A picture containing object

Description generated with high confidence

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Abstract

This dialog can guide presenters through presenting the Avocado Demo.

embracing Data Variety

With OAC & BDC on Oracle Cloud

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| --- | --- |
| Screen | Talk stream |
|  | This demo is about a company named Avocado’s Incorporated. Avocado's Incorporated is a lifestyle branding company that sells avocados and other avocado based products such as oil, butter and cosmetics. Customers of Avocado's Incorporated are customers that eat healthy foods and are aware of the environmental challenges that come with the agriculture of Avocado's.  Avocado Incorporated therefore does a lot of marketing effort into reaching these individuals with this mindset.  Using Oracle Analytics Cloud and Oracle's Big Data Platform we manage to do datablending from different datasources and apply built-in Machine Learning capabilities to realtime Analytics.  This gives Avocado's Incorporated a better insight into their business, tracking marketing campaigns and keep innovating using the latest technology. |
|  | During this demo we have two different personas, we have Lisa Jones who is the marketing executive of Avocado’s Incorporated and we have Roland who is the CIO of the company. Both have their own challenges that can be solved with Oracle’s Analytics and Big Data platforms. |
|  | Our first persona is Lisa, the marketing exec and her challenge is to obtain more marketing budget for the coming calendar year. During April and May of the past year she got an increase in budget and she wants to prove to her management, the CMO, that her marketing budget has been used effectively and that this can be shown by the numbers. |
|  | Lisa has four different datasets, those being: A dataset containing each transaction creating revenue stored in Big Data Platform; Dataset containing twitter data stored in Big Data platform; Revenue Finance data stored in Oracle Fusion ERP Financial Cloud; Marketing budget per month and channel stored in an excel file which she maintains herself; She joins these datasets in a data diagram where she joins columns by date and state where present. |
|  | This is our first dashboards, showing three visuals: revenue vs. marketing budget, avocado product types and a map where revenue is biggest. |
|  | The first visual shows how our marketing dollars spend compare to our visuals. Lisa got an increase in budget in April and May and the revenue peaks in June/July while slowly going down again. Notice that the amounts on each of the y-axis are different. |
|  | The second visual shows the breakdown per product type/product. Plain avocado’s are still the main source of revenue, but we also have cosmetics and oil/butter products that are avocado-based. |
|  | The visual on the bottom shows the amount of revenue per state. A darker blue color means higher revenue. Especially California and New York are our best performing markets followed by Maryland and Florida. Clicking on any of the states (click California), modifies the two visualizations on the top. |
|  | Our next canvas shows the effect and the use of our marketing dollars. |
|  | A breakdown of the revenue per product. |
|  | This visual shows the different products revenue over time. Plain avocado’s went up during Quarter two. Also to be noted is that oils and butters grew by over 50% over the year! |
|  | This chart shows the amount of marketing dollars spent on each marketing channel. Avocado’s Incorporated spends marketing budget into radio, TV and social media. Especially social media got a huge increase during the April/May campaign. |
|  | A visual showing the sentiment about avocado’s on Twitter. We have historical twitter data which is being analyzed into either positive, negative or neutral. The count of tweets went up during April/May and most important is the amount of positive sentiment. |
|  | This canvas shows a market analysis of our stores and third party channels. The first visual show our own stores versus our third party channels. It shows that we are becoming less dependent on our third party channels and more revenue comes in from our own stores. The second visual shows the total amount of revenue of the last calendar year per channel.  Lisa feels confident that she can share the results of this analysis as there is a clear increase in revenue which she attributes to her campaign. Also most of this revenue growth was created at Avocado’s Incorporated own stores. |
|  | Lisa can share the analysis in different formats, print, PDF or share the product. She shares this with her CMO demanding more budget for the coming year. |
|  | This was the Point of View for our marketing exec. Our next persona is Roland Dubois who is the CIO of the company. Roland only has a small team and not much budget and spends most of his time keeping the lights on rather than innovating. Roland uses Analytics Cloud and Oracle’s Big Data Platform to have an integrated platform for real time Big Data analysis and adding Machine Learning. |
|  | Apart from historical twitter data, we also have realtime twitter analysis. We add Machine Learning capabilities from Analytics cloud to analyze the sentiment about avocado’s on Twitter. Machine Learning for this task is very suitable as the sheer amount of data coming in on social media is a labor-intensive task for human analysis and computers are more efficient to do this. We do this through our Big Data platform and Event Hub Cloud. We will show how easy it is to have streaming data being refreshed automatically within our Analytics Cloud. |
|  | We get our realtime twitter data about avocado’s into Event Hub. Event Hub is similar to Apache Kafka and uses a publish/subscribe mechanism with data retention. In this scenario we use Twitter as a publisher to Event Hub. |
|  | We register Oracle Big Data as a consumer of our Event Hub. This makes our Big Data automatically retrieve data that is stored on a certain topic in Event Hub. |
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|  | Oracle Analytics Cloud comes with a default connector to Oracle’s Big Data Platform as well as many other connectors to different datasources. We add the Big Data Platform as a connection and retrieve the Tweets dataset. |
|  | Next we can create a dataflow inside Analytics Cloud. Analytics Cloud comes with built-in Machine Learning capabilities, one of them is to analyze the sentiment of a text column.  Here we select the text column to be analyzed for sentiment and the value of this in a new column Emotion. This emotion will be positive, negative or neutral depending on the value of the text. |
|  | Now we can schedule the dataflow to be run on a scheduled interval. This will allow us to do realtime analytics. We now have a realtime, Big Data based solution with Machine Learning without much complexity powered by Oracle Big Data and Analytics. |