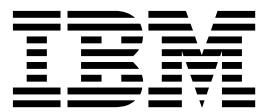


Last updated: 2016-09-26

## *Getting started with Watson Analytics*



**Note**

Before using this information and the product it supports, read the information in "Notices" on page 41.

## **Product Information**

This document applies to and may also apply to subsequent releases.

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## **Contents**

<b>Chapter 1. What is Watson Analytics? . . . . .</b>	<b>1</b>
<b>Chapter 2. Uploading data . . . . .</b>	<b>3</b>
<b>Chapter 3. Asking questions and discovering insights. . . . .</b>	<b>5</b>
<b>Chapter 4. Creating a display to share with others . . . . .</b>	<b>17</b>
<b>Chapter 5. Social media . . . . .</b>	<b>23</b>
Adding and exploring Tweets . . . . .	23
Analyzing social media topics and trends . . . . .	25
<b>Chapter 6. What's next? . . . . .</b>	<b>39</b>
<b>Notices . . . . .</b>	<b>41</b>
<b>Index . . . . .</b>	<b>45</b>



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# Chapter 1. What is Watson Analytics?

We all ask questions about our data every day.

Some of our questions are about a status or situation. What is the revenue by country in Europe? What is the trend of my product costs in the United States? What is the breakdown of revenue by country and product line? Some of our questions are about why something happened. Why did certain sales deals close while others did not? Why do some customers leave? Asking questions and exploring your data is what Discover is all about.

When you ask these questions and discover new insights about your organization, you want to share them with other people in your organization. You can quickly and easily create beautiful dashboards and infographics in Display.

In short, when it comes to data, we want to know what is happening, why it is happening, and what insights need to be communicated with others.

IBM® Watson Analytics™ can help you understand your data better and find insights that are hidden in your data. You can get answers and new insights to make confident decisions in minutes – all on your own.

## Scenario for the tutorial

In this tutorial, you're a Human Resources manager who has been given a big project – you'll be leading a new training initiative for your entire global company. You want to better understand where the training budget is currently invested in all areas of the company because at this moment, you just know how it's spent in your area of the company.

We know your time is valuable. We created this tutorial to guide you through some basic concepts and features using a sample data asset so that you can quickly learn more about Watson Analytics and its innovative way of bringing you closer to your data. Then you can add your own data and start discovering new insights in your business.

Something to note before you start: the screen captures in this tutorial show the Professional edition of Watson Analytics in the Google Chrome browser. If you use a different browser or a different edition of Watson Analytics, the product may look a little different.



# Chapter 2. Uploading data

Let's start by getting data for the tutorial. There are lots of sample data assets on the IBM Watson Analytics Community, including the one that's used in this tutorial.

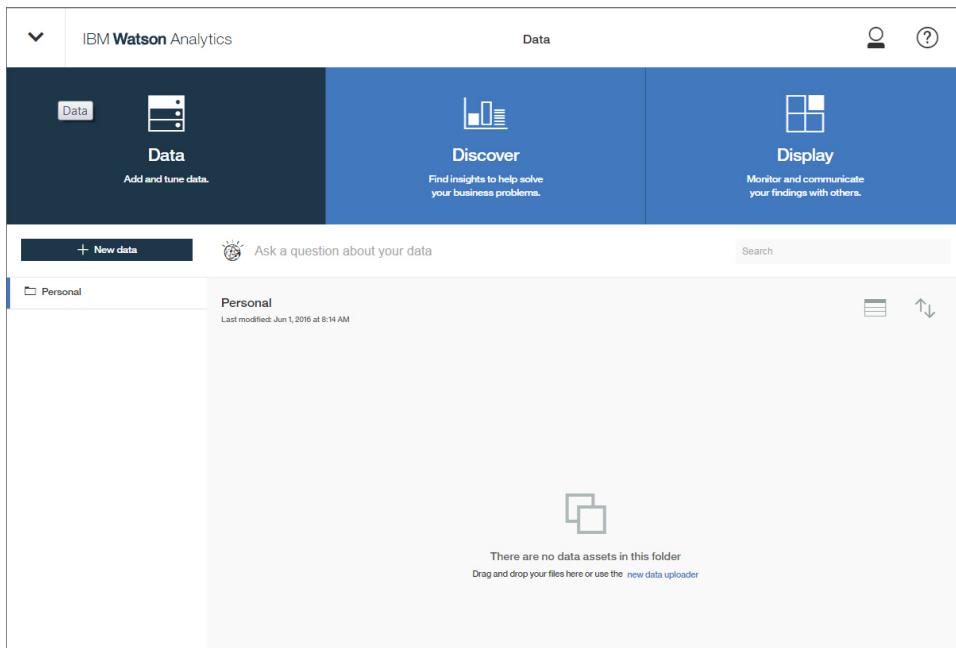
## About this task

Here's a short video that gives you a look at some of the details about adding data in Watson Analytics.

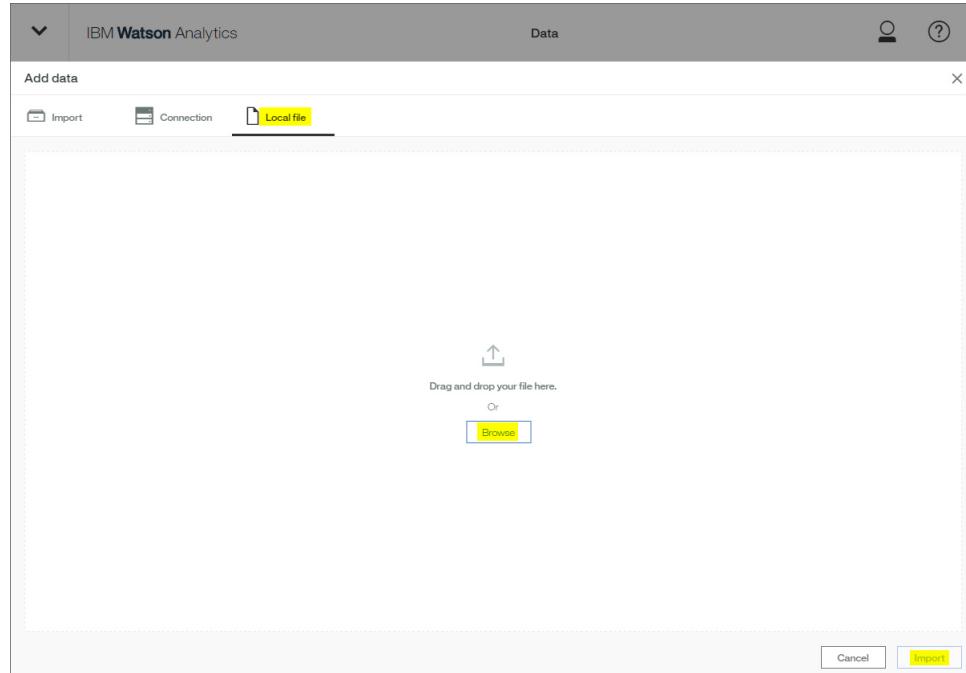
<https://youtu.be/SfdjS9wufOI>

## Procedure

1. Go to Human Resources Training on the Watson Analytics Resources page (<https://www.ibm.com/communities/analytics/watson-analytics-blog/human-resources-training/>).
2. Select "WA\_HR\_Training 2013-16.csv". Depending on your browser, you may be asked what you want to do with it. Tap **Save**.
3. In Watson Analytics, tap **New data**.



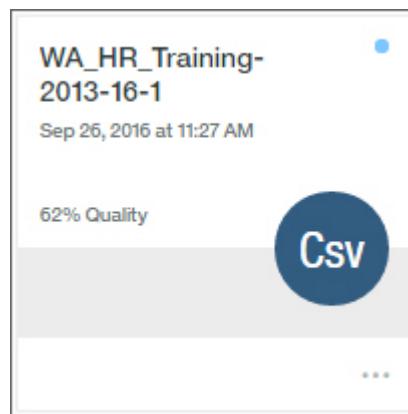
4. Tap **Local file** and browse to where you saved "WA\_HR\_Training 2013-16-1.csv".



5. Tap the **Import** button.

While uploading the file, Watson Analytics analyzes the data and metadata, creates hierarchies from the metadata, and identifies concepts to use in analyses.

The data asset appears as a tile in the **Data** landing page and you're ready to get to work.



# Chapter 3. Asking questions and discovering insights

Now that you've added sample data, let's start discovering new insights in the data.

## About this task

Here's a short video that gives you a look at some of the details about discovering insights in IBM Watson Analytics.

<https://youtu.be/UMAe-R7gi7E>

Here's a short video that gives you a look at some of the details about asking questions in Watson Analytics.

[https://youtu.be/2mHwW\\_tKBbI](https://youtu.be/2mHwW_tKBbI)

## Procedure

1. On the **Data** landing page, tap the “WA\_HR\_Training 2013-16-1” tile.  
You can ask a question, select a starting point that we created for you after analyzing your data, or create a visualization on your own. Let's ask a question.

The screenshot shows the Watson Analytics interface with the title bar "IBM Watson Analytics" and a "New discovery set" button. In the top right, there are icons for refresh, search, and user profile, along with a "CSV" button. The main area is titled "Starting points". It displays six cards arranged in a 2x3 grid:

- Top-left card: "What is the trend of Course cost over Year by Department?" with a checkmark icon.
- Top-middle card: "What drives Position count?" with a circular icon.
- Top-right card: "How do the values of Course days compare by Year?" with a bar chart icon.
- Middle-left card: "What is the breakdown of Expense total by Year and Organization?" with a bar chart icon.
- Middle-middle card: "What is a predictive model for Planned position count?" with a circular icon.
- Middle-right card: "How do the values of Expense total and Planned position count compare by Year?" with a bar chart icon.

Below these cards is a section titled "Create your own visualization" with three categories:

- Comparison: Bar, Combination, Word cloud, Dial, Heatmap.
- Parts to whole: Treemap, Pie, Packed bub...
- Trend and forecast: Line, Area, Combination.

At the bottom are sections for Relationships, Tables and summary, Predictive analysis, and Geospatial.

2. If you're wondering how to ask a question, there's a coach to help you. Tap **How to ask a question**.  
You see categories of questions. Take some time to look through the questions in each category. If you select one of the questions, you'll see a new set of starting points.

The screenshot shows the IBM Watson Analytics interface. At the top, it says "Ask a question about your data". Below that, there's a dropdown menu "Select a category" set to "Variety pack". There are four main query fields:

- "How do the values of Position count compare by Rows and Year?"
- "What is the breakdown of Position count by Rows and Year?"
- "What are the top 1 Rows by Position count?"
- "What is the count of Rows by Year?"

Each field has an "Ask" button to its right. Below these fields, under "Starting points", there are three cards:

- A card with a checkmark icon: "What is the trend of Course cost over Year by Department?"
- A card with a circular icon: "What drives Position count?"
- A card with a bar chart icon: "How do the values of Course days compare by Year?"

On the far right of the starting points section, there is a "Show Next" link.

3. But for the tutorial, tap to return to previous page where we will ask the question “what is the cost of courses by organization?” Press Enter.

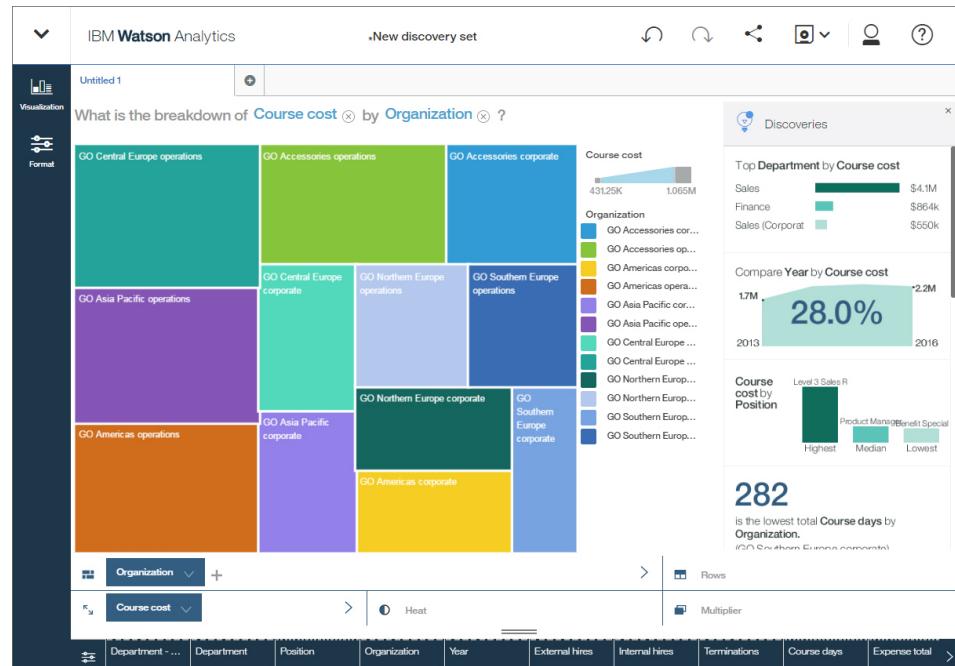
The question provides a context for the starting points so now the new starting points are marked as most relevant or somewhat relevant. Starting points are sorted by relevancy starting with the most relevant. If these starting points aren't what you're looking for, tap **Show next** to see the next set of starting points or ask a different question.

The screenshot shows the IBM Watson Analytics interface with the query "what is the cost of courses by organization?" entered. Under "Starting points", there are six cards arranged in two rows of three:

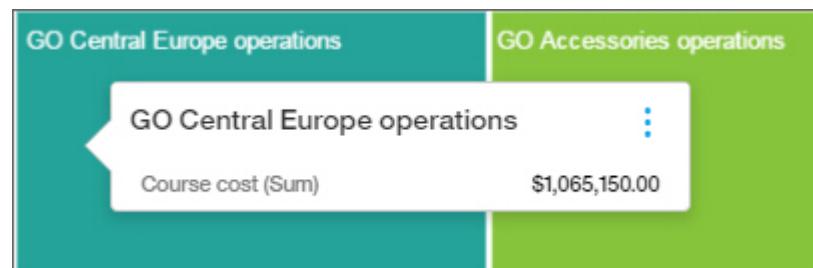
Relevance	Icon	Description
Most relevant		How do the values of Course cost compare by Organization?
Most relevant		What are the values of Course cost for each Organization?
Most relevant		What is the breakdown of Course cost by Organization?
Most relevant		What are the most relevant values of Organization for Course cost?
Somewhat relevant		What drives Course cost?
Somewhat relevant		What is a predictive model for Course cost?

4. Select the “What is the breakdown of Course cost by Organization?” starting point.

Take a look at the visualization, which is a treemap. The size of each box in the treemap tells you the amount of training spent by each organization.



5. You can easily get more details about the data that a part of a visualization represents. Let's look at the numbers for one of the largest boxes. Touch and hold, or hover over, "GO Central Europe operations".



Before going further, take a look at the **Discoveries** panel.



Without you having to do a thing, IBM Watson Analytics identifies patterns and associations in your data and automatically creates other starting points for you to explore. As you change the data in the visualization, you'll see new starting points that reflect the changes you make. You'll get to use the panel in a little bit.

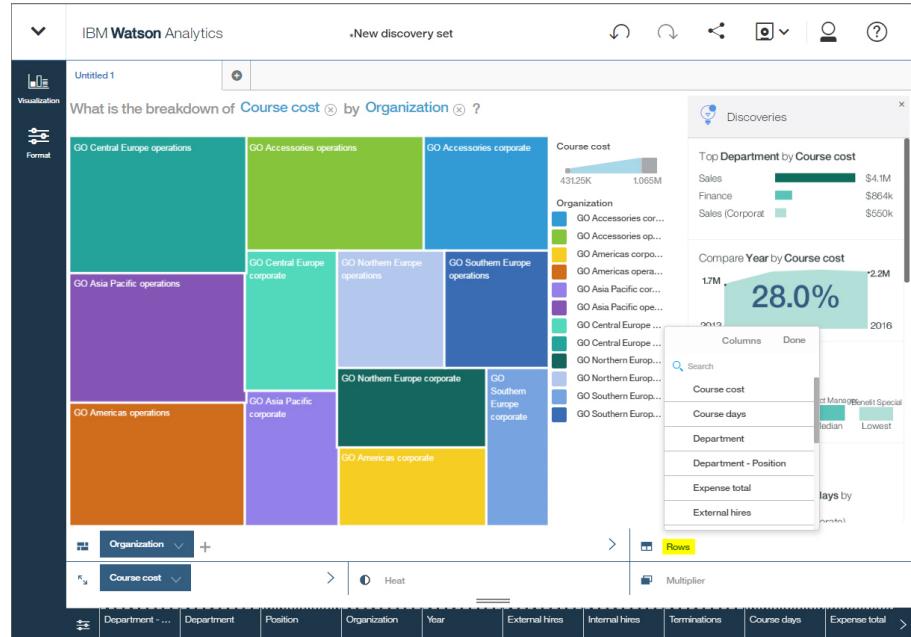
6. This visualization shows you data for all years but let's find out how costs have evolved over time. The data slots show where you can add data.

Organization < + > Rows

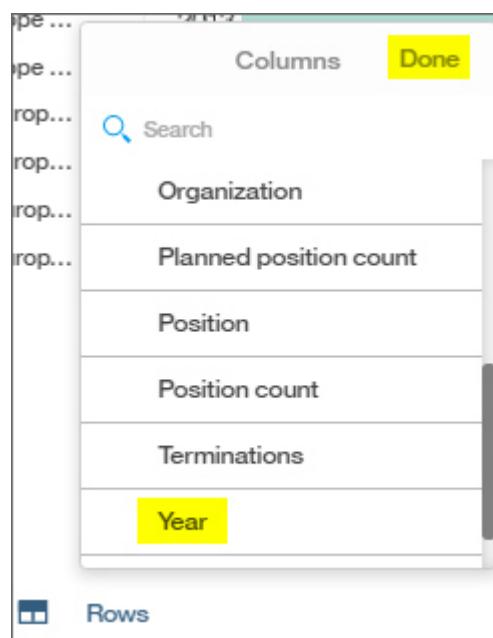
Course cost < + > Heat Multiplier

Complete the following actions:

- Tap Rows.

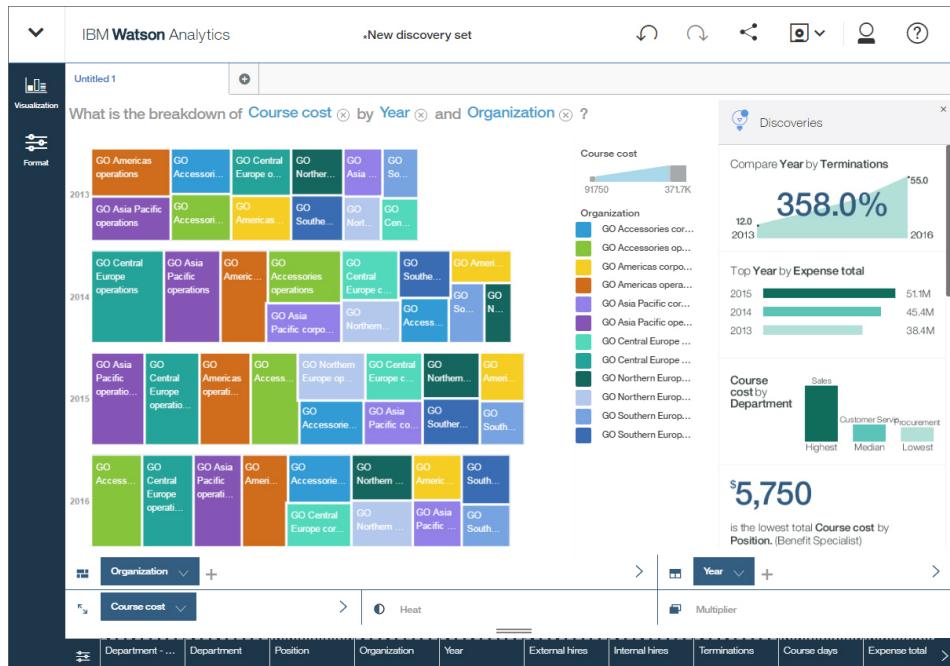


b. Scroll down and tap Year.



c. Tap Done.

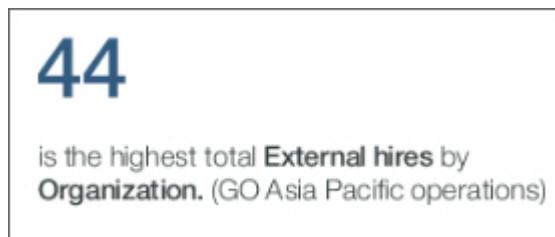
You see the cost for courses by year.



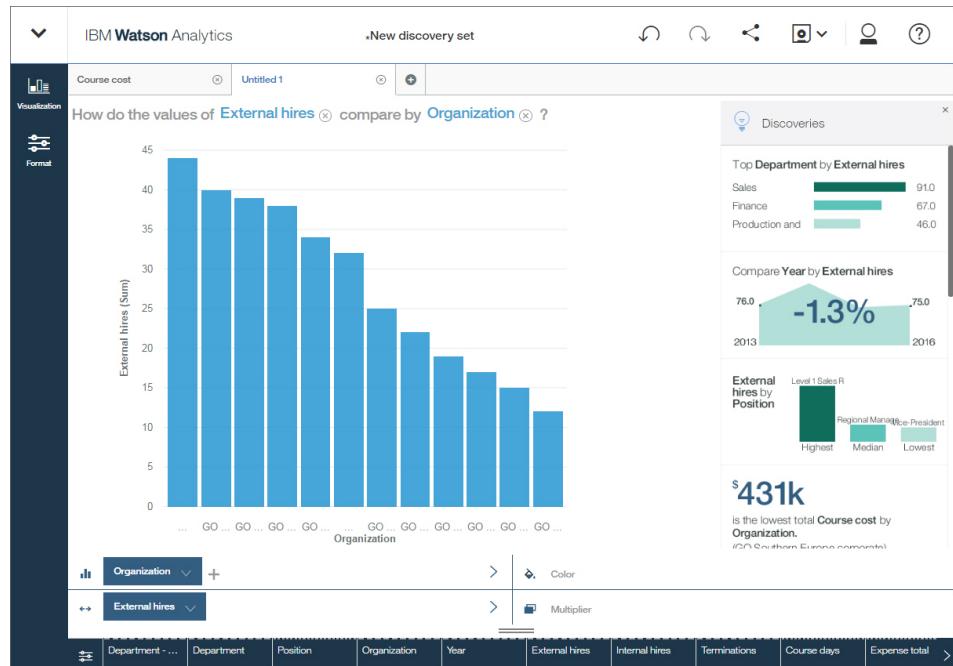
- Double-click the “Untitled 1” tab above the visualization and change it to “Course cost”.



- Let's find out how many new hires are planned for each organization. In the Discoveries panel, tap “44 is the highest total External hires by Organization”.



On a new tab, you see which organizations are hiring the most external people.

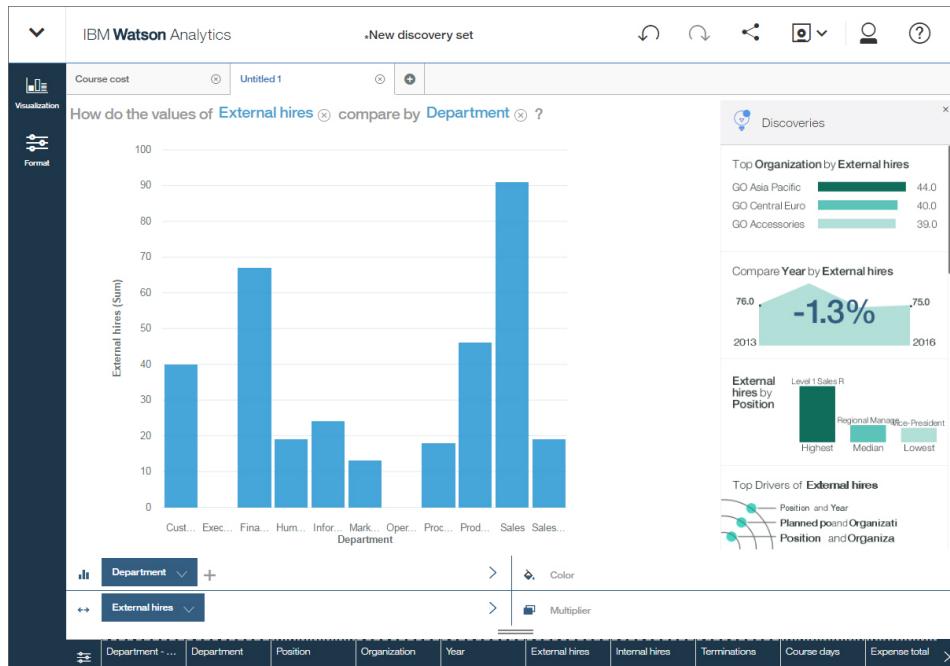


- Let's find out which departments hire the most. Tap **Organization** in the interactive title for the visualization. Tap **Department**.

When you tap the blue text in the title, you see the most relevant columns first but you can select any column.

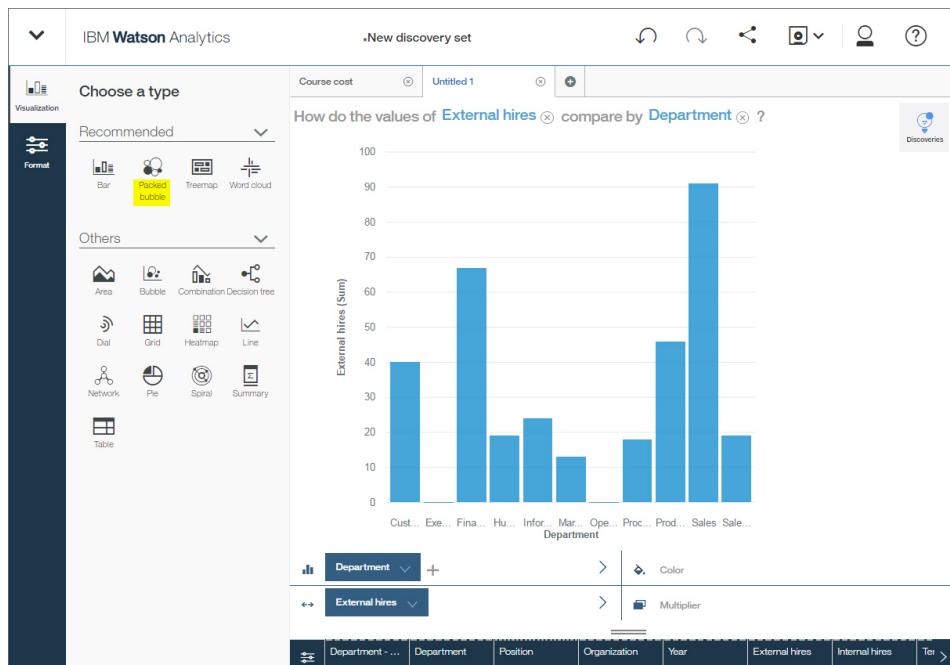


You see that the Sales departments hire the most external people followed by the Finance departments.

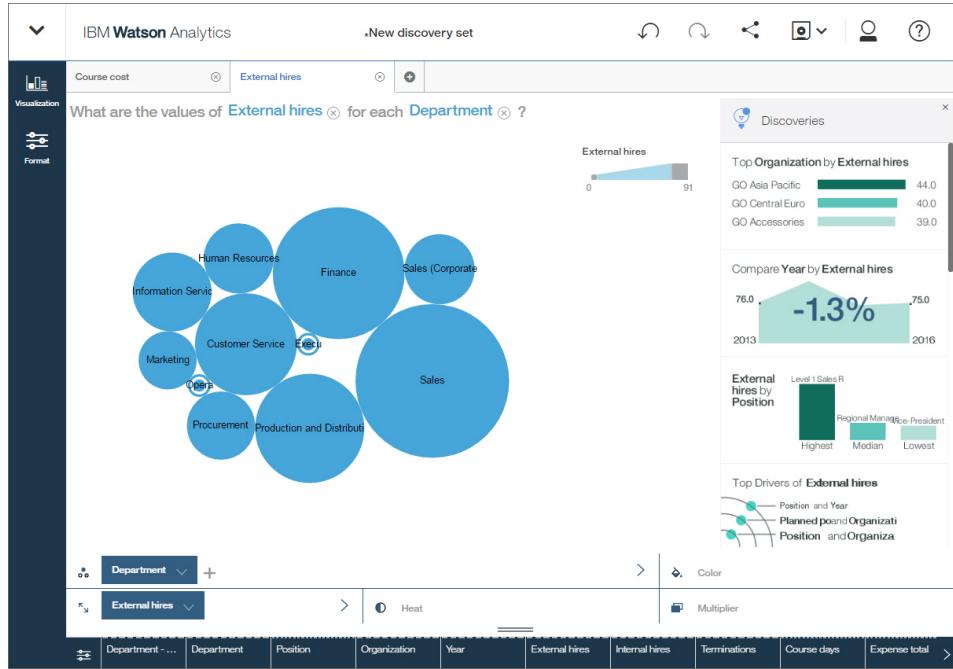


- Let's use a different visualization type for this discovery. Tap **Visualization** and select **Packed bubble**.

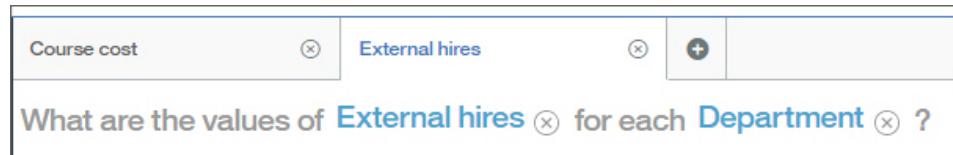
Notice how the **Discoveries** panel is automatically closed. When you tap **Visualization** again, the **Discoveries** panel is reopened.



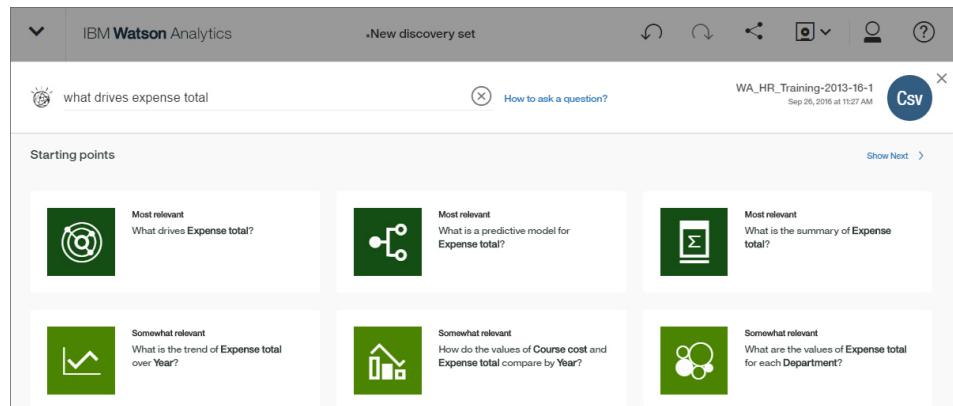
- Close the **Visualization** side panel and change the "Untitled 1" tab to "External hires".



12. We have info about costs and hiring. Now let's see what is driving expenses.  
To select a different starting point, tap next to the "External hires" tab.

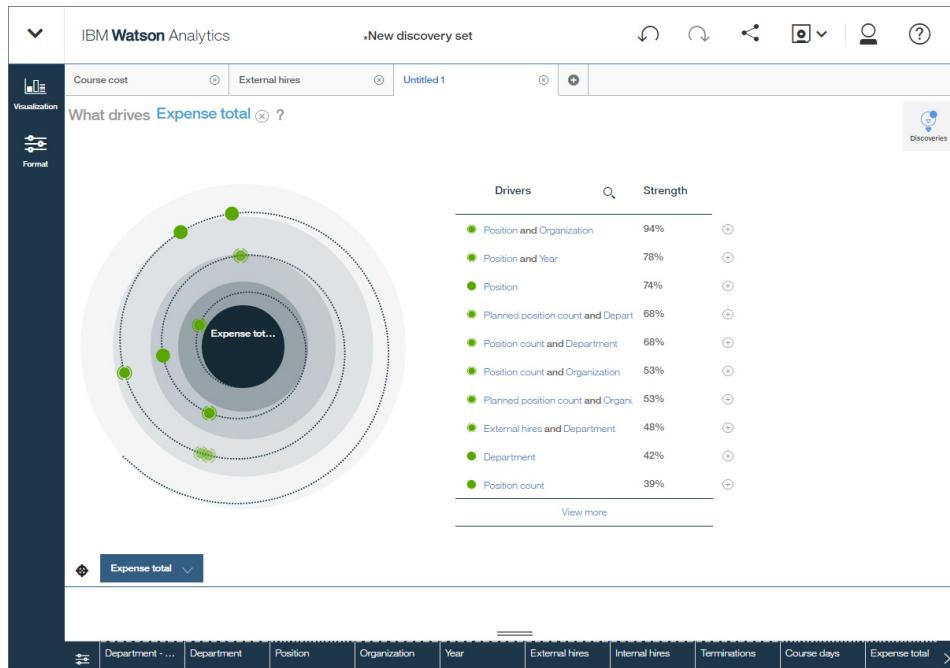


13. Ask the question "What drives expense total" and then select the starting point with the same name.

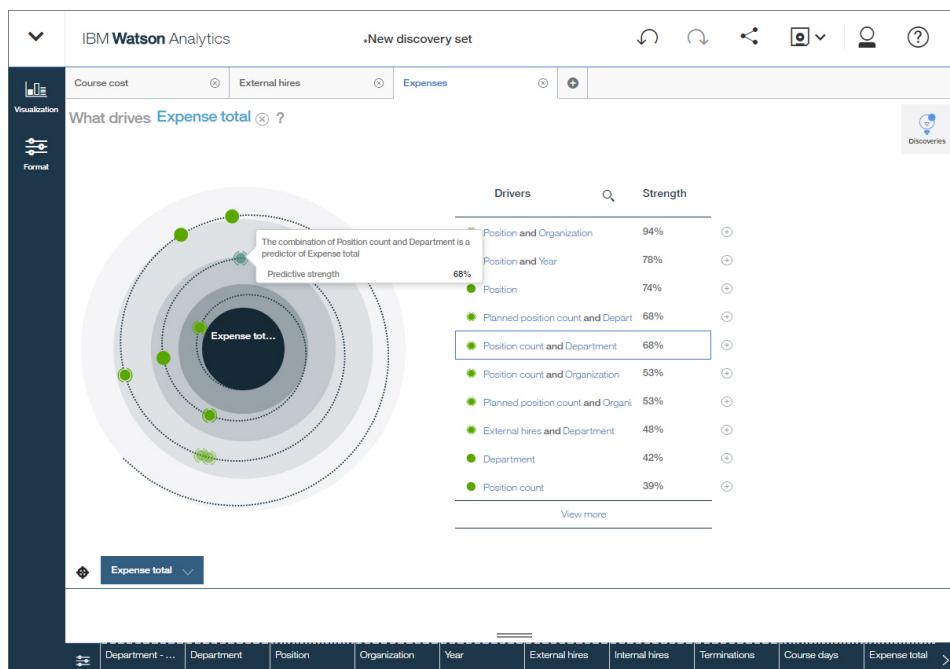


Watson Analytics applies statistical algorithms to the data to discover insights, patterns, and correlations in the data. The spiral visualization shows you the key drivers for the target, Expense total. The closer the driver is to the center, the stronger it is.

Close the **Discoveries** panel to have more room for the list of drivers.

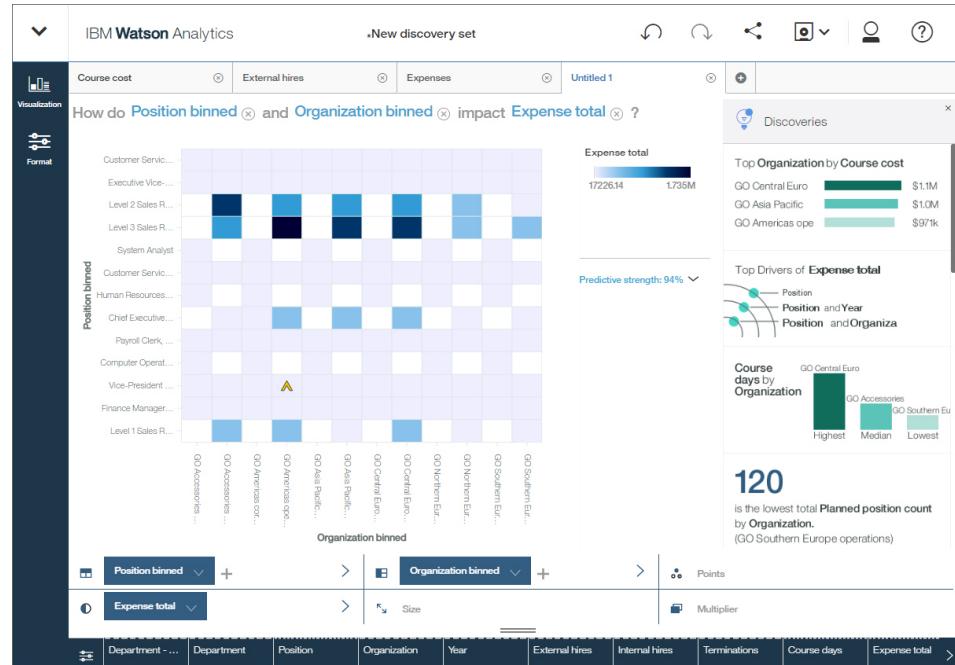


14. Change the “Untitled 1” tab to “Expenses”.
15. Tap, or hover over, a dot in the spiral visualization to see which driver is highlighted in the **Drivers** list.  
You see the predictive strength of each driver. Predictive strength measures how accurately a driver predicts a target. A driver of 100% perfectly predicts a target. In this case, the combination of Position and Organization impacts Expense total with 94% accuracy.



16. To add the detailed visualization for the **Position and Organization** driver, tap next to it.

You see a new tab that contains information about how position and organization affect the target, Expense total.



17. Change the “Untitled 1” tab to “Expense details”.
18. Save the discovery set in the **Personal** folder and name it “Tutorial - discoveries”.
19. Return to the landing page.





# Chapter 4. Creating a display to share with others

You can easily communicate the analysis and insights that you discover in IBM Watson Analytics by combining visualizations with text, images, and shapes. Create a dashboard, infographic, or Expert Storybook where you can monitor and share these insights. In this tutorial, let's create a dashboard.

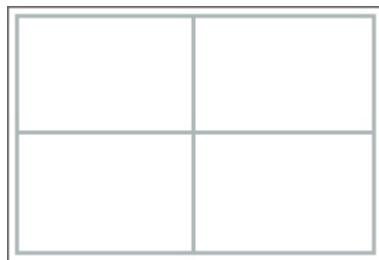
## About this task

Here's a short video that gives you a look at some of the details about getting started with Display in Watson Analytics.

[https://youtu.be/pOJvzYXka\\_Y](https://youtu.be/pOJvzYXka_Y)

## Procedure

1. On the landing page, tap Display and then tap **New display**.
2. Complete the following actions:
  - a. Name the display "Tutorial - dashboard".
  - b. Ensure that the **Dashboard** display type is selected.
  - c. Tap **Create**.
3. You see predefined layouts that contain grid lines for easy arrangement and alignment of visualizations and other elements in a display. Let's select the layout that has 4 panes for our dashboard.



4. Let's add the discoveries that you created in Discover. Open the **Personal** folder to see your discovery set.

A screenshot of the IBM Watson Analytics interface. The top navigation bar shows the title "Tutorial - dashboard". The left sidebar has tabs for "Discoveries", "Widgets", "Format", and "Filters", with "Discoveries" currently selected. The main area shows a "Discoveries" panel with a search bar and a list of folders, including "All folders" and "Personal". The "Personal" folder is expanded, showing a list of discoveries. The main workspace is a 2x2 grid layout for arranging visualizations.

5. Expand "Tutorial - discoveries".

Tutorial - discoveries  
Sep 26, 2016 at 12:09 PM

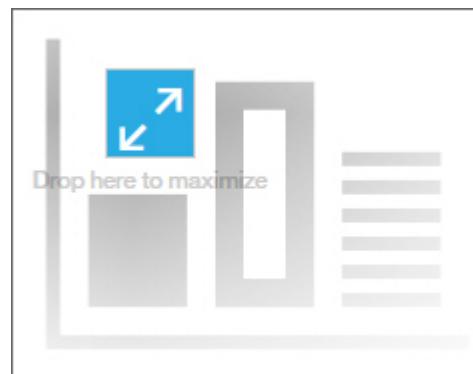
Course cost

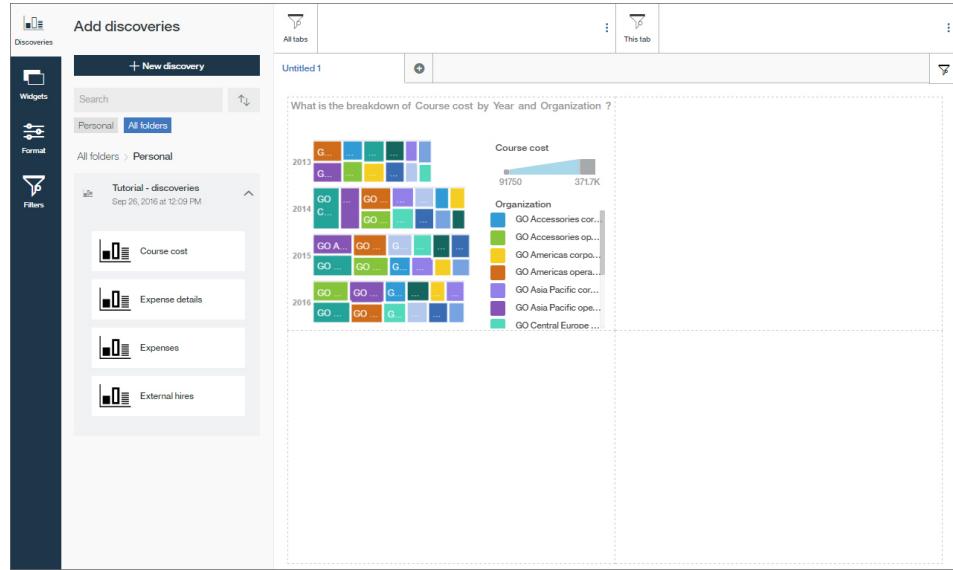
Expense details

Expenses

External hires

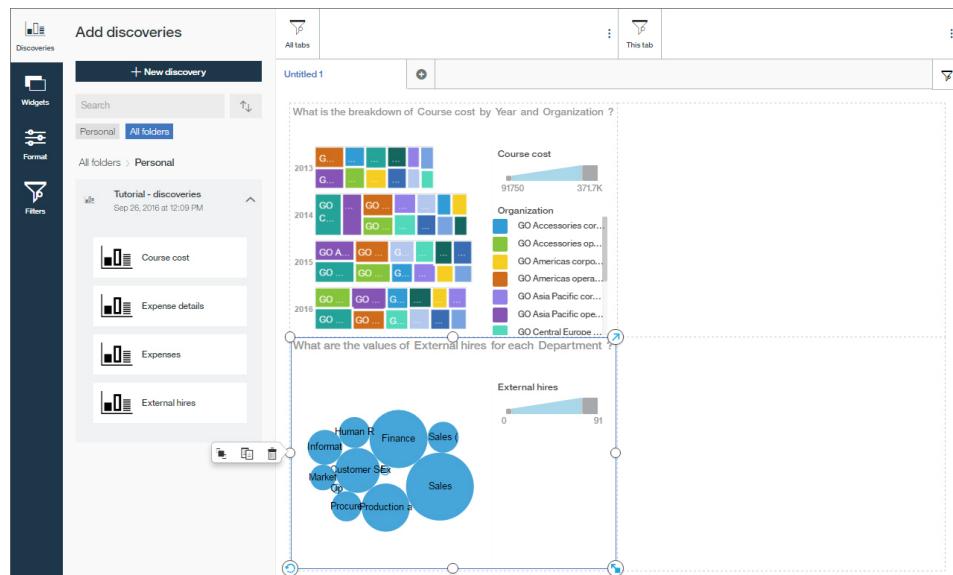
6. Drag "Course cost" to the top left pane and drop it on the square that appears in the pane.



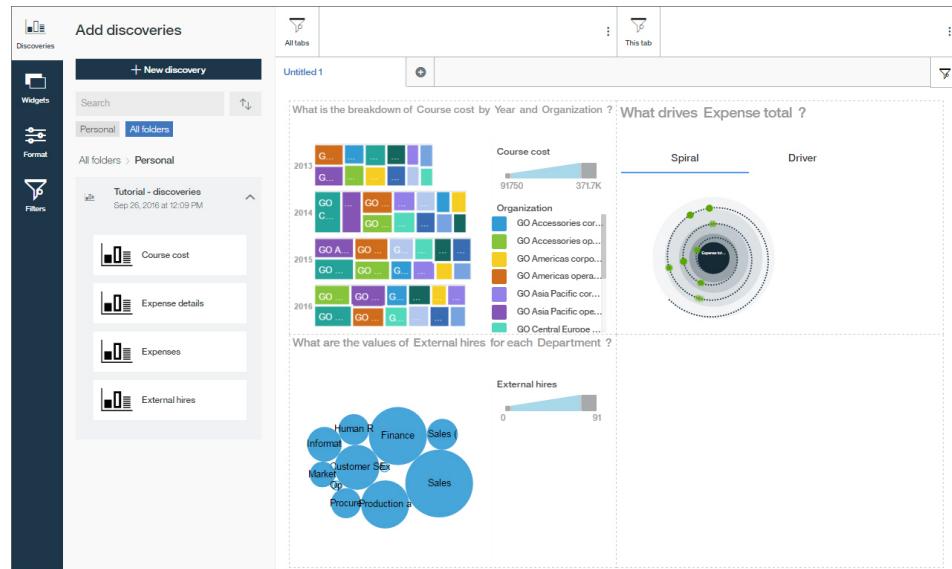


You can change the data that's shown in the discovery if you need to. Simply tap the discovery and then tap . For example, you can use the interactive title, change the columns in the data slots, or change the visualization type.

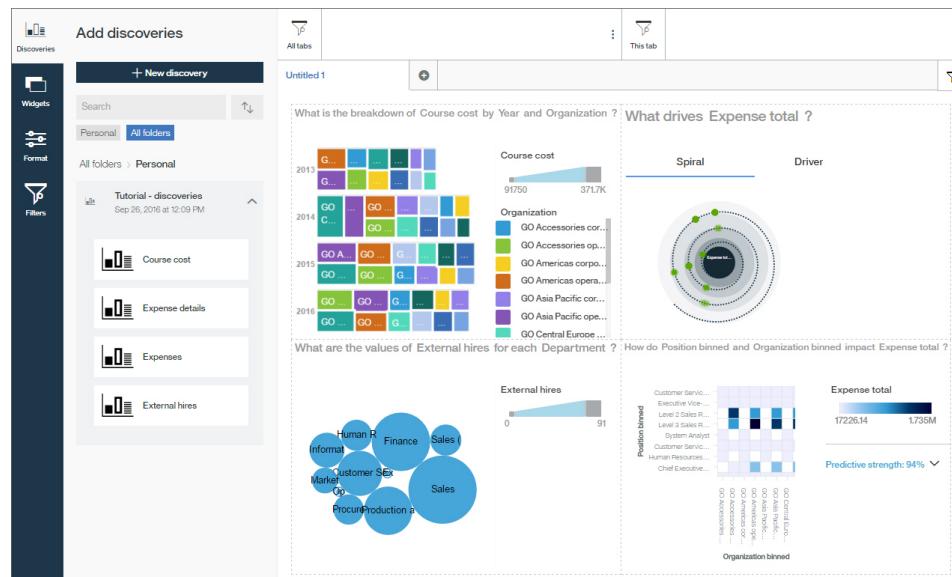
#### 7. Add “External hires” to the bottom left pane.



#### 8. Add “Expenses” to the top right pane.



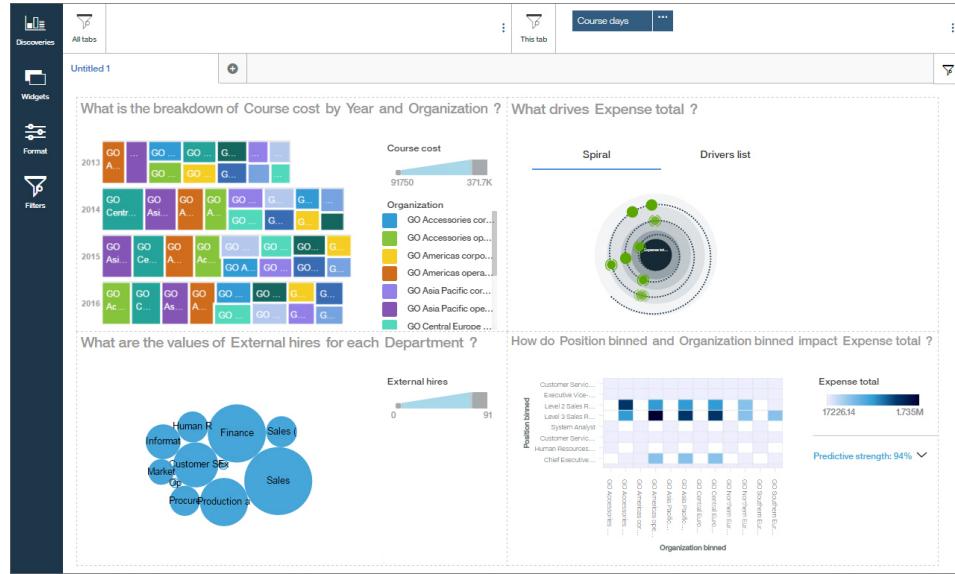
9. Add “Expense details” to the bottom right pane.



10. Let's add a filter to the current tab of the display to see the impact of the duration of courses on the visualizations. Tap **Filters**.

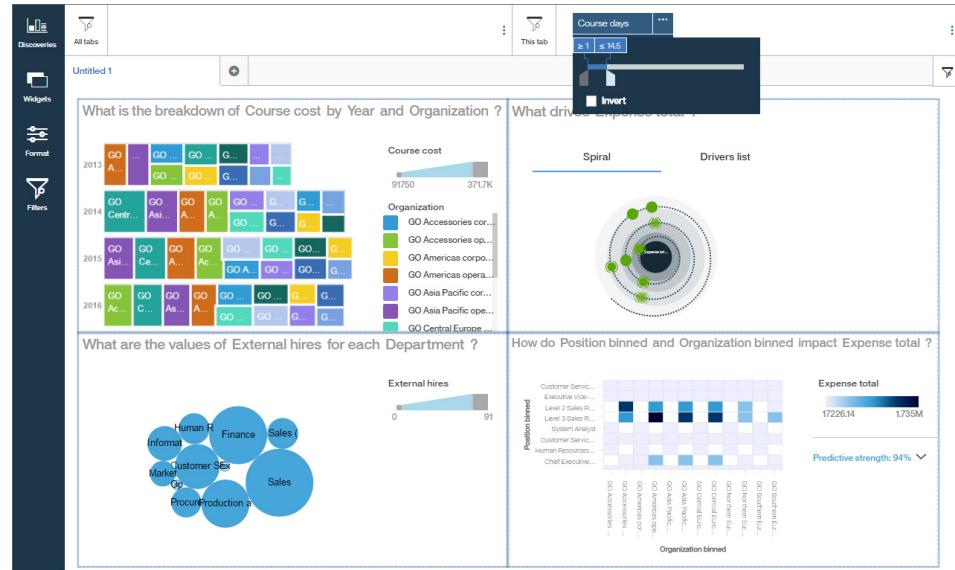


11. Tap next to **Course days** to add it to the **This tab** filter area.  
Close the **Filters** panel to have more room on the canvas.



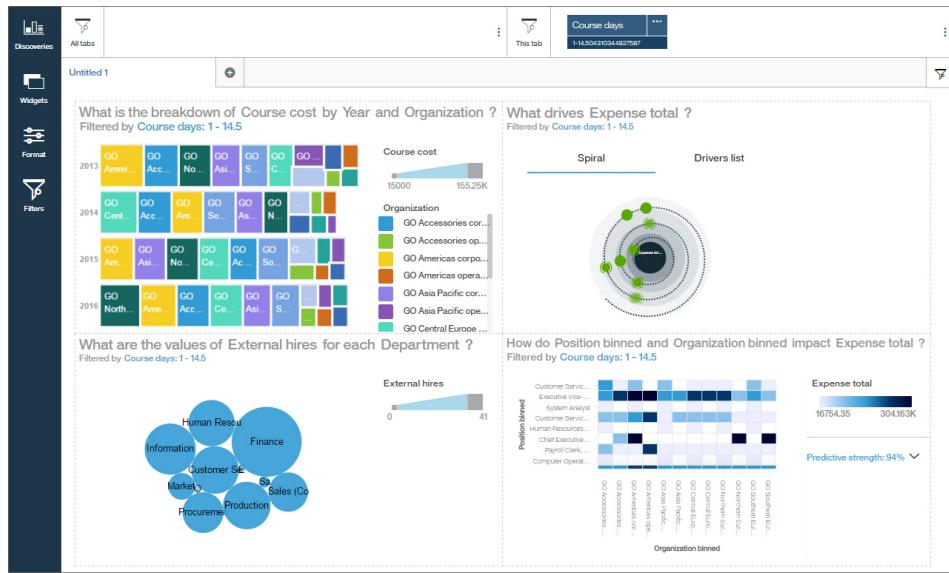
12. To apply the filter, tap **Course days** in the **This tab** filter area. Move the slider to show courses with a shorter duration. We picked 14.5 as the end point for the filter range but feel free to select a different end point.

As you move the slider, the “Course cost”, “External hires”, and “Expense details” visualizations change to reflect the filter. Filters are not supported for spiral visualizations, such as “Expenses”.



13. To close the list of items, tap **Course days** again.

The items that you selected are shown under **Course days** in the **This tab** filter area. You can easily see what is being filtered.



14. Save the dashboard to your **Personal** folder.
15. To find out how to enhance the dashboard, visit the **Docs** in the **Help** menu. Here are some ideas:
  - Add tabs to the display for additional discoveries.
  - Use text widgets to annotate the dashboard with descriptions or to add a title.
  - Provide more info by adding media and links to web pages.
  - Format the dashboard, such as changing the colors or theme.
  - Add images and shapes to add visual appeal.
16. Tap  to share this dashboard. If you are using the Professional edition of Watson Analytics, you can also move it to a shared folder where other users in the account can use it.
17. Return to the landing page.



# Chapter 5. Social media

You can gain insight into social media discussions that are related to your key focus for analysis.

You can mine social media in different ways in IBM Watson Analytics:

- You can add a snapshot of Tweets and their metadata as a data asset to explore in Watson Analytics if you are subscribed to the Professional edition or the Plus edition.
- You can purchase IBM Watson Analytics for Social Media and use it to analyze social media content in visualizations that we create for you.

## Adding and exploring Tweets

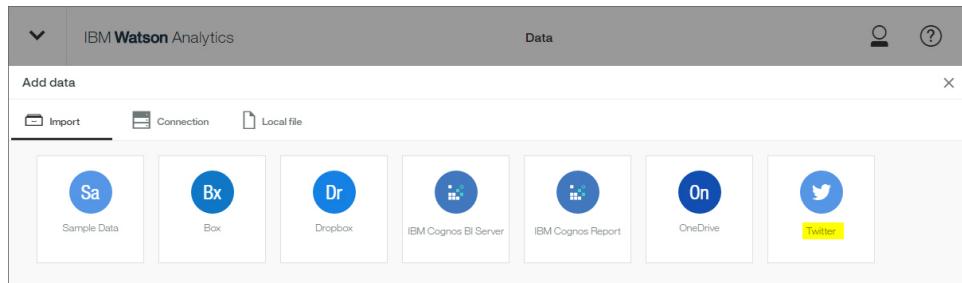
As you continue to develop your company's pilot program, you are asked to analyze external social media data and identify positive ways to deliver this training. You decide to use hashtags about e-learning and mobile learning.

### About this task

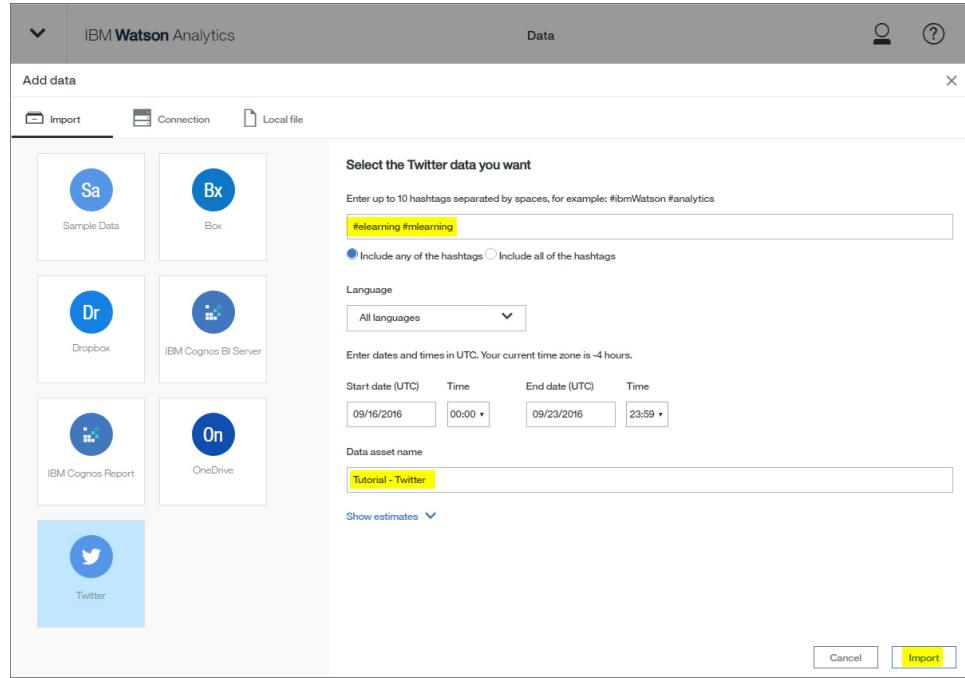
You can complete this task only if you are subscribed to the Professional edition or the Plus edition of Watson Analytics.

### Procedure

1. On the landing page, tap **Data** and then tap **New data**.
2. On the **Import** tab, tap **Twitter**.



3. Complete the following actions:
  - a. Enter these hashtags and separate them by a space: #elearning #mlearning
  - b. To get a reasonable and current sample size and quick return on the query, enter a date range that starts a week before today. Or use the date ranges that are shown in the screen capture.
  - c. In the **Data asset name** box, highlight the default name and replace it with "Tutorial - Twitter".



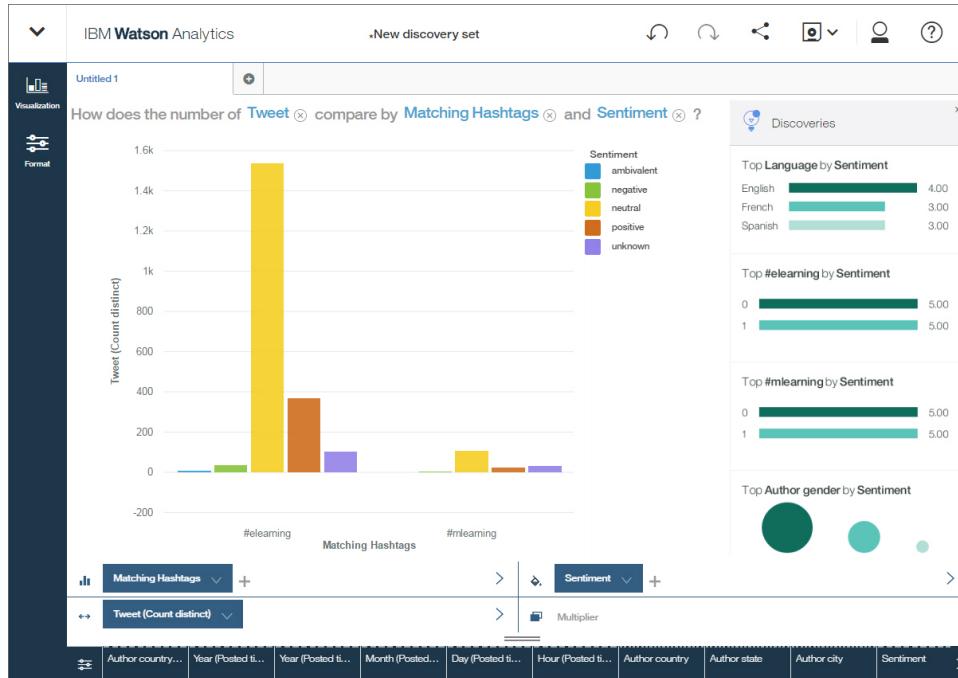
4. Tap **Import**.
5. Tap the data asset that was created.

IBM Watson Analytics analyzes sentiment and generates some starting points for you.

6. Enter the question “compare Tweets by matching hashtag and sentiment?” Then, press Enter.

7. Tap the starting point that is called “How does the number of Tweet compare by Matching Hashtags and Sentiment?”

You see that there is a lot more discussion around e-learning.



8. Return to the landing page.



## Results

You created a data asset of hashtags that you then explored in Watson Analytics.

---

## Analyzing social media topics and trends

You've explored some hashtags and now you want to dive deeper into an analysis of what's being posted about some of the major ways to deliver training.

### About this task

IBM Watson Analytics for Social Media helps your organization answer the following types of questions:

- What do consumers say and hear about my brand?
- What are the most talked about product attributes in my product category?
- Is the feedback good or bad?
- What is the competition doing to excite the market?
- Is my employer's reputation affecting my ability to recruit top talent?
- What are the reputations of the new vendors that I am considering?
- What issues are most important for my constituency?

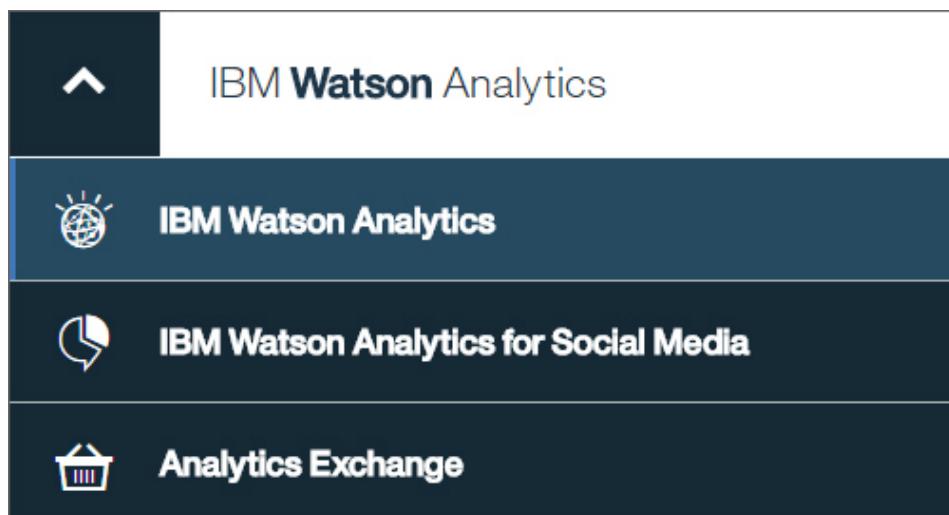
In this tutorial, we'll mine social media posts to get a broader and deeper analysis of what is being shared about e-learning and mobile learning.

## Procedure

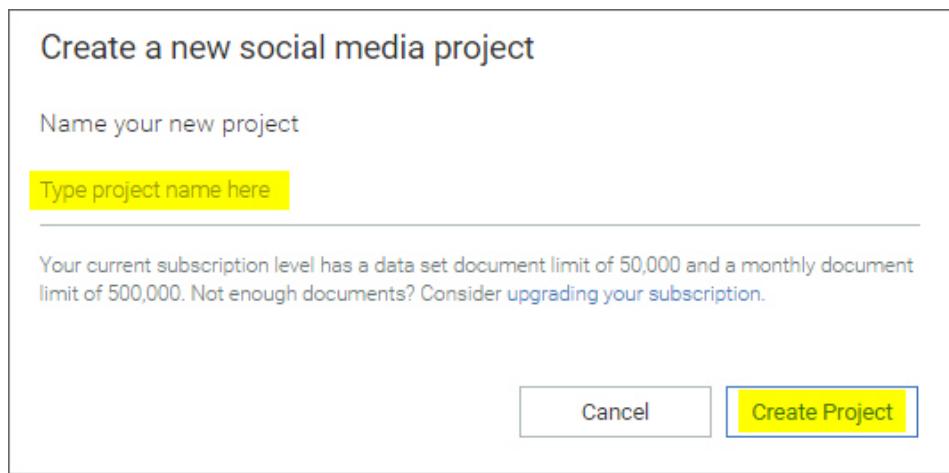
1. Tap the arrow at the far left on the app bar.



2. Tap IBM Watson Analytics for Social Media.



3. Tap New project.
4. Name the project "Tutorial - Social Media" and tap Create Project.



5. You are in the **Topics** area where you specify the terms that you want to search for. In the **Enter a topic** box, enter "#elearning" and tap **+**. This is one of the hashtags that you retrieved from Twitter in "Adding and exploring Tweets" on page 23.

IBM Watson Analytics  
for Social Media

Tutorial - Social Media

Topics 1 Topic

Themes None

Dates 08/26/2016 - 09/26/2016

Languages 5 Selected

Sources 7 Sources

+ Enter a topic

#elearning

Include terms: #elearn...

Estimated documents 8K

Create data set

6. Let's add synonyms to the topic. Tap "#elearning" and enter the following terms one at a time in **Include terms**:

  - @elearnindustry
  - electronic learning
  - e-learning
  - e learning

IBM Watson Analytics  
for Social Media

Tutorial - Social Media

Topics: #elearning selected

Themes: None

Dates: 08/26/2016 - 09/26/2016

Languages: 5 Selected

Sources: 7 Sources

Topics: #elearning

At least one include term must appear in the documents that you retrieve. Optional context terms must occur in the text that surrounds your include terms in the documents. Optional exclude terms must not occur in the text.

+ Include terms

+ Context terms

+ Exclude terms

#elearning

@elearnindustry

electronic learning

e-learning

e learning

Suggestions for #elearning

Refresh Unapplied changes

Search

#education #edchat  
@alex\_corbitt  
#engchat #mathchat #edtech  
#satchat feedback #sunchat effective  
guide #socrative chart kwl updated @langwitches  
ways @doclocalfaculty sentence @weareteachers  
**elearning** industry top brothers  
include #datatype reasons design @markitivive  
2016 professionals option process human test  
source technology evaluation benefits community  
**@donaldbittar**  
**#leadership**  
**#comm\_college**  
**#onlinelearning** term finance  
spring ebook weaknesses assesses add  
#onlinelearning scoop progress allstate  
happening eten adopt class fall

18K Estimated documents

Create data set

Here's some info about terms:

- Terms are not case-sensitive. For example, the term “electronic learning” also retrieves the term “Electronic learning”.

- Terms that start with @ or # match terms without those characters. For example, the term “@elearnindustry” also retrieves the terms “elearnindustry” and “#elearnindustry”.
- Accented characters and non-accented characters are not treated as the same character. For example, “a” does not retrieve “á”.

As you enter terms, Watson Analytics for Social Media captures keywords and related words in a sample of documents from these terms. You can use the suggestions as **Context terms** and **Exclude terms**. You might see different suggestions based on the inherently dynamic nature of social media.

7. Let's add “training” as a context term.
8. Let's exclude “game” from our analysis.

The screenshot shows the IBM Watson Analytics for Social Media interface. The top navigation bar includes a dropdown, the title "IBM Watson Analytics for Social Media", and a search bar. Below the navigation are sections for "Topics", "Themes", "Dates", "Languages", and "Sources". The "Topics" section is active, showing "#learning selected". Under "Topics", there are three input fields: "Include terms" containing "#learning", "Context terms" containing "training", and "Exclude terms" containing "game". To the right, a sidebar titled "Suggestions for #learning" lists various terms and their descriptions, such as "digital company program", "business", "#training", "nuclear", and "learning". At the bottom, it says "2K Estimated documents" and has a "Create data set" button.

9. Now let's add mobile learning as a topic. Tap and enter “#mlearning”.
10. Tap “#mlearning” and add the following terms:

To **Include terms**:

- mobile assisted learning
- mobile learning
- m-learning
- distance learning

To **Context terms**:

- training

To **Exclude terms**:

- game

The screenshot shows the IBM Watson Analytics interface for a search titled "Tutorial - Social Media". The main focus is the "Topics" section, which displays the search term "#mlearning selected". Below this, there are three input fields: "Include terms" containing "#mlearning", "Context terms" containing "training", and "Exclude terms" containing "game". A sidebar on the right lists "Suggestions for #mlearning" including "#edtech" and "#ipaded". At the bottom, it shows "4K Estimated documents" and a "Create data set" button.

11. To create a richer understanding of these topics about e-learning and mobile learning, tap **Themes**.



12. You want to find out whether social media posts talk about where the training is provided. In **Include terms**, enter these terms:
  - workplace
  - university
  - high school

The screenshot shows the IBM Watson Analytics interface for a tutorial on Social Media. At the top, there are navigation icons and a search bar. Below that, a header bar displays "IBM Watson Analytics for Social Media", the current tutorial ("Tutorial - Social Media"), and user profile icons. The main workspace is divided into sections for Topics, Themes, Dates, Languages, and Sources. Under the Themes section, three themes are listed: "workplace" (2 Topics), "university" (3 Themes), and "high school" (5 Selected). Each theme has a dropdown arrow icon and an "Include terms" input field. The "Themes" section also shows a count of 3 Themes selected. At the bottom, there is a dark footer bar with "4K Estimated documents" and a "Create data set" button.

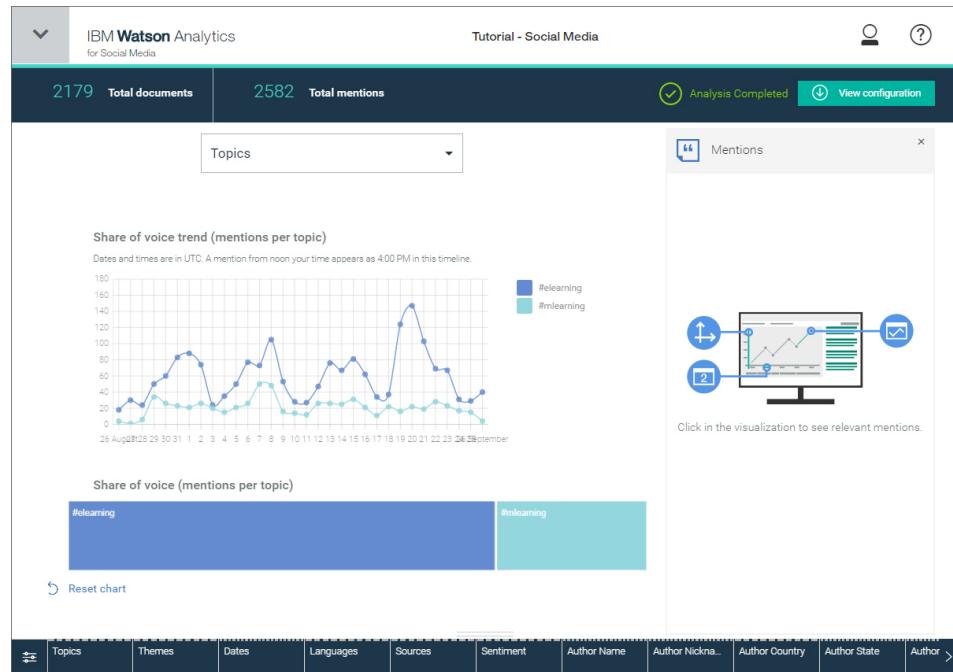
13. Let's add synonyms to these terms to capture as much info as we can. Tap "workplace" and add the following **Include terms**:
    - factory
    - office
    - restaurant
    - store
  14. Tap and then tap "university". Add the following **Include terms**:
    - college
  15. Tap and then tap "high school". Add the following **Include terms**:
    - secondary school
- Tap .

The screenshot shows the IBM Watson Analytics for Social Media interface. At the top, there's a header with the IBM Watson logo and the title "Tutorial - Social Media". Below the header are several filter sections: "Topics" (2 Topics), "Themes" (3 Themes), "Dates" (08/26/2016 - 09/26/2016), "Languages" (5 Selected), and "Sources" (7 Sources). A search bar at the top right says "Search my themes". Below these filters, there are three main theme cards: "workplace" (Include terms: workplace, factory, office, restaurant...), "university" (Include terms: universi..., college...), and "high school" (Include terms: high sch..., secondar...). At the bottom left, it says "4K Estimated documents", and at the bottom right, there's a green button labeled "Create data set".

There are other areas in Watson Analytics for Social Media: **Dates**, **Languages**, and **Sources**. By default, all sources are mined for topic mentions in all supported languages in the past four weeks.

If you use different dates than in the tutorial, you might see different results in the analysis. If you want to match the tutorial exactly, change the date range to match the screen capture. But you don't have to do this.

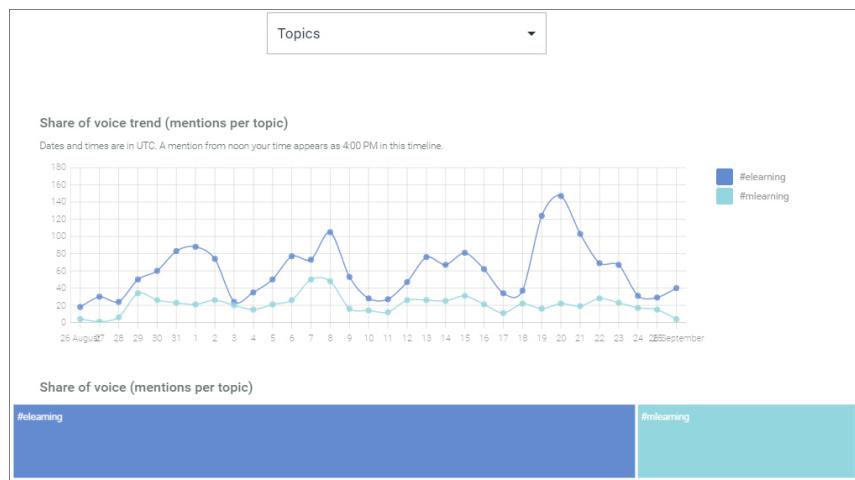
16. We're ready to create and explore the analysis. Tap **Create data set**.
17. When the data set is created, tap **View analysis** to explore the visualizations that we create for you. You might see different visualizations based on the inherently dynamic nature of social media.
18. On the side is the **Mentions** panel where you can view the text that surrounds where your topics are mentioned. If you have the 10-day trial edition, you can't see the text of mentions. If you have a paid subscription, please explore the **Mentions** panel on your own and, if you need more info, check out the **Docs**.



19. Let's focus on the visualizations. Close the **Mentions** panel.

**Topics** Use the Topics visualization to see trends and share of voice for the topics that you defined.

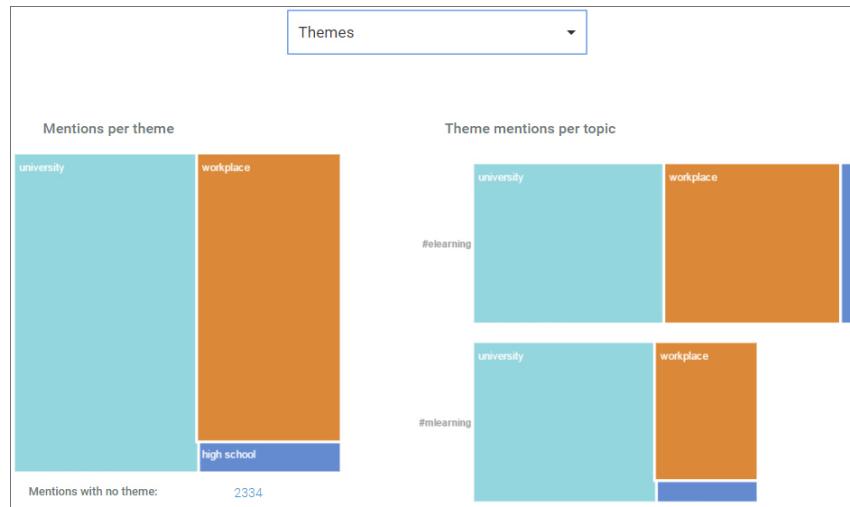
Here we see e-learning has been a consistently more popular topic in social media than mobile learning.



### Themes

Use the Themes visualization to deepen your analysis of the topics that you defined.

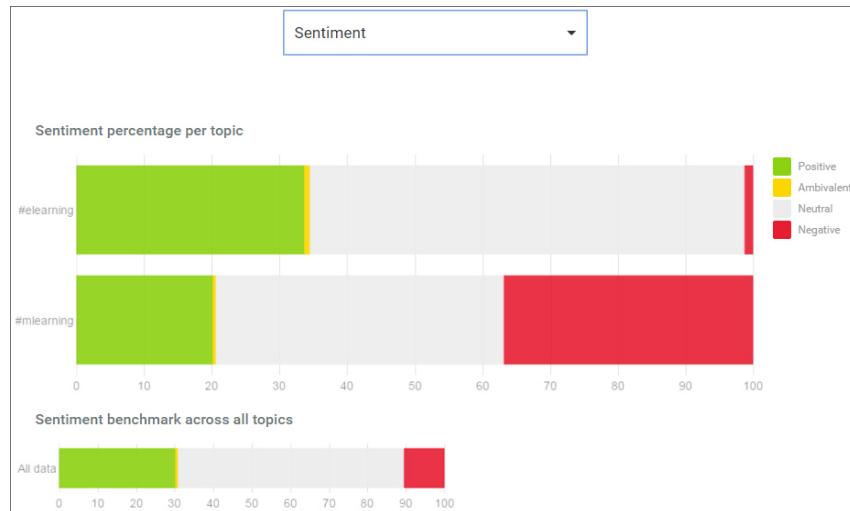
Here we see that the e-learning topic appears the most in "workplace" but many mentions didn't talk about the themes that we specified.



### Sentiment

Use the Sentiment visualization to understand the tone of the social media content. Sentiment is broken down by the topics that you specified. Relative sentiment shows the distribution of positive, negative, neutral, and ambivalent sentiment. Sentiment terms are words that measure the tone of a mention. Sentiment indicates whether a mention is positive or negative. A mention is categorized as ambivalent when it has the same number of positive and negative sentiment terms. A mention is categorized as neutral when there are no sentiment terms that are detected in it.

Here we see that there are more neutral mentions for both topics and many negative mentions for #mlearning.



### Geography

Use the Geography visualization to examine where social media documents are posted. Geographic region is determined by the permanent location information in the author's profile and does not necessarily reflect the author's location when they created the document.

Here we see where the people writing about e-learning and mobile learning are located.



## Sources

Use the Sources visualization to compare the different sources of social media documents. Sources that are available include Twitter, Forums, Reviews, Facebook pages, Video, Blogs, and News. If you are using the 10-day trial edition of Watson Analytics for Social Media, you won't see Facebook pages as a source.

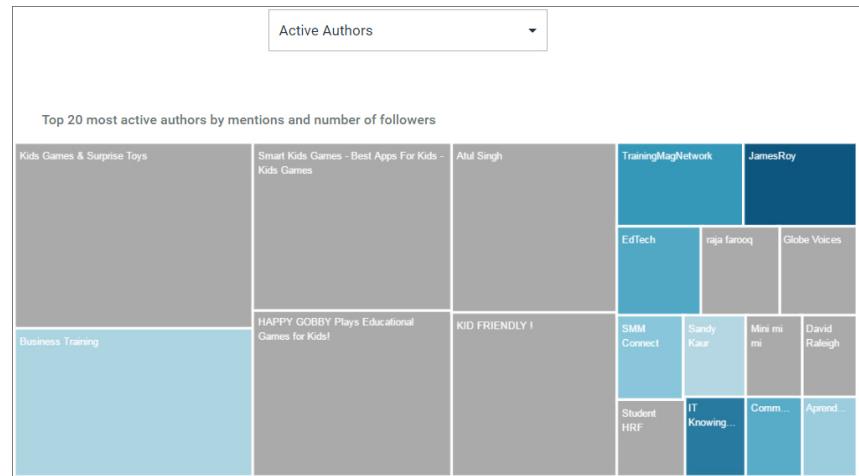
Here we see that News is the most popular source.



## Active Authors

Use the Active Authors visualization to see the top authors by mentions. The darker color of a box, the more followers the author has.

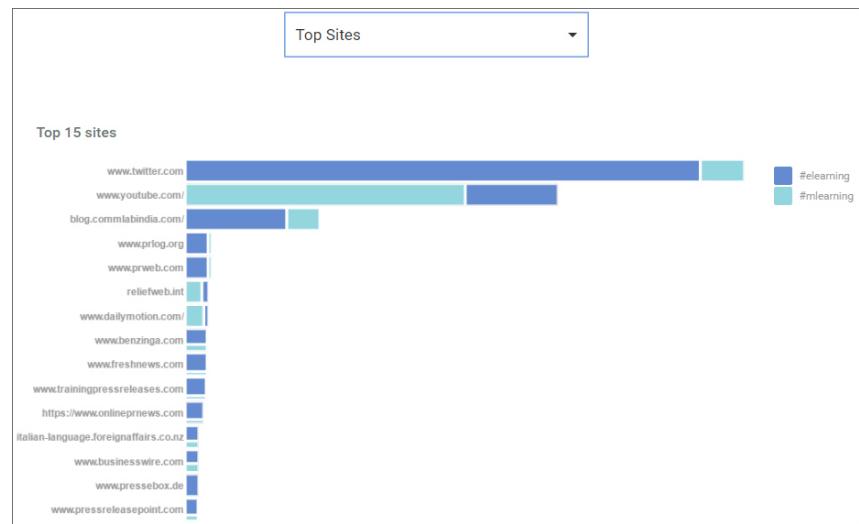
Here we see who actively posts about e-learning and mobile learning.



## Top Sites

Use the Top Sites visualization to see what sites had the most posts on your topics. The 15 sites with the most posts appear in the visualization.

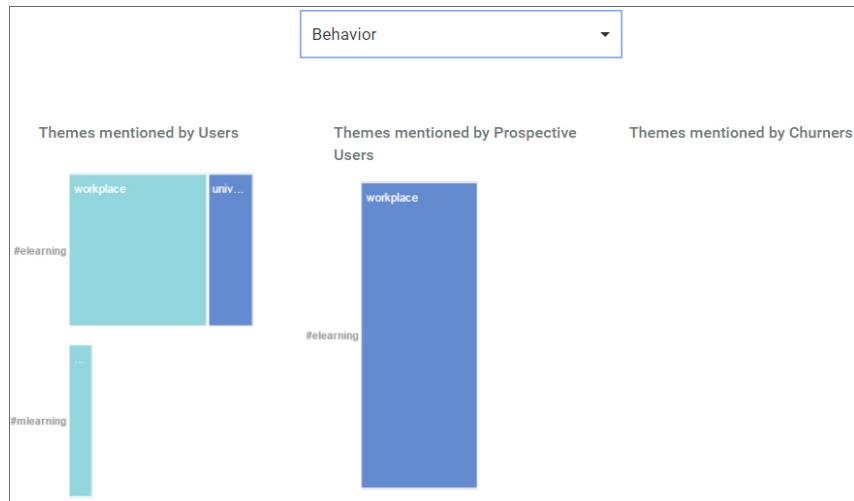
Here we see which sites have the most posts about e-learning and mobile learning.



## Behavior

Use the Behavior visualization to see the number of authors that are actual users of topics. The topics are broken down by themes.

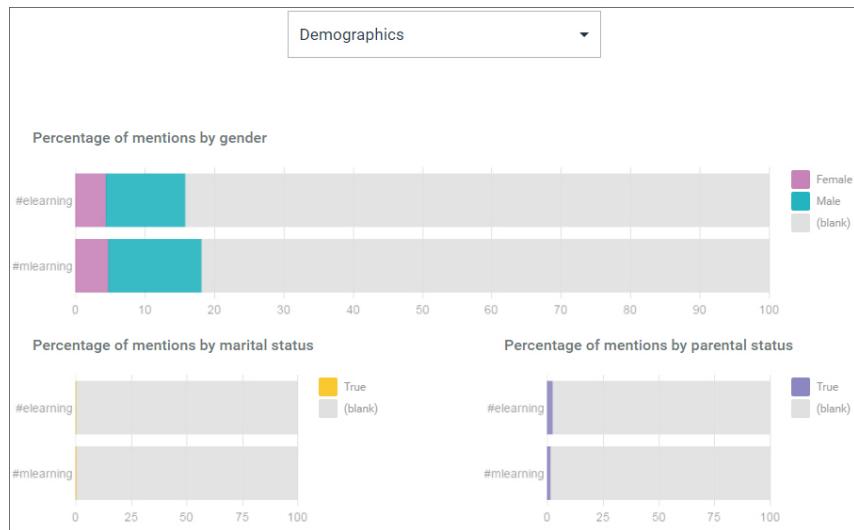
Here we see that prospective users exclusively mention #elearning in the context of the workplace. Actual users mention both, also in the context of the workplace.



## Demographics

Use the Demographics visualization to analyze mentions by gender, marital status, and parental status. This information is derived by analyzing the text in social media content. For example, a review says that "my husband and kids love this toy". Gender is determined by analyzing the author name, author location, and content. For example, an author who is named Andrea in Italy is identified as male while an author with the same name in the United States is identified as female.

Here we see that most posts do not identify the author's gender, marital status, or parental status.



20. Return to the Watson Analytics landing page.



## **Results**

Because you can quickly tap into social media data and understand the sentiment of a series of disparate or competitive hashtags through Watson Analytics, you can now focus on key aspects of your business that might have seemed elusive in the past. This provides a means to better align with departmental goals and even organizational agendas by using the power of Watson Analytics.



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## Chapter 6. What's next?

You learned how easy it is to get started with IBM Watson Analytics. Now you can add your own data and start discovering new insights about your business. Here are some tips to help you get going.

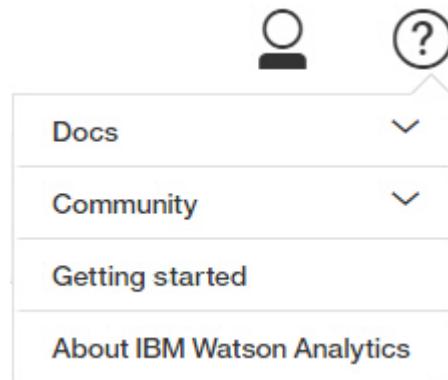
### Add more data

You have several options for adding more data to Watson Analytics:

- In Watson Analytics, tap **New data**. Then, on the **Import** tab, tap **Sample data**.
- Add other sample data assets from the Watson Analytics community.
- Upload your own data. You might want to look at your data files to see whether the files need cleaning before uploading. Visit the Docs to learn about cleaning your data.

### Learn more

There is much more you can do in Watson Analytics so check out the **Help** menu. Expand **Docs** or **Community** to see the sections that you can jump to.



We also have videos on YouTube (<https://www.youtube.com/channel/UCCf9rMXSBbnck252FD3XIqA>).

### Wait, there's more!

If you are subscribed to the Professional edition or the Plus edition of Watson Analytics, you have access to more types of data:

- Twitter metadata
- Cognos® BI reports
- Data from SPSS® Statistics .sav files
- Databases such as IBM DB2®, IBM dashDB™, IBMSQL Database for Bluemix®, Microsoft SQL Server, MySQL, Oracle, PostgreSQL

You also have access to other features such as:

- More storage space
- Larger data assets

- Accessing data in the cloud, such as Box, Dropbox, and Microsoft OneDrive
- Sharing assets with other users in the same account



If you want to upgrade to one of these editions, tap **Account settings**. Then tap **Learn more** under **Subscription** to start upgrading your subscription.

### **Have fun!**

Let's recap: you learned how to upload data, how to ask questions and discover insights in the sample data, and how to create a dashboard. Now you're ready to use Watson Analytics with your data.

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# Index

## D

data  
    tutorial 3  
discovering  
    tutorial 5  
displaying  
    tutorial 17

## S

social media  
    tutorial 23

## T

tutorial  
    discovering 5  
    displaying 17  
    overview 1  
    social media 23

## tutorial (*continued*)

    Twitter 23  
    uploading data 3  
    Watson Analytics for Social Media 25  
    what's next 39  
    Twitter data  
        tutorial 23

## U

upgrading  
    editions 39  
uploading data  
    tutorial 3

## W

Watson Analytics for Social Media  
    tutorial 25