

# Analyzing and Monetizing Data with Watson Analytics

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Technical Evangelist Team



# About Me



**David Solomon**  
Technical  
Evangelist, IBM



dsdlsolomo



@dlsolomo



Team-wolfpack

## Focus / Passion

- AI, Cognitive, Emerging Technology
- Analytics
- Data (Architecture, Modeling, Integration)
- Cloud Service Architecture
- Applying the above to real-world business problems

## Education & Certification

- M.S. Software Engineering
- B.S. Physics
- Data Mgmt, AI, Cloud, Docker, DevOps, ...



Proud Member of  
the IBM WolfPack

# Agenda

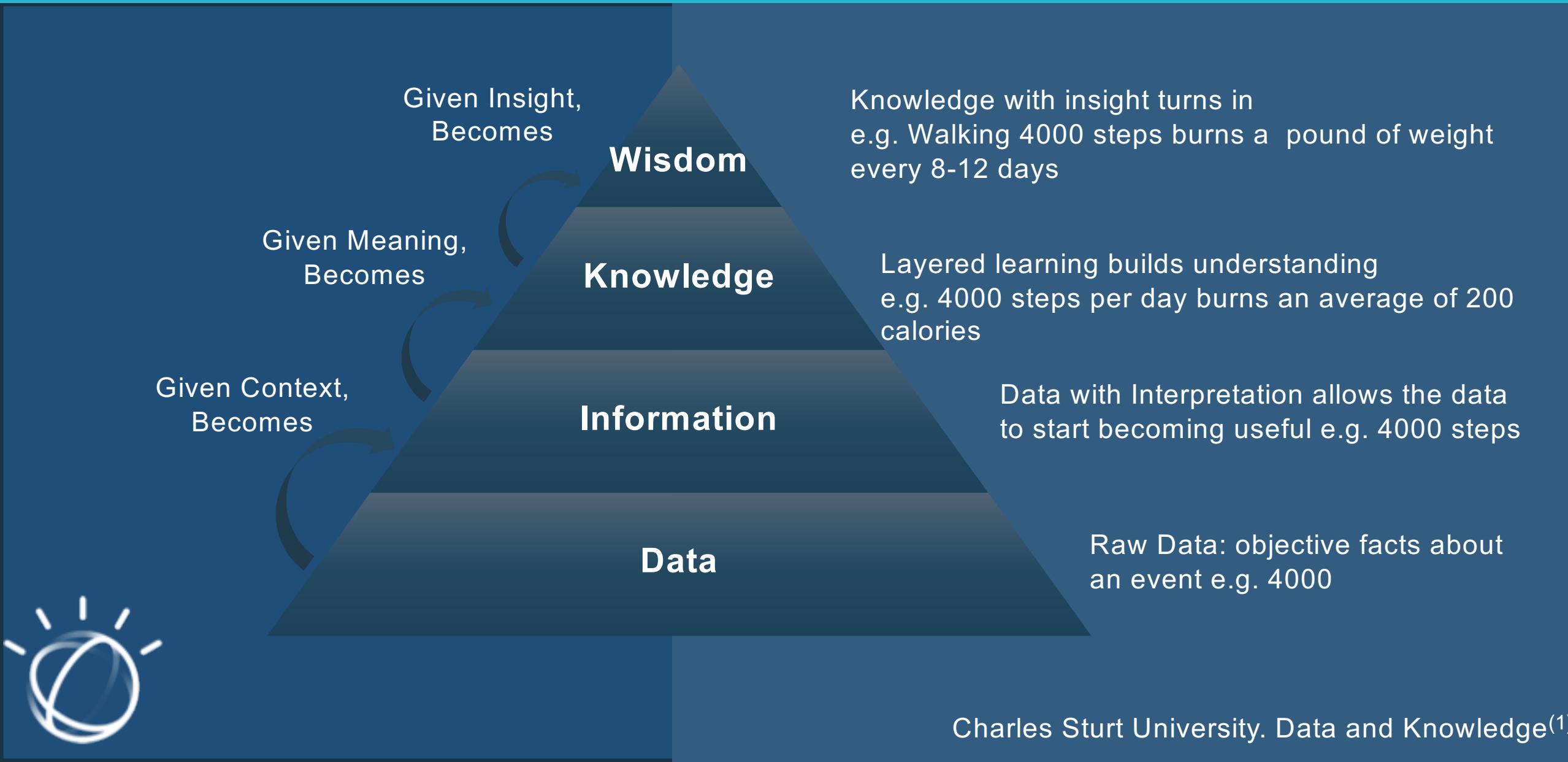
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- 1 • Why CDW?
  - 2 • The Journey from Data to Wisdom
  - 3 • Watson Vs. Watson Analytics
  - 4 • Watson Analytics Overview
  - 5 • From Data to Stories
  - 6 • Top Use Cases
  - 7 • Hands-on lab
  - 8 • Conclusion

# Analytics

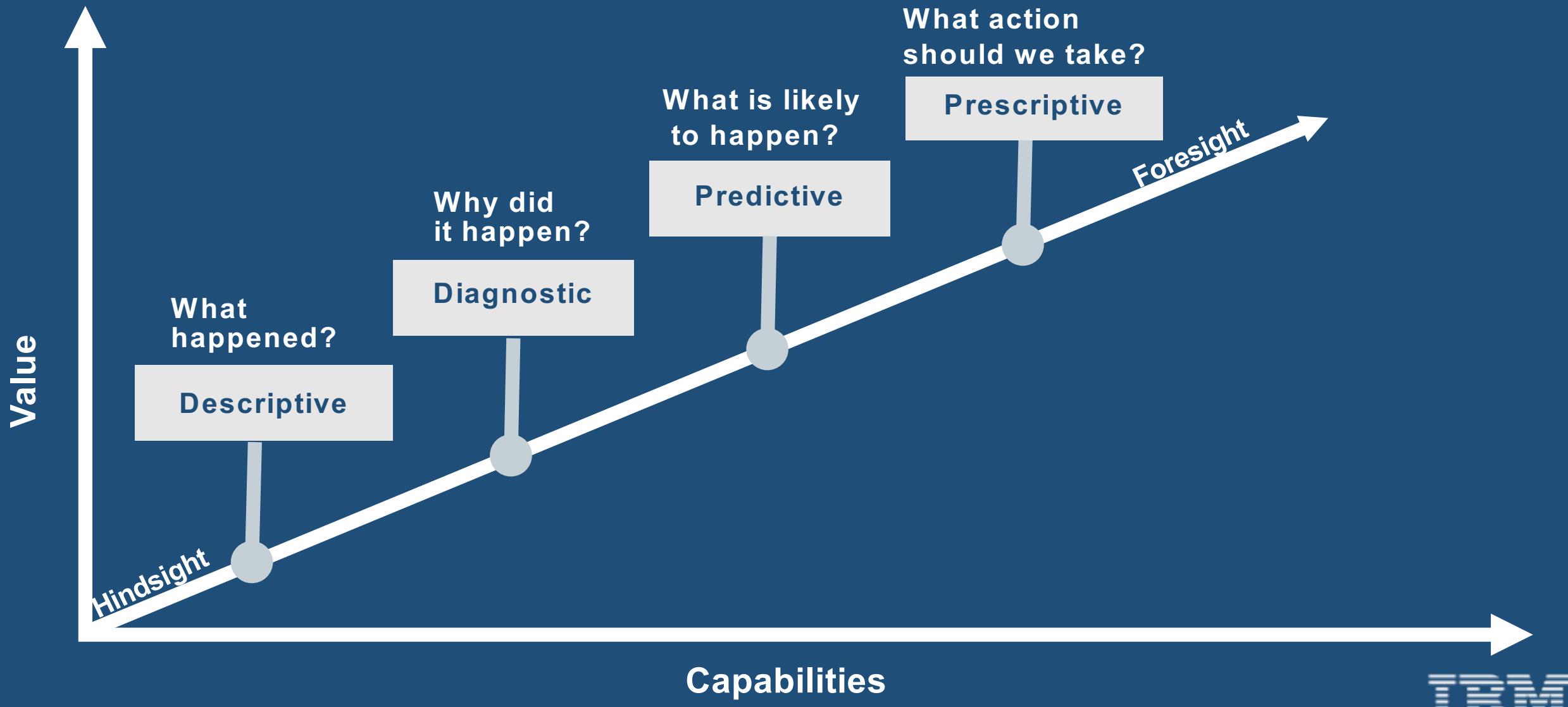


What is Analytics?

# Data's Journey to Value



# Analytics Maturity Curve



# Direction of IBM Analytics

Empower Citizen Analysts  
and Data Practitioners to work  
together



Citizen  
Analyst



Data  
Scientists



Data  
Engineers

Augment the value in your  
Data



Challenge Bias and  
Find Patterns  
*“Question the Correlation”*



Cloud



Cognitive



# What is the difference?



Vs.

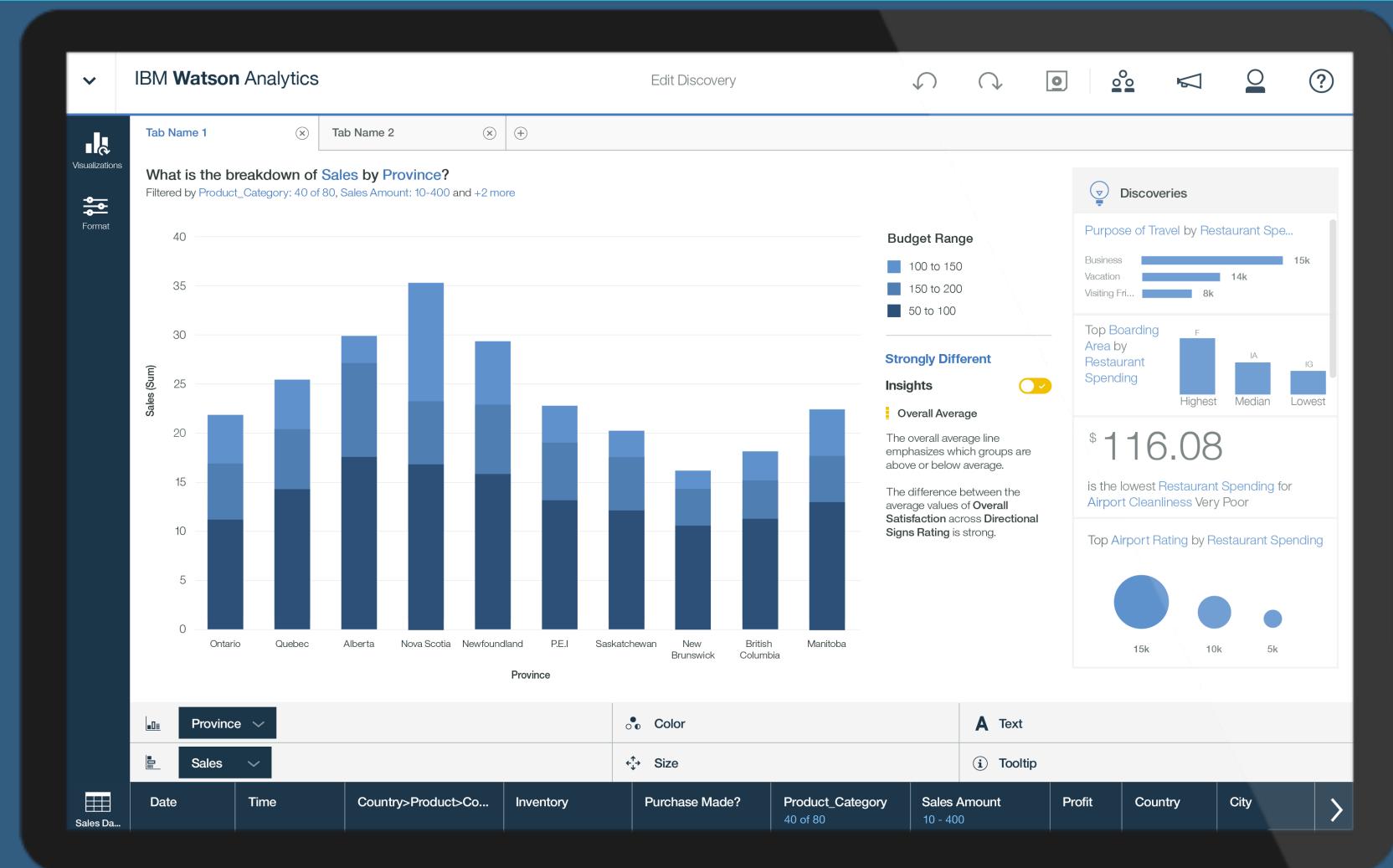


# Watson's Journey



# Watson Analytics

- Guided analysis
- Find unforeseen business drivers
- Save time
- Innovative method of analysis data

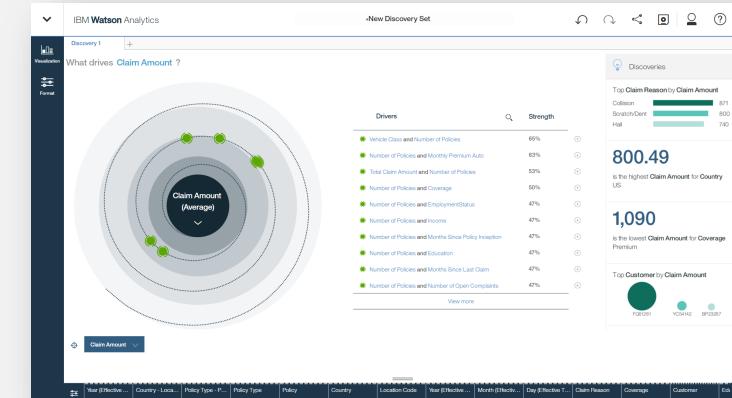


# IBM Watson Analytics is ...Data Discovery in the Cloud

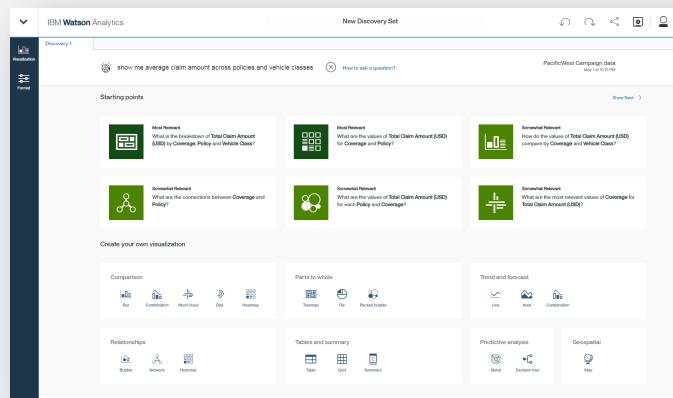
**ALL THE BENEFITS OF ADVANCED ANALYTICS WITHOUT COMPLEXITY**



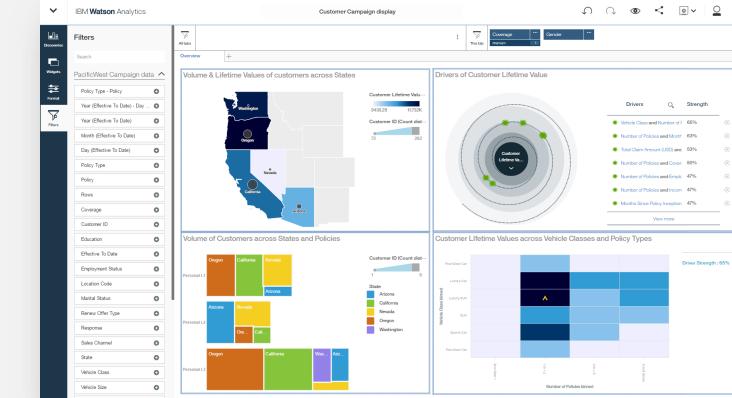
Data prep made easy



Understand outcomes



Guided exploration



Share insights

# Watson Storybooks

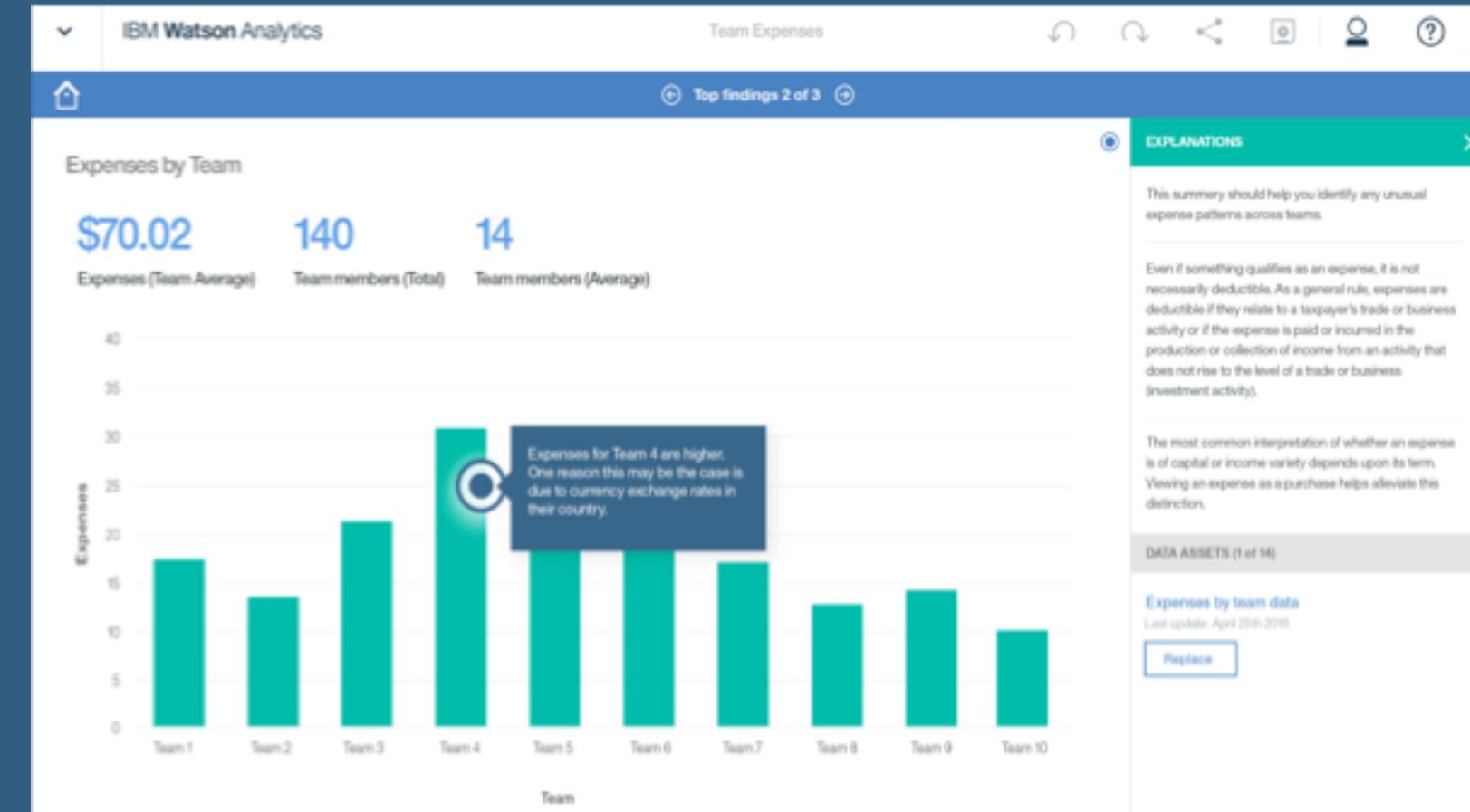


# Watson Storybooks

- Guided analytic templates to accelerate time to insights

- Help you focus on specific business problems and interpret the results

- Automatically maps data to the right analyses, questions and visualizations



# Watson Analytics for Social Media

**They're talking. Do more than listen.**

Take the pulse of your audience with IBM Watson Analytics for Social Media.

## Watson Analytics for Social Media

Social media. Understood.



**96%**

of businesses are using social media in their marketing efforts.<sup>1</sup>

**83%**

of social analytics users think combining their social media analytics with other enterprise data is critical to understanding customers.<sup>2</sup>



# Watson Analytics Use Cases



# Hand's On Lab

# Let's Begin!

**<https://ibm.biz/BdYFXK>**

Email: us1\_waworkshop\_t1\_user<*your number*>@yopmail.com

Password: usPassW0rd<*your number*>

# Session Survey



FEEDBACK

<http://bit.ly/2N2JH35>

# Thank you

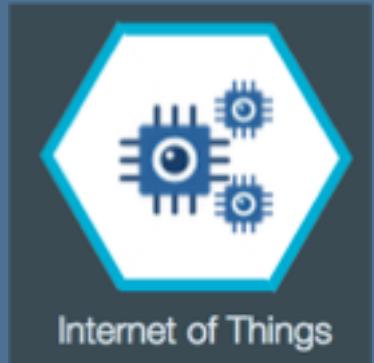
you<sup>IBM</sup>



- Take the workshop materials
- Show off your storybooks, dashboards and findings with us

@IBMwolfpack A blue square icon containing a white bird silhouette, representing the Twitter logo.

*Git Hub Repo: team-wolfpack*



The Weather Company  
An IBM Business

