ORACLE

Oracle Retail Insights Cloud Service

Data-driven retail mandates being compelled by data - by informing decisions based on data rather than by intuition, personal preference, or experience. But that data needs to be converted to usable information, and surfaced, properly-filtered, wherever, whenever, and however each retail user prefers.

The objective of Oracle Retail Insights Cloud Service, one of many among the unified Oracle Retail Analytics and Planning family, is to help retailers discover insights from their data, and to optimize their business performance through analytics that are powered by retail AI and machine learning (ML).

To that end, Oracle Retail Insights Cloud Service pairs with **Oracle Retail AI Foundation Cloud Service** in consolidating the volumes of data generated by retail applications across planning, buying, moving and selling, and exploiting the analytical value of that data for senior executives, buyers, marketers, omni-channel managers, inventory analysts and data scientists alike, surfacing over 20,000 retail-specific measures, metrics and KPI's along with thousands of retail attributes to Oracle Analytics.

Packaged dashboards can run as-is or can serve as a basis for custom and self-service dashboards that best suit a retailer's specific needs. The measures can be surfaced to Oracle Retail Home, along with the Oracle Analytics dashboards, for portal-level consumption.

Pre-integrated Oracle Retail Insights subject areas align with appropriate Oracle application data sources, but also operate with external data sources for added flexibility.

Regardless of your preferred deployment or analytical maturity, this holistic retail analytics solution provides rapid value, whether analyzing Customer, Consumer, Loyalty, Orders, Deals, Gift Cards, Margin, Inventory, Markdowns, Cost, Profit, Plan, Pricing, Promotion, Returns, Sales, Stock Counts, Stock Ledger, Store Traffic, Supplier, Tender, or more, or all of the above.

Key Benefits

- *Trusted and timely insights into retail business performance*

- *Ability to orchestrate strategic retail decisions across the concerns of planning, buying, moving and selling, with one consolidated, end-to-end view of retail data*

- *Holistic decision intelligence, enabled through analytics across the spectrum of descriptive, predictive and prescriptive*

- *An embedded analytics toolset that enables users to consume insights however they prefer*

- *Innovation through extensibility*

- *Rapid, lower-cost SaaS deployments, while enjoying the performance and security of the Oracle Cloud Infrastructure*

ORACLE CLOUD INFRASTRUCTURE

All Oracle Retail Analytics and Planning cloud services are deployed as cloud-native Software-as-a-Service solutions within Oracle Cloud Infrastructure (OCI) upon Oracle's Autonomous Data Warehouse, and are based upon an architecture and technology stack that is optimally engineered for rapid, low-cost deployments and exceptional performance and scalability, and the highest levels of system availability and security - from storage to scorecard.

ORACLE RETAIL AI FOUNDATION

Core retail AI and machine learning (ML) powers all Oracle Retail Analytics and Planning cloud services. For example:

Forecasting Engine - Provide an intelligent starting point for your planners, increasing automation and accuracy. Move to a more touchless and exception management planning process.

Customer Segmentation - Group customers based on attributes, behaviors, and transactions to tailor offers, pricing, and assortments accordingly, incorporating previously hidden patterns in your data.

Advanced Clustering - Cluster your stores based upon traditional approaches of volume, square footage, region, etc., or leverage machine learning techniques to cluster stores based upon similar selling patterns, truly creating a customer-centric assortment.

Profile Science - Determine the best size ratio for your buys by understanding the true demand of your sizes while considering stock-outs.

Attribute Extraction and Binning - Extract item attributes from free-form descriptions, correcting short forms, misspellings, and other inconsistencies, and apply them to Demand Transference, Customer Decision Trees, Advanced Clustering, and more.

Customer Decision Trees - Understand how your customers are shopping your assortments to drive attribute-based alternate hierarchies and effectively plan your assortment the way your customer shops.

Demand Transference - Understand how unique your items are and the incremental revenue that item brings to determine the most optimal assortment for your customer.

Affinity Analysis - Determine how items interact with each other to drive a more effective promotional strategy within your financial planning process.

Innovation Workbench - Leverage open source along with your data science team to create your own AI and ML models. Utilize the language of your choice with Jupyter/Zeppelin notebooks.

ORACLE RETAIL HOME

Oracle Retail Home is a single access point, to simplify a user's interactions with the data and applications that are most relevant to their roles, and to better empower them to anticipate informed actions, and to inspire engagement.
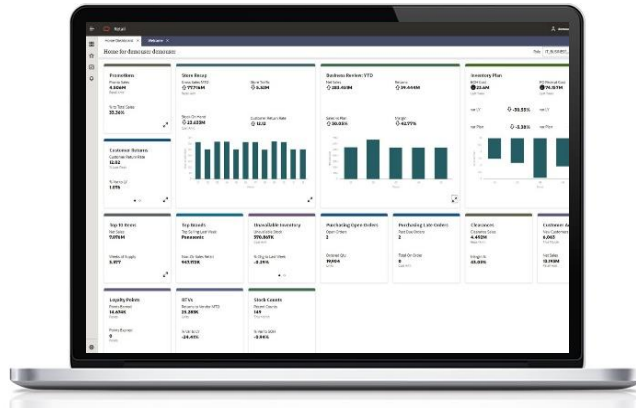
Based on a robust and flexible portal framework, Retail Home is intended first to provide timely and role-specific high-level insights, and second to enable selectively drilling into relevant applications for more details.

ORACLE ANALYTICS

Oracle Analytics can be used to generate and consume analytics from Oracle Retail AI Foundation data, and in turn can also surface dashboards to Oracle Retail Home.

Oracle Analytics is a comprehensive platform that parlays data into information to provide business insights, federating a broad array of features to suit business users, power users and data scientists:
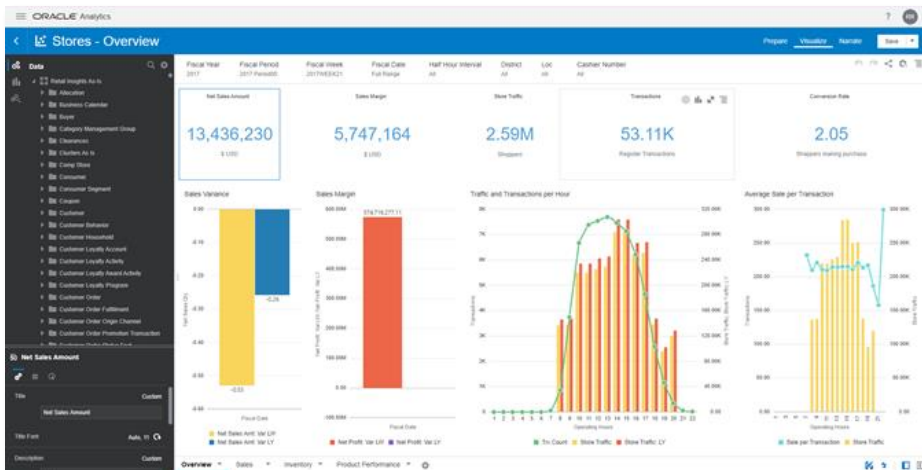
Governed	Self-Service	Augmented
• Corporate Dashboards	• Data Preparation	• Natural Language Processing
• Pixel Perfect Report	• Data Visualization	• Voice and Chatbot
• Semantic Models	• Storytelling	• Data Enrichment
• Role-based Access Control	• Sharing and Collaboration	• One-Click "Explain"
• Query Federation	• Mobile Apps	• Adaptive Personalization

Beyond the extensibility afforded by the Oracle Retail AI Foundation's Innovation Workbench, Oracle Analytics, and Oracle Retail Home, also included are Oracle Data Store, Oracle APEX, and Oracle REST Data Services.

ORACLE DATA STORE AND APPLICATION EXPRESS

Oracle Retail Data Store can supply data for Oracle Application Express (APEX) apps and Oracle REST Data Services, which both are included. APEX is a low-code development platform that enables you to build scalable, secure enterprise apps with world-class features that can be deployed anywhere.

Developers can quickly develop and deploy compelling apps that solve real problems and provide immediate value using APEX. You won't need to be an expert in a vast array of technologies to deliver sophisticated solutions. Focus on solving the problem and let APEX take care of the rest.

ORACLE REST DATA SERVICES

Oracle REST Data Services bridges HTTPS and your Oracle Database, providing, among other things, a REST API, SQL Developer Web, a PL/SQL Gateway, SODA for REST, and the ability to publish RESTful Web Services for interacting with the data and stored procedures in your Oracle Database.

ORACLE MACHINE LEARNING

Oracle Machine Learning supports data exploration, preparation, and machine learning modeling at scale using SQL, R, Python, REST, AutoML, and no-code interfaces. It includes more than 30 high-performance in-database algorithms producing models for immediate use in applications.

By keeping data inside the database, organizations can simplify their overall architecture and maintain data synchronization and security. It enables data scientists and other data professionals to build models quickly by simplifying and automating key elements of the machine learning lifecycle.

Learn more or request 1:1 demo