Watson Analytics Introduction

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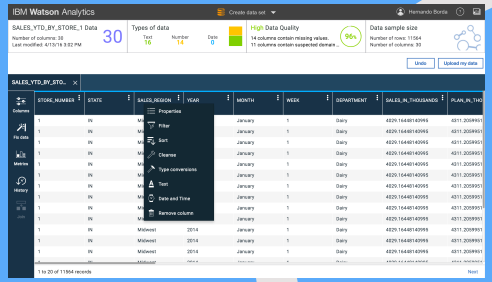
Agenda: Introduction to Watson Analytics

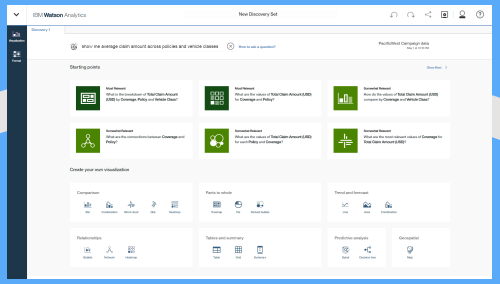
- What is it?
- Demonstration
- Integration with Cognos Analytics
- Licensing options
- Recent additions

What is it?

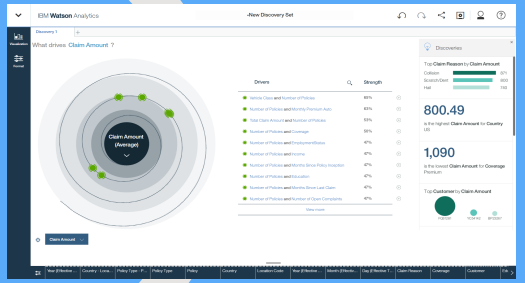
Explore New areas and Better Understand what is driving activity



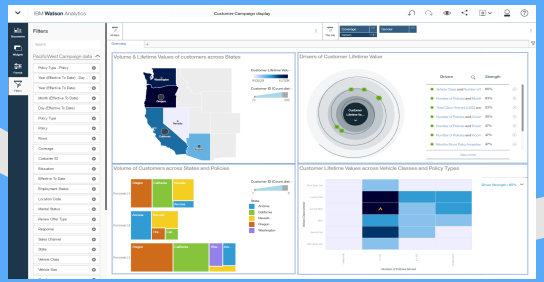
Easy Data prep



Cognitive Exploration



Understand drivers



Share insights

Demonstration

A Day in the Life Example:

Using Watson Analytics to guide your Cognos Enterprise BI

Demo: Business Case

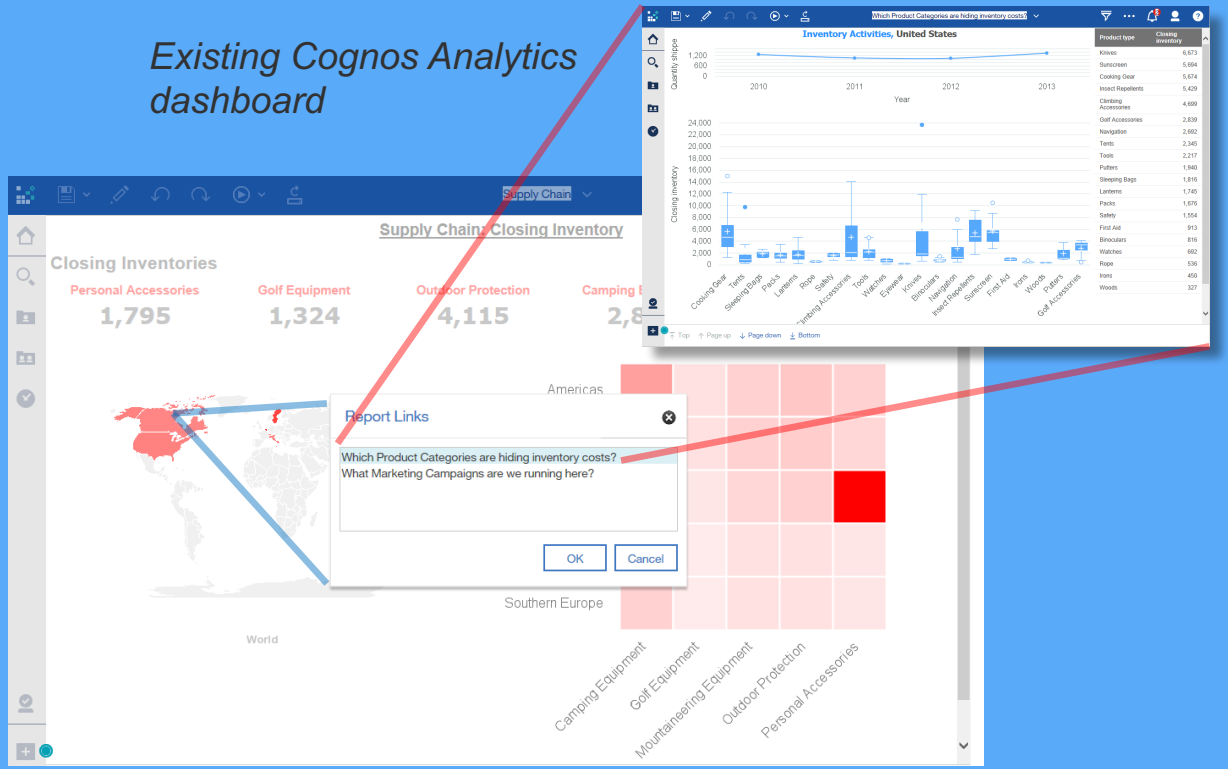
- Your organization has just acquired a new company.
- How do you ensure folks in your departments have expanded visibility that includes this new company, while at the same time are able to support a new “Increase Profitability” corporate initiative?

Data is just starting to become available from the new company

Our existing Cognos dashboards don’t yet include that data.

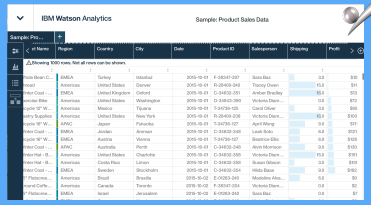
Nor do they yet include information to support the new profitability initiative …

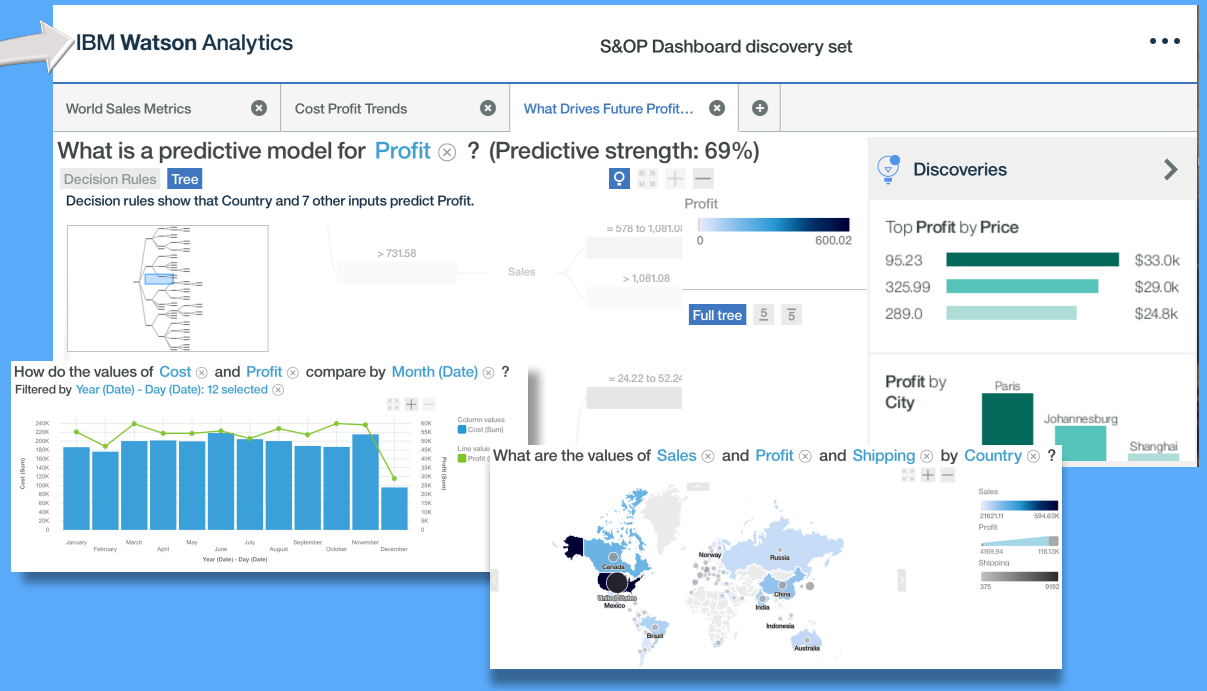
Existing Cognos Analytics dashboard



Demo: Business Case

Solution: Watson Analytics & Cognos

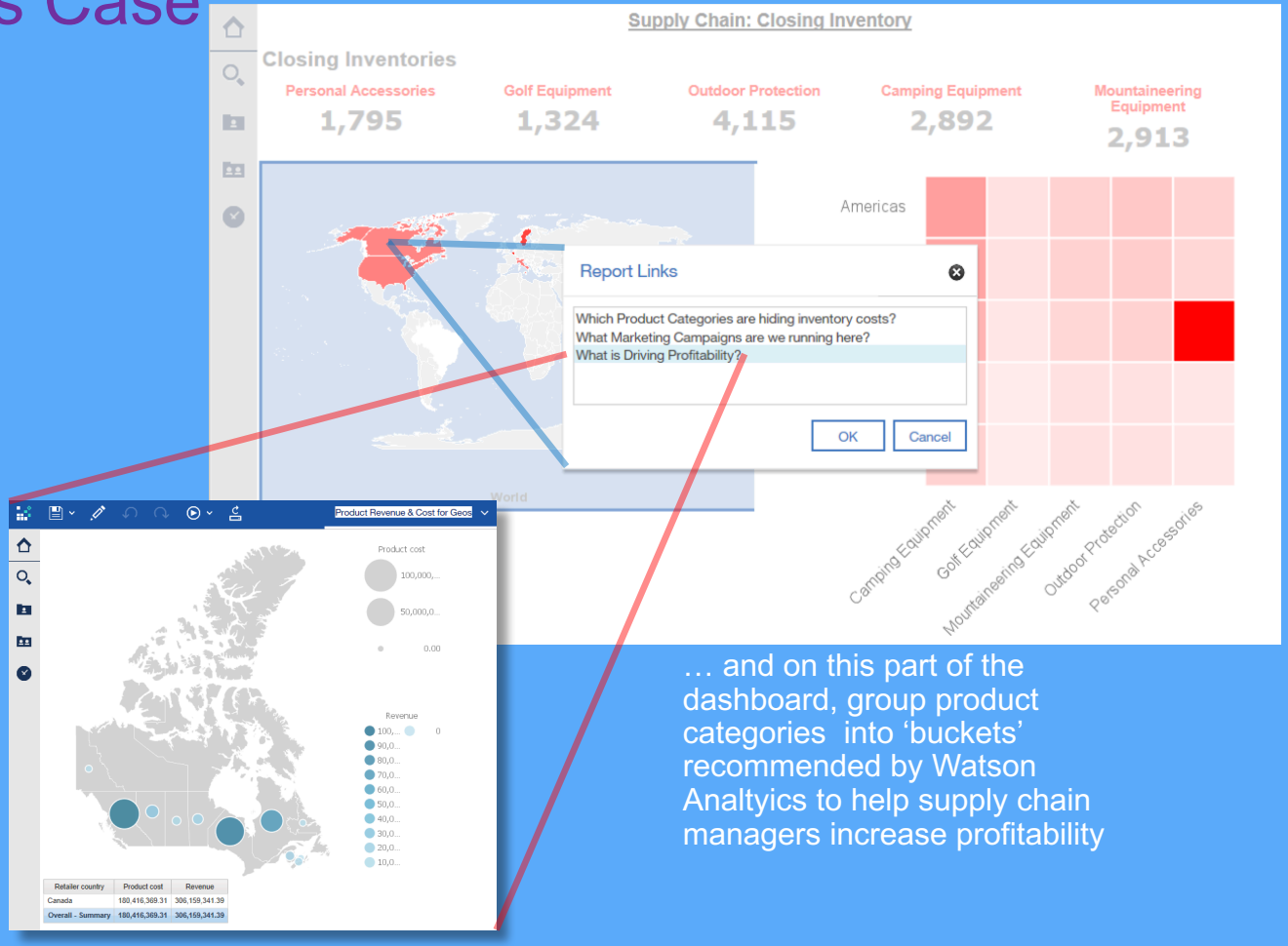




- Quickly get started with Watson Analytics as it is cloud-based.
- Discover and understand trends and relationships in the new company, letting Watson Analytics' intelligent discovery process guide you.
- Quickly zero in on profitability drivers in your data using Watson Analytics' cognitive abilities. (in this demo, a the discovery of recommended discount ranges for different 'buckets' of product categories to increase profitability)

Demo: Business Case

- Use the findings from your Watson Analytics session to update content in successive ‘releases’ of your existing Cognos Analytics deployment



- For example, using the profitability drivers Watson Analytics helped you discover, create new profitability workflows in your Cognos dashboards.

… and on this part of the dashboard, group product categories into ‘buckets’ recommended by Watson Analtyics to help supply chain managers increase profitability

Watson Analytics Licensing

	Free edition	Plus edition	Professional edition
Number of users	1	1	1 or more
Number of rows per data asset	100,000 rows	1,000,000 rows	10,000,000 rows
Number of columns per data asset	50 columns	256 columns	500 columns
Maximum upload file size	1 MB	2 GB	10 GB
Amount of storage that's included	1 MB	2 GB	100 GB per organization
Add more storage for fee	No	Yes, in increments of 10 GB	Yes, in increments of 50 GB
Upload CSV and MS Excel files	Yes	Yes	Yes
Access data in the cloud, such as Box, Dropbox	No	Yes	Yes
Access social data from Twitter	No	Yes	Yes
Connect to IBM Cognos® report data	No	No	Yes
Connect to relational databases, such as IBM DB2®, IBM dashDB™, and IBM SQL Database for Bluemix®	No	Yes	Yes
Share with other users	No	No	Yes
Expert Storybooks	No	Download Expert Storybooks from Analytics Exchange and use them in Watson Analytics.	Build Expert Storybooks in Watson Analytics and publish them to Analytics Exchange. Download Expert Storybooks from Analytics Exchange and use them in Watson Analytics.
Append data	No	Yes	Yes
Scheduling data	No	Yes	Yes
Export	No	Yes	Yes

Data Extract UpLoads

Data file sizes and types:

- Each individual file that you upload must be
  - smaller than 50 MB
  - with a maximum of 100,000 rows and 50 columns
- The overall capacity for all data sets and other assets in your account is 500 MB.
- If you upload a file that exceeds these limits, you will receive an error message and the file is not loaded.

Supported file types:

- Microsoft Excel 97 – 2003 spreadsheet files (.xls)
- Microsoft Excel 2007 and later spreadsheet files (.xlsx)
- Comma-separated values files (.csv)

Format / Layout

- Tabular data (columns and rows)
- Columns as fields and to rows as records
- Descriptive column headers are desirable
- First row is a header.
- Watson Analytics does not currently work with nested headings or row headings.

Watson Analytics Support

IBM Watson Analytics Plus or Professional Subscribers:

- IBM Support Forums
- Watson Analytics support team online chat
- Open an electronic support ticket within the IBM Client Success Portal.

IBM Watson Analytics Freemium Users:

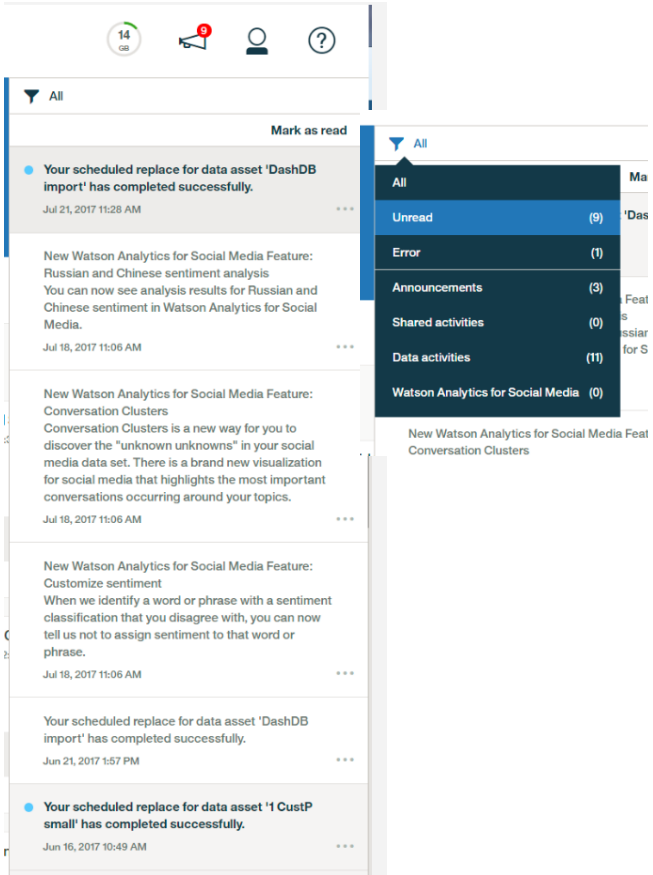
- IBM Support Forums
- Submit Contact form to send a message to the IBM team

More details:
https://www.ibm.com/communities/analytics/watson-analytics/support/

Watson Analytics:
Recent additions

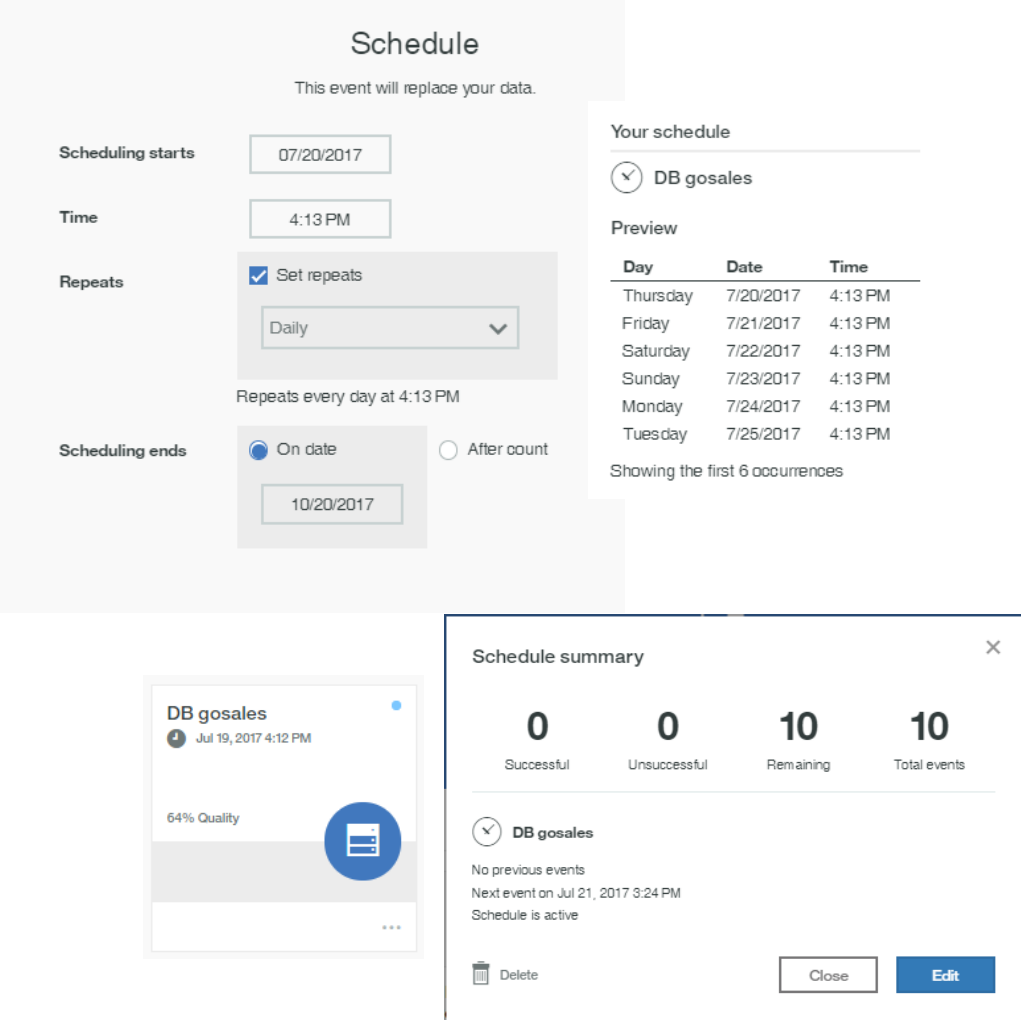
Notifications

- The bullhorn icon will let you know when there are unread notifications
- We'll use this space to tell you about new features as they become available
- Notifications will also alert you to the progress or completion of background processes such as scheduled data loads



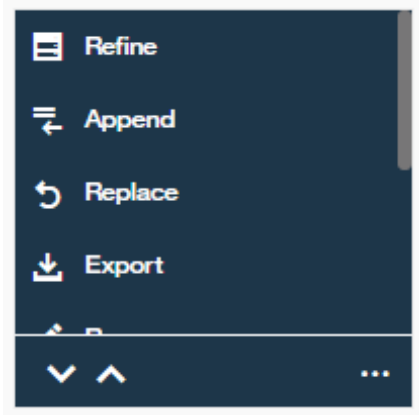
Schedule Data

- Schedule replacement of data from a DataConnect source
- Daily, weekly, or monthly options
- You will be notified when data is refreshed
- Data tile is decorated with schedule indicator
- You can revise or remove the schedule



Append Data

- Append data to an existing flat file
- Joined data or refinements using that data are automatically updated



Export Data

- Export data to a flat file
- Exported data includes any changes made using refine

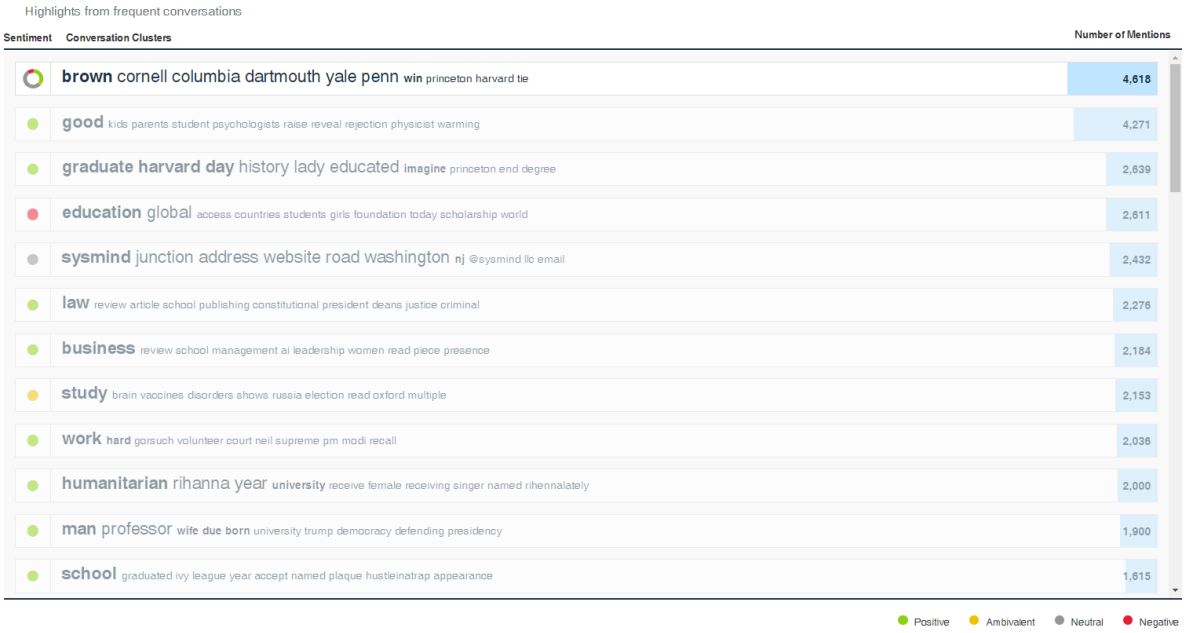
New Cloud Data Sources

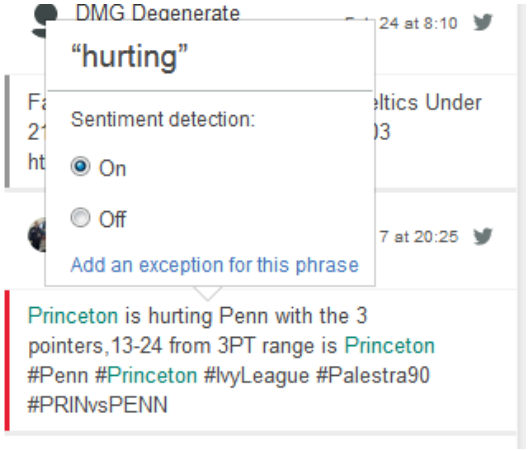
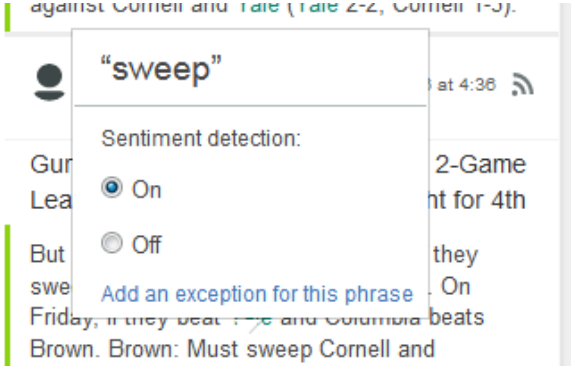
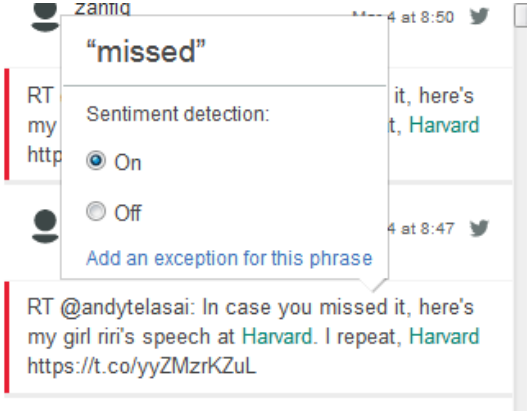
Powered by Socialgist

Complementing existing

WASM Conversation Clusters

- Automatically detects groups of frequently used terms around your topics
- Presented in a new visualization
- Helps users understand the most important conversations occurring around a topic



WASM Sentiment Customization

- In cases where WASM misinterprets sentiment, you can remove the sentiment from a word or phrase