

Introducing IBM Watson Analytics

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“

Our machines should be nothing more than tools
for extending the powers of the human beings who
use them.

”

Thomas Watson Jr.

IBM Watson is an IBM brand for a next generation of cognitive computing solutions



3 key focus areas for Watson:

Natural language processing

Hypothesis generation

Evidence-based learning

... using artificial intelligence (AI) and machine learning algorithms to sense, predict, infer, and in some ways, think.

Watson is ushering in a new era of computing

Watson Advisors

Cross Industry
Engagement Decision
Policy Discovery

Targeted Industry
Oncology Wealth Mgmt
Intelligence Cooking

Core: Watson Analytics - Watson Explorer - Watson Curator

Watson App Store

Powered by Watson Offerings

By Market	Healthcare	By Industry	Call Center
	Travel		Research
...		...	
Financial Svc.		User Profiling	

Watson Developer Cloud

Specialties
Models
Visualize
Content

Cognitive
Services
(APIs)



Tooling
Assemble
Design
Train
Deploy
Admin

Data Services:

Extract

Ingest

Validate

Annotate

Leveraging Analytics still faces many obstacles

80%

of the time is
spent on data
preparation

Making decisions
rapidly is no longer a
goal; it's an imperative

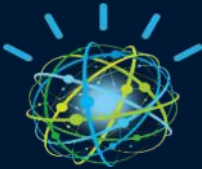


38%

have a limited
understanding of
how to use analytics

Self-service analytics
and expectations to
drive better data-driven
decisions are rising

Why Watson Analytics?

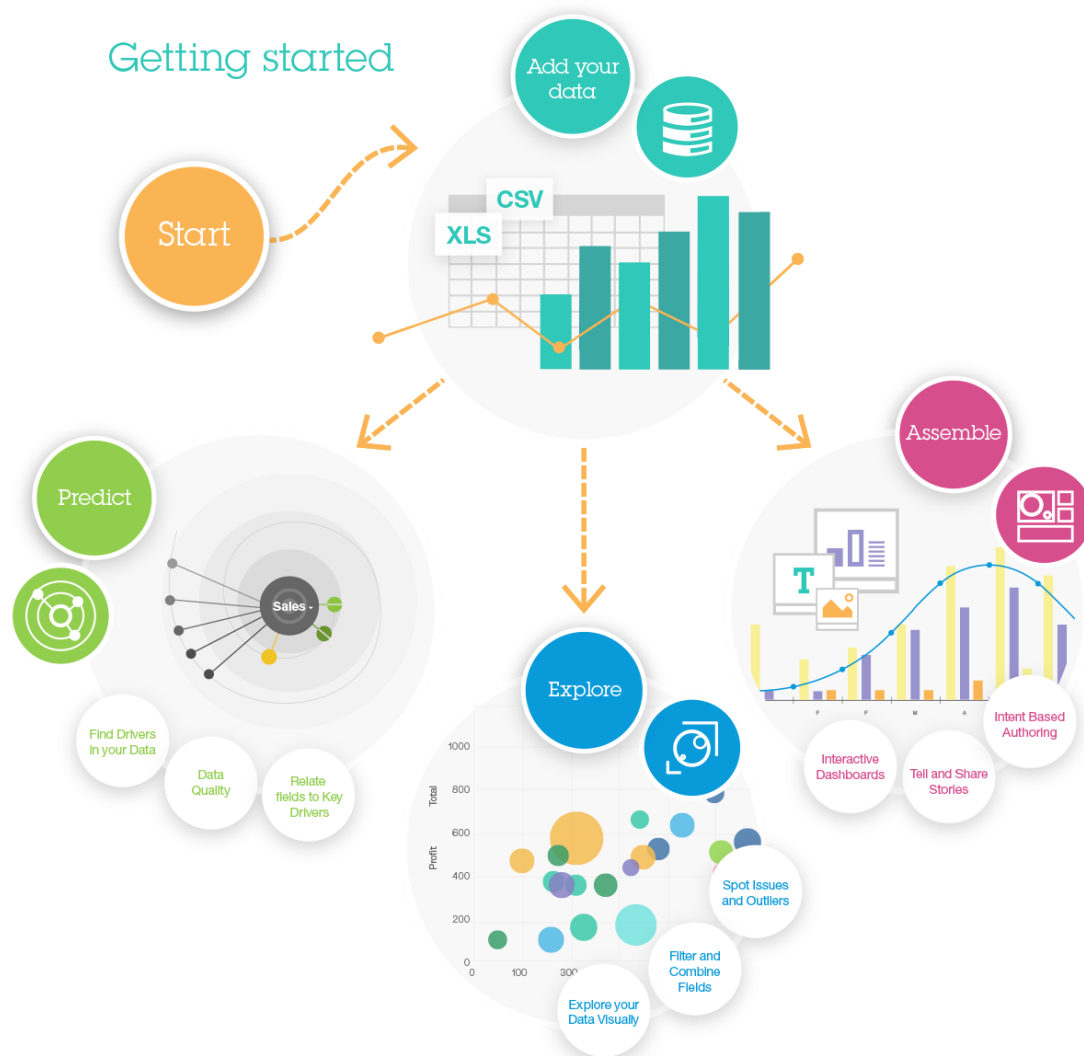
Redefining the Analytics experience with unmatched ease of use eliminates the analytic bottleneck

 <p>LOB Users</p>	 <p>IBM Watson Analytics</p> <p>Enable Anyone to independently discover new patterns to inform better decisions</p>
 <p>Departmental Experts</p>	<p>Empower Expert users to analyze data and create interactive dashboards to share with others</p>
 <p>Analytic Professionals</p>	<p>Provide powerful analytic capabilities to Statistical users to perform detailed analysis</p>

Reinventing the Analytic Experience



Getting started



Watson Analytics

The workflow includes:

- **ADDING** Your Data

And then, one of

- **EXPLORING** the data
- **PREDICTING** by finding drivers for your data
- **ASSEMBLING** and sharing your stories

Adding Your Data

When you load data into IBM® Watson™ Analytics, it becomes available for analysis as a data set.

DATA SET

- A collection of data from external sources
- Watson Analytics **assesses** your data set assessed for “interestingness” and quality
 - ... and then **determines** what you might want to analyze.
- Refine data set to make it more useful or meaningful
 - Remove columns or change column names
 - apply filters
 - create calculations
 - create hierarchies, and groups of data



Adding Your Data (cont'd)

When you load data into IBM® Watson™ Analytics, it becomes available for analysis as a data set.

DATA SETS

- **Comma-delimited values** (.Csv) or Microsoft **Excel** spreadsheet (.xls or .xlsx) file.
- Snapshot of tweets (**Twitter**) and their metadata
- Data that is returned in a list in an **IBM Cognos® Business Intelligence** report
- Data that is contained in a table in a **database**
- Refining data sets to review or tune it to match the way you want to see or work with it.
- Replacing the data to update or enhance the data



Adding Your Data (cont'd)

When you load data into IBM® Watson™ Analytics, it becomes available for analysis as a data set.

Let's take a look ...

[DEMO - Loading your data](#)



Exploring Your Data

You can explore powerful visualizations of your data and discover patterns and relationships that impact your business.

- Creating an exploration
- Using Natural Language to ask questions to explore your data
- Visualizing data
- Filtering data
- Augmenting data in Explore
- Adjusting data
- Insights and pages

Let's take a look ...

[DEMO - Exploring your data](#)



Predict

Find predictive insights hidden in your data. Learn what drives each behavior and outcome.

- sophisticated algorithms are used to deliver predictions based on your data
 - includes visualizations and text descriptions of the analyses
 - Watson Analytics picks the proper statistical tests to run against your data.
- basic work flow includes adding and refining data
- Data sets in predictions can come from one of several different types of sources

Let's take a look ...

[DEMO - Predictions against your data](#)



Assembling Your Story

Create interactive and engaging dashboards and infographics and tell stories to share and communicate with others.

- Dashboards
- Stories
- Templates
- Views
- Visualizations
- Collecting
- Filtering
- Sorting
- Modes



Assembling Your Story

Create interactive and engaging dashboards and infographics and tell stories to share and communicate with others.

Let's take a look ...

[DEMO 1 - Assembling a dashboard](#)

[DEMO 2 - 4 Simple ways to assemble dashboards](#)



Watson Analytics Editions

	FREEMIUM	PERSONAL	PROFESSIONAL
Amount of Storage	500 MB	2 GB	100 GB (shared amongst users)
Number of Users			Unlimited
Collaboration			✓
Connector to Cognos Report Data			✓
Access to Data in the Cloud (i.e. Dropbox)		✓	✓
RDBMS Support (DB2)		✓	✓
Access to Social Data from Twitter		25,000 tweets per data set	50,000 tweets per data set
Additional Storage Available		✓	✓
File Size Parameters (csv or xls)	50 Columns 100,000 Rows	256 Columns 1 Million Rows	500 Columns 10 Million Rows
Cost	FREE	35.21 CAD per user per month	93.90 CAD per user per month

Watson Analytics - Resources

Register today: www.watsonanalytics.com

YouTube Channel: www.youtube.com/watsonanalytics

Watson Analytics - IBM TV – How-To Videos

<http://ibmtvdemo.edgesuite.net/software/analytics/cognos/videos/HTVs/watsonanalytics/index.html#>

Use Cases

<https://community.watsonanalytics.com/expert-blog/>

Sample Data

<https://community.watsonanalytics.com/resources/>

Website: <http://www.ibm.com/analytics/watson-analytics/>

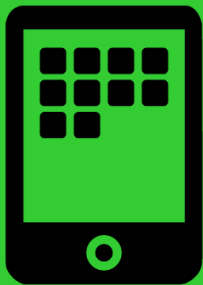
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