Watson Analytics for Academia
"The combination of smart data discovery, natural-language query and natural-language generation is likely to have a significant impact on the next-generation data discovery user experience and the market in general."

Gartner
Watson Analytics

- Watson Analytics is a cloud-based analytics service
- Simplifies the processes of exploring and predicting data
- Used to create compelling stories with infographs and dashboards
- Puts powerful analytics in the hands of everyone and enables people within a company to be a “citizen data scientist”
- Guides you through advanced analytics so you can answer questions and discover new insights
“Through 2017, # of citizen data scientists will grow 5x faster than the # of highly skilled data scientists.”

Gartner
Why does Watson Analytics Matter?

• Ask questions of your data in **Natural Language**.

• **Cognitive computing analyzes your data**, proposes relevant questions and reveals critical business insights.

• **Predictive** capabilities illustrate what is driving your business.

• The ability to link your discoveries to visualizations & create a story.

• **Self Service** with integrated education and training.
Watson Analytics for Academia

• Today, Watson Analytics is a set of Analytic Capabilities centered around **Prediction, Cognitive Data Discovery, Dashboards** and **Storytelling**

• **All-In-One Tool** unlike anything out in the Academic marketplace.

• It's not intended to replace deep traditional analytical tools taught in school like SPSS or SAS. However, it's a great way to introduce predictive analytics to both undergraduate and graduate business students as well as non-analyst type students.

• Puts analytical skills in the hands of students beyond the traditional Analytics degree programs. Requires no deep analytics skills or training and intended for users that want to go far beyond Excel, but don’t have/need extensive data mining or programming training.
How Do I Join? Academic Editions

Watson Analytics for Students
- **Free** to every student at an institution of higher education
- Single user 5 year term
- One time registration

Watson Analytics for Faculty
- 12 month subscription of Watson Analytics with the ability to add up to 500 additional students to the tenant for classroom collaboration
- **Free** to any instructor at an educational institution
- Requires that the instructor offers or plans to offer a course or module that facilitates teaching Watson Analytics
- Renewable every 12 months at no charge

Watson Analytics Campus Wide:
Some universities are willing to commit to broadly adopting Watson Analytics and we want to support that. The campus edition provides leading institutions the technology and support they need to successfully adopt Watson Analytics
- Minimum 3,000 users
- No charge, unlimited campus-wide access for all students and professors
- Free access for a students’ entire college career (all Degree & Certificate levels)
- Personalized enablement sessions and resources
Watson Analytics Student Edition

Designed for the needs of individual power users
Provides all the capabilities of the Free Edition plus larger data size and file format support

Supports

- Single user access
- File formats of XLS, CSV, TSV and compressed files
- Upload of 256 columns and 1M rows
- Social data access through Twitter
  (10% Twitter sample up to 25K Tweets per data set)
- Expanded data sets via a JDBC connector
- RDBMS* - dashDB, DB2, MS SQL Server, MySQL,
  Oracle, PostgreSQL, Salesforce.com, Redshift
- Access to data stored in the cloud* – Box, Dropbox, MS OneDrive
- Storage of 2GB for data and projects
  (add-on storage available)
- Additional Assemble templates for dashboard
  and storyboard design
- No cost for students. Valid university email address required
Watson Analytics Faculty Edition

Designed for the needs of workgroups and departments
Provides all the capabilities of the Personal Edition plus a multi-user environment for collaboration and security

Supports

• Multiple users within a single tenant
• Collaboration between users via sharing methods
• Authentication to Cognos 10 server
• Pull in Cognos list report data
• File formats of XLS, CSV, TSV and compressed files
• Upload of 500 columns and 10M rows
• Social data access through Twitter
  (10% Twitter sample up to 50K Tweets per data set)
• Expanded data sets via a JDBC connector
• RDBMS* - dashDB, DB2, MS SQL Server, MySQL, Oracle, PostgreSQL, Salesforce.com, Redshift
• Access to data stored in the cloud* – Box, Dropbox, MS OneDrive
• Storage of 100GB for data and projects
  (add-on storage available)
• No cost for Faculty. Application required
Goals of our Academic Program

• Encourage the use of Watson Analytics by students and faculty across a wide range of university degree programs.

• Broaden students’ analytical skill sets needed in today’s workforce.

• The ability to make more data driven decisions with less reliance on IT.

• Not just report results but tell a powerful and compelling story through them.
“Work Smarter, Not Harder”
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Academic Program Information: https://ibm.biz/BdHrkK

Watson Analytics General Information: https://ibm.biz/BdHrkG

Contact: wap@us.ibm.com
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
Look at data metrics for each data field. Create calculations, groups, and hierarchies.

Change column titles, data types, modify default aggregations, sort data order.
Analyze and quickly find root causes in your data
Uncover hidden drivers in your data
Identify opportunities and build **engaging** dashboards