

Analyzing and Monetizing Data with Watson Analytics

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Technical Evangelist Team



About Me



David Solomon
Technical
Evangelist, IBM



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@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

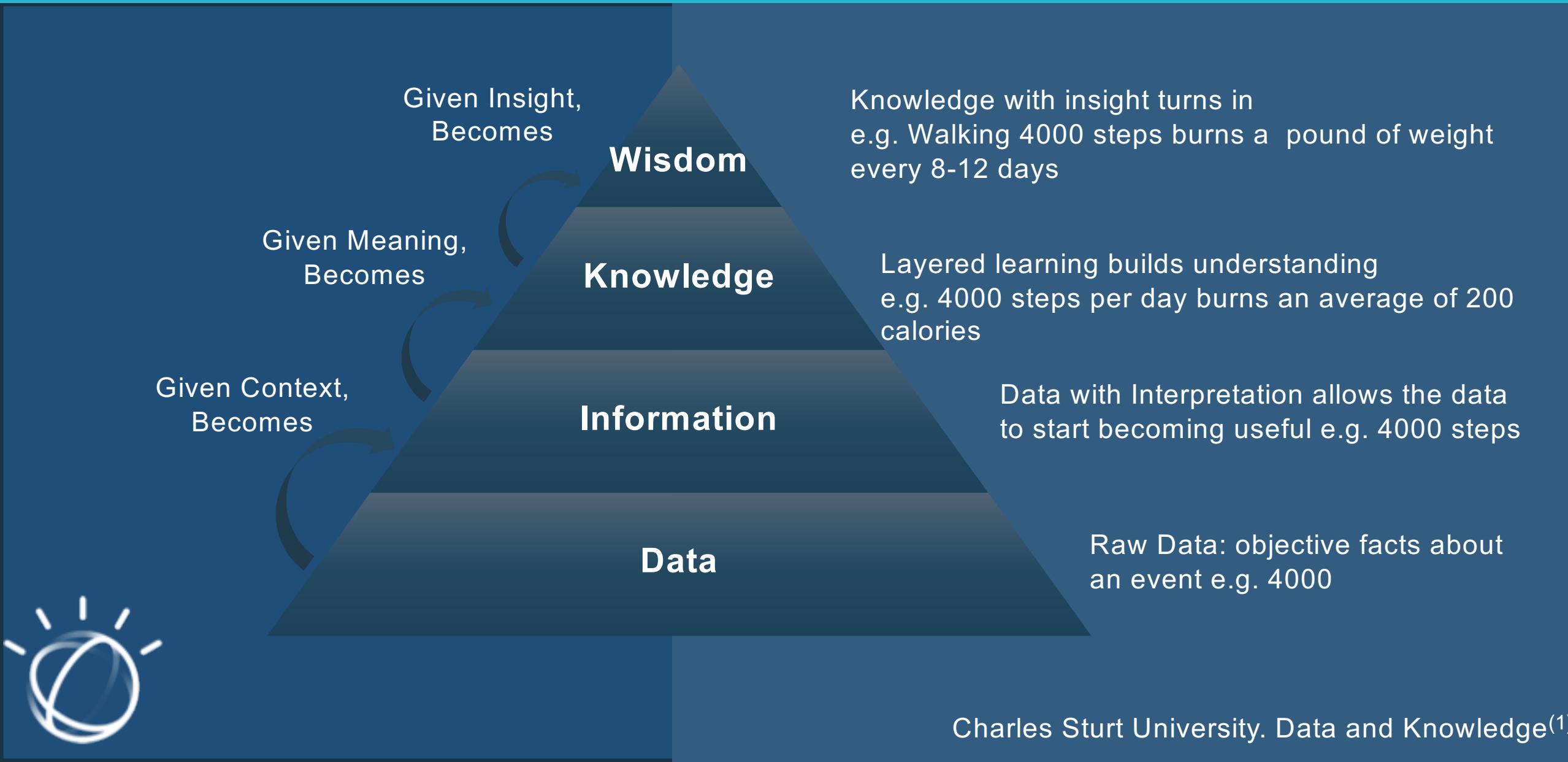
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- 1 • Why CDW?
 - 2 • The Journey from Data to Wisdom
 - 3 • Watson Vs. Watson Analytics
 - 4 • Watson Analytics Overview
 - 5 • From Data to Stories
 - 6 • Top Use Cases
 - 7 • Hands-on lab
 - 8 • Conclusion

Analytics

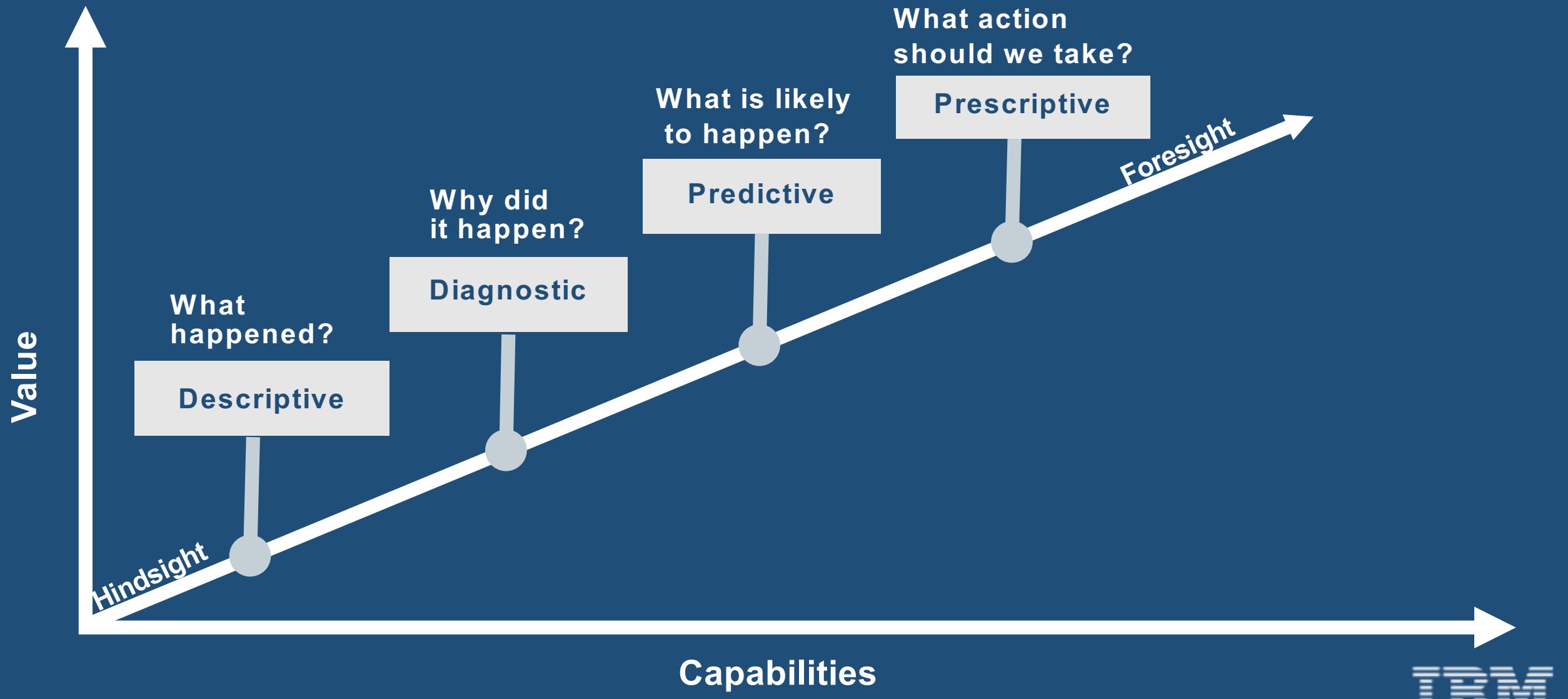


What is Analytics?

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.

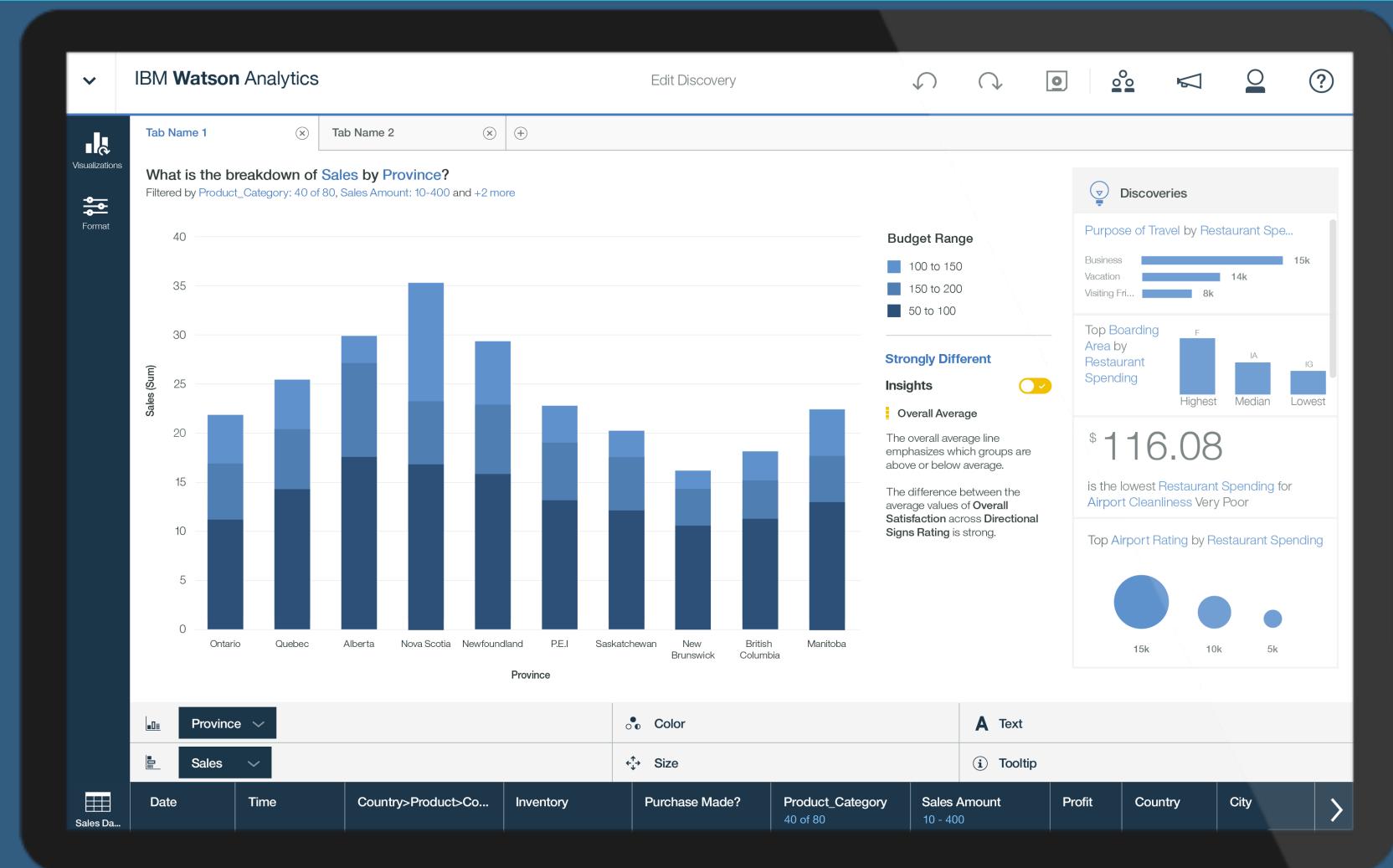


Watson's Journey



Watson Analytics

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

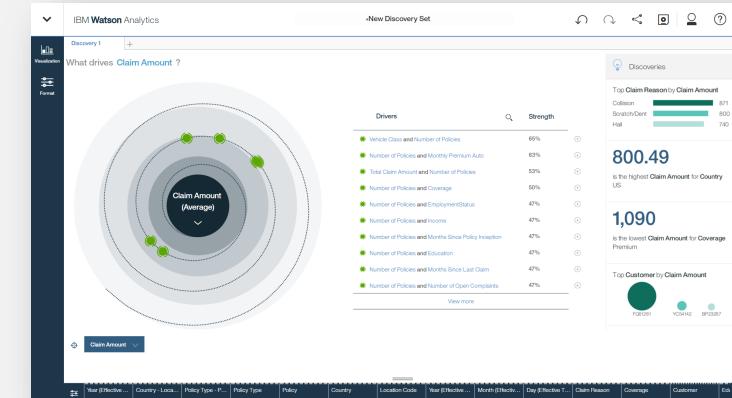


IBM Watson Analytics is ...Data Discovery in the Cloud

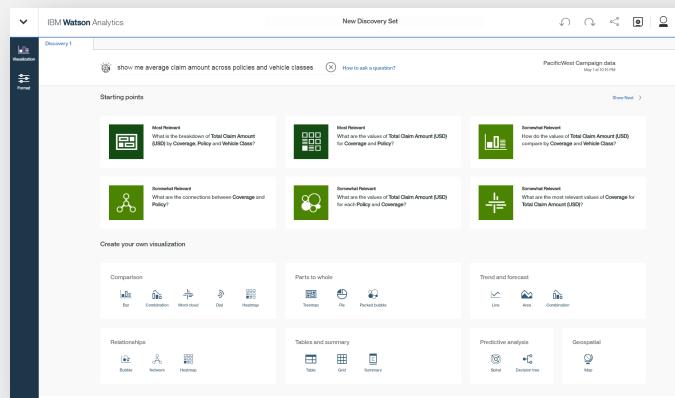
ALL THE BENEFITS OF ADVANCED ANALYTICS WITHOUT COMPLEXITY



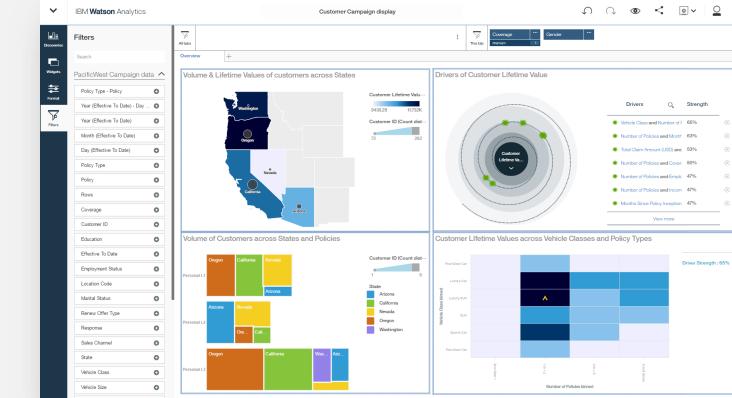
Data prep made easy



Understand outcomes



Guided exploration



Share insights

Watson Storybooks

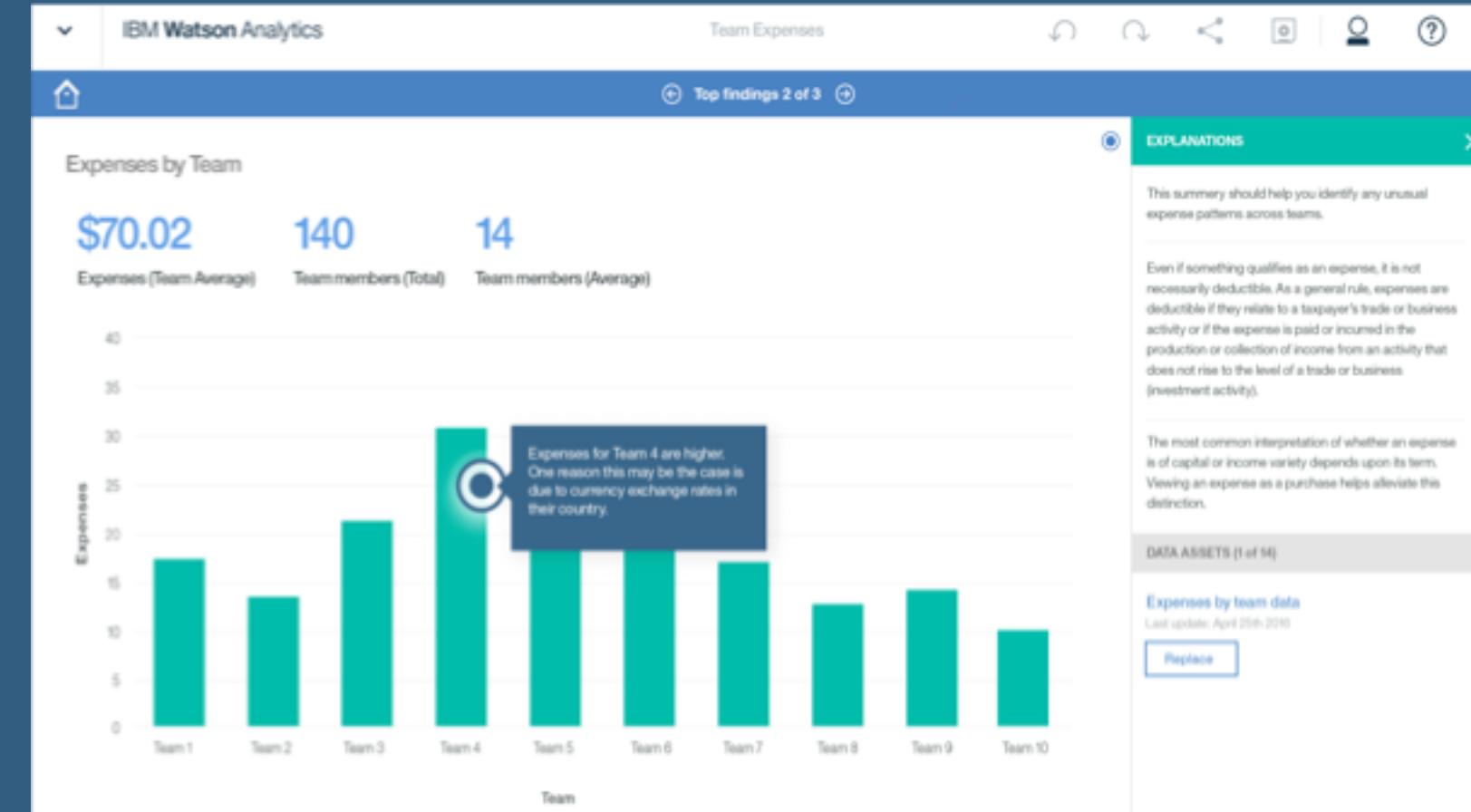


Watson Storybooks

- 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.¹

83%

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



Watson Analytics Use Cases



Hand's On Lab

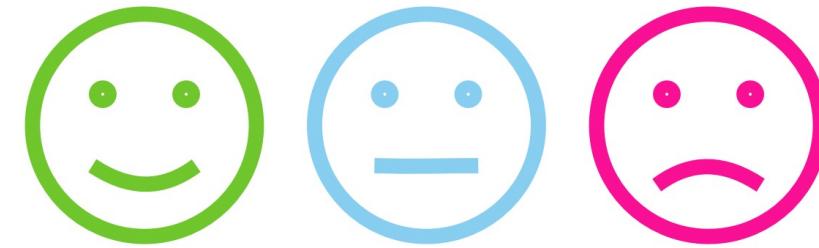
Let's Begin!

<https://ibm.biz/BdYF XK>

User: **us1_waworkshop_t1_user<your number>@yopmail.com**

Password: **usPassW0rd<your number>**

Session Survey



FEEDBACK

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

Thank you

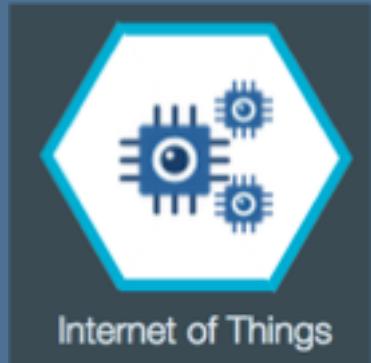
you^{IBM}

- 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



Lab Log-In Details

Email Address	Given Name	Family Name	Password
us1_waworkshop_t1_user01@yopmail.com	User		1usPassW0rd01
us1_waworkshop_t1_user02@yopmail.com	User		2usPassW0rd02
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