

# Smarter Data Discovery

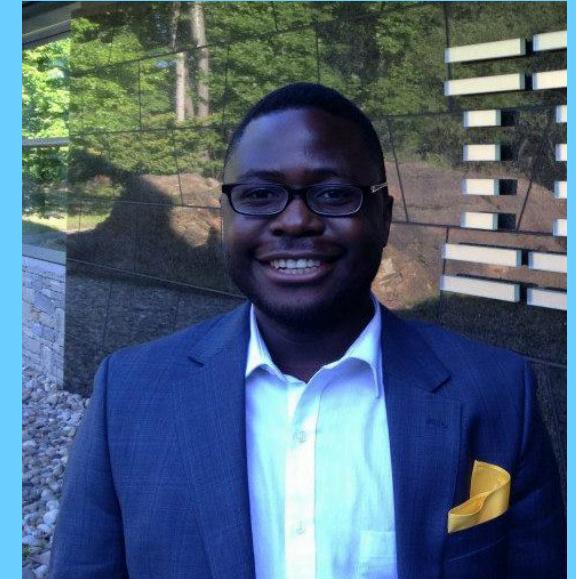
IBM Watson  
Analytics

Get started at [WatsonAnalytics.com](http://WatsonAnalytics.com)

- Single Analytics Experience
- Fully Automated Intelligence
- Natural Language Dialogue
- Guided Analytic Discovery

# Agenda

- What is Watson Analytics?
- Problems With Existing Analytics Solutions
- Why Watson Analytics is Different
- Live Demonstration of Watson Analytics



**Ian Balina**

**Watson Analytics Evangelist  
Mid-Atlantic Region**

# How does Watson Analytics fit into the Watson family of solutions?

The Watson you know that won Jeopardy! is **now an IBM brand**

Watson solutions aim to enhance, scale, and accelerate human expertise, targeting a wide range of complex challenges



Three key areas were identified to bring Watson to market:

- Natural language processing
- Hypothesis generation
- Evidence-based learning

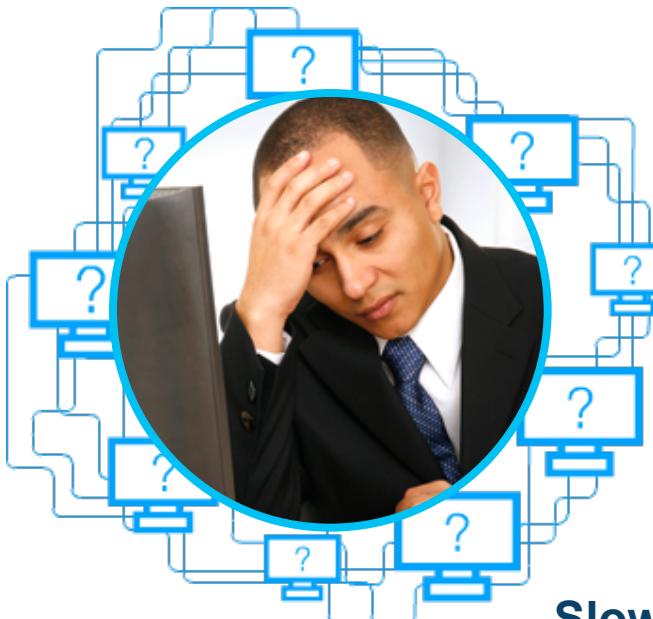
Products would be trained using artificial intelligence (AI) and adapt with machine learning algorithms

Watson Analytics is a cloud based **smart data discovery** tool from IBM Analytics

Watson Analytics leverages the unique cognitive capabilities of Watson technology to accelerate the daily analytical activities of business people in three ways:

- Provides semantic recognition of concepts in your data
- Identifies recommended starting points for analysis
- Enables interaction in natural language

# Existing “Desktop” solutions fall short



Still requires significant analytic skill



Not truly a “business user” solution

Data exploration only



Can only address simple business questions

No data refinement capabilities



Data needs to be manually refined, an IT intensive task

Slower to deploy, requires a desktop installation

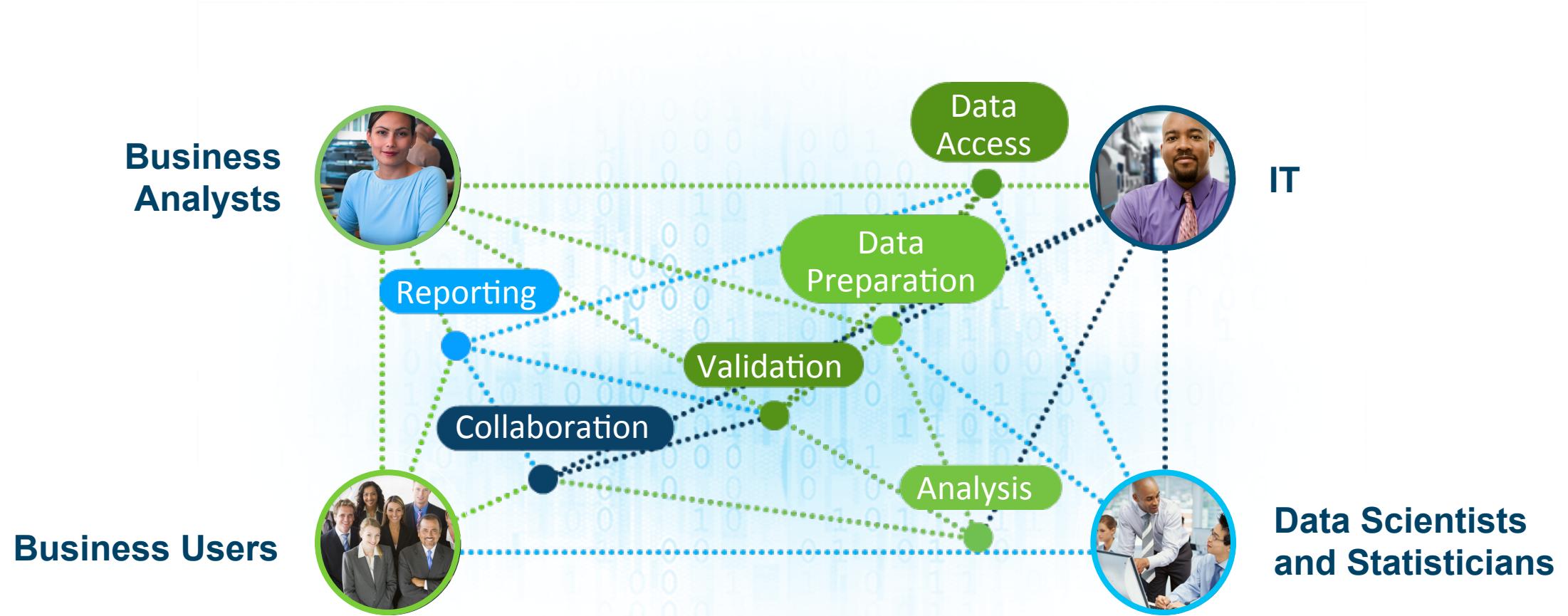


Creates data silos and maintenance tasks for IT

# Even a simple analytics project has multiple steps and people



# And it's rarely a straightforward process

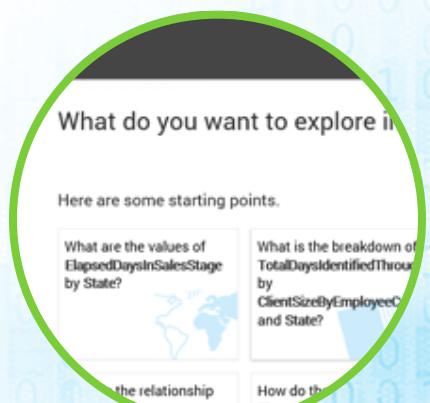


# IBM Watson Analytics

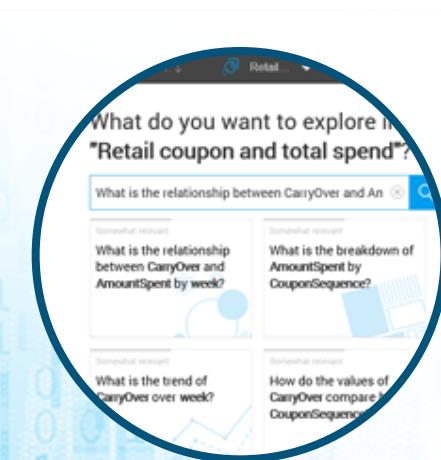
Self-service analytics capabilities in the cloud



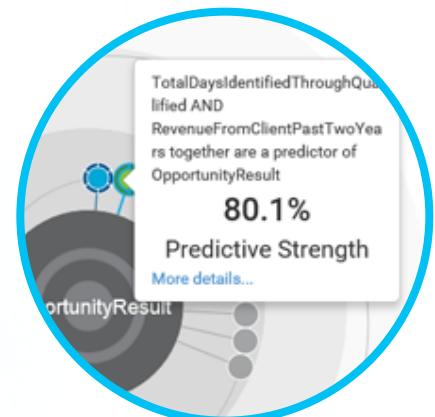
**Single Analytics Experience**



**Fully Automated Intelligence**



**Natural Language Dialogue**



**Guided Analytic Discovery**

# IBM Watson Analytics

Get Better Data

Understand Your  
Business

Think Ahead

Tell a Story



# IBM Watson Analytics

Get Better Data

Embedded information services provide data access and refinement

Understand Your Business

Think Ahead

Tell a Story



# IBM Watson Analytics

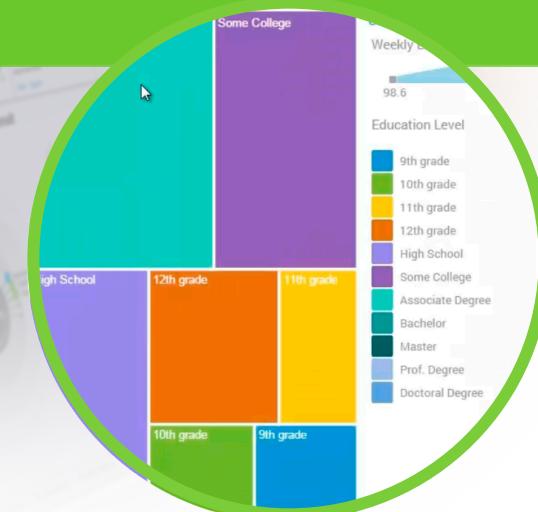
Get Better Data

Understand Your Business

Think Ahead

Tell a Story

Automated intelligence accelerates your ability to answer questions



# IBM Watson Analytics

Get Better Data

Understand Your Business

Think Ahead

Tell a Story

Predictive analytics reveals insights and opportunities



# IBM Watson Analytics

Get Better Data

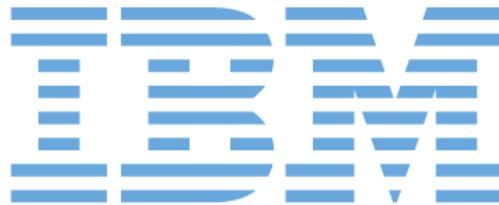
Understand Your Business

Think Ahead

Tell a Story



**Visualizations support your decisions and communicate results**



# a new era of decision making

## Hashtag analysis

Leverage social data to achieve a more complete view of your business

Tap into the expressions thoughts, ideas and sentiment on Twitter

Simply type in a Twitter hashtag

Direct connection to Twitter - no need to import data

Select the Twitter data you want

#energy #wind #green #climate #kyoto

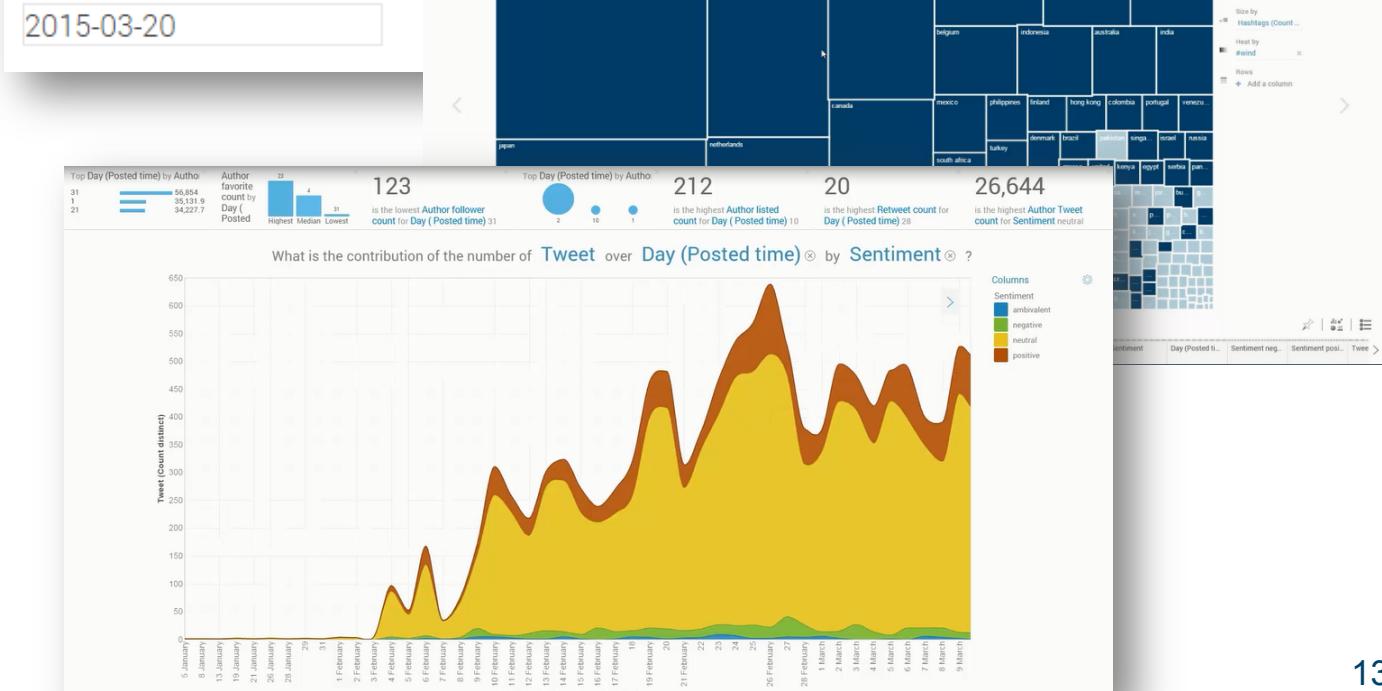
And Or

Create data set

You can also select a different

Start date and time

2015-03-20





# the power of insights!

## Forecast analysis

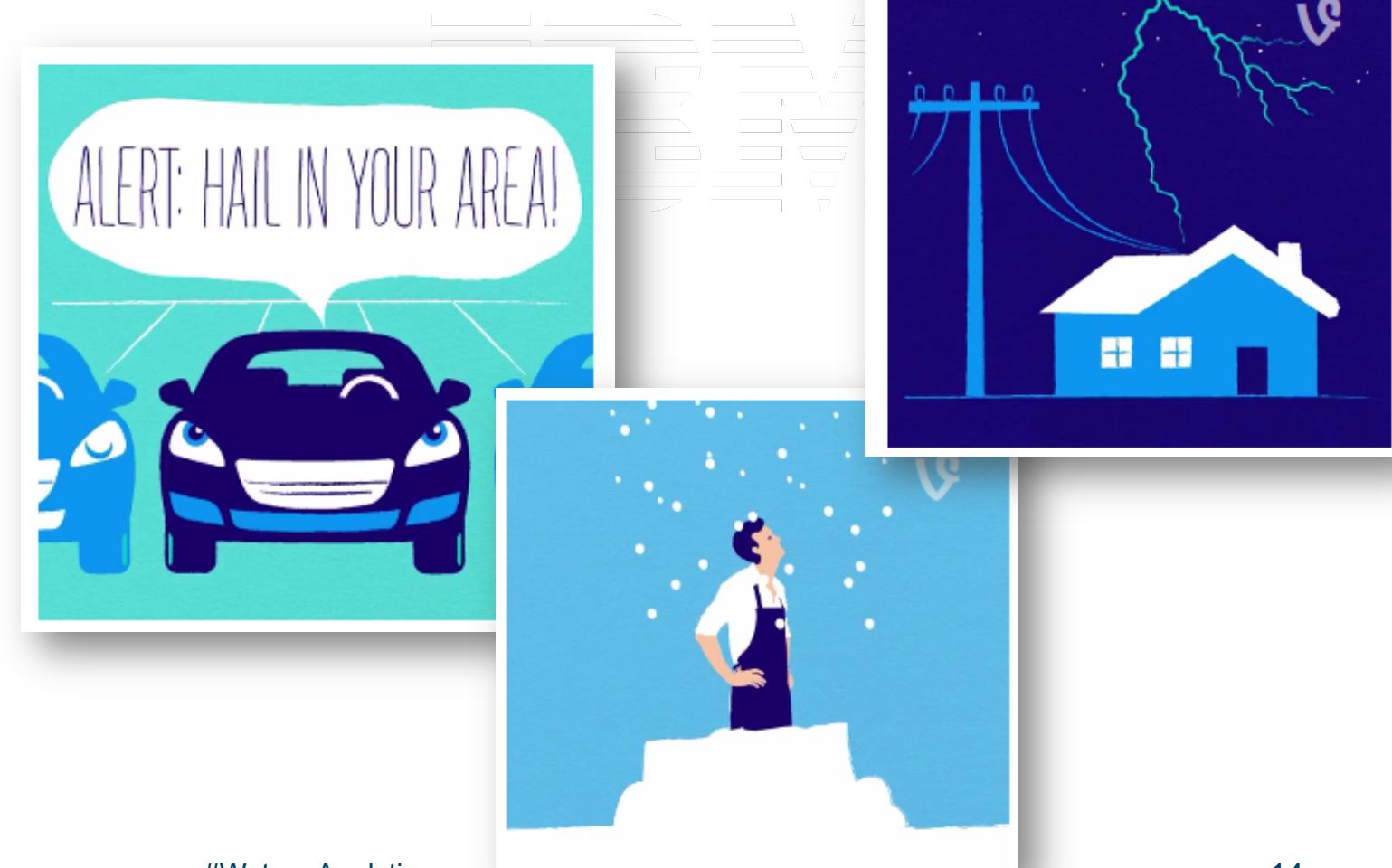
Weather data services in the IBM cloud

Taps into the 10's or thousands of sensors around the world

10 billion forecasts a day

Easy integration of historical and real-time weather

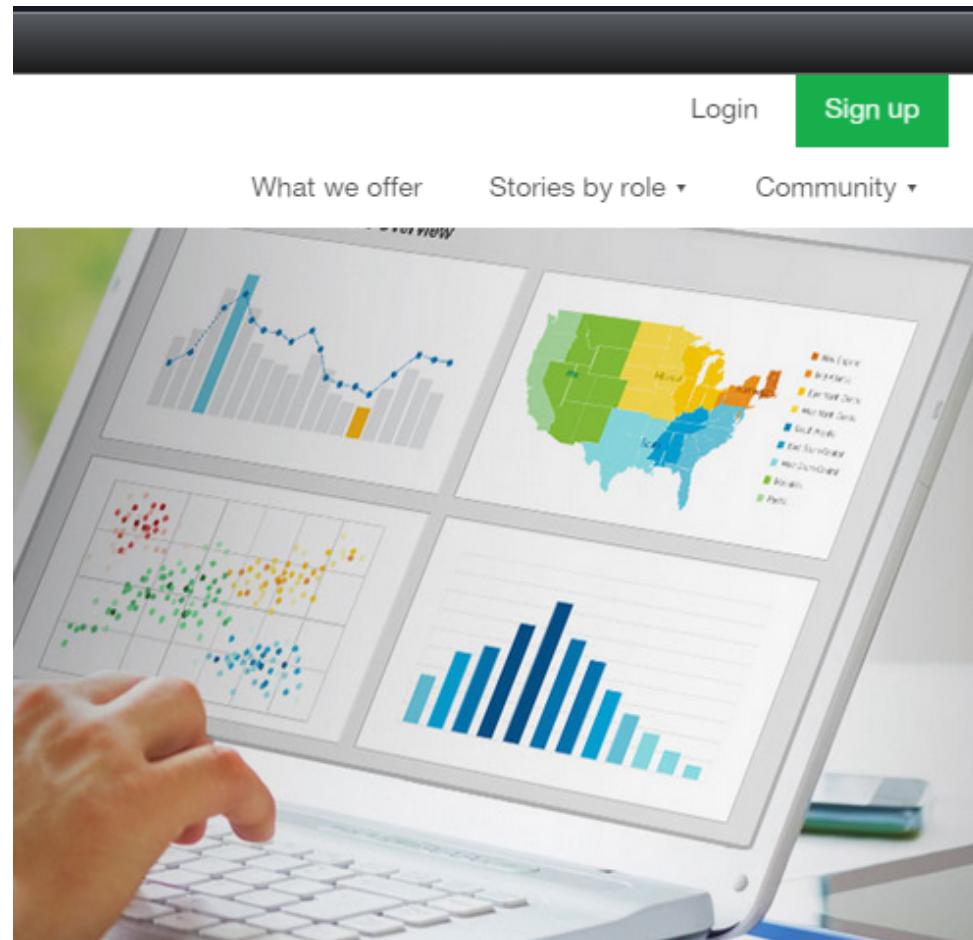
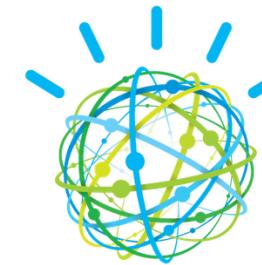
Bring weather data into decision making



# Watson Analytics Editions

	Free	Personal	Professional
Amount of storage included	500MB	2GB	100GB
Number of users	Single	Single	Multiple
Collaboration			
Connector to Cognos report data			
Access to data in the cloud (Box, Dropbox, <i>MS OneDrive</i> ) *			
RDBMS support (dashDB, DB2, <i>MS SQL Server</i> , MySQL, Oracle, PostgreSQL, SQL DB for Bluemix) *			
Access to social data from Twitter		25K tweets per dataset	50K tweets per dataset
Additional storage available			
File size parameters (CSV, TSV, XLS etc. and compressed files)	50 columns by 100K rows	256 columns by 1M rows	500 columns by 10M rows
Choose your plan	FREE	\$30 a month per user	\$80 a month per user

# WatsonAnalytics.com – get started today!

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## Register for your free service

Create an IBM id to get started.

[Already have an IBM id?](#)

Asterisk (\*) denotes required field.

*Primary email address\**

*Re-enter email address\**

*First name\**

*Last name\**

*Create password\**

*Re-enter password\**

*Phone number\**

*Company name\**

*Country or region of residence\** ▾

Please enter a security question that only you can answer. Then, enter the answer to the question. Occasionally, you may be asked to answer this question to confirm your identity.

*Security question\**

*Security question answer\**

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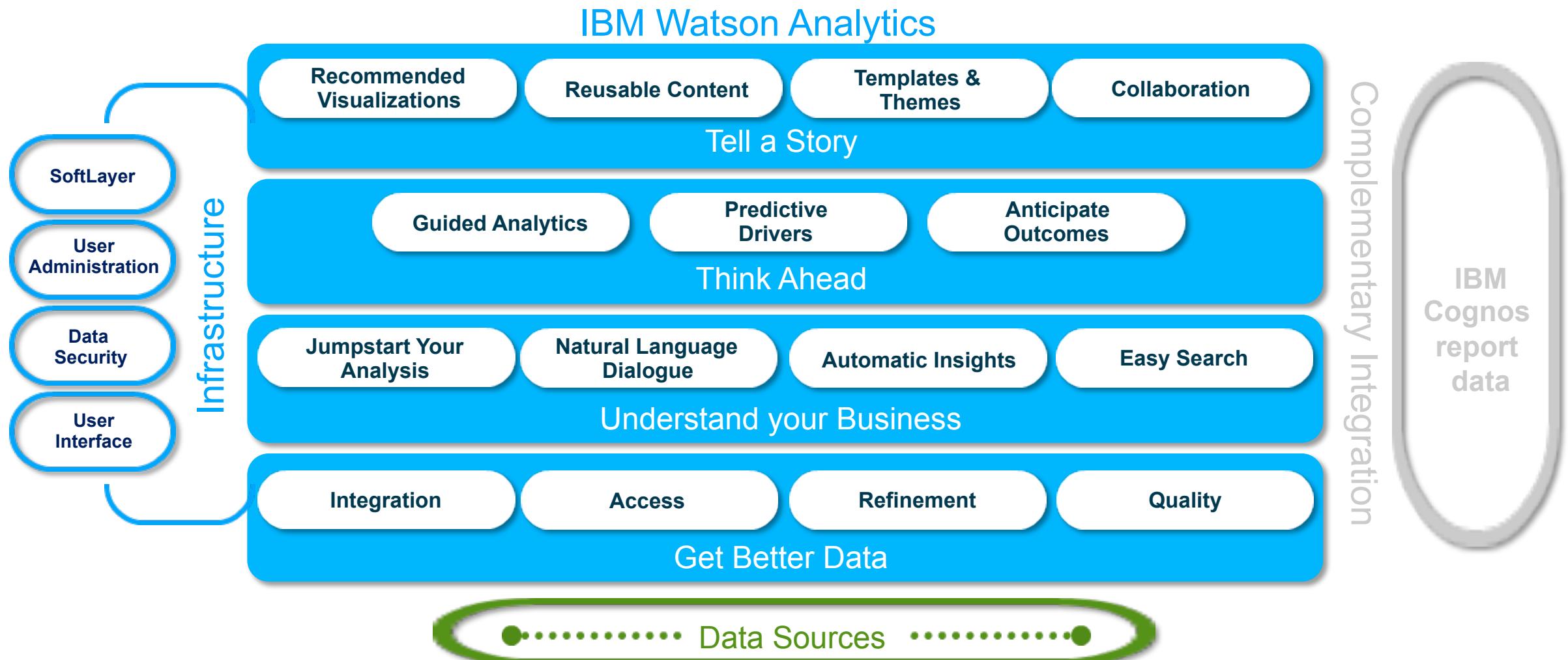
by telephone or postal mail

I accept IBM's [Privacy Statement](#) and [Terms and Conditions](#).

**Submit**

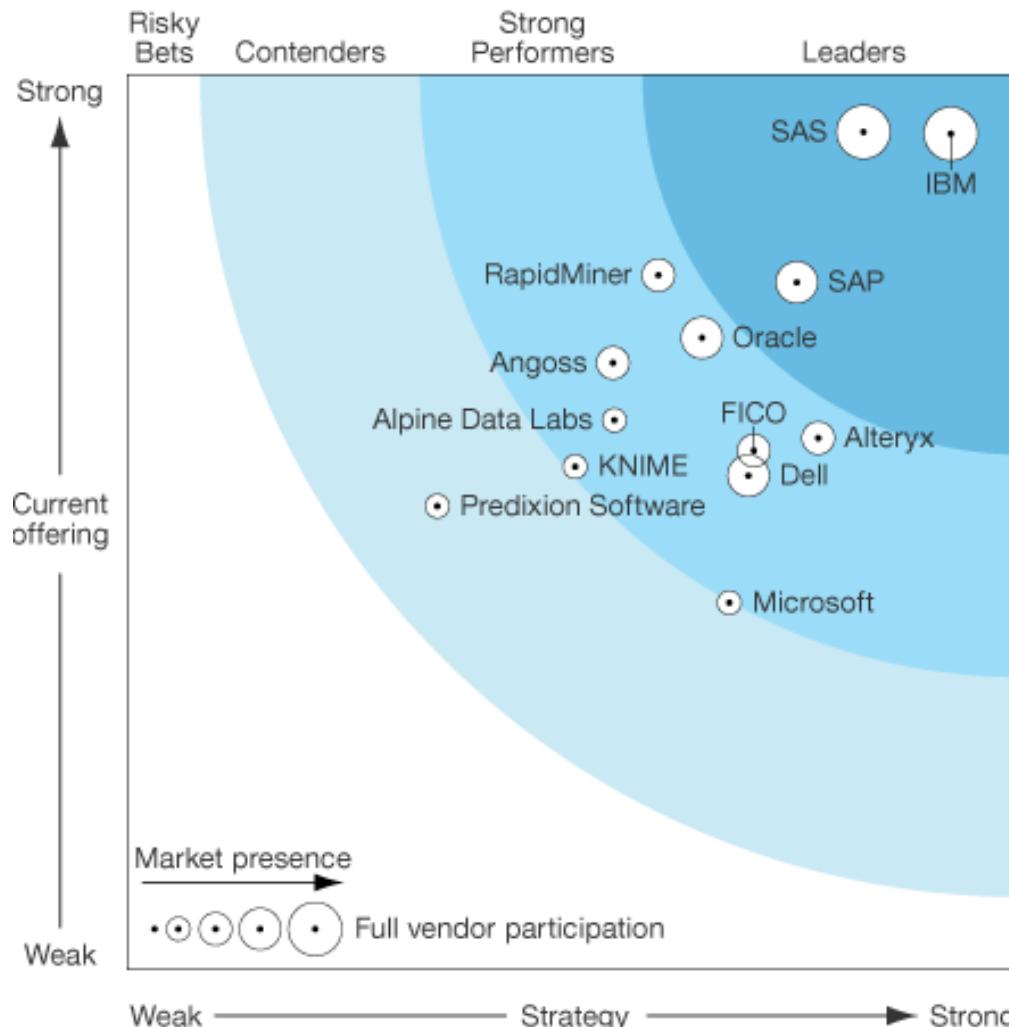
# Demonstration

# IBM Watson Analytics marketecture



# IBM a Leader in the Forrester Wave: Big Data Predictive Analytics Solutions, Q2 2015

**Figure 3:** The Forrester Wave™: Big Data Predictive Analytics Solutions, Q2 '15



"IBM assembles an impressive set of capabilities, putting predictive at the center. No matter how an organization wants to get started with predictive analytics, IBM has an option for them. The solution offers one of the most comprehensive set of capabilities to build models, conduct analysis, and deploy predictive applications: both on-premises and in the cloud. With customers deriving insights from data sets with scores of thousands of features, IBM's predictive analytics has the power to take on truly big data and emerge with critical insights."

Source: Forrester Research Inc. "The Forrester Wave: Big Data Predictive Analytics Solutions, Q2 2015", Mike Gualtieri & Rowan Curran, April 1, 2015

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# Explore

Automatically analyzes your data and provides questions for you to explore

Select and dive deeper into each exploration

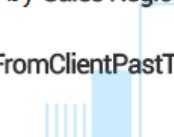
What do you want to explore in "Auto - US Sales"?

Here are some starting points.

What are the values of ElapsedDaysInSalesStage by State?



How do the values of RatioDaysIdentifiedToTotal compare by Sales Region and RevenueFromClientPastTwo?



How do the values of RatioDaysQualifiedToTotalDays compare by Sales Region and SuppliesGroup?



What is the breakdown of RatioDaysValidatedToTotalDays by RevenueFromClientPastTwo and State?



What is the grouping of Sales Region by RevenueFromClientPastTwo and



What is the relationship between TotalDaysIdentifiedThroughC and



What are the values of RatioDaysIdentifiedToTotal by State?



What is the relationship between ElapsedDaysInSalesStage and



Type to refine the entries



Ask your own questions about your data using natural language

State	City	Sales Region	SuppliesGroup	SuppliesSubgr...	OpportunityA...	SalesStageCh...	TotalDaysiden...	TotalDaysiden...	ElapsedDaysIn...	RatioDaysIn...	>
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# Explore

Continue to ask questions about your data using natural language

What do you want to explore next?

How does route to market affect opportunity amount used by state

Very relevant

How do the values of ElapsedDaysInSalesStage compare by RouteToMarket?



Somewhat relevant

What are the values of ElapsedDaysInSalesStage by State?



Somewhat relevant

How do the values of ElapsedDaysInSalesStage compare by



Very relevant

What is the breakdown of ElapsedDaysInSalesStage by RouteToMarket?



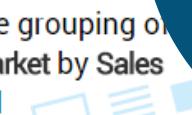
Somewhat relevant

What is the relationship between ElapsedDaysInSalesStage



Somewhat relevant

What is the grouping of RouteToMarket by Sales Region and

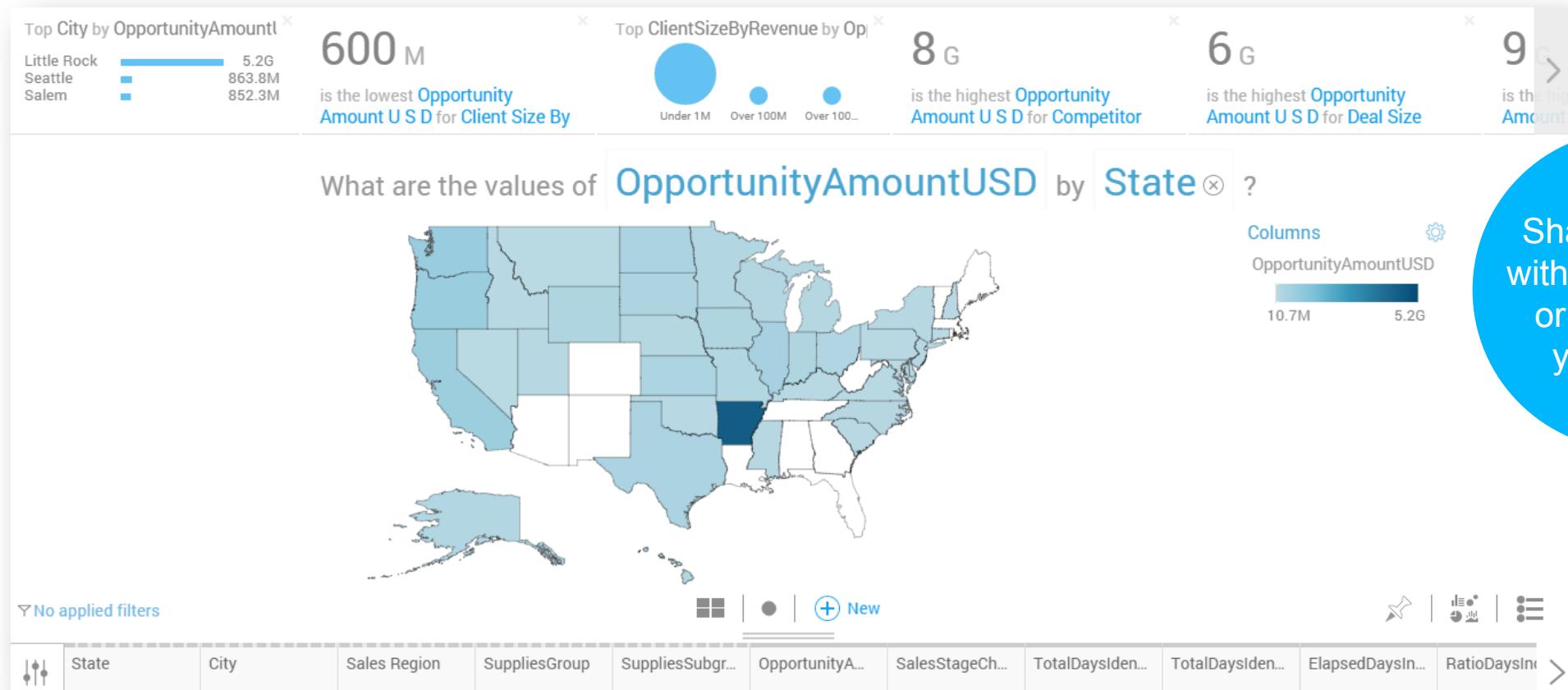


Click on the new insights provided by Watson Analytics and explore the text and visual results

○ ○ | + New

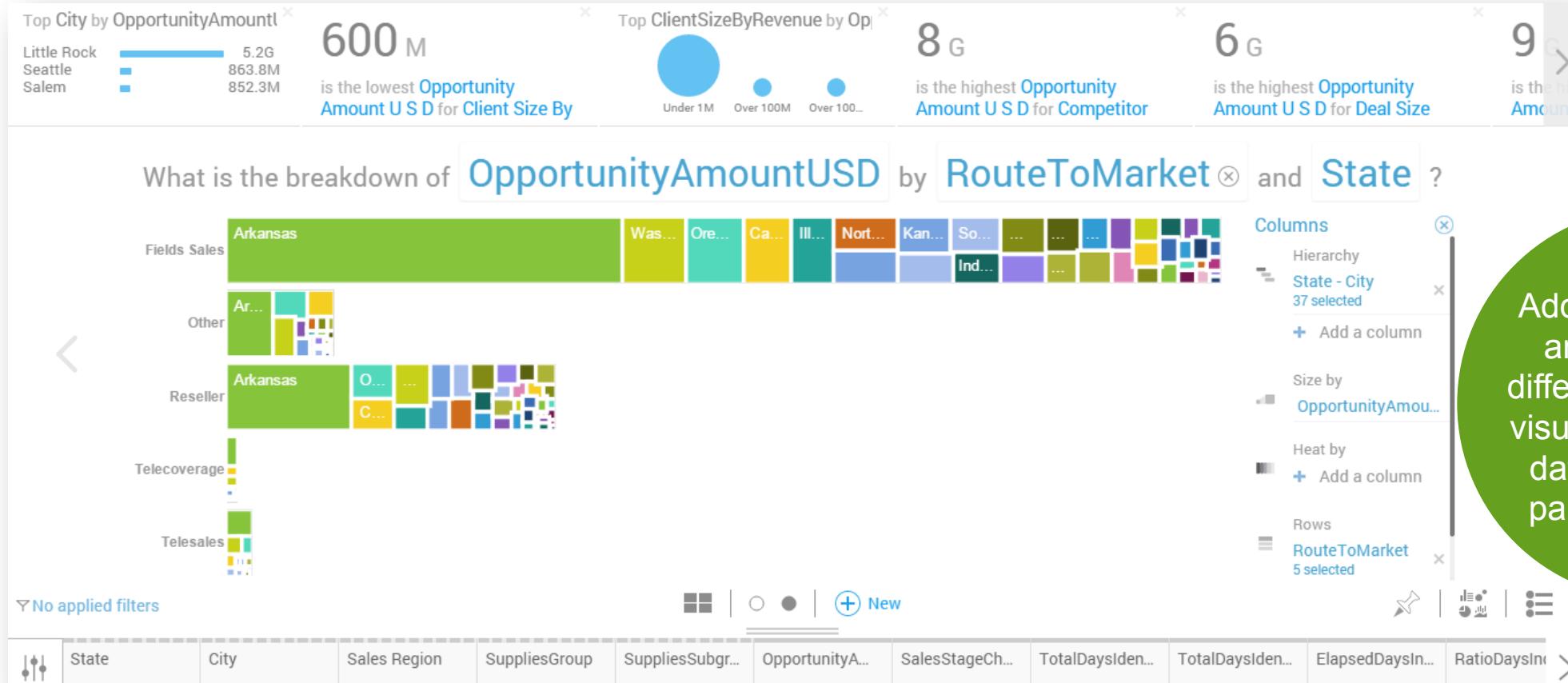
State	City	Sales Region	SuppliesGroup	SuppliesSubgr...	OpportunityA...	SalesStageCh...	TotalDaysiden...	TotalDaysiden...	ElapsedDaysin...	RatioDaysin...	>
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# Explore



Share images  
with your peers,  
or email it to  
your team

# Explore



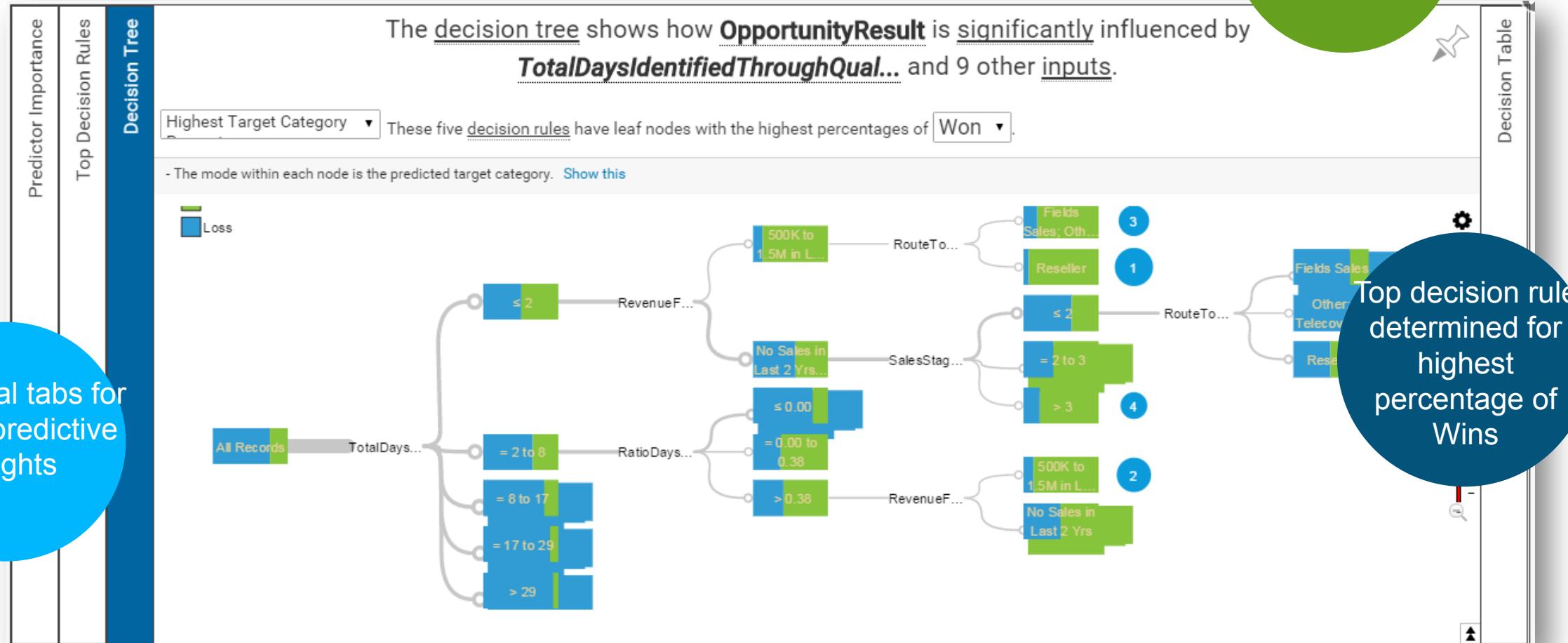
Add in data points  
and see things  
differently using the  
visualization menu,  
data filters, color  
palettes and more

# Predict

The screenshot shows the Predict workspace in IBM Watson Analytics. At the top, there are several status indicators: 'TARGETS' (1 target), 'GOOD DATA QUALITY' (21 issues), 'ANALYSIS DETAILS' (21/21 inputs useful), and 'PREDICTIONS' (1 found). A large blue callout bubble on the right says 'Pin your results for use in dashboards and storytelling'. A green callout bubble on the left says 'Additional insights discovered for you'. A blue callout bubble at the bottom says 'Identified predictors of your target analysis'. A green callout bubble on the right says 'Automated data visualizations'. The main area displays 'Top Predictors of OpportunityResult' with a circular visualization where 'OpportunityResult' is the center and various predictor fields are shown as nodes connected to it. Below this are three cards explaining interactions: 'The interaction of TotalDaysIdentified... and RevenueFromClient... drives OpportunityResult...' (Predictive Strength: 80%), 'RevenueFromClient... and RatioDaysIdentified... drive OpportunityResult...', and 'The interaction of RevenueFromClient... and TotalDaysIdentified... drives OpportunityResult...'. The bottom navigation bar includes icons for search, refresh, and various data fields like ClientSizeByEmp... and OpportunityAmo...

# Predict

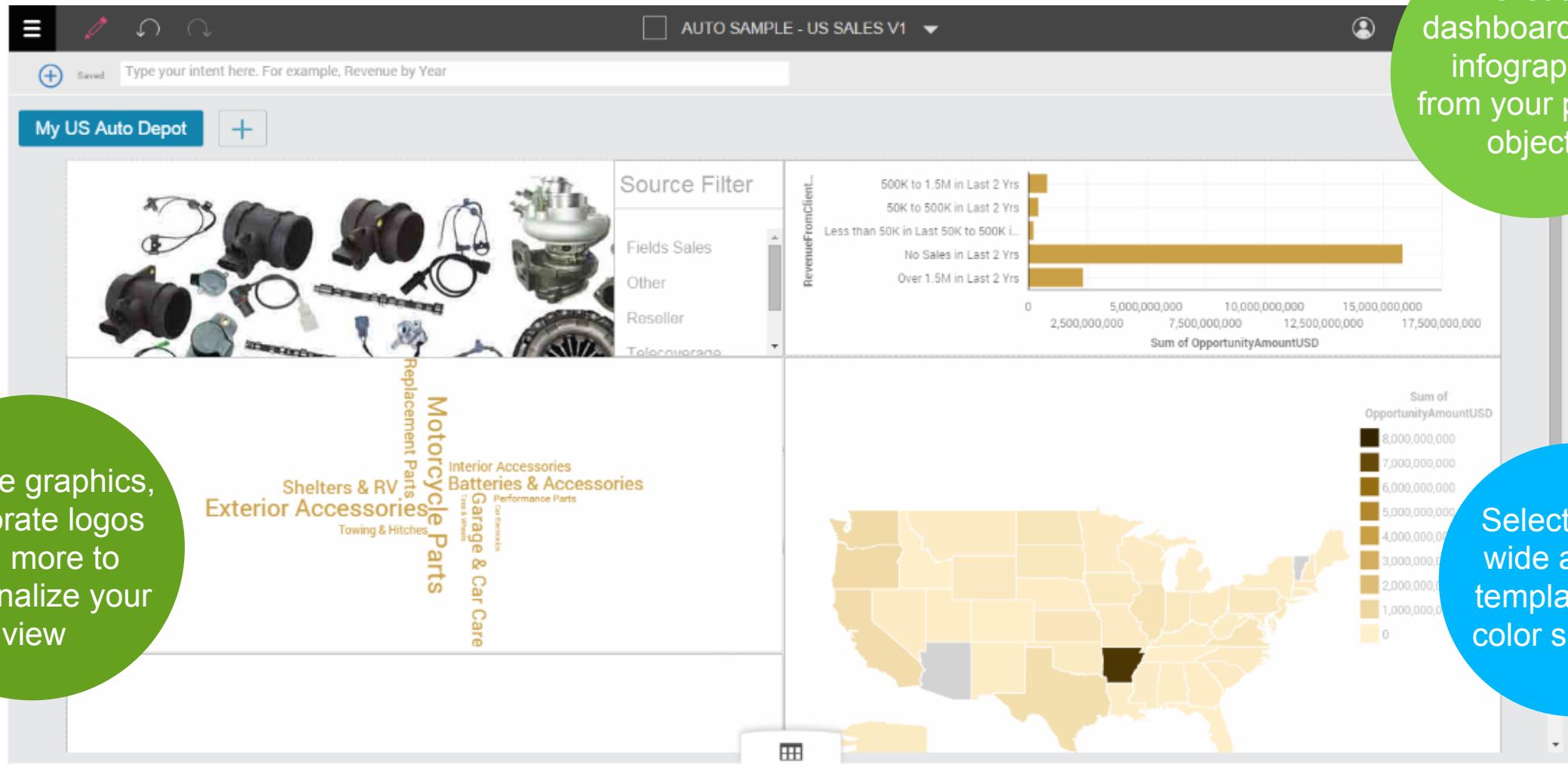
Additional tabs for further predictive insights



Pinning for dashboard and storytelling

Top decision rule determined for highest percentage of Wins

# Assemble



Include graphics,  
corporate logos  
and more to  
personalize your  
view

Create  
dashboards and  
infographics  
from your pinned  
objects

Select from a  
wide array of  
templates and  
color schemes