IBM’s Watson Analytics,

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Abstract: This session will consist of an introduction to Watson Analytics, an all-in-one tool unlike the traditional analytics tools in the academic marketplace. The session will demonstrate how it can be used to introduce students to predictive analytics without learning deep analytics tools like SAS, SPSS or R.

Session Description:
Use of Watson Analytics, an IBM developed analytics product, will be demonstrated in this session. Watson Analytics is an All-in-One Tool unlike anything out in the Academic marketplace. While it's not intended to replace deep traditional analytical tools taught in school like SPSS or SAS, it's a good way to introduce predictive analytics to students and non-analyst type students. Watson Analytics puts analytical skills in the hands of students outside the traditional analytics degree programs.

With Watson Analytics, you can:
- Use natural language processing to explore your data by choosing a question provided to you or typing one in English and getting answers.
- Quickly assemble key insights as visualizations or infographics and turn them into powerful stories that elegantly and effectively communicate your points.
- Explore data and insights to the maximum by getting insights into the insights and using predictive and cognitive analytics capabilities to discover the drivers that matter most and much more.
- Analyze Twitter data to understand social sentiment and spot external trends that could affect your field.

IBM provides many different enablement methods for instructors that include:
YouTube videos (https://www.youtube.com/channel/UC6D7Ekh27J6Axp9BNKyLQ3w)
Resources (https://community.watsonanalytics.com/resources/) and
Big Data University (http://bigdatauniversity.com/).