3 Things You Should Know About:
The Features of Oracle Analytics
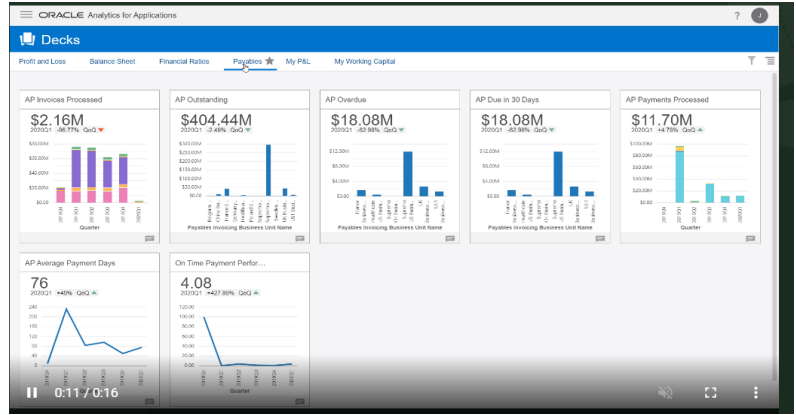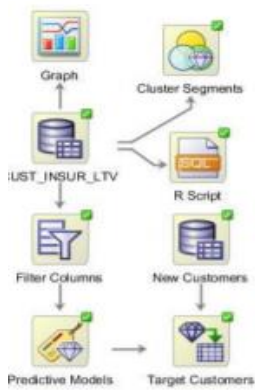
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The Features of Oracle Analytics

1 **Create presentation-ready visualizations in minutes.** Speed and agility can best describe the experience of using Oracle Analytics in the cloud or desktop versions. Imagine getting a call from the President or Provost requesting a new report that is needed asap. Data Visualization (DV) features provide the ability to generate and deliver a presentation-quality visualization before you end the call in many situations. The simplicity of the drag and drop design paired with the auto visualization feature enables non-technical users to improve their adoption of insight-driven strategies. For advanced users and data analysts, the ability to quickly add and combine data sources improve data discovery capabilities, uncovering unknown trends and opportunities.
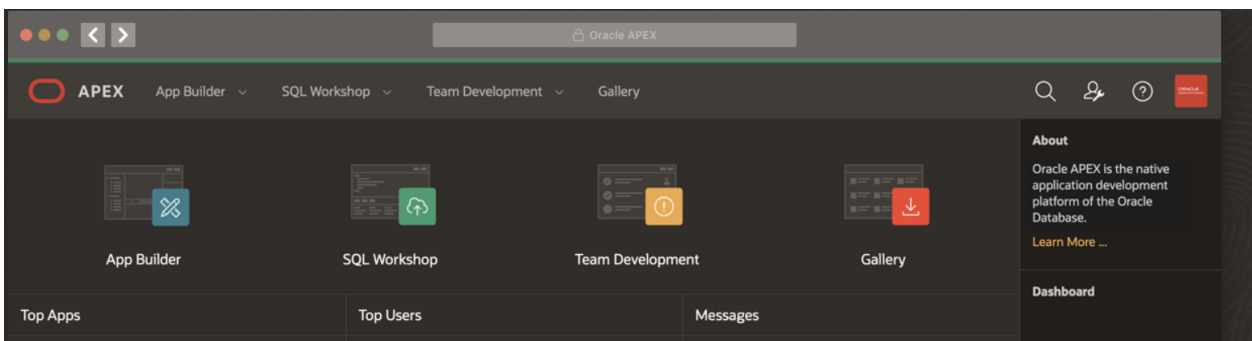
Data not commonly found in the ERP or data warehouse, such as information systems managed by Student Affairs, Career Opportunities, Athletics, Library, and Fine Arts, can quickly leverage DV to identify their impact on student success. Including DV in the analytics ecosystem will increase user adoption of utilizing data and make a significant step toward being an insight-driven organization.

2 **Move away from black box solutions and build powerful predictive and machine learning models.** The need to leverage advanced analytics to provide predictive and prescriptive capabilities has been a strategic priority at many institutions. Oracle database and cloud environments provide advanced analytical capabilities for entry-level analysts to expert data scientists. Advantages of leveraging the Oracle platform include executing in-database models and the choice to use PL/SQL, SQL, Python, or R Programming. Advanced models can support proactive strategies to improve student recruitment, persistence, retention, pass rates in gateway courses, aid optimization, and engagement. Enabling the capability to build advanced analytics and models are major milestones in being an insight-driven organization.

3 **Take innovation, automation, and agility to the next level.** Oracle Application Express (APEX) is a low-code development platform to rapidly build enterprise applications. No ERP solution will address all the needs of an institution. APEX provides robust capabilities to add value across the institution. Examples of APEX applications developed at institutions include Student Success Early Alert, Tutoring Scheduler, Student Dashboard for Police Officers/Cars, Teacher Education Requirements, Employee Training Registration, Program Review - Accreditation, Password Reset, and One-Stop Student Portal. APEX can run locally or within the Oracle Cloud environment. Paired with analytics, APEX can provide personalized data and insights to students. By the way, most institutions can leverage APEX at no additional cost as part of their existing Oracle database license.

The Features of Oracle Analytics

Oracle Analytics features go beyond a traditional dashboard solution and enables institutions to implement data-driven strategies through the integration, transformation, and automation of insights across all information systems. Cloud options allow institutions, small or large, to take advantage of features and get started with minimal support. Executives and managers can access key performance indicators through BI mobile apps or schedule reports to be delivered to their inbox each day. As data management strategies mature at the institution, the ability to derive insights across ERP, learning management systems, student engagement, and other information resources will be essential to academic and administrative programs. For institutions currently leveraging Oracle ERP or database, leveraging APEX can provide an immediate value to the institution.

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