

Oracle APEX and LinkedIn

Build Your Own Algorithms with Your Content

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Sonja Meyer

Data Development Specialist
ORACLE

Who am i

- First contact with Oracle in 2009 (Oracle 10g, PL/SQL), responsible for 24/7 DWH and Analytics/BI at NetCologne
- Since 14 years at ORACLE in different positions
 - Started at ORACLE in 2009 in Consulting Expert Service responsible for MAA and Performance Tuning, PreSales, Chief Enterprise Architect, Workload Architect + Leader, Data Development Specialist Leader
- Passionated about technology, robotics, architecture

Hobbies

- Music, travelling, reading, beach volleyball & running & hiking and a lot of other sports, famous for bunnies since Corona
- Active in an animal rescue group to help animals live better lives



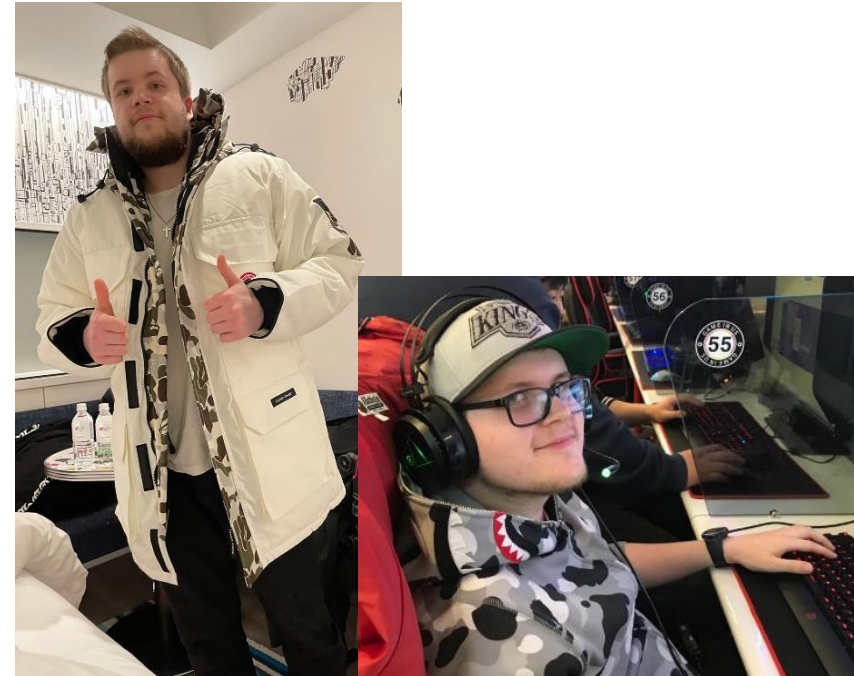
Matias Helskyaho

- * Consultant
- * Miracle Finland Oy



LinkedIn

- * Who am I?
 - * - On IT since birth
 - * - Professionally about 2 years
 - * - OCI, networks, IOT, ML, AI , analytics,...
- * Hobbies
 - * - Love learning cool stuff
 - * - Playing with tech devices



Oracle APEX and LinkedIn:

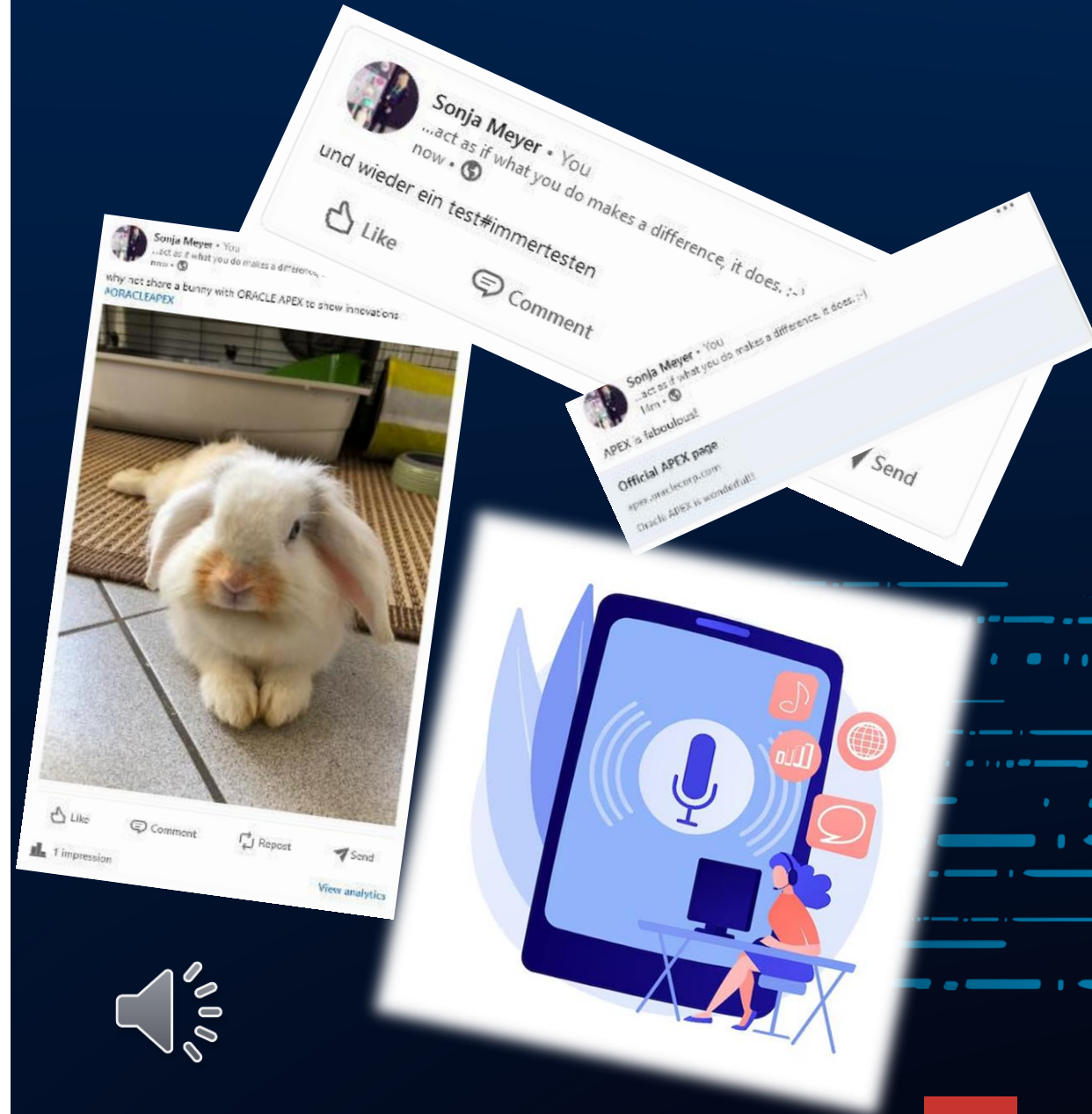
Build Your Own Algorithms with Your Content

In a world of algorithms and socializing, we often can't find the content we need or want to personalize—we're just kind of told which algorithms to accept.

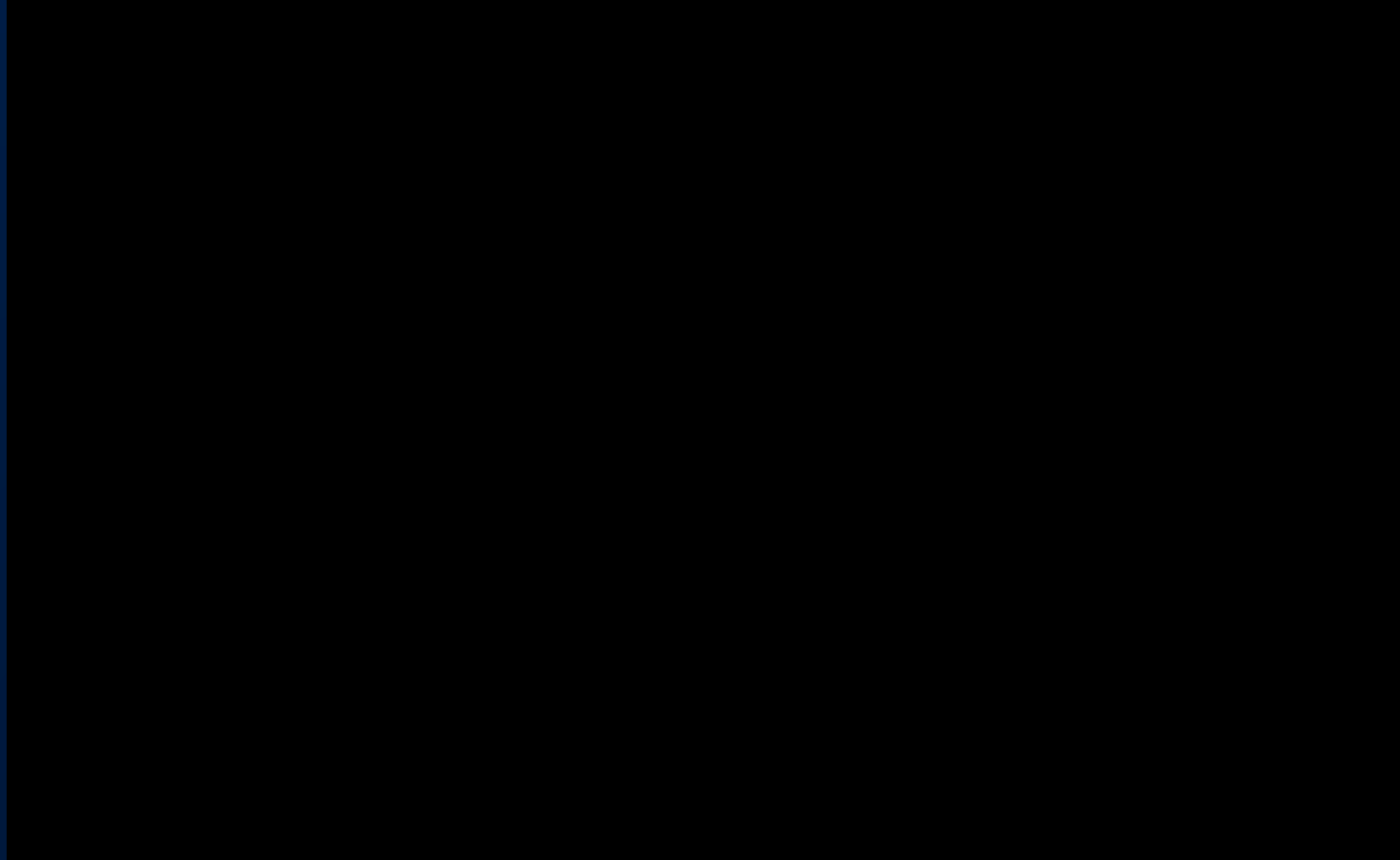
Let's look into the world of LinkedIn and generate an app we can use to determine the best content for our use case.

Together with Oracle APEX and Oracle Autonomous Database (ADB), we can integrate machine learning and AI in our own style.

Lets talk with our app now...



Oracle APEX and LinkedIn: The App



What is Oracle APEX?



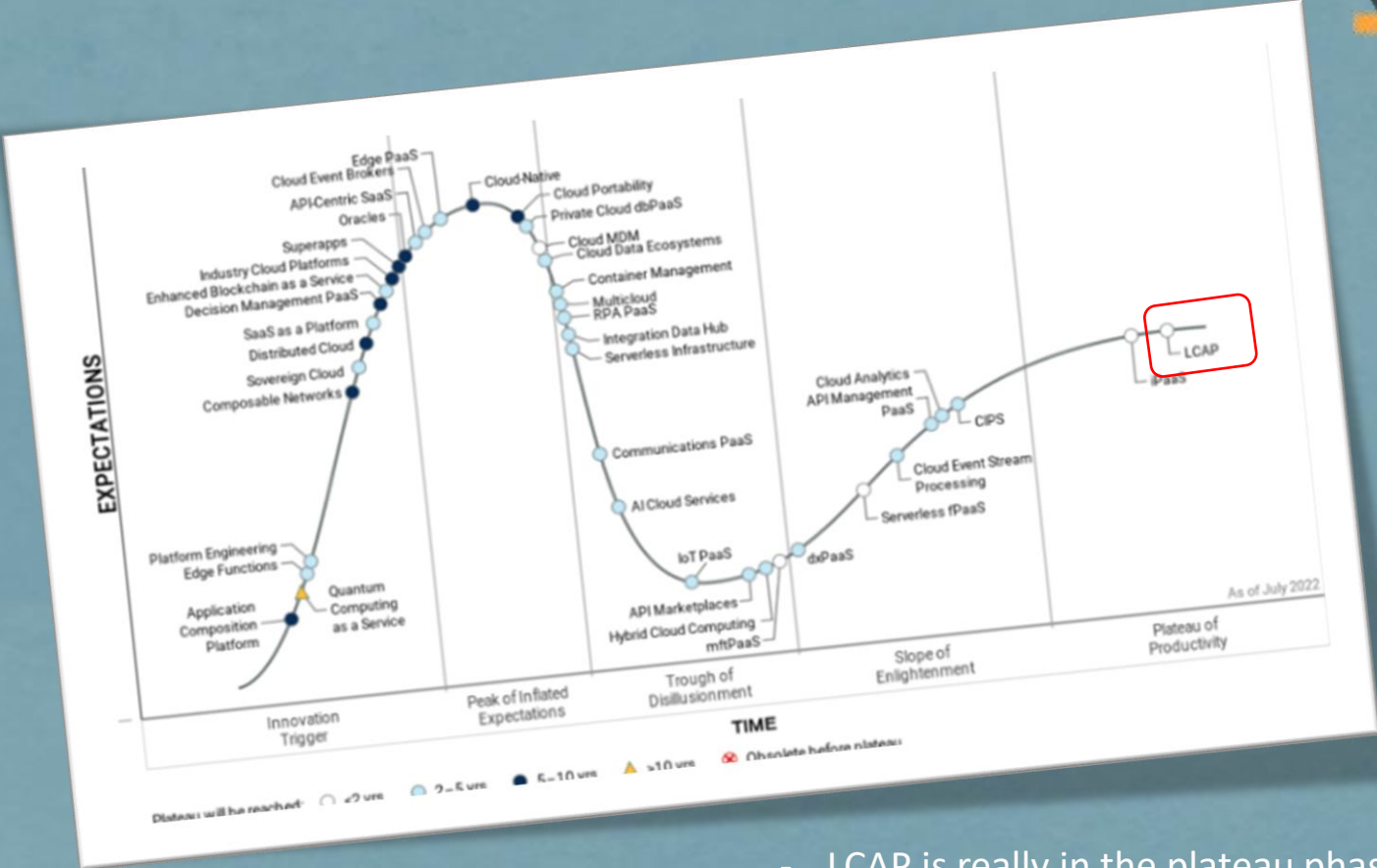
APEX is the **world's most popular** enterprise **low-code** application platform.

It enables you to build scalable and secure enterprise apps with world-class features **20X** faster with **100X** less code.

Oracle APEX delivers the most productive way to develop and deploy **Mobile, Web, and Desktop** apps everywhere - cloud and on-premises.

ā'pěks
(#orclapex)

Gartner Hype Cycle for Cloud Platform Services 2022



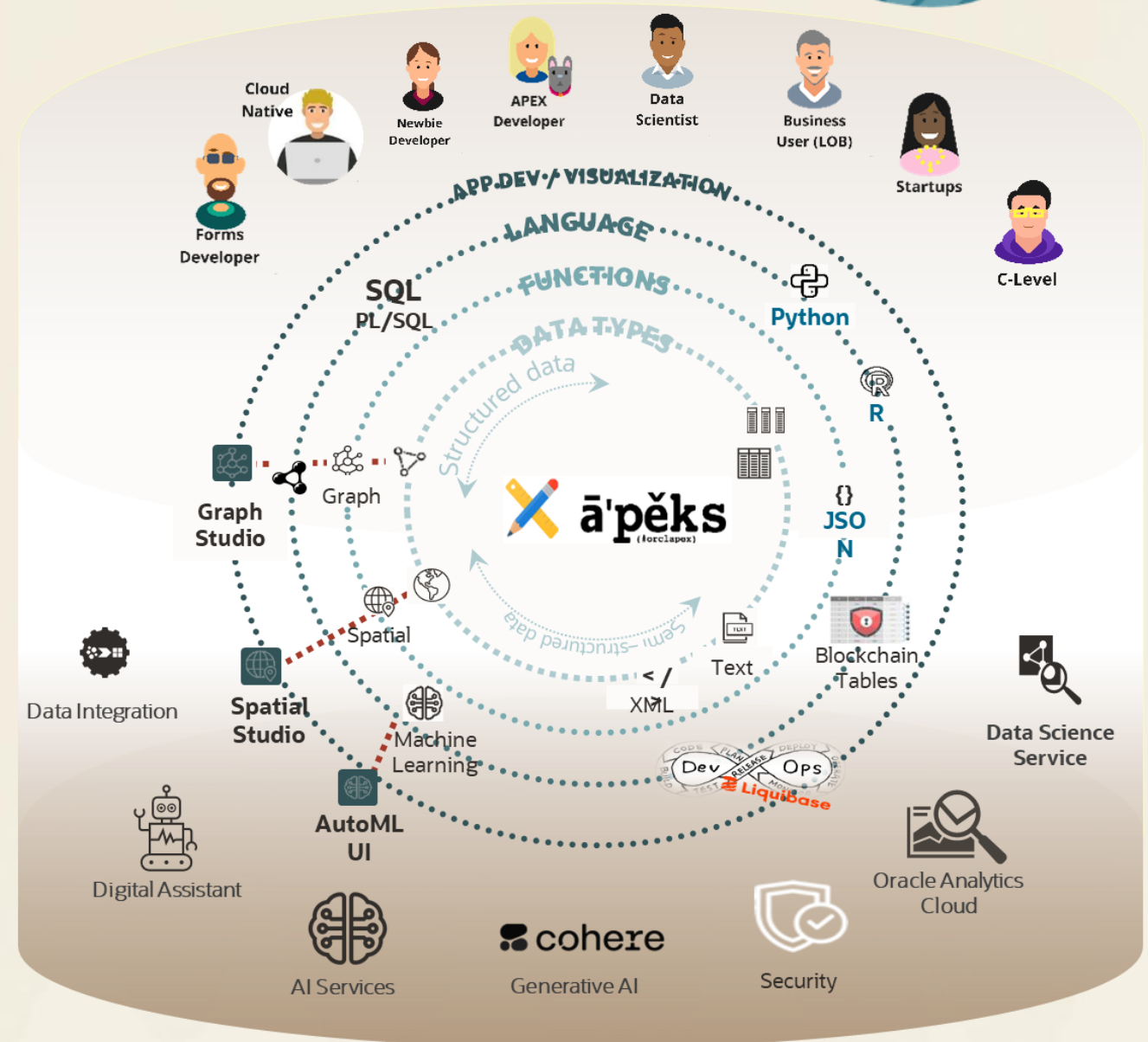
- LCAP is really in the plateau phase
- benefits of Low Code Application Platforms are already demonstrated and accepted.
- It also means that the rapid growth of adoption begins



APEX ...

...is the glue to bring innovations together

- Use all integrated database innovations
- Use the Oracle ecosystem
- Integrated On-Prem and Cloud
- Everybody can develop in APEX
- We have a powerful community out there




THE DEMO

Step by step:


- LinkedIn Developer App
- APEX environment
- ORDS calls

LinkedIn Developer App


 **DEVELOPERS**

Products Docs and tools ▼ Resources ▼ My apps ▼

My apps



OCW LinkedIn APEX
Client ID: 77owtsnjr1vfph
Created: Jul 10, 2023

 **TestAPEX**
Company verified

OAuth 2.0 scopes

- Scopes define what your app can do on a user's behalf.
- The OAuth consent screen will display descriptions to end users as they are seen below. Some variation may occur if your app has a custom OAuth experience.

r_emailaddress
Use the primary email address associated with your LinkedIn account

openid
Use your name and photo

profile
Use your name and photo

r_liteprofile
Use your name and photo

w_member_social
Create, modify, and delete posts, comments, and reactions on your behalf

email
Use the primary email address associated with your LinkedIn account

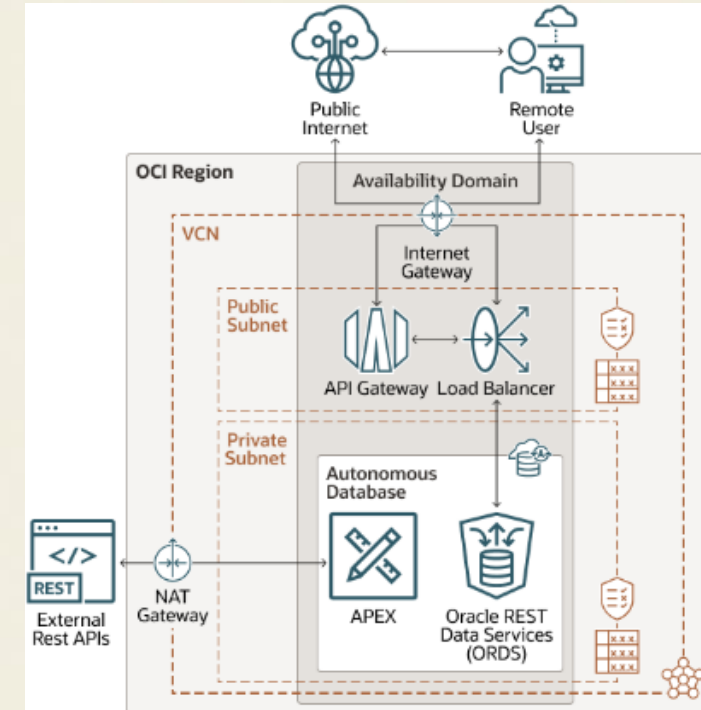
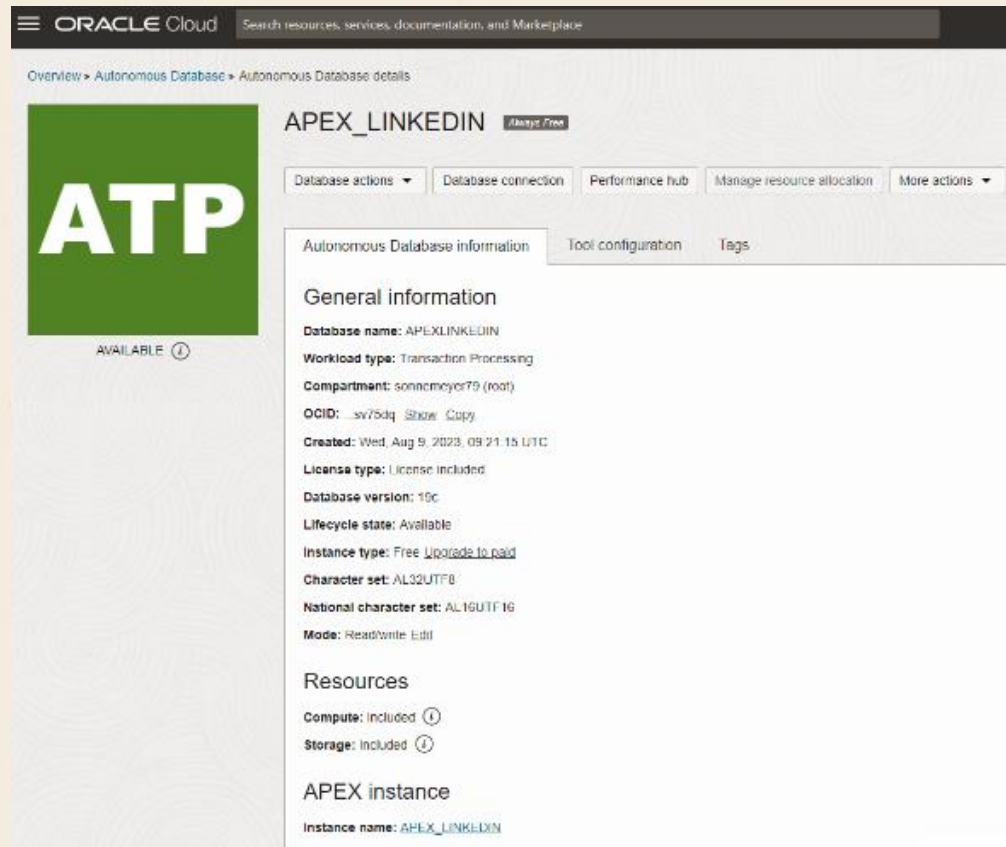
Demo guide

- Log into www.linkedin.com/developers
- Create your own app

(be careful about the sec aspects)



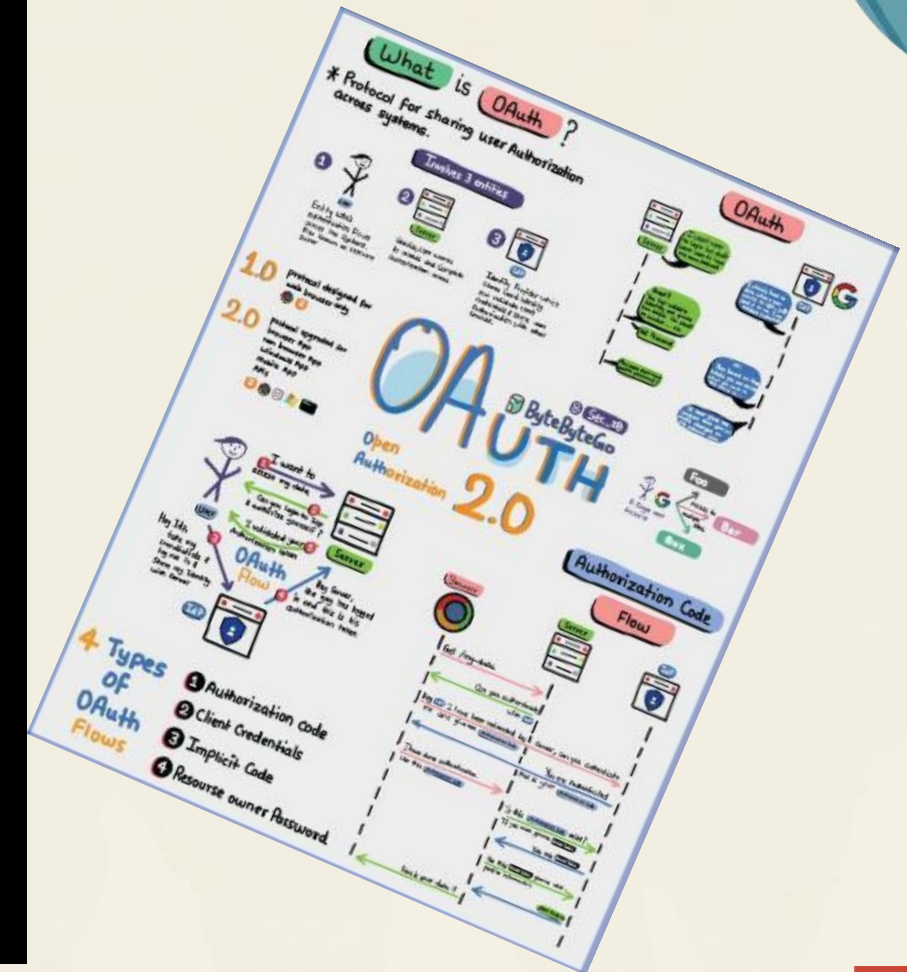
APEX environment



- Log into cloud.oracle.com and get registered
- Then you can easily create an Autonomous Database where APEX is already included
- You create a workspace and start developing



APEX environment – Authentications and more



Oracle offerings for Machine Learning

- Data Science Service
 - Machine Learning in Oracle Database
 - AutoML
 - AI Services
- * ... and now GenerativeAI



Data Science Service (in OCI)

- ❖ Fully-managed platform for Data Scientists
- ❖ Python and open source tools
- ❖ JupyterLab



Machine Learning in Oracle Database

- SQL
- PL/SQL
- Python
- R

→ AutoML

AutoML

Create Experiment

▶ Start ▼

Cancel

📁 Save

Name

MyFirstLinkedInModel

Comments

The first model for LinkedIn Tags

Data Source



Predict

Select Prediction Target ▼

Prediction Type

Select Prediction Type ▼

Case ID

Select Case ID ▼

> Additional Settings

✓ Features

AI Services

- Language
- Speech
- Vision
- Document Understanding
- Anomaly Detection
- Digital Assistant
- GenerativeAI

AI Services

Language
Speech
Vision
Document Understanding
Anomaly Detection
Digital Assistant

AI Services

Generative AI



AI Services

- Pre-trained models
- Trained and maintained by Oracle
- Use with your own data
- Train with your own data (Language, Vision)

Analytics & AI

[Home](#)[Compute](#)[Storage](#)[Networking](#)[Oracle Database](#)[Databases](#)[Analytics & AI](#)[Developer Services](#)[Identity & Security](#)[Observability & Management](#)[Hybrid](#)[Migration & Disaster Recovery](#)[Billing & Cost Management](#)[Governance & Administration](#)

Analytics

[Analytics Cloud](#)[Fusion Analytics Warehouse](#)

Data Lake

[Big Data Service](#)[Data Catalog](#)[Data Integration](#)[Data Flow](#)

Messaging

[Streaming](#)[Service Connector Hub](#)

Machine Learning

[Data Science](#)[Data Labeling](#)

AI Services

[Language](#)[Speech](#)[Vision](#)[Document Understanding](#)[Anomaly Detection](#)[Digital Assistant](#)

Media Services

[Media Flow](#)[Media Flow Jobs](#)[Media Streams](#)

Related services

[Autonomous Database](#)[MySQL](#)[Oracle NoSQL Database](#)[Object Storage & Archive Storage](#)[Application Performance Monitoring](#)[Logging Analytics](#)[Operations Insights](#)[Logging](#)

Help

[Analytics Cloud Documentation](#)[Big Data Documentation](#)[Data Science Documentation](#)[Digital Assistant Documentation](#)[REST APIs](#)

Language

Pretrained models

[Language detection](#)

Identify the language of your text from more than 75 languages.

[Text classification](#)

Classifies text content into more than 600 categories.

[Sentiment analysis](#)

Extract sentiment expressed towards product and product aspects.

[Key phrase extraction](#)

Identify the most salient talking points in your text.

[Named entity recognition](#)

Identify entities such as people, places, organization, date, etc in text.

[PII Detection](#)

Detect PII entities and mask, replace or remove them from text records.

Analyze your text in the Console

Text translation

Use state of the art neural machine translation to translate text across languages.

Start translation

Custom models

Train custom models for classification and entity extraction by providing your own data examples.

Create custom models

Vision

The screenshot displays the Oracle Cloud console interface. At the top, the header includes the Oracle Cloud logo, a search bar, and the region 'Germany Central (Frankfurt)'. The main content area is titled 'Analytics & AI'. On the left, a navigation menu lists various services, with 'Analytics & AI' currently selected. The central pane shows a grid of service categories: Analytics, Data Lake, Messaging, Machine Learning, AI Services, and Media Services. The 'Vision' service is highlighted with a red box under the 'AI Services' category. To the right, a 'Related services' section lists other Oracle services like Autonomous Database and MySQL. A 'Help' section at the bottom right provides links to documentation for various services.

ORACLE Cloud Search resources, services, documentation, and Marketplace Germany Central (Frankfurt)

Analytics & AI

Analytics
Analytics Cloud
Fusion Analytics Warehouse

Data Lake
Big Data Service
Data Catalog
Data Integration
Data Flow

Messaging
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Hybrid
Migration & Disaster Recovery
Billing & Cost Management
Governance & Administration

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Face Detection

Demo

- * #Demo about Data Labeling, creating a data set and training a custom model



Luna_Lippenstift.jpeg

Classification:

Animal, Pet, Rabbit, Rabbits and Hares, Wood stain

Objects:

Rabbit

Bunny?

Data Labeling

The screenshot displays the Oracle Cloud console interface. At the top, the header includes the Oracle Cloud logo, a search bar, and the region 'Germany Central (Frankfurt)'. The left sidebar contains a navigation menu with categories like Home, Compute, Storage, Networking, Oracle Database, Databases, Analytics & AI (highlighted), Developer Services, Identity & Security, Observability & Management, Hybrid, Migration & Disaster Recovery, Billing & Cost Management, and Governance & Administration. The main content area is titled 'Analytics & AI' and is organized into columns. The 'Machine Learning' column has 'Data Labeling' highlighted with a red rectangle. Other columns include 'Analytics', 'Data Lake', 'Messaging', 'AI Services', and 'Media Services'. A 'Related services' and 'Help' section is on the right. The footer contains 'Terms of Use and Privacy', 'Cookie Preferences', and a copyright notice for 2023.

ORACLE Cloud Search resources, services, documentation, and Marketplace Germany Central (Frankfurt)

Search

Analytics & AI

Analytics
Analytics Cloud
Fusion Analytics Warehouse

Data Lake
Big Data Service
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Messaging
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Machine Learning
Data Science
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Digital Assistant






Media Services
Media Flow
Media Flow Jobs
Media Streams

Related services
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Oracle NoSQL Database
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Application Performance Monitoring
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Operations Insights
Logging

Help
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Big Data Documentation
Data Science Documentation
Digital Assistant Documentation
REST APIs

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Now it knows: it's a bunny!!!


ORACLE Cloud Search resources, services, documentation, and Marketplace Germany Central (Frankfurt)     


Analyze an image to test the newly trained model.

Image source
☒ Local file ☐ Object storage

Upload image

 Drop a file or select one...
Upload image




Results 

Label	Confidence
Bunny	100.00%

► Request


► Response









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The voice

Speech

 **ORACLE** Cloud

Search resources, services, documentation, and Marketplace

Germany Central (Frankfurt)      

Home

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Help

Analytics Cloud Documentation

Big Data Documentation

Data Science Documentation

Digital Assistant Documentation

REST APIs

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Create job

1 Basic information

2 [Choose files](#)

Configure transcription

Create job

1 Basic information

2 [Choose files](#)

whisper-medium

Choose domain

Generic

Choose language

English

Estonian

Finnish

French

Galician

German

Greek

Generative AI?

- * Use RAG?
- * Use LinkedIn data as a reference on
 - * how to write
 - * What hashtags to use

THANK YOU!

QUESTIONS?