IBM Watson Analytics

Data Refinement

For Personal and Professional editions of Watson Analytics
Even a simple analytics project has multiple steps and people

- Data Access
- Data Preparation
- Analysis
- Validation
- Collaboration
- Reporting

Roles:
- Business Analysts
- Business Users
- IT
- Data Scientists and Statisticians

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#WatsonAnalytics
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
A new way to work

Get Better Data

Understand Your Business

Think Ahead

Tell a Story
What is IBM seeing in the market

- A rise in the gathering of data amongst businesses and agencies.
- Extensive challenges to make sense of everything quickly and effectively.
- Desired insights about business operations and competition around you.
Watson Analytics Data Refinement

Introducing new data sources, data joining, and improved data quality

- Access secure data sources both on prem and on the web for deeper and broader insights
- Join data from multiple tables into one data set to meet your specific analytical needs
- Understand the quality of your data for more precise and better value driven decision making
Extend the capabilities of Watson Analytics

Broader Data Source Support

- Access your data sources from one place for quicker insights
Extend the capabilities of Watson Analytics

Trusted governed data supported by IT, leveraged by you

- Easily access your secure on-premise data for confident analytics
Extend the capabilities of Watson Analytics

Move beyond single source data analytics

• Shape your data in a way that makes sense to you
  – Create a new dataset by joining together multiple data sources, and your selection of tables

• Simplify your data by removing clutter, and unnecessary confusion
  – Filter specific data points to efficiently focus on key areas of your analysis

• Understand the quality of your data using a simple interface
  - On screen metrics about your data for more precise and better value driven decision making
Extend the capabilities of Watson Analytics

Data refinement and pre-load shaping
Demo outline

• Creating a data set to analyze order information
  – Order Header has core information (Dates, Product, Retailer etc.)
  – Need to add English description of Order Method
  – Need to add Quantity, Price, Sale Price, Cost
How to get started

Watson Analytics data refinement

Available to Personal and Professional edition users

• Contact IBM on watsonanalytics.com on the Client Success Portal page to initiate your access to data refinement in your edition of Watson Analytics

• You can also go to the IBM Cloud Marketplace and purchase Watson Analytics Personal or Professional editions.

• We offer Watson Analytics Free edition with simple data load capabilities

Get started with Watson Analytics smart data discovery!
Smarter Data Discovery

IBM Watson Analytics

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

Get started at watsonanalytics.com
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