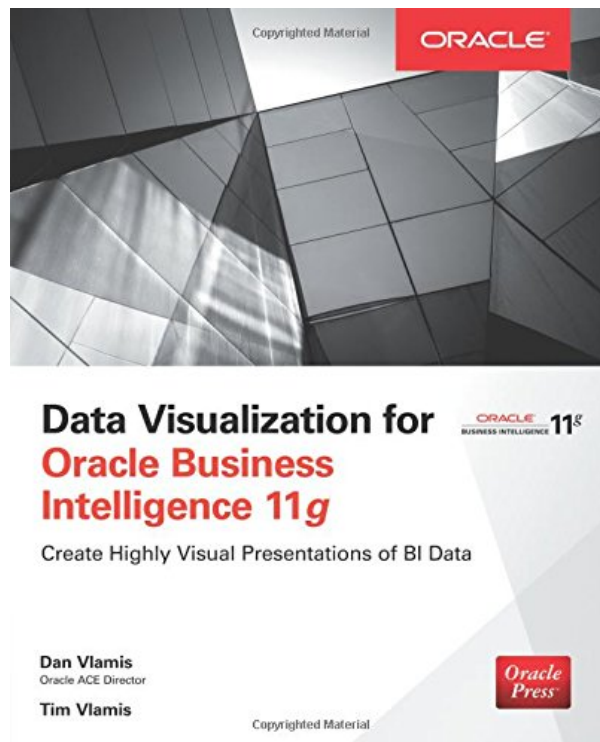
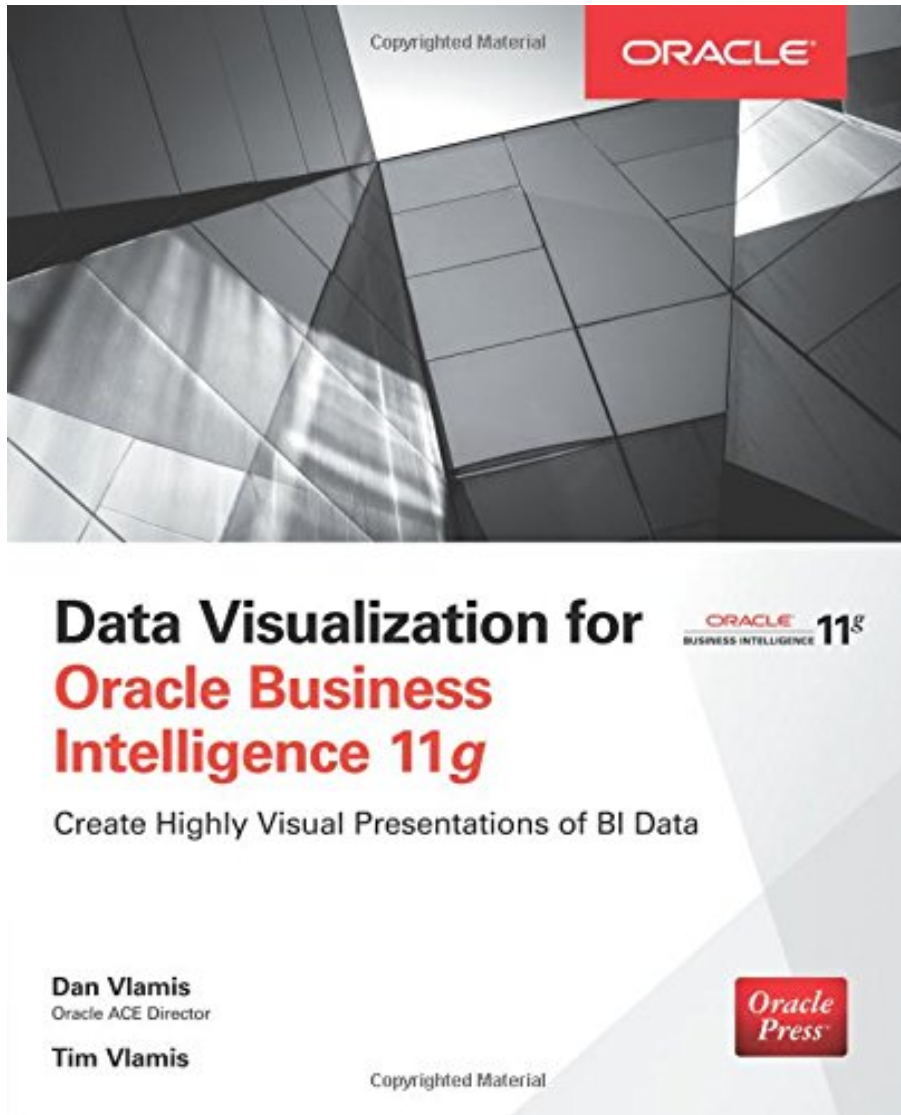


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Data Visualizations for Oracle Business Intelligence 11g

- Sales Rank: #611369 in Books
- Published on: 2015-02-12
- Released on: 2015-02-12
- Original language: English
- Number of items: 1
- Dimensions: 9.10" h x .70" w x 7.30" l, 1.16 pounds
- Binding: Paperback
- 352 pages

Most helpful customer reviews

4 of 4 people found the following review helpful.

A very practical and handy design reference!

By Tim Flood

I highly recommend this excellent offering from the Vlamis brothers! I really like its emphasis on visualization best practices specifically geared to Oracle Business Intelligence. This emphasis allows them to use their deep experience to strike a balance between what is ideal and what is practical within OBI itself. And they provide examples, which will be valuable to any practitioner. I also like their differentiation between dashboards whose purpose is to explain what's happening and those whose purpose is to enable exploration, or the discernment of insights from information. Clearly, these guys have a reverence for the visual because they have labored (successfully) to identify, explain, and show best practices for each of the major types of data visualization – from the simple table, to graphs, to maps, Who would have thought there's so much to consider when presenting a simple table of information – but there is! They don't leave the outwardly obvious stone unturned and beneath you find the unexpected. I would say that this book is a very practical and handy design reference for anyone seeking to visualize data, whether using OBI or not. Thanks, Dan and Tim!

3 of 3 people found the following review helpful.

Great Book

By Michael Caskey

The book is very insightful of best practices for revealing data to the end user in different perspectives. I found each chapter presenting great dashboard design and the mechanics for data consumption. The examples are current and aligned with the topic being discussed. Chapter 4 brought to light the flexibility of OBIEE map features which will work great for the retail community. I would recommend anyone involved in delivering actionable and intriguing dashboards to read this book.

2 of 2 people found the following review helpful.

A really, really helpful book

By DanAbu

This book was really helpful for me to understand how to get the most from OBIEE. You may have all of the knowledge about how to set up and get the plumbing correct, and all of the knowledge about etl and warehousing, and all of the knowledge about analytics; all of this is for naught if you only present *data* which requires study as a result. This book is great in that it teaches how to create reports and dashboards with *information* that is consumable and actionable.

I especially liked that much of the information provided in the book is grounded in factual knowledge rather than preference - there are correct ways to create visualizations that don't require the end user to interpret what they are seeing because the information is provided in an intuitive way.

Also, as a map fanatic I liked the clarity with which the mapping information was presented.

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