세부정보 필터

PREVIOUS_YEAR_OPERATING_EXPENSES

QUARTER	2015 Q1	2015 Q2	2015 Q3	2015 Q4
비율	20.00M	20.00M	20.00M	20.00M
운영비	20.00M	20.00M	20.00M	20.00M
당기순이익	20.00M	20.00M	20.00M	20.00M
매출	20.00M	20.00M	20.00M	20.00M
매입채무	20.00M	20.00M	20.00M	20.00M
매출채권	20.00M	20.00M	20.00M	20.00M

분기별 재무 현황

QUARTER	REVENUE_OPERATING_EXPENSES_NET_INCOME	OPERATING_EXPENSES	NET_INCOME
2015 Q1	80.00M	20.00M	60.00M
2015 Q2	80.00M	20.00M	60.00M
2015 Q3	80.00M	20.00M	60.00M
2015 Q4	80.00M	20.00M	60.00M

ACCOUNT_GROUP

- Operations and Maint.
- Other Operating Expenses
- Salary & Wage
- Supplies
- T&E
- Taxes & Fees

OPERATING_EXPENSES

2015 Q1 2015 Q2 2015 Q3 2015 Q4

분부별 운영 비용

QUARTER	Call Center Services	Dev & Support	Finance	Marketing	Sales
2015 Q1	6.00M	4.00M	3.00M	3.00M	8.00M
2015 Q2	6.00M	4.00M	3.00M	5.00M	7.00M
2015 Q3	6.00M	4.00M	3.00M	5.00M	9.00M
2015 Q4	6.00M	4.00M	3.00M	3.00M	7.00M

COST_CENTER

- Call Center Services
- Dev & Support
- Finance
- Marketing
- Sales

OPERATING_EXPENSES

2015 Q1 2015 Q2 2015 Q3 2015 Q4

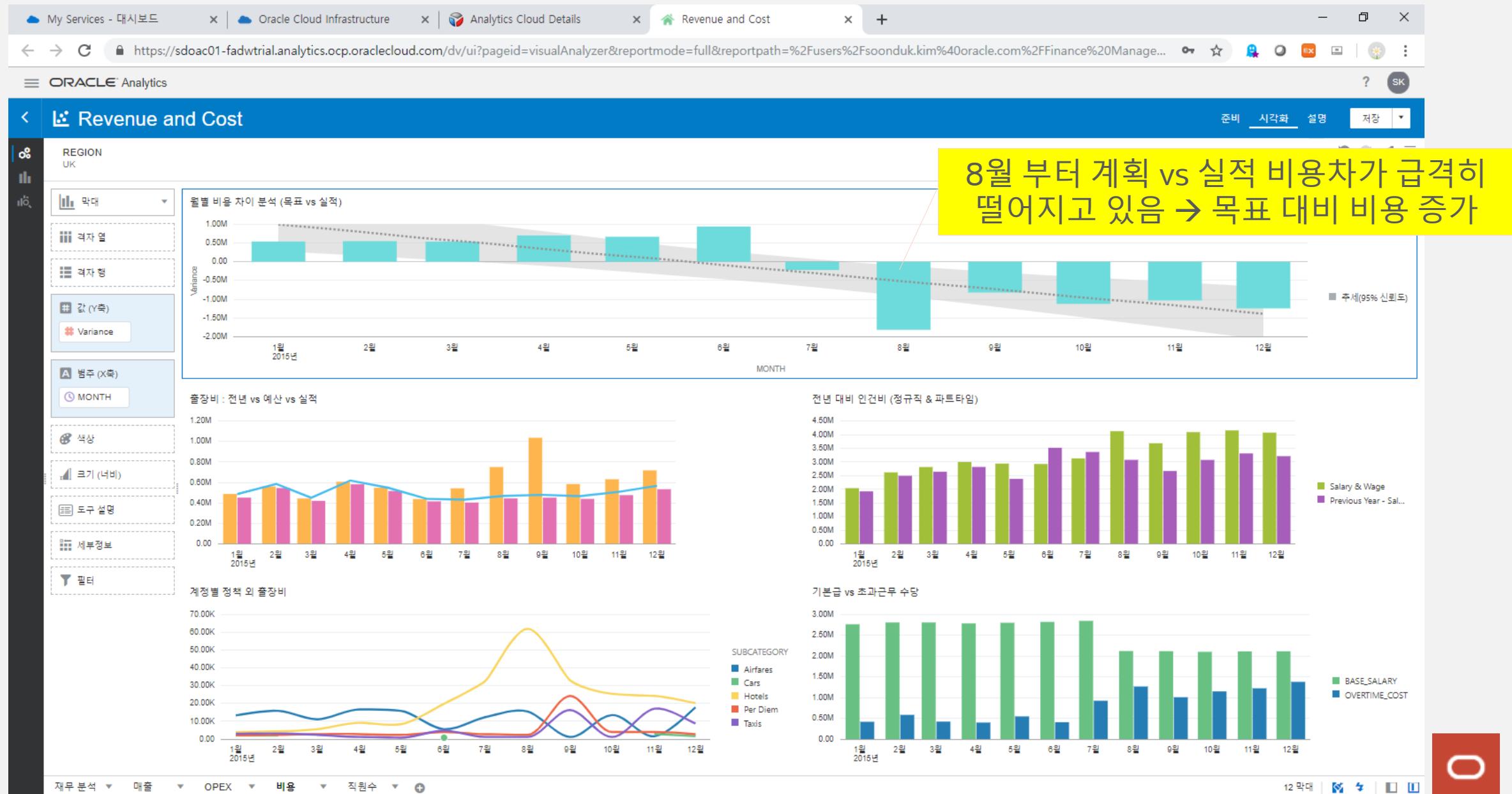
재무 분석 매출 비율 직원수 +

OPEX

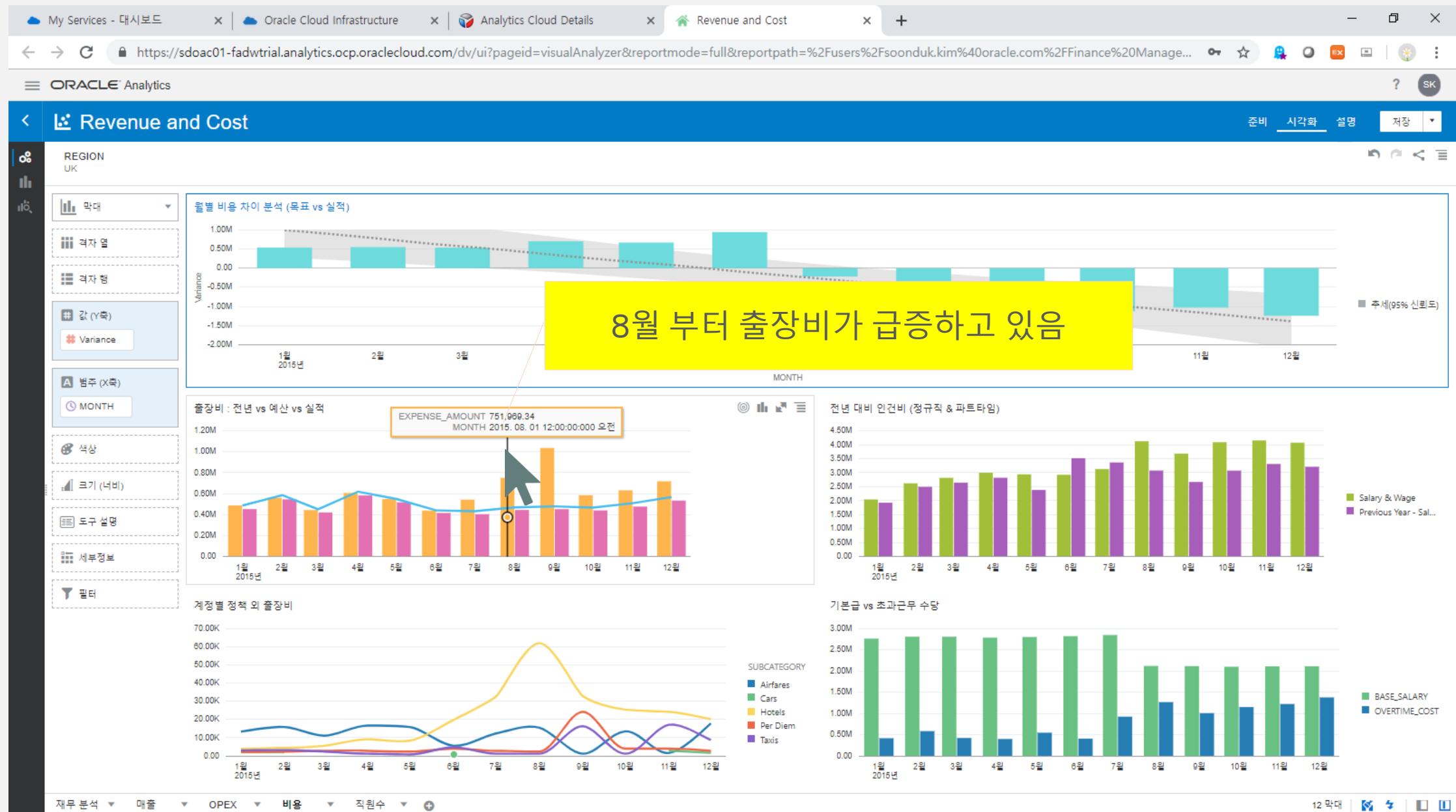
4 복주, 2 막대

ORACLE

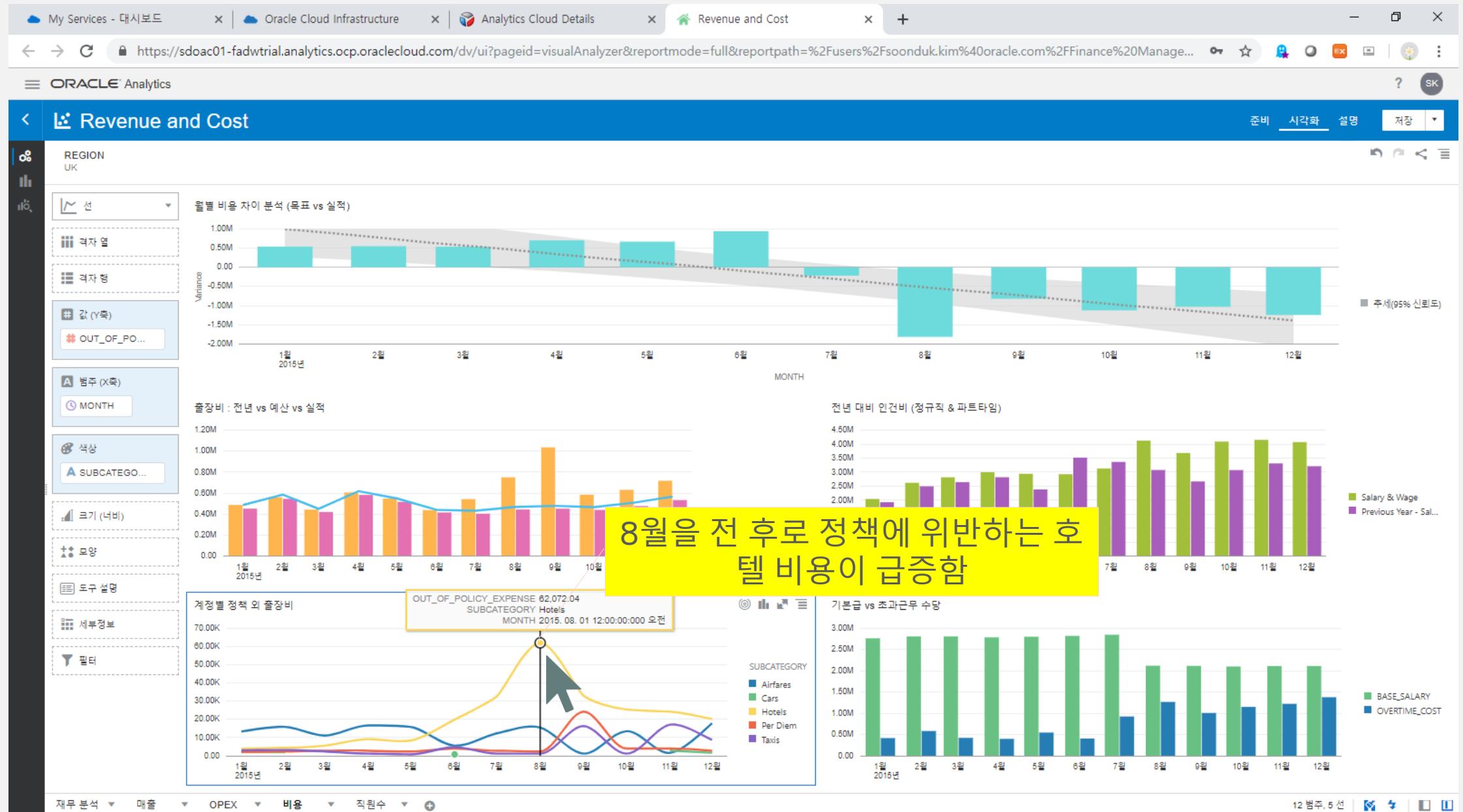
UK 비용 분석



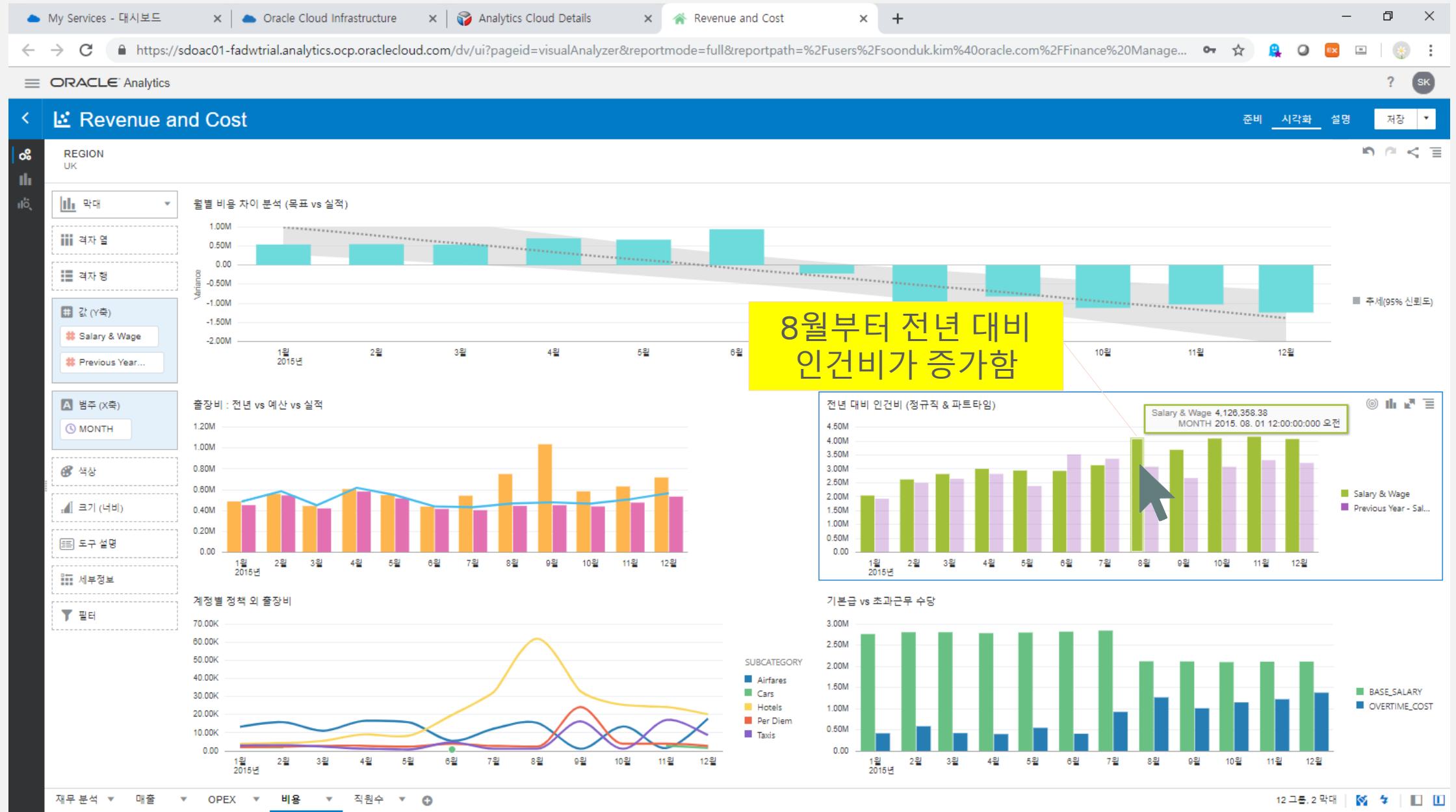
UK 비용 분석



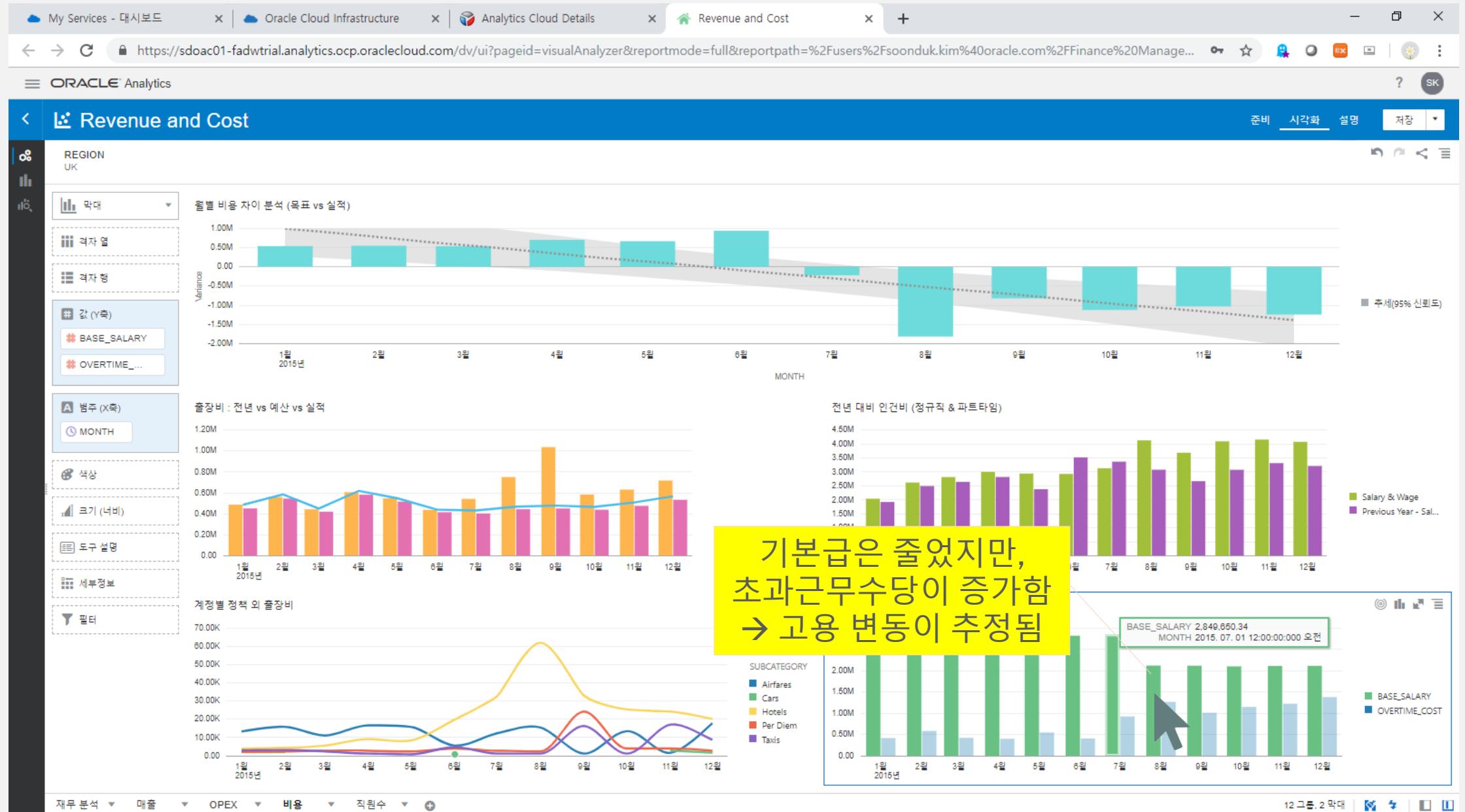
UK 비용 분석



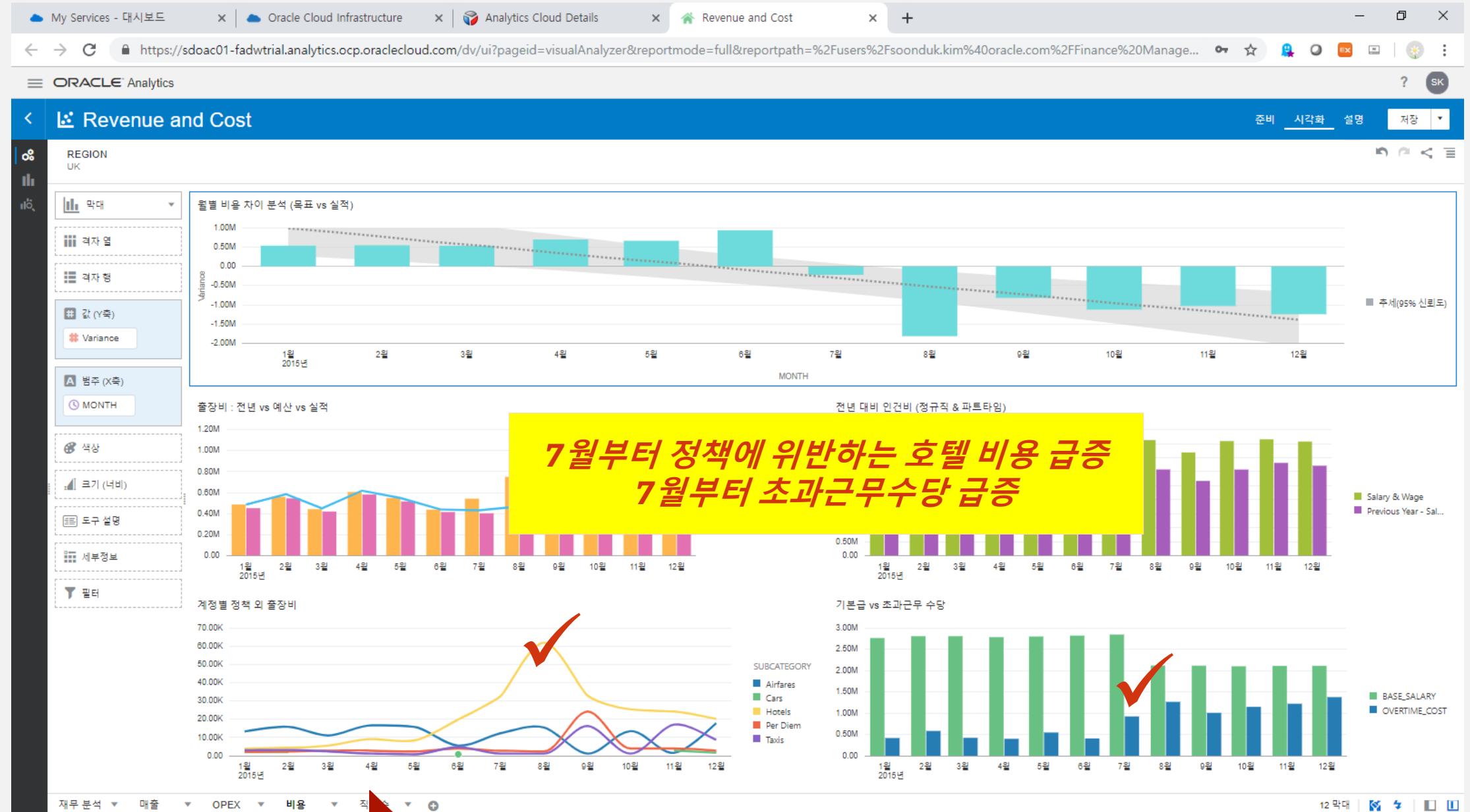
UK 비용 분석



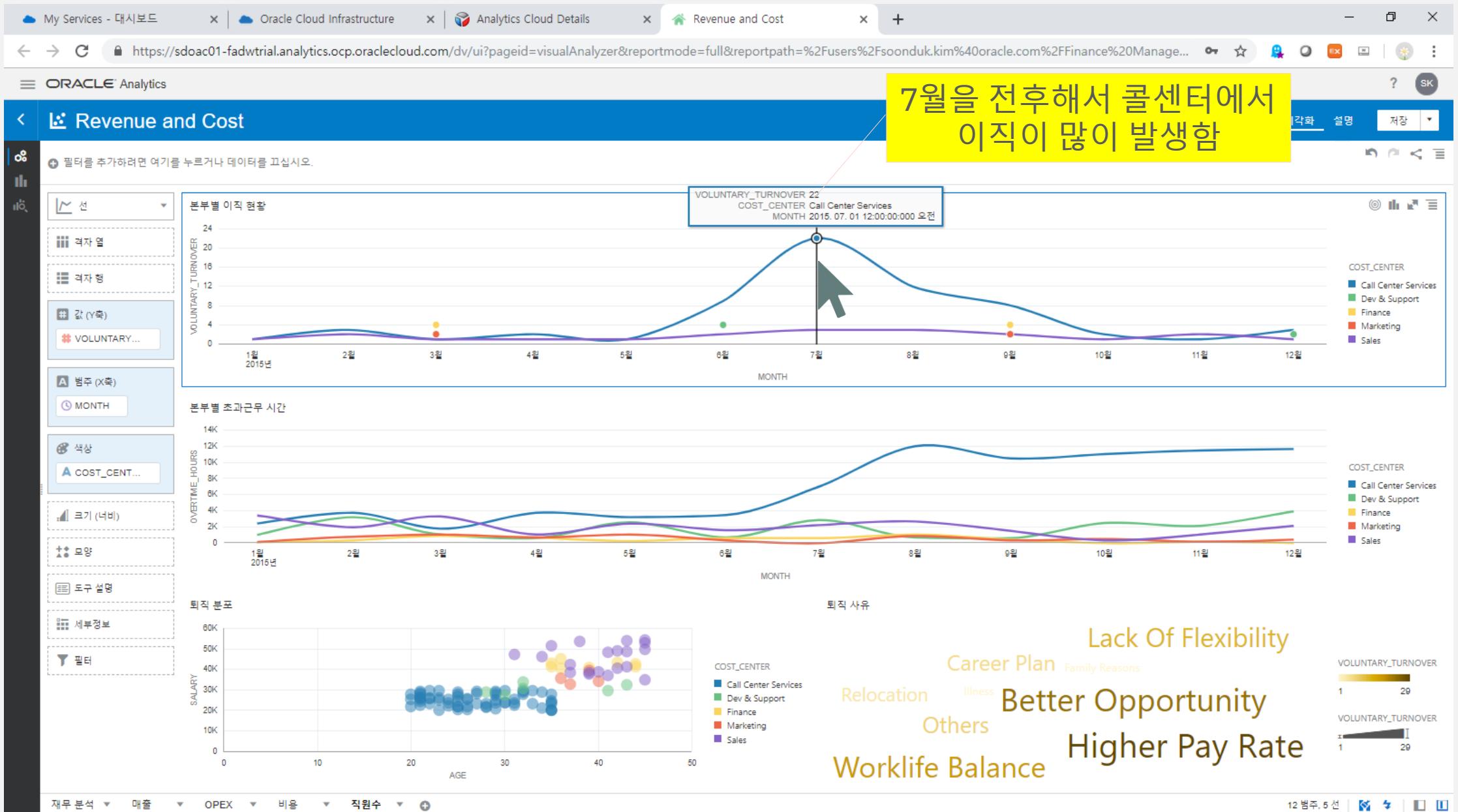
UK 비용 분석



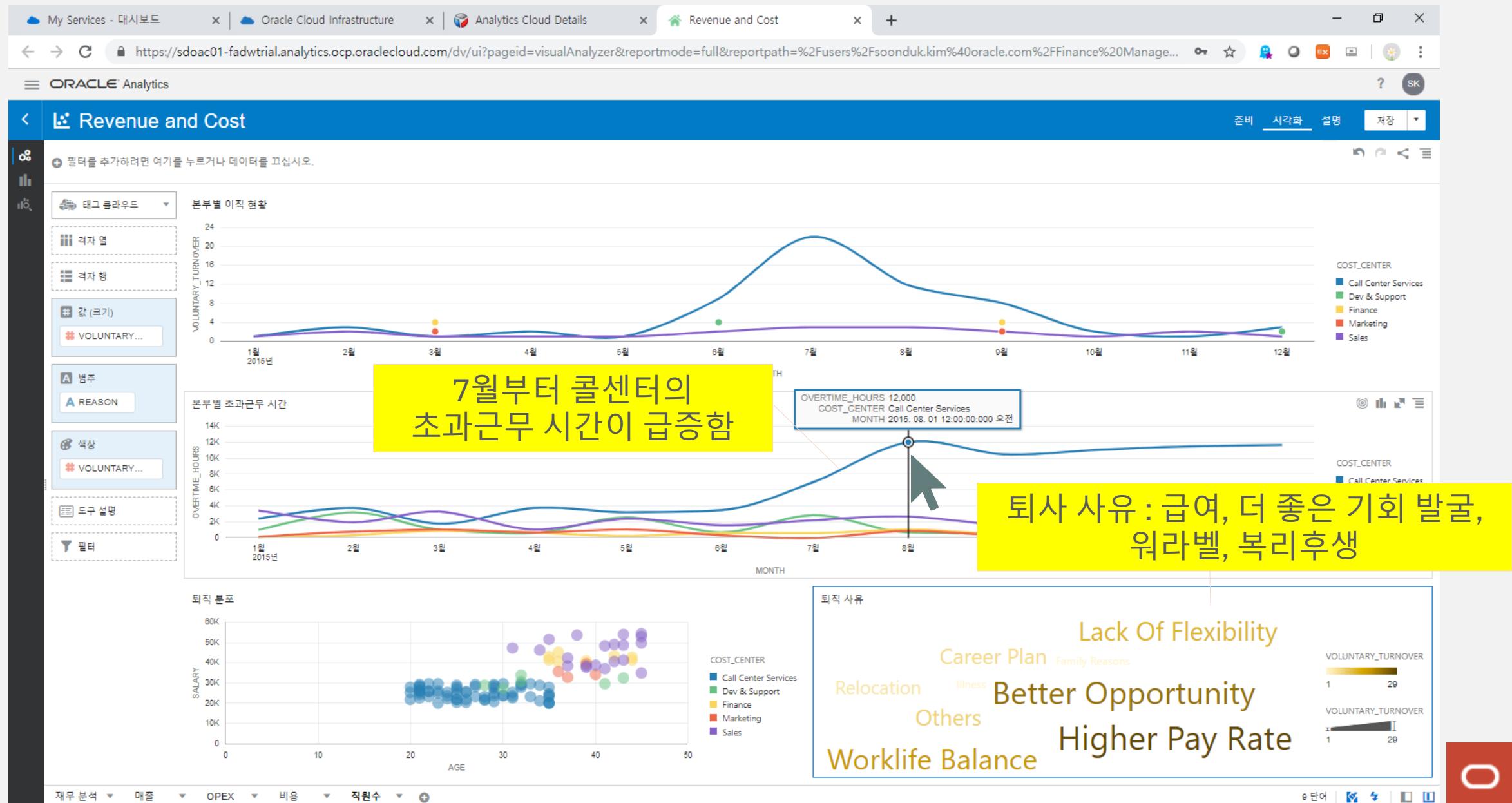
UK 비용 분석



고용 분석



고용 분석



시나리오1 : 쉽고 유연한 분석으로 비즈니스 가시성 확보

매출 및 비용 분석을
통한 재무 가시성 확보

캠페인 분석을 위한
프로젝트 임포트

Oracle Analytics Cloud 사용자 포털

My Services - 대시보드 | Oracle Cloud Infrastructure | Analytics Cloud Details | Oracle Analytics

https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=home

ORACLE Analytics

네비게이터 (햄버거 메뉴)

Oracle Analytics 시작하기

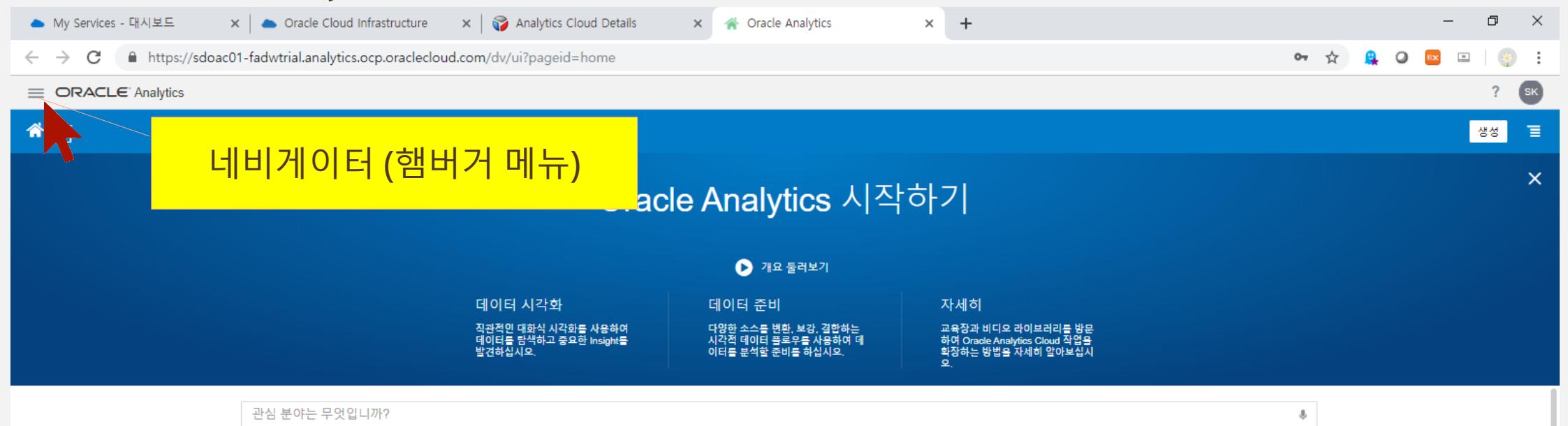
개요 둘러보기

데이터 시각화
직관적인 대화식 시각화를 사용하여 데이터를 탐색하고 중요한 Insight를 발견하십시오.

데이터 준비
다양한 소스를 변환, 보강, 결합하는 시각적 데이터 툴로우를 사용하여 데이터를 분석할 준비를 하십시오.

자세히
교육장과 비디오 라이브러리를 방문하여 Oracle Analytics Cloud 작업을 확장하는 방법을 자세히 알아보십시오.

관심 분야는 무엇입니까?



관심 분야는 무엇입니까?

Revenue and Cost

M_CAMPAIGN_REVENU...

F_COST_FINANCIAL

M_CAMPAIGN_A...

F_WORKFORCE...

F_COST_EXPENSE

MLTD_Campaign...

MLTD_Response

프로젝트

Revenue and Cost

SD_Expense

판매 분석

Spend Analysis

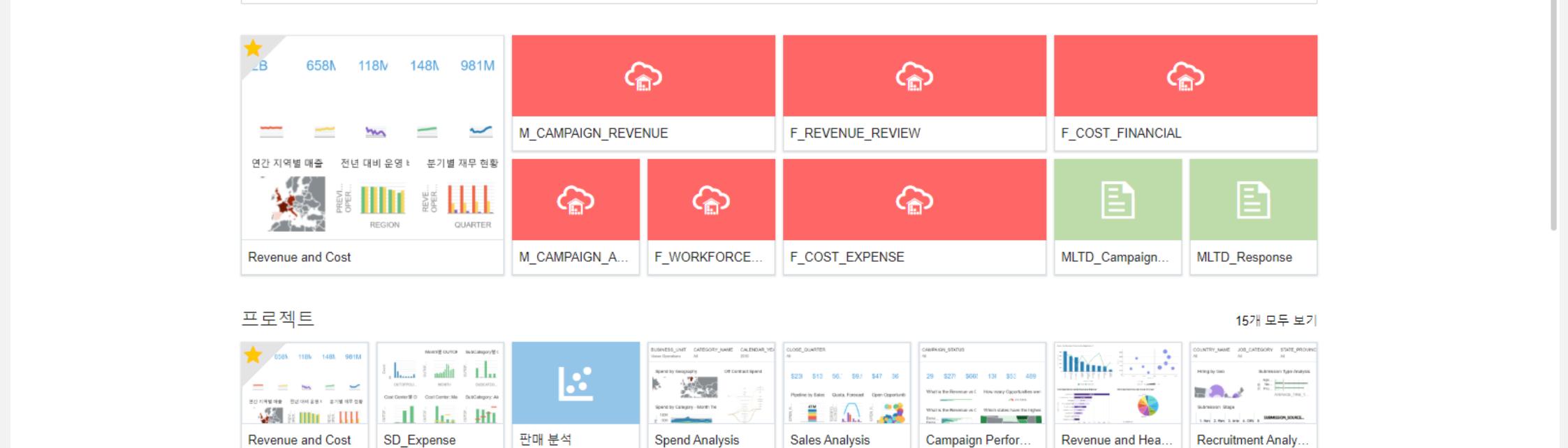
Sales Analysis

Campaign Perform...

Revenue and Hea...

Recruitment Analy...

15개 모두 보기



프로젝트 임포트

My Services - 대시보드 | Oracle Cloud Infrastructure | Analytics Cloud Details | Oracle Analytics

https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=home

Analytics

ORACLE Analytics

Home

생성

SK

Oracle Analytics 시작하기

개요 둘러보기

데이터 시작화
직관적인 대화식 시작화를 사용하여 데이터를 탐색하고 중요한 Insight를 발견하십시오.

데이터 준비
다양한 소스를 변환, 보강, 결합하는 시작적 데이터 흐름을 사용하여 데이터를 분석할 준비를 하십시오.

자세히
교육과 비디오 라이브러리를 방문하여 Oracle Analytics Cloud 작업을 확장하는 방법을 자세히 알아보십시오.

관심 분야는 무엇입니까?

Revenue and Cost

M_CAMPAIGN_REVENU...

F_REVENUE_REVIEW

F_COST_FINANCIAL

M_CAMPAIGN_A...

F_WORKFORCE...

F_COST_EXPENSE

MLTD_Campaign...

MLTD_Response

프로젝트

15가 모두 보기

Revenue and Cost

SD_Expense

판매 분석

Spend Analysis

Sales Analysis

Campaign Perform...

Revenue and Hea...

Recruitment Analy...

javascript:void(0)

O

프로젝트 임포트

My Services - 대시보드 | Oracle Cloud Infrastructure | Analytics Cloud Details | Oracle Analytics

https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=catalog

☰ ORACLE Analytics ? SK

프로젝트

상성

My Folders Shared Folders All Projects Favorites

Search Projects 정렬 기준 Modified

오늘

HR Manager Finance Manager Finance Manager ... 판매 분석

어제

ML 캠페인 세그먼...

O

프로젝트 임포트

My Services - 대시보드 | Oracle Cloud Infrastructure | Analytics Cloud Details | Oracle Analytics

https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=catalog

☰ ORACLE® Analytics ? SK

프로젝트

My Folders Shared Folders All Projects Favorites

Search Projects 정렬 기준 M

생성

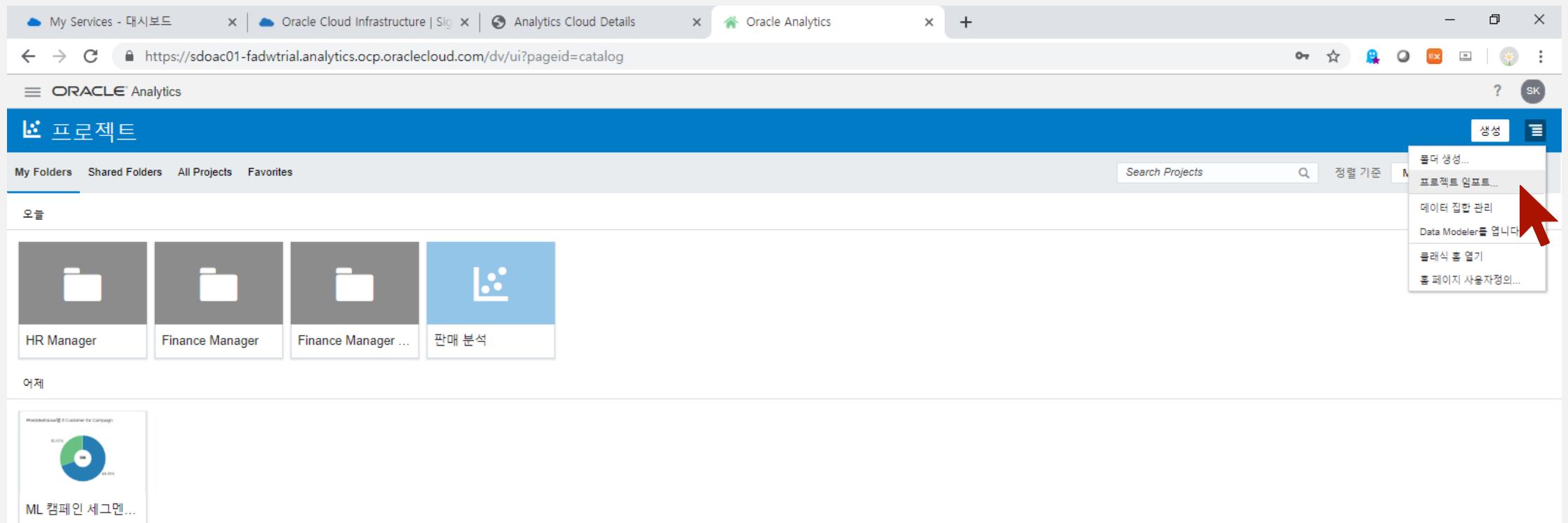
더 생성...
프로젝트 임포트...
데이터 집합 관리
Data Modeler를 엽니다
클래식 흐름 열기
페이지 사용자정의...

오늘

HR Manager Finance Manager Finance Manager ... 판매 분석

어제

ML 캠페인 세그먼...



프로젝트 임포트

My Services - 대시보드 | Oracle Cloud Infrastructure | Analytics Cloud Details | Oracle Analytics

https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=catalog

ORACLE Analytics

프로젝트

My Folders Shared Folders All Projects Favorites

Search Projects 정렬 기준 Modified

생성

오늘

HR Manager Finance Manager Finance Manager ... 판매 분석

어제

ML 캠페인 세그먼...

임포트

파일 선택

임포트할 .dva 파일을 선택하거나 이 창으로 끌어오십시오.

파일 선택

가능한 경우 ACL 임포트

취소 임포트

A screenshot of the Oracle Analytics Cloud interface. The main window shows a list of projects under 'My Folders' and 'All Projects'. A modal dialog box titled 'Import' is open in the center, prompting the user to select a .dva file for import. The dialog includes a file selection input field, a large upload arrow icon, and a checkbox for importing ACLs. At the bottom are 'Cancel' and 'Import' buttons. The browser's address bar shows the URL for the Analytics Cloud Details page.

프로젝트 임포트

The screenshot shows the Oracle Analytics Cloud interface with the following details:

- Header:** My Services - 대시보드, Oracle Cloud Infrastructure | Sig, Analytics Cloud Details, Oracle Analytics.
- URL:** https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=catalog
- Toolbar:** Back, Forward, Refresh, Home, Oracle Analytics logo, Help, SK button.
- Left Sidebar:** 프로젝트, My Folders, Shared Folders, All Projects, Favorites, 오늘 (Today), 어제 (Yesterday), ML 캠페인 세그먼... (ML Campaign Segment...).
- Central Area:** A modal window titled "임포트" (Import) is open. It contains a file selection area with a placeholder "dva 파일을 선택하거나 이동하세요" (Select or move dva files) and a "파일 선택" (File Selection) button. A red arrow points from this area to the left sidebar's "판매 분석" (Sales Analysis) icon.
- Right Area:** A file browser titled "임포트" (Import) showing a list of files under "OAC_DVAs". The list includes:
 - 0. Demo
 - 0. PaaS Overview
 - Autonomous DB
 - ADW
 - ADW Call Guide
 - ADW Hands on Training by APAC SC
 - MLTD Student - Activity
 - Oracle Machine Learning _ Notebook Edit_file
 - Presentation
 - ADW Hands-on for ODP Customers
 - ADW Immersion Training
 - DMP
 - OAC-DVA-Files
 - ADW_Handson 2018
 - Salple Data
 - Machine Learning
 - Management Cloud
 - 3. SaaS
 - 4. 3rd Party Solutions
 - 5. ReferenceA yellow callout box highlights the "Marketing Manager.dva" file, with the text "Marketing Manager.dva 파일 끌어 넣기" (Drag Marketing Manager.dva file here).
- Bottom Right:** A large red "O" button.

프로젝트 임포트

My Services - 대시보드 | Oracle Cloud Infrastructure | SIG | Analytics Cloud Details | Oracle Analytics

https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=catalog

ORACLE Analytics

프로젝트

My Folders Shared Folders All Projects Favorites

Search Projects 정렬 기준 Modified

생성

오늘

임포트

Marketing Manager.dva

데이터 및/또는 접속 인증서를 해독하려면 비밀번호를 입력하십시오.

.....

취소 확인

‘Marketing Manager.dva’ 파일
임포트 패스워드 = Oracle987654

ML 캠페인 세그먼...

The screenshot shows the Oracle Analytics Cloud interface. In the center, a modal dialog box titled '임포트' (Import) is displayed for the file 'Marketing Manager.dva'. It contains a password field with the value '.....' and two buttons at the bottom: '취소' (Cancel) and '확인' (Confirm). A large yellow rectangular callout box is overlaid on the dialog, containing the text '‘Marketing Manager.dva’ 파일' and '임포트 패스워드 = Oracle987654'. A red arrow points from the bottom right of this callout box towards the '확인' button. The background of the interface shows various project thumbnails and navigation menus.

프로젝트 임포트

The screenshot shows the Oracle Analytics Cloud interface. At the top, there are tabs for 'My Services - 대시보드', 'Oracle Cloud Infrastructure | S... | Analytics Cloud Details', and 'Analytics Cloud Details'. Below the tabs, the URL is https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=catalog. The main header says 'ORACLE Analytics' and has a 'SK' button. The left sidebar has a '프로젝트' tab selected, showing 'My Folders', 'Shared Folders', 'All Projects', and 'Favorites'. A search bar at the top right includes 'Search Projects', '정렬 기준', and 'Modified'. The main content area shows a grid of project thumbnails under the heading '오늘' (Today). One thumbnail for '판매 분석' (Sales Analysis) is highlighted. A modal dialog box titled '임포트' (Import) is displayed in the center. It contains the message 'Marketing Manager.dva' and '데이터 및/또는 접속 인증서를 해독하려면 비밀번호를 입력하십시오.' (Enter password to decrypt data and/or connection certificate). A password field is shown with redacted text. Below the field, a green checkmark icon and the message '임포트 성공!' (Import successful!) are displayed. A red arrow points to the '확인' (Confirm) button at the bottom right of the dialog. In the bottom right corner of the image, there is a large red square with a white 'O' symbol.

임포트한 프로젝트의 데이터 연결 설정

The screenshot shows the Oracle Analytics web interface. At the top, there are three tabs: 'My Services - 대시보드', 'Oracle Cloud Infrastructure | Sis...', and 'Analytics Cloud Details'. Below them is a browser header with the URL <https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=catalog>. The main content area has a blue header bar with the 'ORACLE Analytics' logo and the Korean text '프로젝트'. On the left, a dark sidebar menu lists several options: 'Home', 'Project' (which is highlighted with a red arrow), 'Data' (also highlighted with a red arrow), 'Machine Learning', 'Jobs', 'Console', and 'Education'. The main workspace shows a folder structure under 'My Folders > Marketing Manager'. A small preview window displays a chart titled 'CAMPAGN_STATUS' with various data points. The bottom right corner of the page has a large red square containing a white 'O' logo.

임포트한 프로젝트의 데이터 연결 설정

The screenshot shows the Oracle Analytics Data Sources page. The URL is https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=datasources. The page title is 'Analytics Cloud Details'. The main content area is titled '데이터' (Data) and shows a list of data sources. A tooltip is displayed over the 'New Data Source' button, which is labeled '데이터 접속 생성' (Create Data Source). The tooltip also includes the text '접속' (Connection) and '삭제' (Delete). The data source list includes:

유형	이름	접속 유형	복제 접속	소유자	수정 날짜
Cloud	erpdemo02-marketing	Oracle Autonomous Data Wareh...		soonduk.kim@oracle.com	방금
Cloud	erpdemo01-finance	Oracle Autonomous Data Wareh...		soonduk.kim@oracle.com	방금
Cloud	erpdemo05-hr	Oracle Autonomous Data Wareh...		soonduk.kim@oracle.com	방금
Cloud	SDADW01_admin	Oracle Autonomous Data Wareh...		soonduk.kim@oracle.com	어제
Cloud	HM_DB201907112132	Oracle Autonomous Data Wareh...		soonduk.kim@oracle.com	2일 전

임포트한 프로젝트의 데이터 연결 설정

The screenshot shows the Oracle Analytics Cloud interface. In the top navigation bar, there are tabs for 'My Services - 대시보드', 'Oracle Cloud Infrastructure | Svc', 'Analytics Cloud Details', and 'Analytics'. The current page is 'Analytics Cloud Details'.

The main area is titled '데이터' (Data) and shows a list of data sources:

- 유형 (Type): 접속 (Connection)
- 이름 (Name): erpdemo02-marketing, erpdemo01-finance, erpdemo05-hr, SDADW01_admin, HM_DB201907112132

A modal window is open for the connection named 'erpdemo02-marketing'. The modal has a title '접속 유형' (Connection Type) and a sub-section 'Access'. It displays the following fields:

- * 접속 이름 (Connection Name): erpdemo02-marketing
- 설명 (Description): (empty)
- * 클라이언트 인증서 (Client Certificate): A checkbox is checked next to a file input field labeled '여기/여기 .zip 파일 놓기/' (Drop here/here). A red arrow points to this field from a yellow callout box containing the text '보안 파일 (Wallet_AdwXX01.zip) 선택' (Select security file).
- * 사용자 이름 (User Name): erpdemo02
- * 비밀번호 (Password): (empty)
- * 서비스 이름 (Service Name): wwjfteltaqscy9_adwpar_medium.adwc.oracleclo...

A red arrow also points to the '선택...' (Select...) button next to the client certificate input field.

A yellow callout box highlights the '선택...' button and contains the text '보안 파일 (Wallet_AdwXX01.zip) 선택' (Select security file).

임포트한 프로젝트의 데이터 연결 설정

The screenshot shows the Oracle Analytics Cloud interface. In the top navigation bar, there are tabs for 'My Services - 대시보드', 'Oracle Cloud Infrastructure | Svc', 'Analytics Cloud Details', and 'Analytics'. The current page is 'Analytics'.

The main area is titled '데이터' (Data) and shows a list of data sources:

- 유형 (Type): 접속 (Connection)
- 이름 (Name): erpdemo02-marketing, erpdemo01-finance, erpdemo05-hr, SDADW01_admin, HM_DB201907112132

A modal window is open for the connection 'erpdemo02-marketing'. The modal has tabs for '접속 유형' (Connection Type), '복제 접속' (Copy Connection), '소유자' (Owner), and '수정 날짜' (Last Modified Date). The '접속 유형' tab is selected, showing the following details:

Cloud icon: erpdemo02-marketing
접속
Oracle Autonomous Data Warehouse Cloud

Access tab (highlighted with a red box):

- * 접속 이름: erpdemo02-marketing
- 설명: (empty)
- * 클라이언트 인증서: cwallet.sso
- * 사용자 이름: erpdemo02
- * 비밀번호: (redacted)
- * 서비스 이름: sdadw01_high

Buttons at the top right of the modal: '저장' (Save) and '닫기' (Close). A red arrow points to the '저장' button.

A yellow callout box on the right side contains the text: **ADWXX01 → erpdemo02**
패스워드 = Oracle987654

임포트한 프로젝트의 데이터 연결 설정

The screenshot shows a browser window with the following tabs:

- My Services - 대시보드
- Oracle Cloud Infrastructure | Svc
- Analytics Cloud Details
- Oracle Analytics

The URL in the address bar is <https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=datasources>.

The main content area is titled "데이터" (Data) and shows a list of data sources:

유형	이름
erpdemo01-finance	
erpdemo02-marketing	
erpdemo05-hr	
SDADW01_admin	
HM_DB201907112132	

A modal dialog is open for the "erpdemo02-marketing" connection, which is identified as an "Oracle Autonomous Data Warehouse Cloud" connection. The modal contains the following fields:

접속 이름	erpdemo02-marketing
설명	
* 클라이언트 인증서	<input checked="" type="checkbox"/> cwallet.sso <input type="button" value="선택..."/>
* 사용자 이름	erpdemo02
* 비밀번호	*****
* 서비스 이름	sdadw01_high

A red arrow points to the "닫기" (Close) button in the top right corner of the modal.

임포트한 프로젝트의 데이터 연결 설정

The screenshot shows the Oracle Analytics Data Sources interface. A red arrow points to the 'Data' icon in the left sidebar, which is currently selected. The main content area displays a list of data sources:

유형	이름	접속 유형	복제 접속	소유자	수정 날짜
Cloud	erpdemo01-finance	Oracle Autonomous Data ...		soonduk.kim@oracle...	방금
Cloud	erpdemo02-marketing	Oracle Autonomous Data ...		soonduk.kim@oracle...	방금
Cloud	erpdemo05-hr	Oracle Autonomous Data ...		soonduk.kim@oracle...	3분 전
Cloud	SDADW01_admin	Oracle Autonomous Data ...		soonduk.kim@oracle...	어제
Cloud	HM_DB201907112132	Oracle Autonomous Data ...		soonduk.kim@oracle...	2일 전

임포트한 프로젝트 확인

My Services - 대시보드 | Oracle Cloud Infrastructure | Analytics Cloud Details | Oracle Analytics

https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=catalog

☰ ORACLE® Analytics ? SK

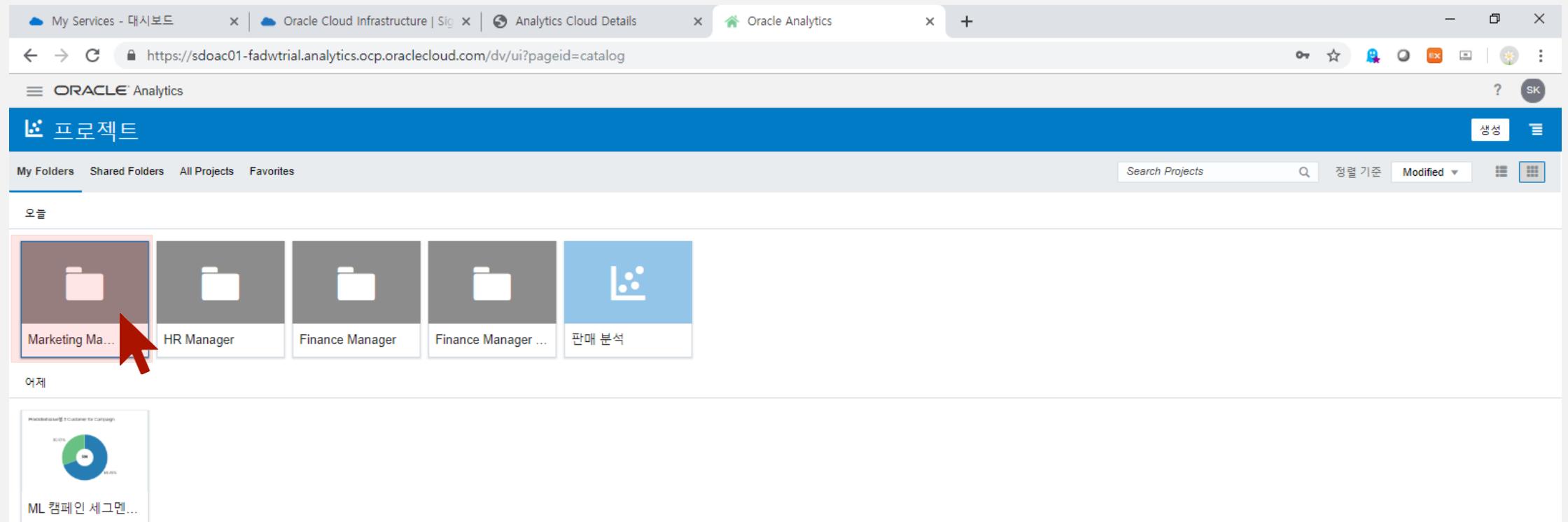
프로젝트 생성 ■

My Folders Shared Folders All Projects Favorites Search Projects 정렬 기준 Modified 오늘

Marketing Ma... HR Manager Finance Manager ... Finance Manager ... 판매 분석

어제

ML 캠페인 세그먼...



임포트한 프로젝트 확인

My Services - 대시보드 | Oracle Cloud Infrastructure | Analytics Cloud Details | Oracle Analytics

https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=catalog

☰ ORACLE Analytics ? SK

프로젝트

상성

My Folders Shared Folders All Projects Favorites

Search Projects 정렬 기준 Modified

My Folders > Marketing Manager

오늘

CAMPAGNS_STATUS
29 927 968 131 \$0 489
What is the Revenue vs C
How many Opportunities were
What is the Revenue vs C
What Status from the Right
Email
Campaign Performance

O

임포트한 프로젝트 → 데이터 새로고침

My Services - 대시보드 | Oracle Cloud Infrastructure | Analytics Cloud Details | Campaign Performance and Activity Trends

<https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=visualAnalyzer&reportmode=full&reportpath=%2Fusers%2Fsoonduk.kim%40oracle.com%2FMarketing%20Manager%2FCampaign%20Performance%20and%20Activity%20Trends#>

Campaign Performance and Activity Trends

준비 시각화 설명 저장

데이터

M_CAMPAIGN_REVIEWS

- CAMPAIGN_STATUS
- CAMPAIGN_TYPE
- CAMPAINNED_END_DATE
- CAMPAINNED_START_DATE
- CAMPAINNED_TYPE
- INFLUENCED_BY
- TOTAL_ATRIBUTED_REVENUE
- TOTAL_ATRIBUTED_ROI
- TOTAL_INFLUENCER

50 Campaigns

제목 자동
설명 자동
맞춤 자동

50 바둑판식

값 Campaigns

도구 설명 필터

50

질의 오류 자세히

What is the Revenue vs Cost by Campaign Type?

50

질의 오류 자세히

How many Opportunities were Won by Campaign Type?

50

질의 오류 자세히

What is the Revenue vs Cost by Product?

50

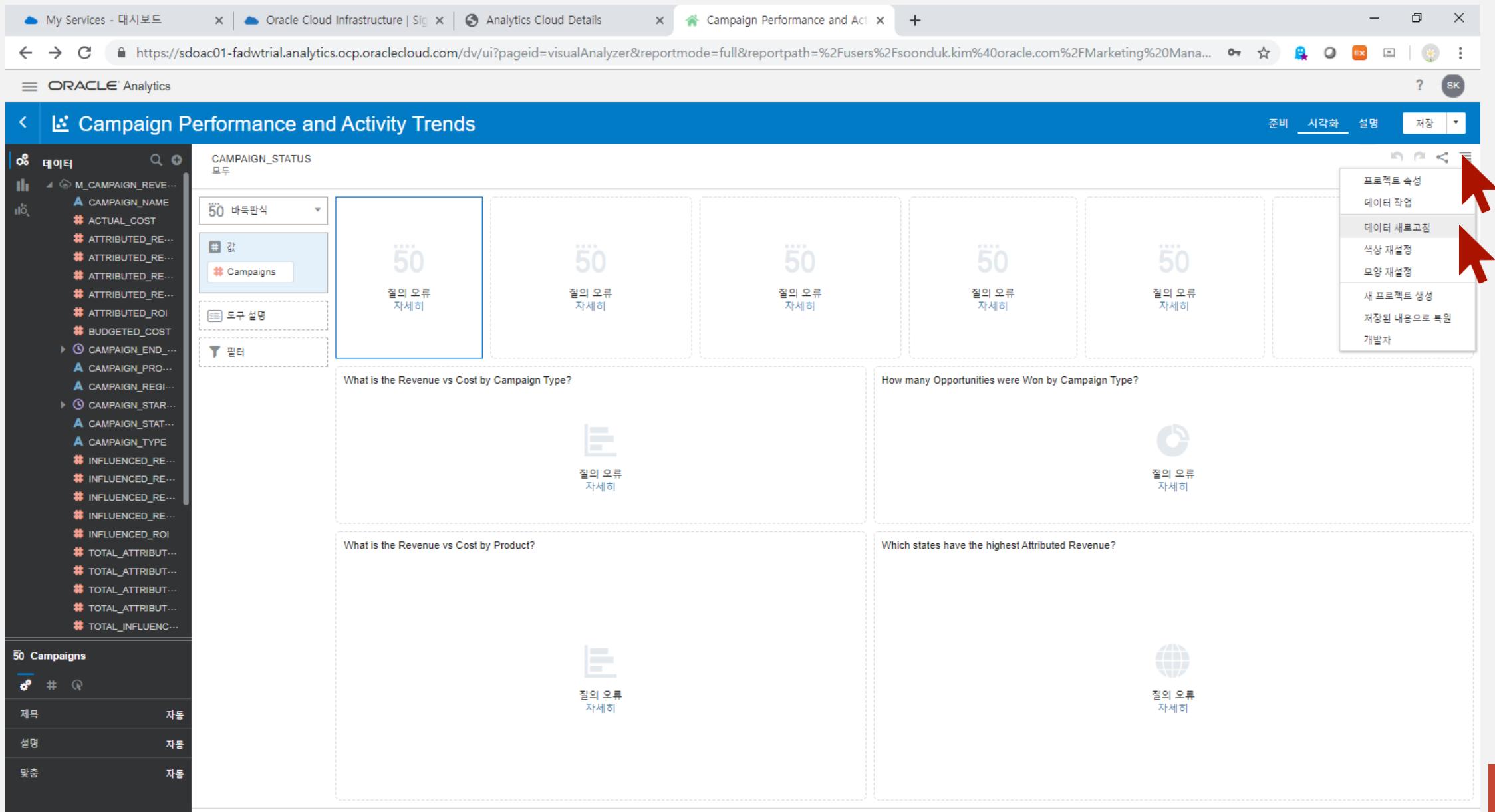
질의 오류 자세히

Which states have the highest Attributed Revenue?

50

질의 오류 자세히

프로젝트 속성
데이터 작업
데이터 새로고침
색상 개설정
모양 개설정
새 프로젝트 생성
저장된 내용으로 복원
개발자



임포트한 프로젝트 분석 내용 리뷰

My Services - 대시보드 | Oracle Cloud Infrastructure | Analytics Cloud Details | Campaign Performance and Activity Trends

<https://sdoac01-fadwtrial.analytics.ocp.oraclecloud.com/dv/ui?pageid=visualAnalyzer&reportmode=full&reportpath=%2Fusers%2Fsoonduk.kim%40oracle.com%2FMarketing%20Manager%20Dashboard%20-%20Analytics%20Cloud%20Details>

ORACLE Analytics

Campaign Performance and Activity Trends

준비 시각화 설명 저장

데이터

CAMPAIGN_STATUS

50 바록판식

Campaigns

49

Cost: US\$481.4K

Revenue: US\$1.2M

ROI: 144%

Revenue Won: US\$938.3K

Opportunities Won: 823

What is the Revenue vs Cost by Campaign Type?

Webinar: US\$600K

Event: US\$200K

Roadshow: US\$150K

Newsletter: US\$100K

How many Opportunities were Won by Campaign Type?

Webinar: 47.27% (823)

Event: 22.60%

Roadshow: 13.97%

Newsletter: 16.16%

CAMPAIGN_TYPE

Webinar: 47.27%

Event: 22.60%

Roadshow: 13.97%

Newsletter: 16.16%

823

What is the Revenue vs Cost by Product?

Hypersite: US\$1.2M

Demand Gen - Direct: US\$1.0M

Whitepaper: US\$800K

Business Development: US\$700K

Tradeshow/Conference: US\$600K

E-mail Series: US\$500K

Customer Retention: US\$400K

E-Book: US\$300K

Demand Gen: US\$200K

Education: US\$150K

Alliances Marketing: US\$100K

Content Marketing: US\$80K

Contact Me Form: US\$60K

Webinar: US\$50K

Customer Marketing: US\$40K

Podcast: US\$30K

Which states have the highest Attributed Revenue?

Attributed Revenue: US\$8K to US\$30K

CAMPAIGN_REGION (다각형)

US\$8K

US\$30K

Performance Activity Trends Compare

Thank you

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