

Course Content of Oracle CRM On Demand Advanced Analytics Workshop:

Reporting Methodology

- Identifying Subject Areas
- Finding Data Columns
- Analyzing Custom Objects
- Designing Your Report

Formatting Tables

- Column Formatting
- Conditional Formatting
- Using Images

Working With Pivot Tables

- Adding Totals and Relative Values
- Adding Duplicate Columns

Using Advanced Layout Views

- Column Selectors
- Gauge Views
- Adding a Legend
- Using a Narrative View

Using Filters

- Filtering with SQL Expressions
- Using Variables
- Filtering Based on Results of Another Analysis
- Using the Filtered Metrics Function

Combining Reports with Set Operations

Defining Column Filter Prompts

- When to Use Prompts
- Date Range Prompts

Column Formulas and Conditional Expressions

- Where to Apply Formulas
- Creating Mathematical Formulas

Date and Time Formulas

- Types of Date Formulas
- Rolling Date Filters
- Using Session Variables

Conditional Values

- Using CASE Statements
- Applying Aggregation Rules

Navigating Users to Analyses

- Defining Drill-Down Paths
- Creating a Web Link field

Creating Custom Dashboards

- Creating and Designing Custom Dashboards
- Creating Dashboard Prompts