Document Generated: 01/15/2025

Learning Style: Virtual Classroom

Provider: Oracle

Difficulty: Intermediate

Course Duration: 3 Days

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

About this course:

This course is intended for a person who works in the implementation team and has a responsibility to in-line service deployment and RTD administration and installation, allow them to successfully execute their tasks to deploy and configure RTD with their operational application. Students will study the components that assist them in real-time decisions, and inline services, such as the utilization of filtering and business rules and also the role of automated RTD adjustment and learning on unique transactional interactions. The course incorporates different aspects of integration among target applications and RTD just as administrative tools and tasks and the utilization of the RTD batch framework, making candidates to involve on RTD deployment projects in all phases of the project lifecycle, from collecting requirements to monitoring and production rollout.

The course provides the RTD applications and platform, explaining their functions, architecture, features, and capabilities. The learning areas are enhanced with structured practices through which candidates deploy and create a completely operational inline service project from the beginning. Candidates additionally carry out a management task and utilize the group framework to acquire simulate responses, batched decisions, and close the loop with batched learning.

- Utilize external rules and dynamic choices to handle composite decisions
- Review integration alternatives among target operational applications and RTD
- Develop an in-line service project and handle its implementation
- Simulation of the run-time processes of the in-line service project
- perform and Implement batch processes utilizing the batch framework
- Understand RTD statistics and learning utilizing current model reports

Course Objective:

After successful completion of this course, candidates are able to:

- Explain RTD applications and platform
- Explain the RTD predictive analytics and decision framework
- Explain the implementation and life-cycle process of a common inline service project
- Explain RTD architecture
- Integration utilizing the Web Service Client and the Java Smart Client
- Explain RTD key features, product functionality, and capabilities
- Develop and implement an in-line service project
- Review RTD user interfaces and architecture components
- Utilize the Batch Framework to start batch learning and perform batch operations
- Explain RTD forecasted analysis and components of its fundamental real-time models
- Utilize external rules and dynamic choices
- Evaluate and understand integration alternatives among target operational

applications and RTD

Audience:

- SOA Architect
- Technical Administrator
- BI Developer
- Technical Consultant

Prerequisite:

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

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

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