

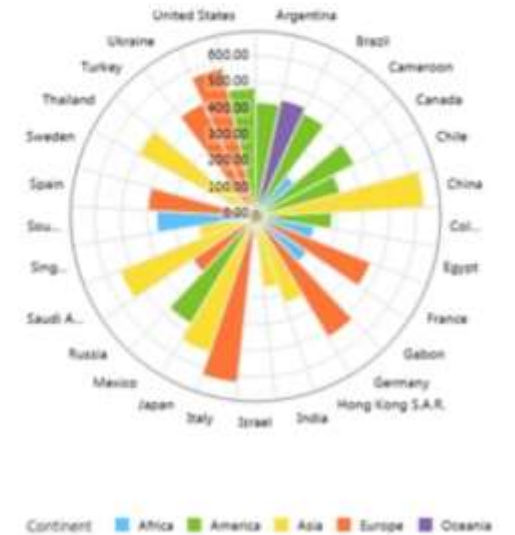
Geospatial World Forum Business Intelligence Panel

Jim Steiner
Vice President
Oracle

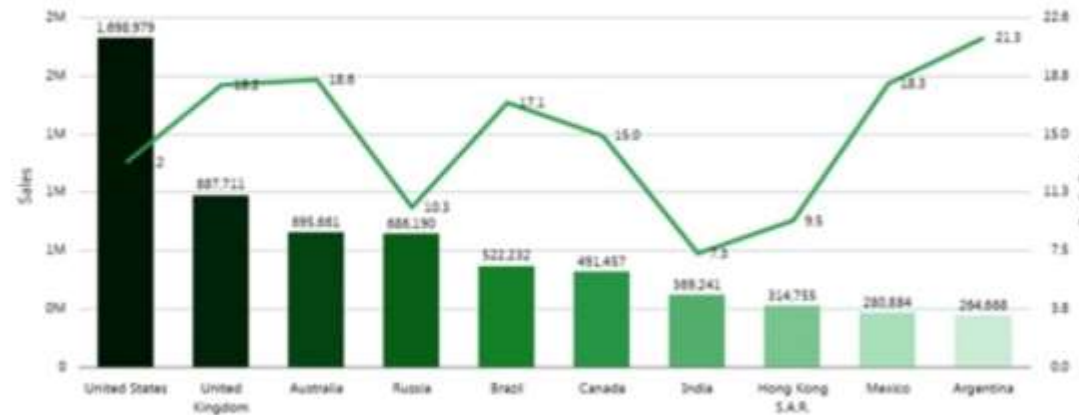
Country, Sales, # of Orders



Profit by Customer by Country, Continent



Profit Ratio (line) by top Sales (bar) Countries



Sales by Countries



Trends

“Anything, Anywhere, Anytime”

- Track, monitor, forecast, predict
- IoT, Drones, machine data, business data....
- New normal

Spectrum of sources

- Imagery
- Real-time data
- Operational data, data warehouse, data lake
- User’s data

Acceleration to cloud

- Time to value
- TCO

Self Service

- Line of business and executive users
- Data scientists
- Beyond visualization

Example – Global Agriculture Monitoring

USDA

Business Intelligence

Year: 2012 | Decade: 2012011 | Analysis: Precipitation

Map Formats: ADMIN_THEME

- < 1
- 1 - 50
- 10 - 25
- 25 - 50
- 50 - 100
- 100 - 200
- 200 - 400
- > 400

GE Admin: FRA-FR

Explore by Political Geography

Continent: Europe

- Country
- Albania
- Andorra
- Austria
- Azerbaijan
- Belarus
- Belgium
- Bosnia & Herzegovina
- Bulgaria
- Croatia
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Georgia
- Germany
- Greece
- Hungary
- Ireland
- Isle of Man

Rows 1 - 20

Business Intelligence

Wintertail: Consecutive Days Wintertail

Country	Admin	Year	Min Temp	Precip
USA	USA-CA	2011M12	12.22	-8.80
USA	USA-CA	2012M01	21.00	-15.00
USA	USA-CA	2012M12	11.76	-7.50
USA	USA-CA	2013M03	10.06	-7.47
USA	USA-CA	2013M12	14.28	-4.80
USA	USA-CA	2014M12	0.00	-9.23
USA	USA-CA	2015M01	5.77	-6.34
USA	USA-CA	2015M02	23.31	-13.77
USA	USA-CA	2015M12	14.19	-8.83
USA	USA-CA	2016M01	13.00	-5.08
USA	USA-CA	2016M02	5.56	-1.81
USA	USA-CA	2016M12	1.03	-1.52
USA	USA-CA	2017M01	6.48	-6.80
USA	USA-CA	2017M02	20.52	-15.70
USA	USA-CA	2017M12	17.26	-3.84
USA	USA-CA	2018M01	10.77	-6.76
USA	USA-CA	2018M02	10.14	-2.80
USA	USA-CA	2018M12	0.02	-0.10
USA	USA-CA	2019M01	2.29	-5.63
USA	USA-CA	2019M02	7.38	-12.57
USA	USA-CA	2019M12	2.48	-6.53
USA	USA-CA	2020M01	3.73	-3.25
USA	USA-CA	2020M02	1.02	-0.26
USA	USA-CA	2020M12	0.58	-6.62

GE Country: USA | GE Admin: USA-CA

Snow Cover, Consecutive Days Wintertail, Min Temp

World Map

Scale: 5,000 mi / 5,000 km

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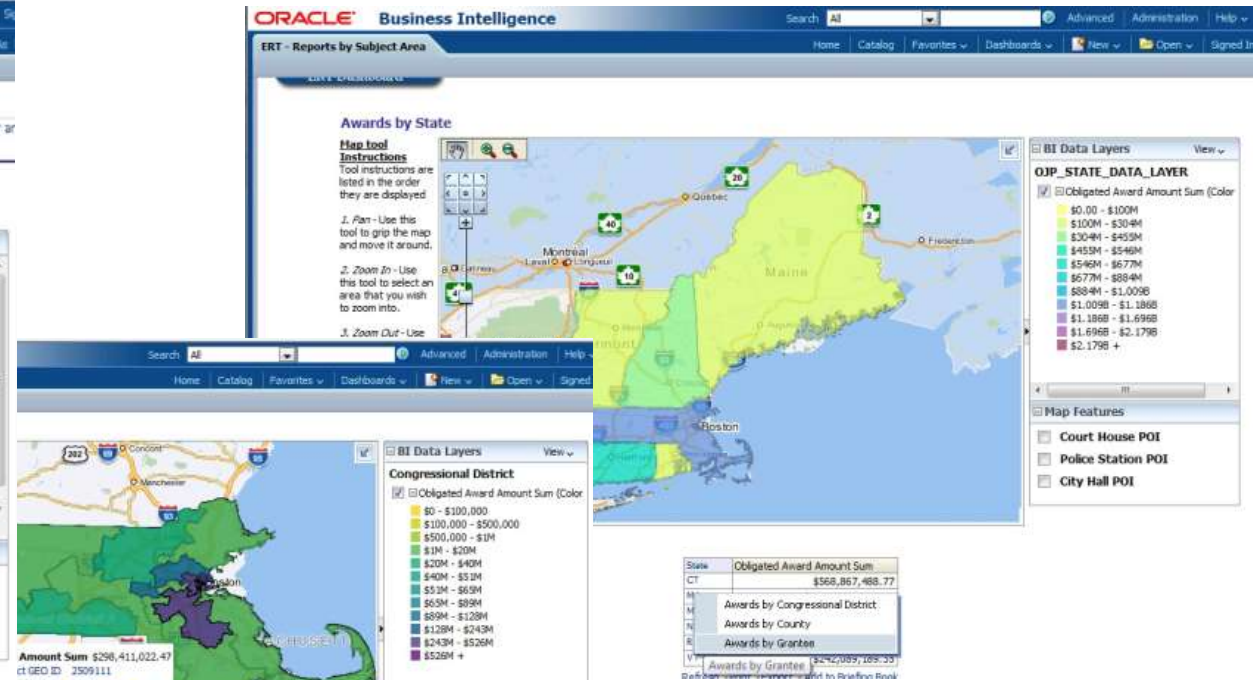
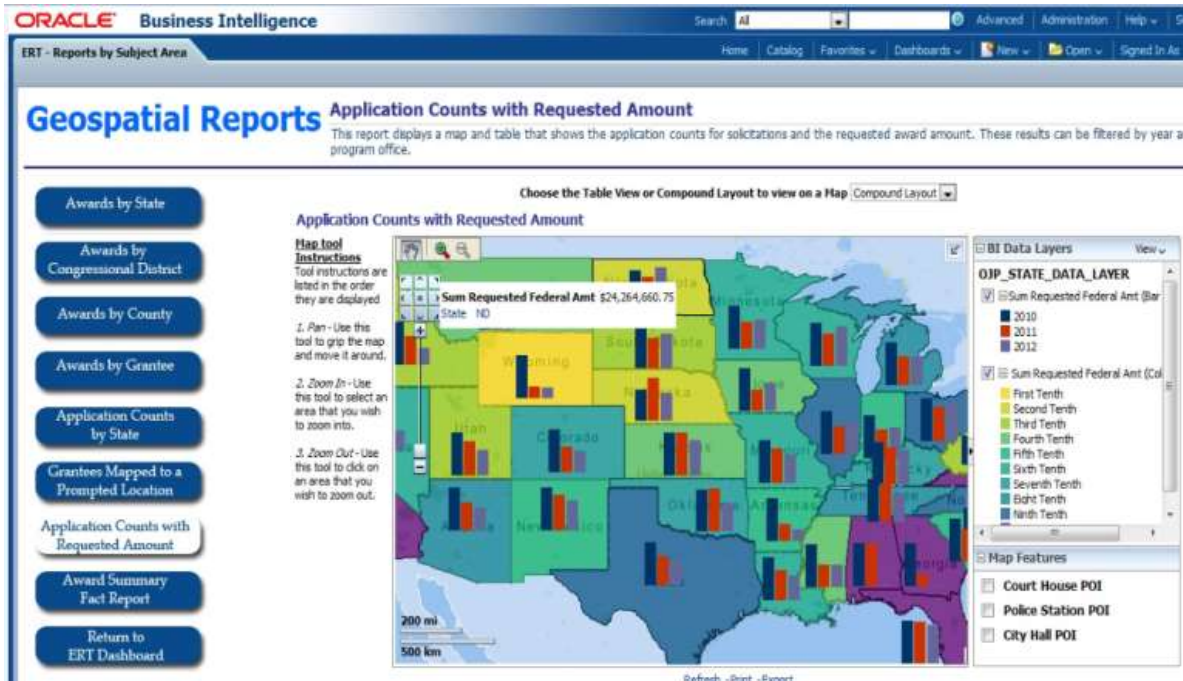
Presented at Oracle Spatial User Conference

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Example – Justice Program Grants Analysis

DOJ



State	Congressional District Dist	Obligated Award Amount Sum
MA	Congressional District 01	\$19,092,167.58
MA	Congressional District 02	\$20,695,096.84
MA	Congressional District 03	\$13,546,519.10
MA	Congressional District 04	\$15,289,337.25
MA	Congressional District 05	\$22,213,269.64
MA	Congressional District 06	\$12,193,360.46
MA	Congressional District 07	\$103,078,014.83
MA	Congressional District 08	\$514,756,607.58
MA	Congressional District 09	\$298,411,022.47
MA	Congressional District 10	\$8,707,256.17

UniCoop Firenze – Retail Sales Optimization

Parametri di filtro

Data Inizio: 27/04/2012
 Data Fine: 27/04/2012
 Distanza in metri quadrati: 0

Parametri di visualizzazione

Punto di partenza: 47633729
 Costo di analisi: 1000
 Tipologia di costi: In metri - sostanza
 Direzione verso il punto:

Scegli una operazione da effettuare:

Visualizza

- Visualizza Sedi
- Visualizza Negozi Concorrenza
- Visualizza Negozi Proprietà
- Visualizza Settori

Altro

Mantieni risultati precedenti

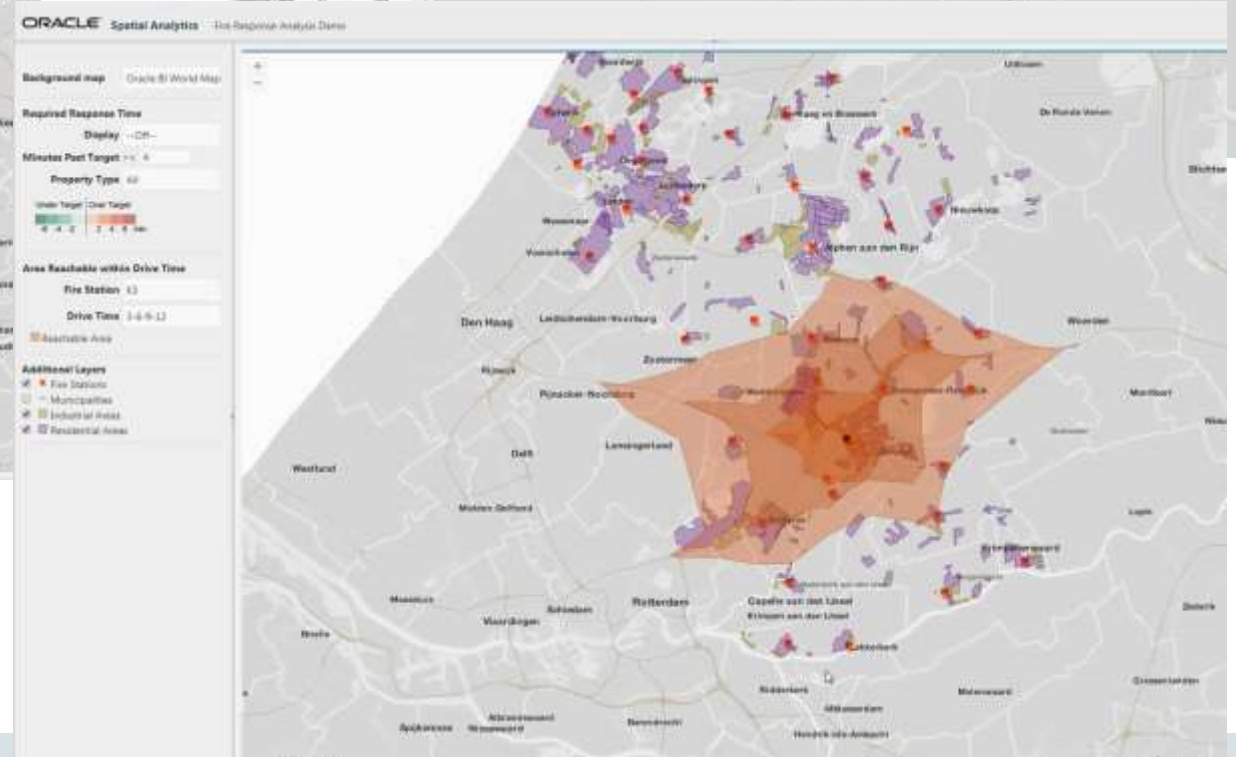
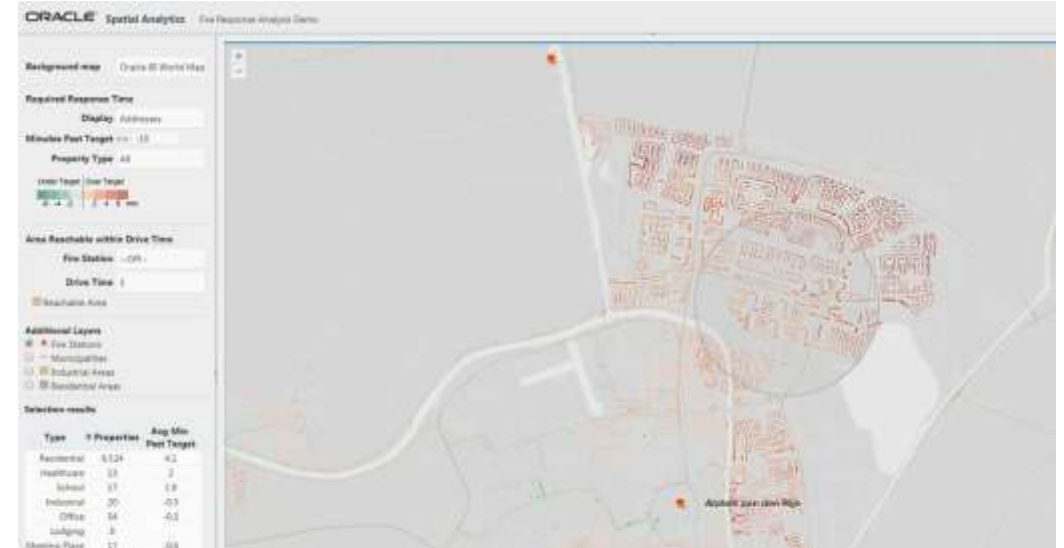
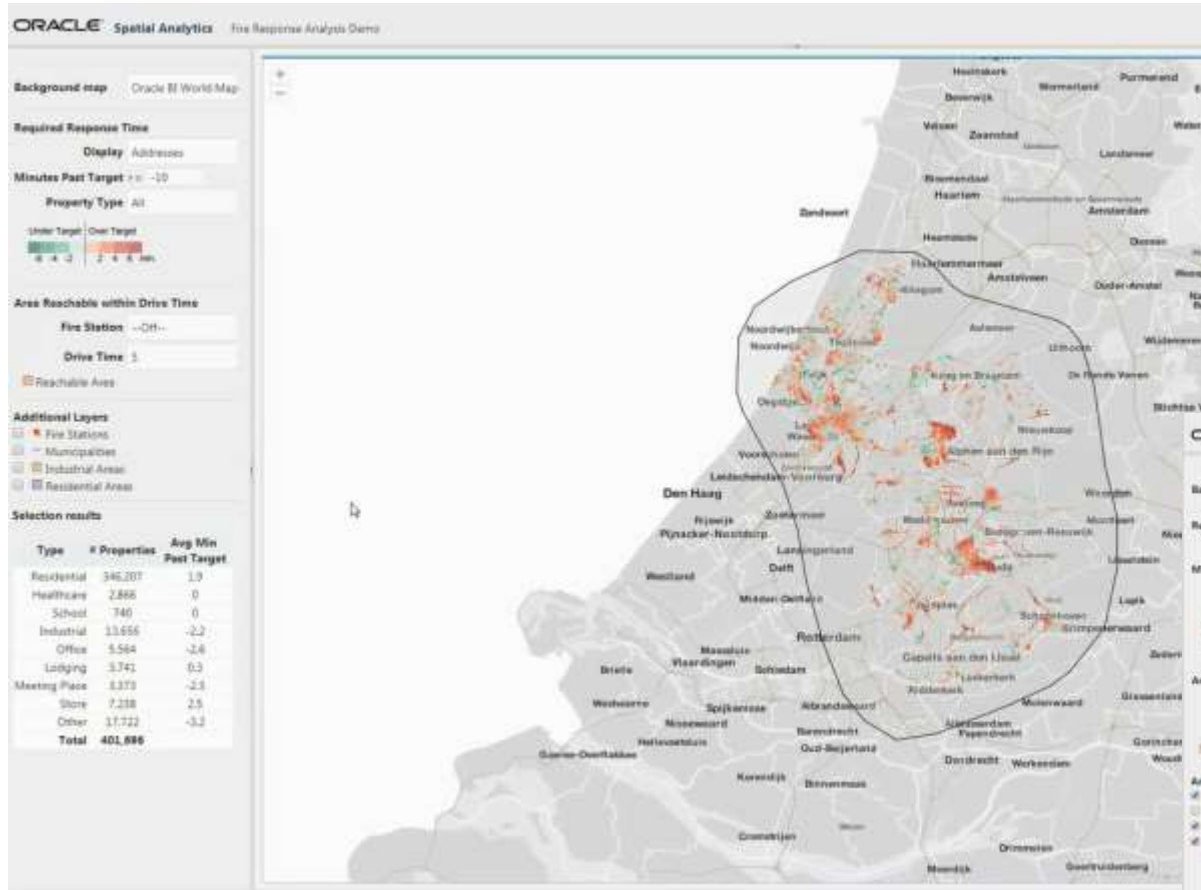
The map displays the city of Florence with various retail locations marked by red 'COOP' icons and blue triangles. A large blue-shaded area is overlaid on the map, representing a specific geographic region or market area. The map includes street names like 'Via Firenze' and 'Piazza del Galvani'.

Analisi

Totale Consumi da Settori Esat				
Abbigliamento e calzature	Alimentari e Bevande	Alimentari	Bazar	Bevande
30.557	24.934	26.063	3.219	2.007
Cura Casa	Prodotti Durevoli	Alimentari Confezionati	Tessile	Cura Persona
30.557	24.934	26.063	3.219	2.007
Mobili, elettrodomestici e Servizi Casa	Non Alimentari	Consumi	Consumi Totale	Alimentari Proprietà
30.557	24.934	26.063	3.219	2.007

Totale Numeriche da Settori Esat				
Popolazione Attuale	Pop. ultimo Censimento	Pop. Resid. Spont. Comune Abituale	Pop. Resid. Spont. Comune Esterno	Reddito Procapite
5	5	521	70	371,72
Totale Forza Lavoro	Disoccupati e in Cerca	Num. Famiglie IRI, Cens.	Famiglie Attuali	IRIQ
107	38	24	45	0,7

Example – Emergency Response



Innovations

Microservices

- Small, independent, lightweight
- Do one thing well
- Agile uptake

Serverless

- Load function to serverless platform
- Platform manages operational overhead
- Triggered, short-lived

Vector tiles

- Replacing raster 'slippy maps' for web mapping
- Much more flexible, powerful, visually appealing
- Brings maps to high water mark of BI visualizations

NLP

- Extract location entities
- Geo-enrich with geometry, geo-hierarchy
- Used for harmonization and analytics in BI

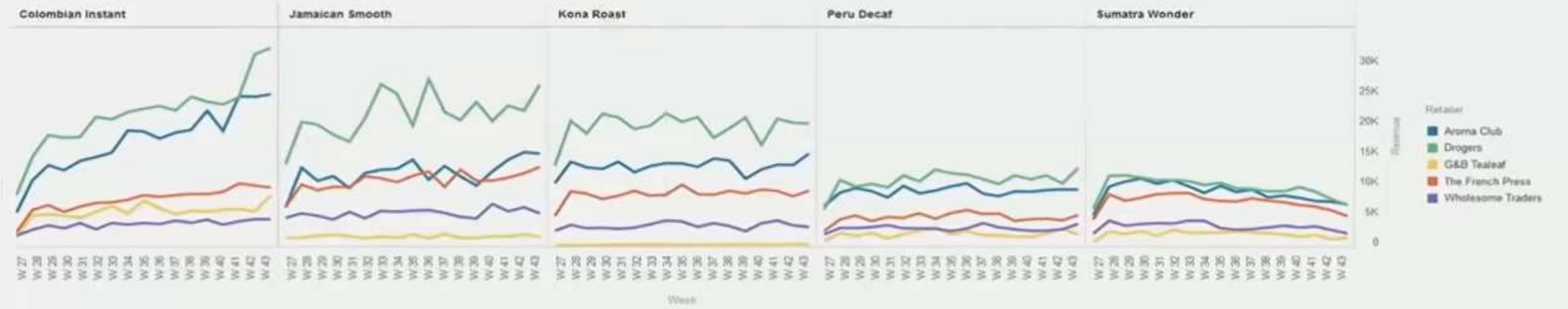
DEMONSTRATIONS



Bay Area Sales

Store Type	Product
Bay Test	All

Revenue by Week, Retailer, Product



Revenue by Day, Retailer



Store Locations



