IBM   Analytics Communities ∨   Watson Analytics Community ∨

Getting Started

Guide to Sample Data Sets

Blog Home > Guide to Sample Data Sets

Guide to Sample Data Sets

McKinley Stacker IV

📅 Apr 02, 2015   👁 65934

You can start getting familiar with Watson Analytics by using the sample data sets provid
These data sets have all been tested with Watson Analytics, and are the basis for many
demonstrations and videos. A description of each is below.

To use these data sets:

1.   Download a file from the links below.

2.   Log in to Watson Analytics.

3.   On the Watson Analytics Home page, tap **New data** to browse and select the data file.

Sales

WA_Fn UseC_ Sales Win Loss.csv

Understand your sales pipeline and uncover what can lead to successful sales oppor
anticipate performance gaps.

WA_Retail Sales&Marketing_ Profit&Cost.csv

dataset cou   ore feature to better understand the hidden tre

Access Watson Analytics

Marketing

WA_Fn UseC_ Marketing Campaign Eff UseC_ FastF.csv

Quickly analyze test market campaigns based on responses, revenue and other key
respond to which campaign by which channel and why. Increase the likelihood of res
leads in future campaigns.

WA_Fn UseC_ Marketing Campaign Plan_ GroceryS.csv

Using this dataset around Coupons, you can quickly analyze marketing campaigns b
revenue and other key metrics. Predict who will respond to which campaign, which c
why and thereby increase the likelihood of responses and quality of leads in future ca

WA_Fn UseC_ Marketing Customer Value Analysis.csv

Understand customer demographics and buying behavior. Use predictive analytics to
profitable customers and how they interact. Take targeted actions to increase profitab
retention and growth.

Operations

WA_Fn UseC_ Operations Dem Planning_ BikeShare.csv

Understand product and service usage characteristics based on operational and exte
the likely placement or time a service will be used to optimize revenue. Finally, increa
positive sentiments by having the right product available at the right time.

Finance

WA_Fn UseC_ Accounts Receivable.csv

Understand the factors of successful collection efforts. You can Predict which custom
recover more money and improve collections efficiency.

WA_Fn UseC_ Banking Loss Events 2007-14.xlsx

Access Watson Analytics

Customer Sup

WA_Fn UseC_ Telco Customer Churn.csv

Predict behavior to retain customers. You can analyze all relevant customer data and
customer retention programs.

Human Resources

WA_Fn UseC_ HR Employee Attrition.csv

Find out the leading drivers of Employee Attrition. Track and analyze employee satis
employees. Watson Analytics could be used to Explore deeper into the data for intere
create Dashboards.

Information Technology

WA_Fn UseC_ IT Help Desk.csv

Analyze helpdesk tickets, including number, amount of high priority, average respons
Understand what causes high priority tickets and improve resolution times with bette
details.

Additional Data Set

WA_American Time Use Survey-lite.csv (for Freemium users) and WA_American Tir
This dataset comprises demographic, select personal and other attributes of a subse
example, use Explore to find interesting trends about how Americans spend their tim

Tags: cWA , data , datasets , getting started , sample

Access Watson Analytics

More Getting Started Stories

Getting Started

Getting Started Tutorial for IBM Watson Analytics

We all ask questions about our data every day. Some questions are about a status or situation. S
happened. In short, when it comes to data, we want to know what is happening, why it's happeni
communicated with others. IBM® Watson™ Analytics can help you understand your data, find in
data and provide you with answers to make confident decisions – all on your own. This tutorial u

Getting Started

VIDEO: Welcome to Watson Analytics

Access Watson Analytics

Take a short to   an get started on analyzing your data.

Filters

Applying filters in a Watson Analytics dashboard

There's a few different ways to apply filters to your visualizations in a dashboard. Here's an over
filters and how they work. You can filter visualizations in your dashboard in three main ways: Filt
dashboard Filter one visualization based on a column in the visualization (Keep/Exclude) Filter o
column not in the visualization (Local Filter) What's Filtered Right Now? To get started, here's a