Oracle Real-Time Decisions 3.0 (RTD) for Developers (OR-RTD)

Modality: Virtual Classroom

Duration: 3 Days

About this course:

This course, designed for individuals on the implementation team responsible for inline service development and RTD installation and administration, enables participants to perform tasks required to successfully configure and deploy RTD with their operational applications and leverage its provision of decisions as a service. Participants learn about inline services and the elements that support real-time decisions, including the use of business and filtering rules as well as the role of automated RTD learning and adjustment based on unique transactional interactions. The course covers various aspects of integration between RTD and target applications as well as administrative tasks and tools and the use of the RTD batch framework, preparing participants to engage on RTD deployment projects at all levels of the project lifecycle, from gathering requirements to production rollout and monitoring.

The course introduces the RTD platform and applications, describing their features, functions, capabilities, and architecture. The lesson topics are reinforced with structured hands-on practices during which participants create and deploy a fully functional inline service project from scratch. Participants also perform administrative tasks and use the batch framework to obtain batched decisions, simulate responses, and close the loop with batched learning.

- Simulate the runtime operation of the inline service project
- Evaluate integration options between RTD and target operational applications
- Interpret RTD learning and statistics using real-time model reports
- Use dynamic choices and external rules to manage composite decisions
- Implement and perform batch operations using the batch framework
- Build an inline service project and manage its deployment

Course Objective:

- Integrate using the Java Smart Client and the Web Service Client
- Describe the RTD Decision Framework and predictive analytics
- Build and deploy an inline service project
- Describe RTD platform and applications
- Describe RTD product functionality and key features and capabilities
- Describe RTD architecture
- Explore architecture components and RTD user interfaces
- Describe the lifecycle and implementation methodology of a typical inline service project
- Describe RTD predictive analytics and aspects of its underlying real-time modeling and scoring
- Use dynamic choices and external rules
- Use the Batch Framework to run batch processes and initiate batch learning
- Understand and evaluate integration options between RTD and target operational

applications

Audience:

- Business Intelligence Developer
- Technical Administrator
- SOA Architect
- Technical Consultant

Prerequisite:

- Business Intelligence and Analytics
- Service-Oriented Architectures
- Marketing
- Data Warehousing Data Mining

Course Outline:

Real-Time Decisions Introduction

- Describing the business purpose and features of RTD
- Describing the capabilities of RTD Applications
- Describing Rules and Models in the Decision Framework

RTD Architecture

- Exploring aspects of the installation and configuration of the RTD platform
- Identifying architecture components of the RTD platform and describing their roles
- Describing integration support

Exploring Decision Studio and Inline Services

- Identifying and describing the key elements in an inline service
- Describing an inline service and explaining its role in RTD
- Describing Decision Studio and explaining its role in configuring and deploying inline services
- Identifying and describing the components of the Decision Studio user interface

Exploring Load Generator

- Using Load Generator performance characterization
- Using Load Generator for testing
- Simulating the run-time operation of an inline service using Load Generator
- Describing the purpose of the Load Generator utility

Exploring Decision Center

- Describing the purpose and capabilities of Decision Center
- Describing Decision Center reports

- Modifying and redeploying an inline service using Decision Center
- Navigating the Decision Center user interface

Creating a Basic Inline Service

- Deploying and testing an inline service
- Building a basic inline service
- Creating and configuring Application, Data Source, Entity, and Informant inline service elements

Creating a Model for Call Analysis

- Creating a model to analyze call reasons
- Adding informants to an inline service
- Analyzing results in Decision Center
- Populating a model using the Load Generator utility
- Creating choice groups and choices
- Using the JConsole administration tool to reset model learnings

Generating Offers Based on Performance Goals

- Creating performance goals and using them to score offers
- Generating cross-sell offer recommendations using an advisor

Configuring the Inline Service to Learn on Offer Acceptances

- Tracking the success of offers by using events in the lifetime of an offer
- Configuring the inline service to learn on offer acceptances

Using a Model to Influence Offer Generation

- Configuring the inline service to predict the likelihood of offer acceptance
- Adding artificial bias for a particular offer
- Influencing inline service models to present offers based on learnings

RTD Predictive Analytics

- Describing the RTD decision process
- Combining rule-driven and model-driven logic
- Defining the benefits of real-time modeling and scoring over traditional data mining
- Describing the concept of predictive analytics
- Understanding concepts of model quality and maturation
- Interpreting RTD real-time model reports and insights

Composite Decisions

- Describing dynamic choices and comparing them with static choices
- Creating dynamic choices in Decision Studio

- Understanding the use of external objects in inline services
- Setting up external rules
- Describing external rules and external goals

RTD Administration

- Migrating inline services from development to production
- Administering RTD and inline services using JMX Management Console
- Describing the purpose and use of Java Management Extensions (JMX) Management Console

Real-Time Decisions Batch Framework

- Describing the RTD batch framework and its architecture and components
- Running and monitoring batch jobs
- Implementing the batch job interface and registering batch jobs

RTD Integration

- Describing how RTD integrates with target applications
- Describing RTD integration support options
- Understanding options: Java Smart Client, Web Service Client, and others