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Michael D. Lairson

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Drive better decision-making across your enterprise using the reporting and analysis techniques in this Oracle Press guide. Through clear explanations and detailed case studies, *Oracle CRM on Demand Combined Analyses* shows you how to deliver real-time insightful business intelligence to end users. Learn how to perform multiple queries, join tables, format result columns, and add interactivity to your reports. Methods for filtering the results of a combined analysis are also covered in this practical resource.

- Create, edit, and join reports with set operators in Oracle Answers On Demand
- Configure roles and privileges to allow access to development tools
- Use negative reporting methods to compensate for null data
- Analyze records from the transactional databases and data warehouse in federated reports
- Add advanced views such as gauges, view selectors, funnel charts, and narrative views to your combined reports
- Integrate ad hoc analysis using Oracle Answers on Demand
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