



# IBM Connect 2015

Innovate. Understand. Engage.

**Analytics for everyone.  
Anytime. Anywhere**  
**#WatsonAnalytics**

Kerrie Harrison, Portfolio Marketing Lead, IBM Analytics Solution  
Mary-Jane Goddard - Watson Analytics Lead, IBM Analytic  
Solutions

# Technology has changed expectations



Our work and personal lives have blurred



It's an "always-on" world



A Do-It-Yourself mentality prevails

**IBM Connect 2015**

Innovate. Understand. Engage.

© 2015 IBM Corporation

# Leveraging analytics faces many obstacles



## Self-Service Analytics

**38%**

... have a limited understanding of how to use analytics

## Rapid Decision Making

**80%**

... of the time is spent in data preparation

## Access to Data Sources

**24%**

... find it difficult to get data

**IBM Connect 2015**

Innovate. Understand. Engage.

© 2015 IBM Corporation



**IBM**  
**#WatsonAnalytics**  
helps you find what  
matters most to your  
business!

**IBM Connect 2015**  
Innovate. Understand. Engage.

© 2015 IBM Corporation



# A new way to work



Get Better Data

3.4	27
\$10,834.22	\$11,8
\$11,285.67	\$11,63
\$11,801.16	\$10,58
\$11,847.74	\$11

Understand Your Business



Think Ahead



Tell a Story



#WatsonAnalytics  
#IBMConnect

**IBM Connect 2015**  
Innovate. Understand. Engage.

© 2015 IBM Corporation



# IBM Watson Analytics

Self-sufficiency for business users and experts alike



**Business Users**



**Business Analysts**



**Data Scientists**

**#WatsonAnalytics**  
**#IBMConnect**

**IBM Connect 2015**

Innovate. Understand. Engage.

© 2015 IBM Corporation

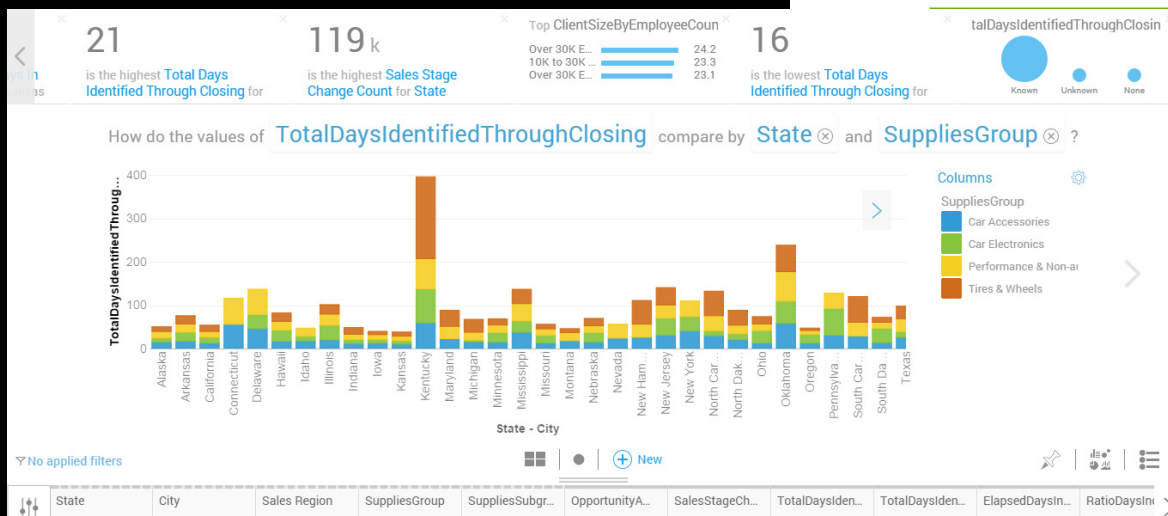


# Marketing

Analyse test market campaigns

What do you want to explore in "Auto - US Sales"?

How do the values of totaldaysidentifiedthroughclosing compare by state and suppliesgroup



Very relevant

How do the values of TotalDaysIdentifiedThroughClosing compare by State and SuppliesGroup?

Somewhat relevant

What is the relationship between ElapsedDaysInSalesStage

Somewhat relevant

What is the grouping of SuppliesGroup by Sales Region and

SuppliesSubgr... OpportunityA... SalesStageCh... TotalDaysiden... TotalDaysiden... ElapsedDaysin... RatioDaysin

#WatsonAnalytics  
#IBMConnect

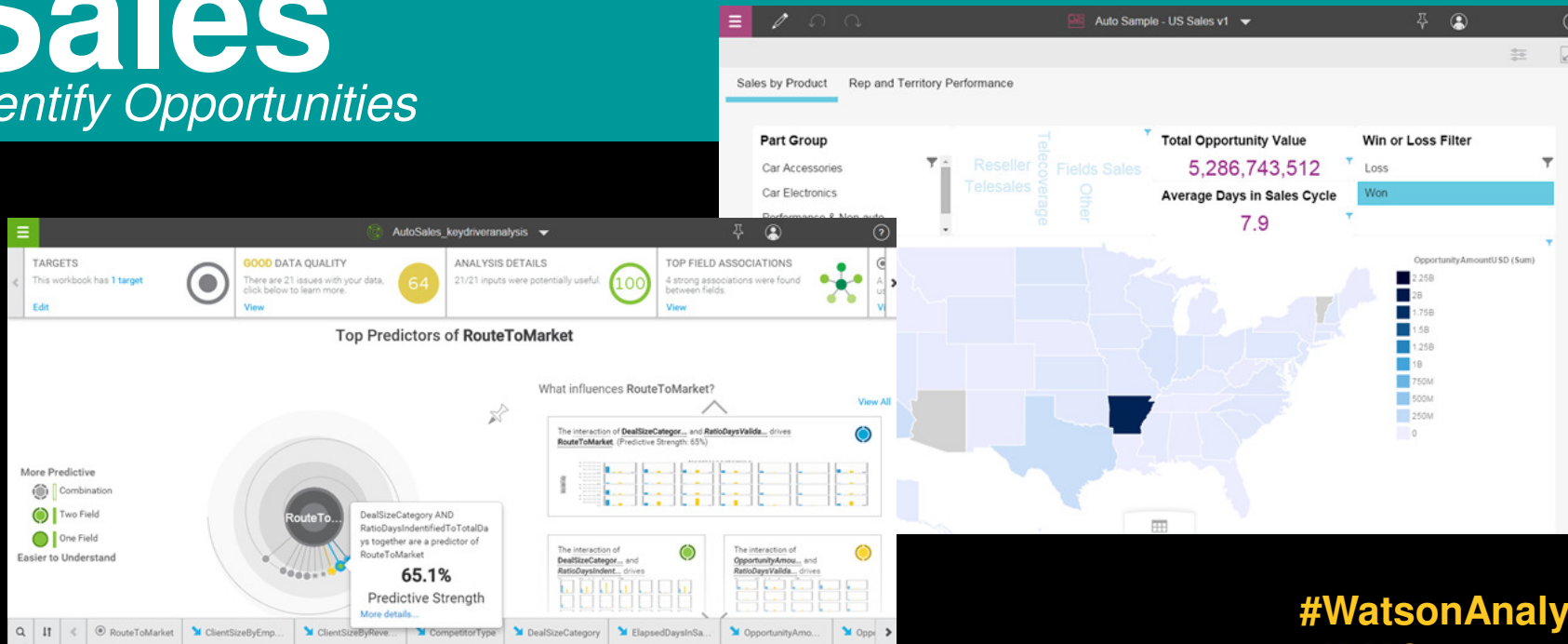
IBM Connect 2015  
Innovate. Understand. Engage.

© 2015 IBM Corporation



# Sales

Identify Opportunities



#WatsonAnalytics  
#IBMConnect

**IBM Connect 2015**  
Innovate. Understand. Engage.

© 2015 IBM Corporation

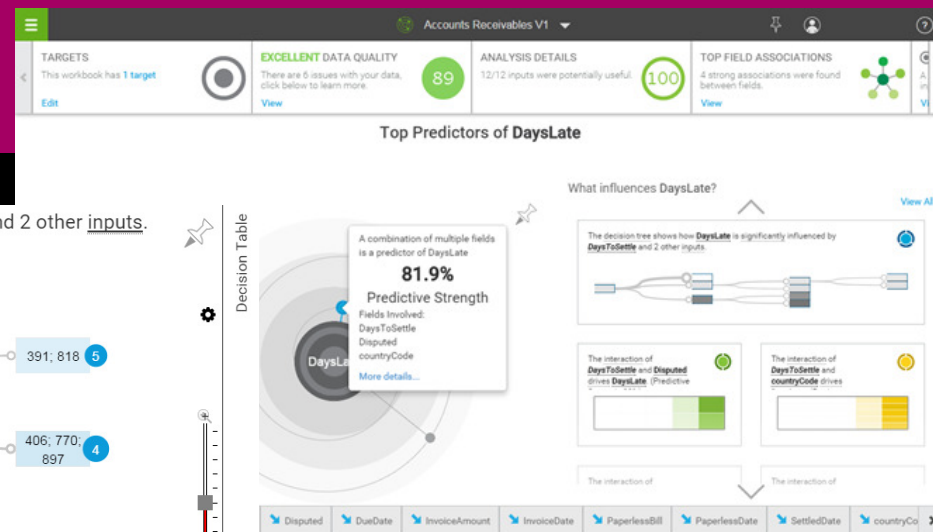
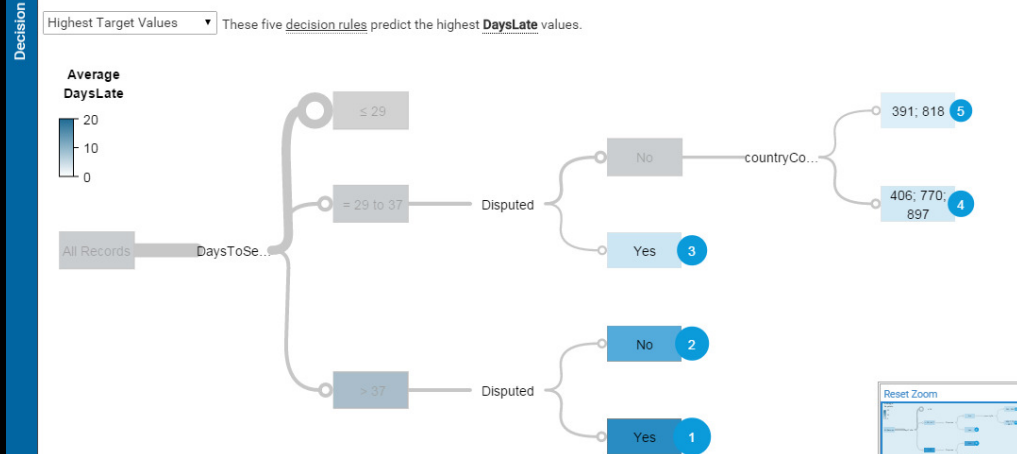




# Finance

Prioritise Accounts Receivable

The decision tree shows how **DaysLate** is significantly influenced by **DaysToSettle** and 2 other inputs.



IBM Connect 2015  
Innovate. Understand. Engage.

© 2015 IBM Corporation



# IT

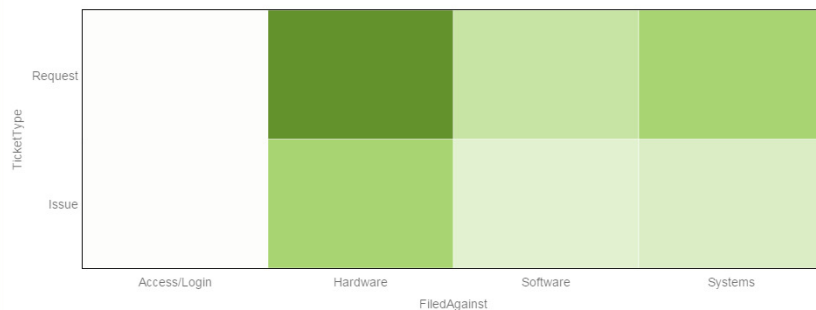
## Maximise Helpdesk Effectiveness

Main Insight

### The interaction of FiledAgainst and TicketType drives daysOpen. (Predictive Strength: 58%)

Each cell represents the **daysOpen average** at a combination of categories of **FiledAgainst** and **TicketType**.

- Input combinations with high or low **daysOpen averages** have more influence. [Show this](#)
- Grouping the combinations into high, medium, and low **averages** may reveal additional insights about the impact of these inputs on **daysOpen**. [Show this](#) [Statistical Details](#)



Main Insight

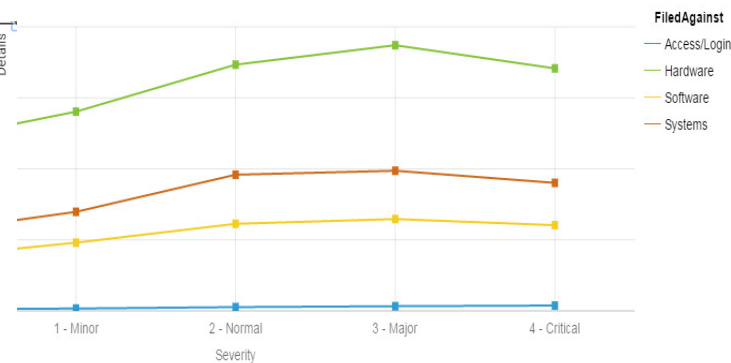
Details

### daysOpen is a continuous target, so a linear regression (ANOVA) based approach is used.

There is a **significant weak interaction effect** of **Severity** and **FiledAgainst** on **daysOpen**. [Statistical Details](#)

- The **combined effect** of these two inputs has more influence on **daysOpen** than the sum of their **main effects**.
- The **effect of Severity** on **daysOpen** differs across the categories of **FiledAgainst**.

Details



Records Included = 100000 (100%) - Records Excluded = 0 (0%)

## #WatsonAnalytics #IBMConnect

# IBM Connect 2015

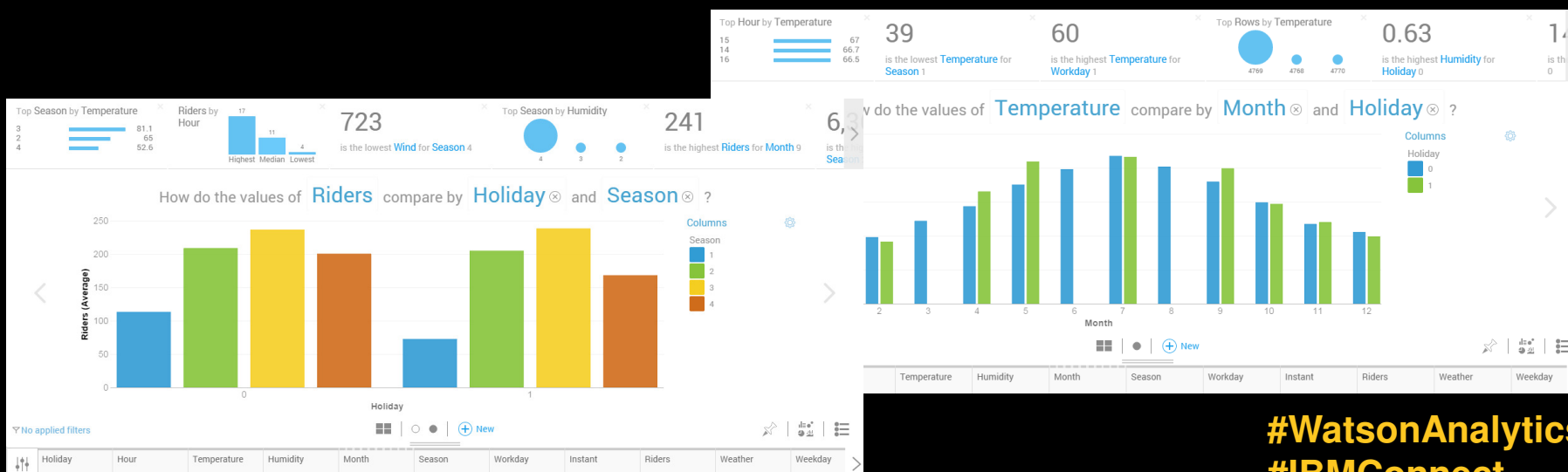
Innovate. Understand. Engage.

© 2015 IBM Corporation



# Operations

Short term supply and demand matching



#WatsonAnalytics  
#IBMConnect

**IBM Connect 2015**  
Innovate. Understand. Engage.

© 2015 IBM Corporation



# HR

Retain your talent

**Attrition** is a categorical target

Prediction Table

The prediction table shows a different decision tree.

- For these data, there is more than one way to predict the target based on the value of the input.
- Using the default Maximum Overall Accuracy criterion, **Attrition** is predicted by **Age**.
- The Maximum Overall Accuracy criterion tends to classify the majority category (No).
- In order to optimize the analysis, field transformations were performed. [Statistics](#)

Prediction Rule: Maximum Overall Accuracy

Input	Value	Output
OverTime	No	Yes
YearsAtCompany	≤ 2	Yes
JobLevel	1	Yes
Age	> 34	No
Age	≤ 34	No
Age	≤ 34	No
JobSatisfaction		No

IF (OverTime = No) AND (YearsAtCompany ≤ 2) AND (Age > 34) THEN predicted Attrition = No.

Predictor Importance

Attrition is associated with OverTime and 8 other inputs.

Inputs are sized in proportion to their predictor importance.

Target: Attrition

Age PercentSalaryHike YearsAtCompany  
 EnvironmentSatisfaction JobLevel JobSatisfaction  
 MaritalStatus OverTime StockOptionLevel

#WatsonAnalytics  
#IBMConnect

IBM Connect 2015  
Innovate. Understand. Engage.

© 2015 IBM Corporation



#WatsonAnalytics  
#IBMConnect

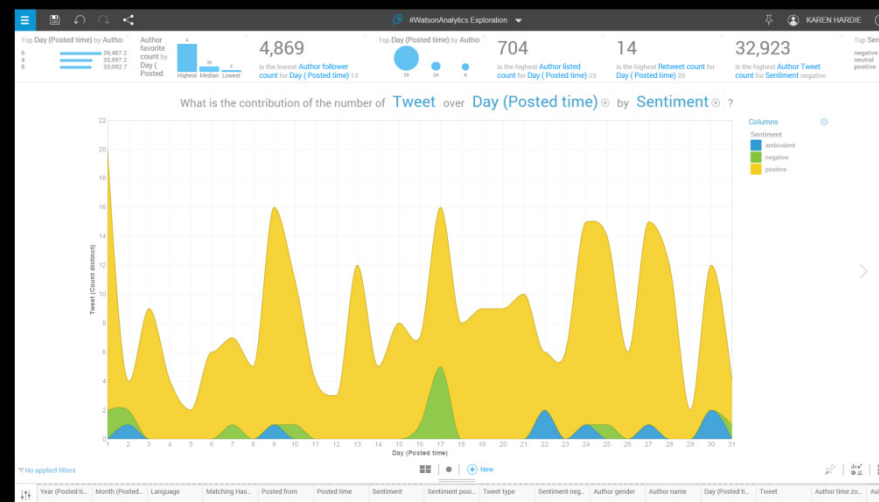
**IBM Connect 2015**  
Innovate. Understand. Engage.

© 2015 IBM Corporation



# Hashtag Analysis

- Leverage social data to achieve a more complete view of your business
- Tap into the expressions thoughts, ideas and sentiment on Twitter
- Simply type in a Twitter hashtag
- Direct connection to Twitter - no need to import data



#WatsonAnalytics  
#IBMConnect

**IBM Connect 2015**  
Innovate. Understand. Engage.

© 2015 IBM Corporation

Hide panel

### Learn more about Watson Analytics

Play Video



### Explore

Explore powerful visualizations of your data and discover patterns and relationships that impact your business.

### Predict

Find predictive insights hidden in your data. Learn what drives each behavior and outcome - and take your next steps with confidence.



### Assemble

Create interactive dashboards to monitor key details, and infographics that tell persuasive stories. Share and collaborate with others.

Find tiles

Add

Filter

Sort

<p>52 MEDIUM QUALITY</p> <p>DATA SET   Twitter</p> <p>#watsonanalytics</p> <p>May 1, 2015</p>	<p>59 MEDIUM QUALITY</p> <p>DATA SET   Twitter</p> <p>#qantas #feelslikehome</p> <p>Apr 27, 2015</p>	<p>PREDICTION</p> <p>WA Airline Satisfaction...</p> <p>Apr 27, 2015</p>	<p>65 MEDIUM QUALITY</p> <p>DATA SET   Refined</p> <p>WA Airlines Refinement</p> <p>Apr 27, 2015</p>	<p>69 MEDIUM QUALITY</p> <p>DATA SET   XLSX</p> <p>WA Airlines</p> <p>Apr 27, 2015</p>	<p>53 MEDIUM QUALITY</p> <p>DATA SET   Twitter</p> <p>#WatsonAnalytics</p> <p>Apr 27, 2015</p>	<p>53 MEDIUM QUALITY</p> <p>DATA SET   Twitter</p> <p>#qantas</p> <p>Apr 27, 2015</p>
	<p>62 MEDIUM QUALITY</p>	<p>67 MEDIUM QUALITY</p>				

Hide panel



### Predict

Find predictive insights hidden in your data. Learn what drives each behavior and outcome - and take your next steps with confidence.



### Assemble

Create interactive dashboards to monitor key details, and infographics that tell persuasive stories. Share and collaborate with others.

Learn more about  
**Watson Analytics**

Play Video


**Create new exploration**

Choose a data set


Search

Name	Type	Modified
#watsonanalytics	twitter	May 1, 2015
#qantas #feelslikehome	twitter	Apr 27, 2015
WA Airlines Refinement	refined	Apr 27, 2015
WA Airlines	XLSX	Apr 27, 2015
#WatsonAnalytics	twitter	Apr 27, 2015

Or add your data



Drop your file here or tap to browse



Connect to data

Find tiles

Filter Sort

52 MEDIUM QUALITY

DATA SET | Twitter

#watsonanalytics

May 1, 2015

59 MEDIUM QUALITY

DATA SET | Twitter

#qantas #feelslikehome

Apr 27, 2015

Satisfaction...

Apr 27, 2015

Refinement

Apr 27, 2015

Apr 27, 2015

53 MEDIUM QUALITY

DATA SET | Twitter

#WatsonAnalytics

Apr 27, 2015

53 MEDIUM QUALITY

DATA SET | Twitter

#qantas

Apr 27, 2015

62 MEDIUM QUALITY

67 MEDIUM QUALITY






Find tiles

+ Add

Filter

Sort

Connect to data

<    >

Twitter    Dropbox    Box

Connections created for you

53 MEDIUM QUALITY

DATA SET | Twitter

#WatsonAnalytics

May 2, 2015

59 MEDIUM QUALITY

DATA SET | Twitter

#qantas  
#feelslikehome

Apr 27, 2015

PREDICTION

WA Airl  
Satisfac

Apr 27, 2015

53 MEDIUM QUALITY

DATA SET | Twitter

#qantas

Apr 27, 2015

PREDICTION

what drives weekly earnings

Feb 24, 2015

62 MEDIUM QUALITY

DATA SET | CSV

American Time Use Survey

Feb 24, 2015

67 MEDIUM QUALITY

DATA SET | XLSX

Insurance-Customer Lifetim...

Feb 23, 2015

VIEW | STORY

Story:test8

Feb 16, 2015

PREDICTION

test5

Feb 16, 2015

PREDICTION

KH2

Feb 9, 2015

PREDICTION

kH1

Feb 9, 2015

VIEW | STORY

Story:retention\_fina  
Laust\_Grad4

Feb 9, 2015

VIEW | DASHBOARD

New Authored View

Feb 9, 2015

VIEW | DASHBOARD

retention\_final\_aust  
\_Grad4

Feb 9, 2015

PREDICTION

test\_student2

Feb 9, 2015

74 MEDIUM QUALITY

DATA SET | XLS

retention\_final\_aust  
\_Grad4

Feb 9, 2015

PREDICTION

karen4

Nov 28, 2014

69 MEDIUM QUALITY

DATA SET | XLS

combined\_custom  
er\_data\_FILTERE...

Nov 28, 2014

PREDICTION

Xxx

Nov 28, 2014

Find tiles

Add

Filter

Sort

53 MEDIUM QUALITY  
DATA SET | Twitter  
#WatsonAnalytics  
May 2, 2015

65 MEDIUM QUALITY  
DATA SET | Refined  
WA Airlines Refinement  
Apr 27, 2015

69 MEDIUM QUALITY  
DATA SET | XLSX  
WA Airlines  
Apr 27, 2015

62 MEDIUM QUALITY  
DATA SET | CSV  
American Time Use Survey  
Feb 23, 2015

67 MEDIUM QUALITY  
DATA SET | XLSX  
Insurance-Customer Lifetim...  
Feb 23, 2015

74 MEDIUM QUALITY  
PREDICTION  
test\_student2  
Feb 8, 2015

DATA SET | XLS  
retention\_final\_Grad4  
Feb 8, 2015

TUTORIAL  
Get started with Watson Analytics

TUTORIAL  
Load your data

TUTORIAL  
Create a prediction

TUTORIAL  
Create an exploration

TUTORIAL  
Create an Assembled View

MARKETING  
Analyze test market campaigns

OPERATIONS  
Short-term supply-demand matching

### Select the Twitter data you want

Enter up to 10 hashtags separated by spaces, for example: #ibmWatson #analytics.

#WatsonAnalytics

Any All All languages

Enter dates and times in UTC. Your current time zone is UTC +10 hours.

Start date (UTC) Time End date (UTC) Time

2015-03-01 00:00 2015-05-02 23:59

Data set name (200 character limit)

#WatsonAnalytics

Hide estimates

Number of tweets available: 980 Size (MB): 0.3

Create data set

Hide panel

### Predict

Find predictive insights hidden in your data. Learn what drives each behavior and outcome - and take your next steps with confidence.



### Assemble

Create interactive dashboards to monitor key details, and graphics that tell persuasive stories. Share and collaborate with others.

Filter Sort

## Learn more about Watson Analytics

Play Video

Find tiles

Here are some starting points about '#WatsonAnalytics'.

Ask a question about this data

How to ask a question

Start from scratch

What is the contribution of the number of Tweet over Day (Posted time) by Sentiment?



What is the contribution of the number of Tweet over Hour (Posted time) by Sentiment?



What is the trend of the number of Tweet over Day (Posted time) by Matching Hashtags?



What is the number of Author name by Author country?



How does the number of Tweet compare by Year (Posted time) and Sentiment?



What is the relationship between Author follower count and Author friend count by Author name?



What is the grouping of Matching Hashtags by Year (Posted time) and Sentiment?



What is the trend of Author Tweet count over Year (Posted time) by Author gender?



53 MEDIUM QUALITY

DATA SET | Twitter

#WatsonAnalytics

May 2, 2015

PREDICTION

WA Airline Satisfaction...

Apr 27, 2015

Refinement

Apr 27, 2015

earnings

Apr 27, 2015

Survey

Feb 24, 2015

Time Use

Feb 24, 2015

67 MEDIUM QUALITY

DATA SET | XLSX

Insurance-Customer Lifetim...

Feb 23, 2015

74 MEDIUM QUALITY

74 MEDIUM QUALITY

69 MEDIUM QUALITY

74 MEDIUM QUALITY

74 MEDIUM QUALITY

74 MEDIUM QUALITY

74 MEDIUM QUALITY

Top Day (Posted time) by Author

6	39,487.2
4	33,697.2
8	33,052.7

Author favorite count by Day (Posted)

Highest	4
Median	29
Lowest	5

Top Day (Posted time) by Author

**4,869**

is the lowest Author follower count for Day (Posted time) 13

Top Day (Posted time) by Author

**704**

is the highest Author listed count for Day (Posted time) 23

Top Day (Posted time) by Author

**14**

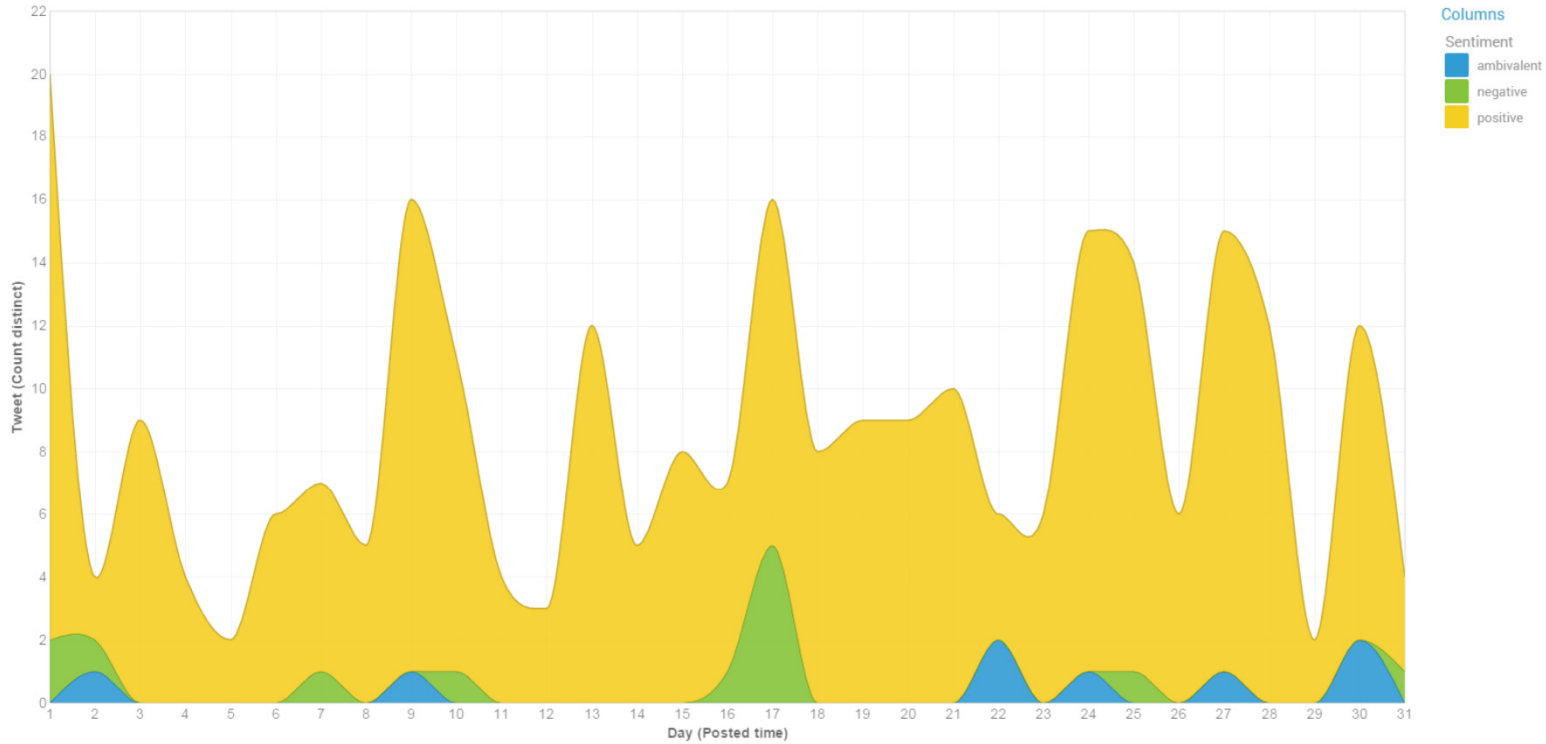
is the highest Retweet count for Day (Posted time) 20

Top Day (Posted time) by Author

**32,923**

is the highest Author Tweet count for Sentiment negative

What is the contribution of the number of **Tweet** over **Day (Posted time)** by **Sentiment** ?



Columns

- Sentiment
  - ambivalent
  - negative
  - positive

No applied filters

+ New

Navigation icons: Home, Refresh, List, etc.

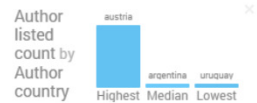
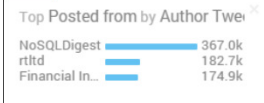
Year (Posted ti...	Month (Posted...	Language	Matching Has...	Posted from	Posted time	Sentiment	Sentiment posi...	Tweet type	Sentiment neg...	Author gender	Author name	Day (Posted ti...	Tweet	Author time zo...	Auth
--------------------	------------------	----------	-----------------	-------------	-------------	-----------	-------------------	------------	------------------	---------------	-------------	-------------------	-------	-------------------	------

## What do you want to explore next?

Author tweet count by author country

- Very relevant**  
What are the values of Author Tweet count by Author country?
- Very relevant**  
How do the values of Author Tweet count compare by Author country?
- Very relevant**  
What is the breakdown of Author Tweet count by Author country?
- Somewhat relevant**  
How do the values of Author Tweet count compare by Author country?
- Somewhat relevant**  
What is the relationship between Author listed count and Author Tweet count by
- Somewhat relevant**  
What is the trend of Author Tweet count over Month (Posted time) by Author
- Somewhat relevant**  
What is the contribution of Author Tweet count over Month (Posted time) by
- Somewhat relevant**  
What is the grouping of Tweet type by Author gender and In reply to?
- Somewhat relevant**  
What are the values of Author listed count by Author country?
- Somewhat relevant**  
What are the values of Author follower count by Author country?

+ New



19 is the lowest Author follower count for Author country japan



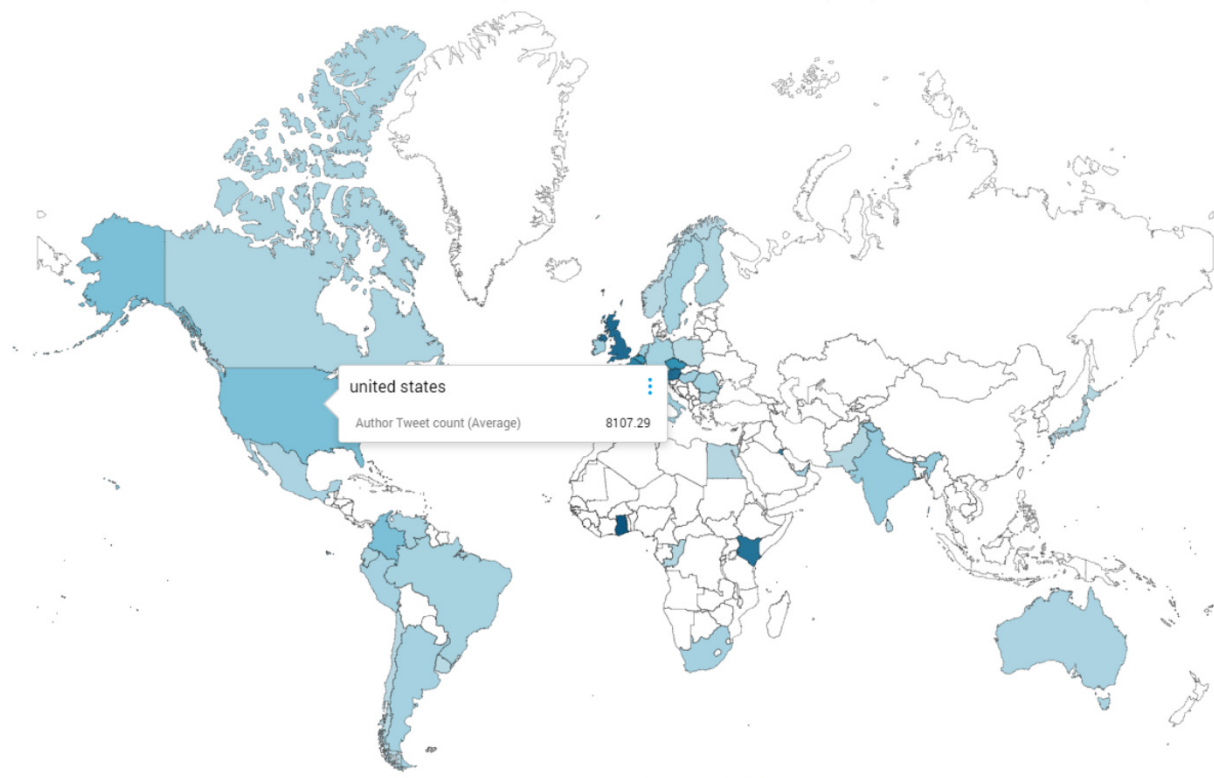
27,110 is the highest Author Tweet count for Tweet type share

9,832 is the highest Author favorite count for Author country austria

37,676 is the highest Author Tweet count for Language French

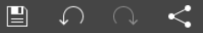
Top Author countries: kuwait, bulgaria, colombia

What are the values of Author Tweet count by Author country ?



No applied filters

+ New



### What do you want to explore next?

breakdown of author followers count by author name

**Very relevant**

What is the breakdown of **Author follower count** by **Author name**?

**Somewhat relevant**

What are the values of **Author follower count** by **Author country**?

**Somewhat relevant**

What is the relationship between **Author follower count** and **Author friend**?

**Somewhat relevant**

How do the values of **Author follower count** compare by **Author**?

**Somewhat relevant**

How do the values of **Author follower count** compare by **Author country**?

**Somewhat relevant**

What is the trend of **Author follower count** over **Month (Posted time)**?

**Somewhat relevant**

What is the contribution of **Author follower count** over **Month (Posted time)**?

**Somewhat relevant**

What is the grouping of **Tweet type** by **Author gender** and **In reply to**?

**Somewhat relevant**

What is the breakdown of **Author follower count** by **Author city** and **Author**?

**Somewhat relevant**

What is the breakdown of **Author follower count** by **Author country** and **Author**?

[No Title]

Top Posted from by Author follo

Post with K... 135.9k  
ExpionDev 36,409  
Hootsuite 33,150.6

185 is the lowest Author follower count for Language Swedish

17,949 is the highest Author follower count for Tweet type post

Author follower count by Author country

Bar chart showing: austria (Highest), netherlands (Median), japan (Lowest)

Top Posted from by Retweet coi

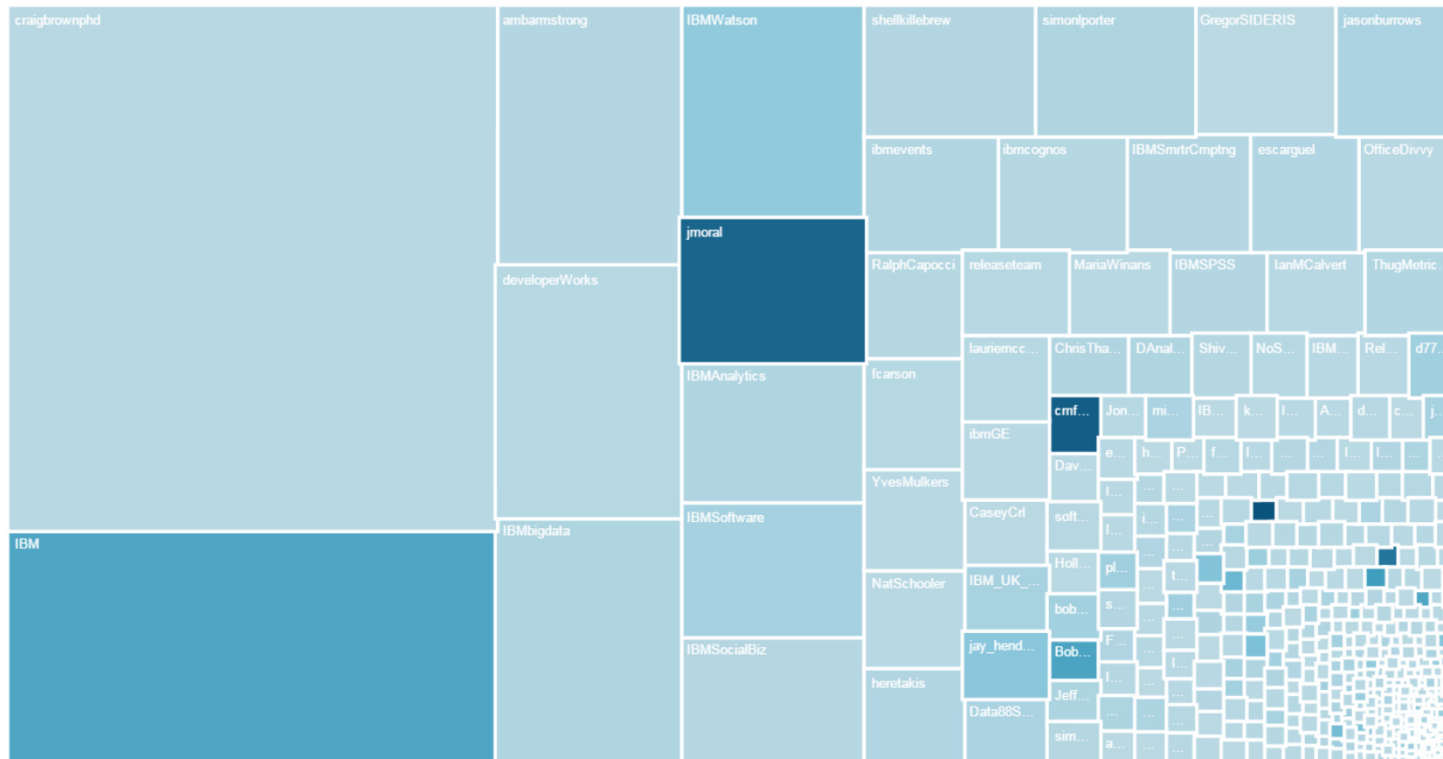
7 is the highest Retweet count for Tweet type share

40 is the highest Retweet count for Author country kuwait

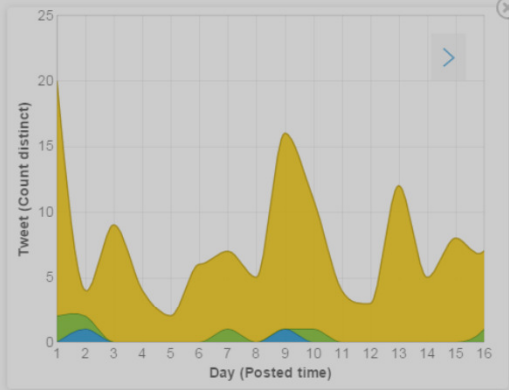
Top Lang

Swedish, unknown, English

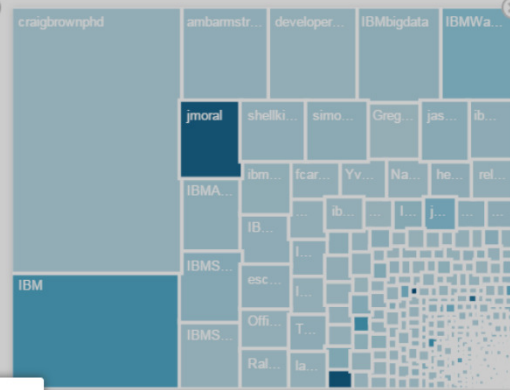
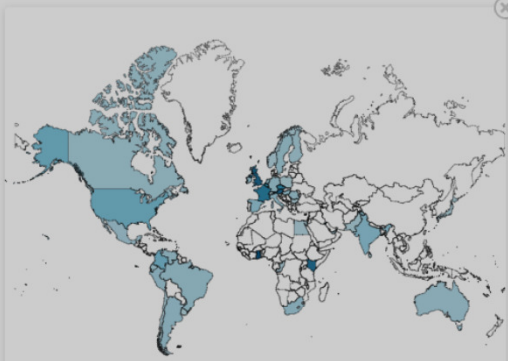
What is the breakdown of Author follower count by Author name ?








What is the contribution of the number of Tweet over Day (Posted time) by Sentiment?




What is the breakdown of Author follower count by Author name?


Share Close




Image



PowerPoint

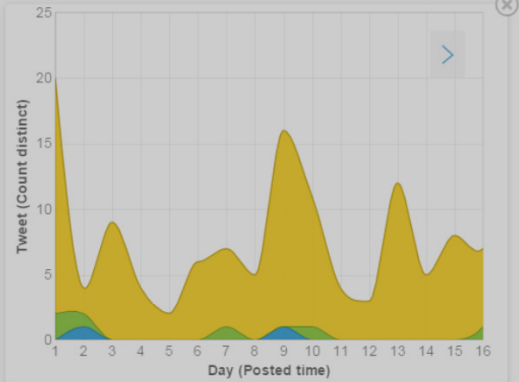


PDF

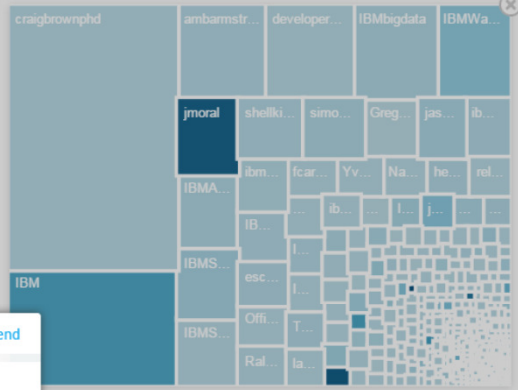
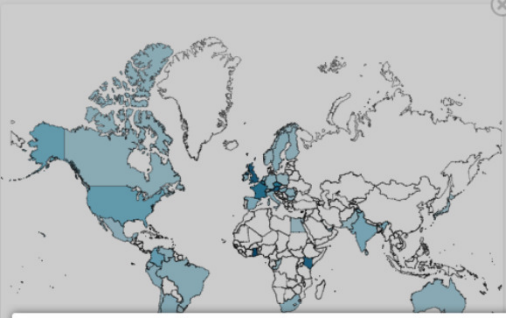


Email

Year (Posted ti...	Month (Posted...	Language	Matching Has...	Posted from	Posted time	Sentiment	Sentiment posi...	Tweet type	Sentiment neg...	Author gender	Author name	Day (Posted ti...	Tweet	Author time zo...	Authr
--------------------	------------------	----------	-----------------	-------------	-------------	-----------	-------------------	------------	------------------	---------------	-------------	-------------------	-------	-------------------	-------



What is the contribution of the number of Tweet over Day (Posted time) by Sentiment?



What is the breakdown of Author follower count by Author name?

[Back](#) Email [Send](#)

To: KerrieHarrison@au1.ibm.com

CC: Add recipients

Subject: #WatsonAnalytics Twitter

Attachments: 1

Hey [Kerrie](#),

some interesting findings here

Regards

Karen

Hide panel

### Predict

Find predictive insights hidden in your data. Learn what drives each behavior and outcome - and take your next steps with confidence.



Learn more about  
**Watson Analytics**

Play Video

### Assemble

Create interactive dashboards to monitor key details, and graphics that tell persuasive stories. Share and collaborate with others.

Find tiles

Here are some starting points about 'WA Airlines'.

How does average satisfaction compare by airline name



Start from scratch

Very relevant

How do the values of Satisfaction compare by Airline Name?

Very relevant

What is the breakdown of Satisfaction by Airline Name?

Somewhat relevant

What are the values of Satisfaction by Destination State?

Somewhat relevant

How do the values of Satisfaction compare by Year of First Flight and Airline Name?

Somewhat relevant

What is the trend of Satisfaction over Month (Flight date) by Airline Name?

Somewhat relevant

What is the relationship between Satisfaction and Price Sensitivity by Airline Name?

Filter Sort

53 MEDIUM QUALITY

DATA SET | Twitter

#WatsonAnalytics

May 2, 2015

PREDICTION

WA Airline Satisfaction...

Apr 27, 2015

Refinement

Apr 27, 2015

earnings

Apr 27, 2015

Survey

Feb 24, 2015

Time Use

Feb 24, 2015

67 MEDIUM QUALITY

DATA SET | XLSX

Insurance-Customer Lifetim...

Feb 23, 2015

74 MEDIUM QUALITY

69 MEDIUM QUALITY

69 MEDIUM QUALITY

69 MEDIUM QUALITY

69 MEDIUM QUALITY

69 MEDIUM QUALITY

69 MEDIUM QUALITY

Top Satisfaction Top2 by Satisfi **3** is the lowest Satisfaction for Type of Travel Personal Travel

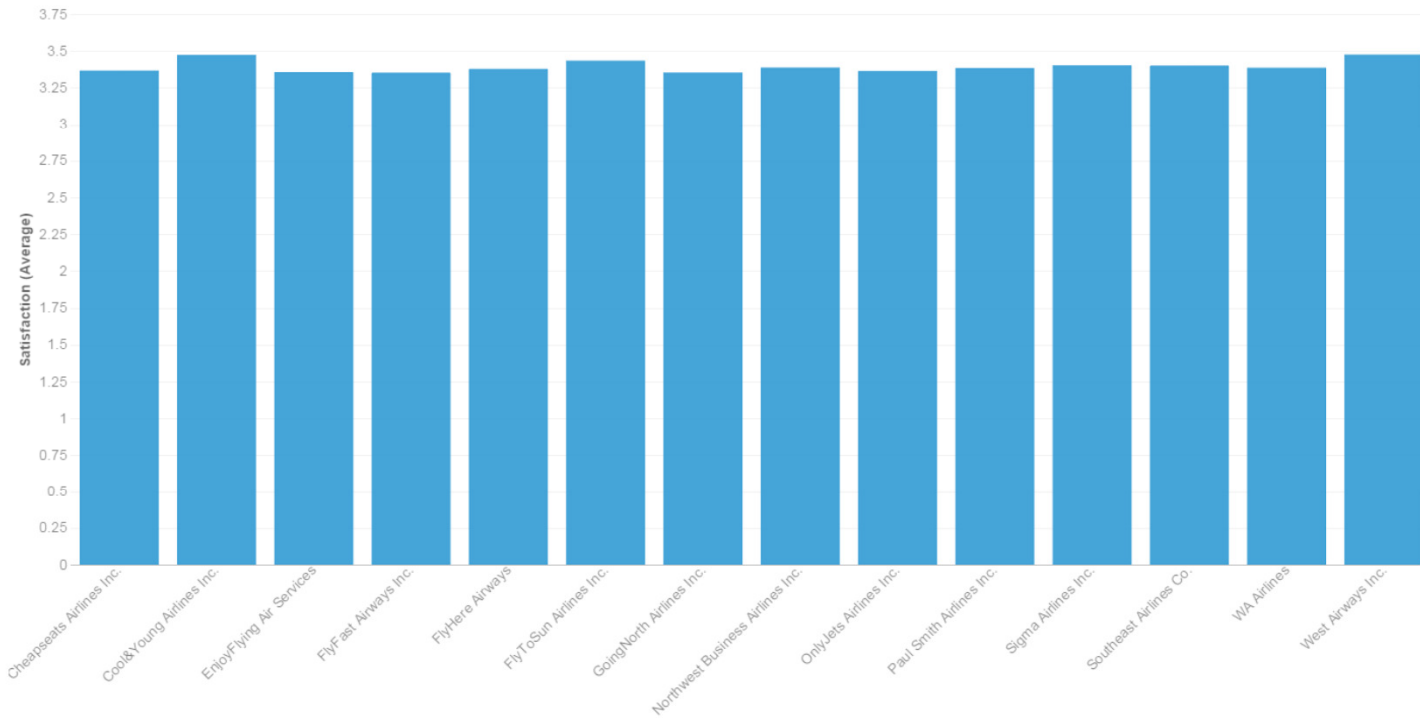
Flight Distance by Airline Name **4** is the highest Satisfaction for Age Range 40-49

Top Airline Name by Flight time **4** is the highest Satisfaction for Airline status Silver

**4** is the highest Satisfaction for No of Flights p.a. grouped 1 to 10

Top Age b 39, 45, 40

How do the values of Satisfaction compare by Airline Name ?



No applied filters

Airline Name New

Year (Flight da...	Month (Flight ...	Airline Code	Airline status	Arrival Delay gr...	Class	Flight cancelled	Flight date	No of Flights p...	Satisfaction T...	Scheduled Dep...	Type of Travel	Day (Flight date)	Gender	Airline Name	Age
--------------------	-------------------	--------------	----------------	---------------------	-------	------------------	-------------	--------------------	-------------------	------------------	----------------	-------------------	--------	--------------	-----

Top Satisfaction Top2 by Satisfi **3** is the lowest Satisfaction for Type of Travel Personal Travel

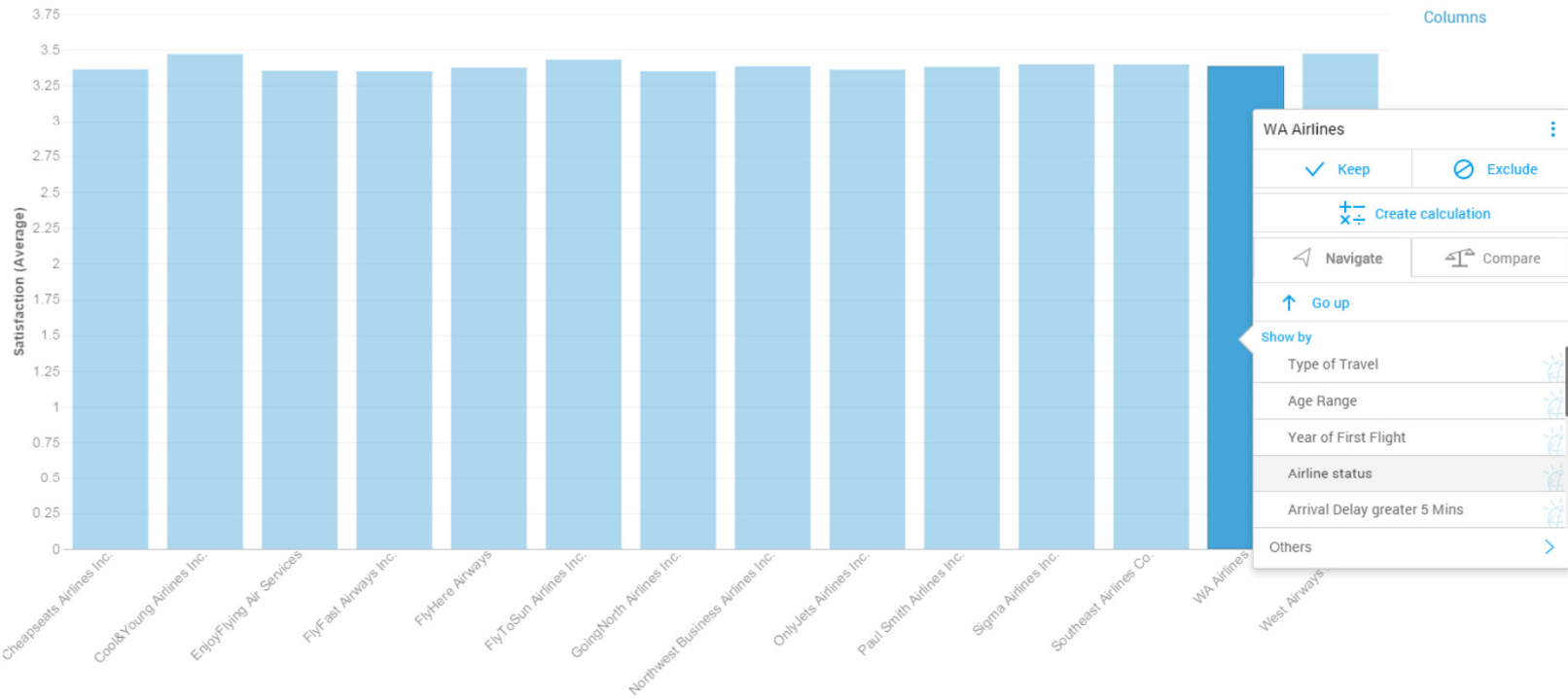
Flight Distance by Airline Name **4** is the highest Satisfaction for Age Range 40-49

Top Airline Name by Flight time **4** is the highest Satisfaction for Airline status Silver

**4** is the highest Satisfaction for No of Flights p.a. grouped 1 to 10

Top Age b   
 39   
 45   
 40

How do the values of Satisfaction compare by Airline Name ?



No applied filters

Airline Name + New

Top Satisfaction Top2 by Satisfi: 3 is the lowest Satisfaction for Type of Travel Personal Travel

Top Age Range by Satisfaction: 30-39 40-49 50-59

Satisfic by No of Flights p.a. grouped: 91 to 100 Highest 31 to 40 Median 51 to 60 Lowest

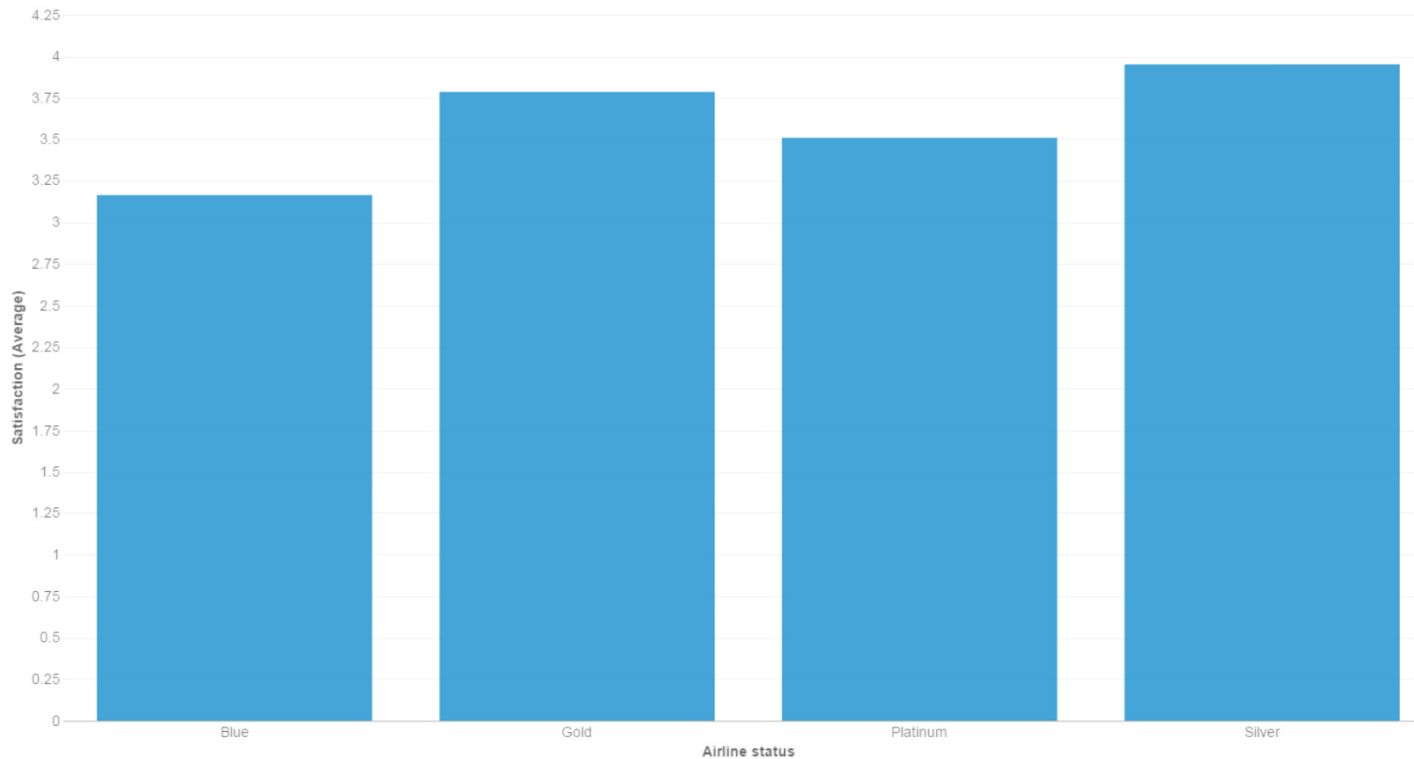
3 is the highest Satisfaction for Arrival Delay greater 5 Mins no

78,201 is the highest No of Flights p.a. for Airline status Blue

4 is the highest Satisfaction for Class Business

Top Day: 12 27 25

How do the values of Satisfaction compare by Airline status ?



1 applied filter

New



Top Satisfaction Top2 by Satisfi: **3** is the lowest Satisfaction for Age Range 80+

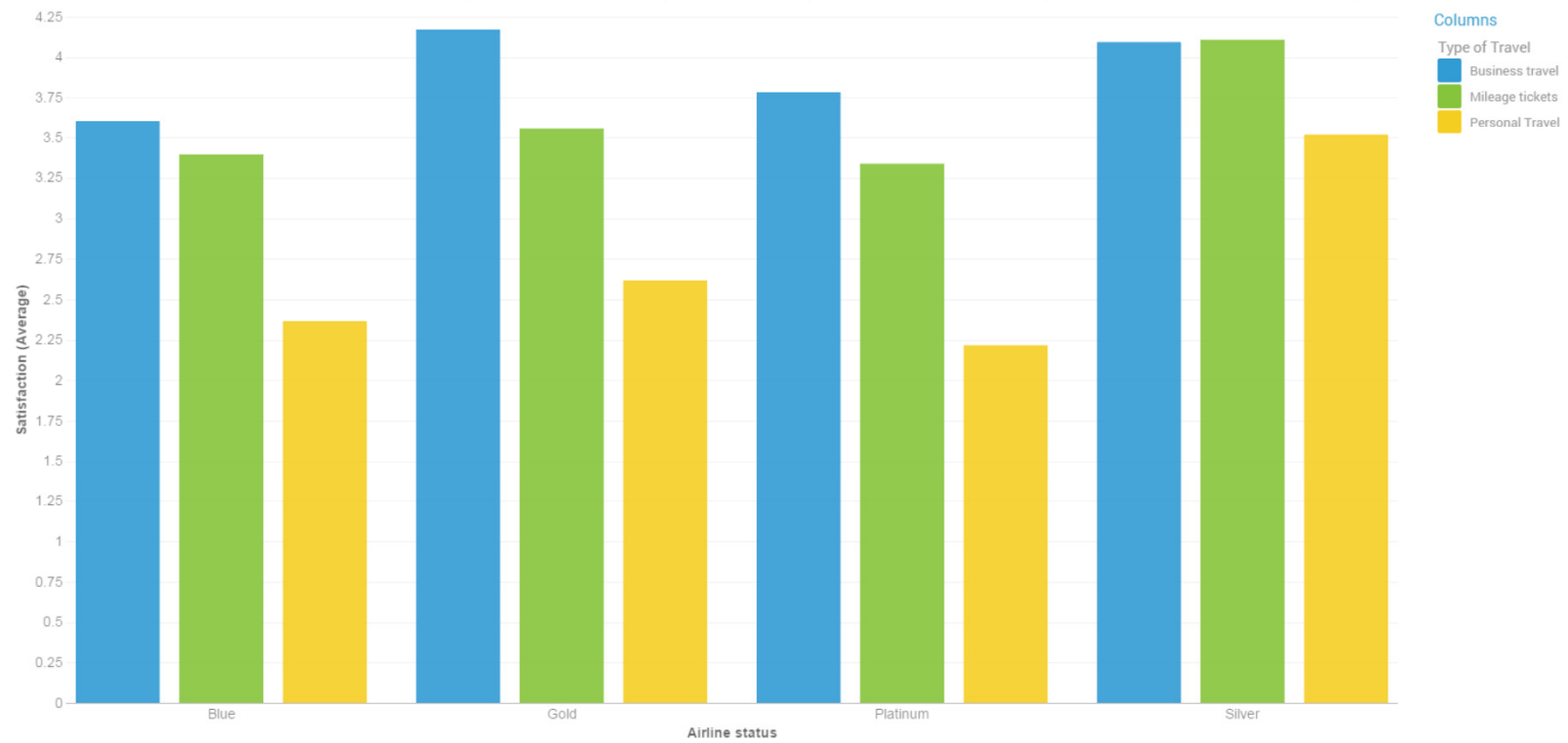
Top Type of Travel by No of Fligl: **3** is the highest Satisfaction for Arrival Delay greater 5 Mins no

Satisfic by No of Flights p.a. grouped: **78,201** is the highest No of Flights p.a. for Airline status Blue

**4** is the highest Satisfaction for Class Business

Top Day (12, 27, 25)

How do the values of Satisfaction compare by Airline status and Type of Travel ?



1 applied filter

+ New

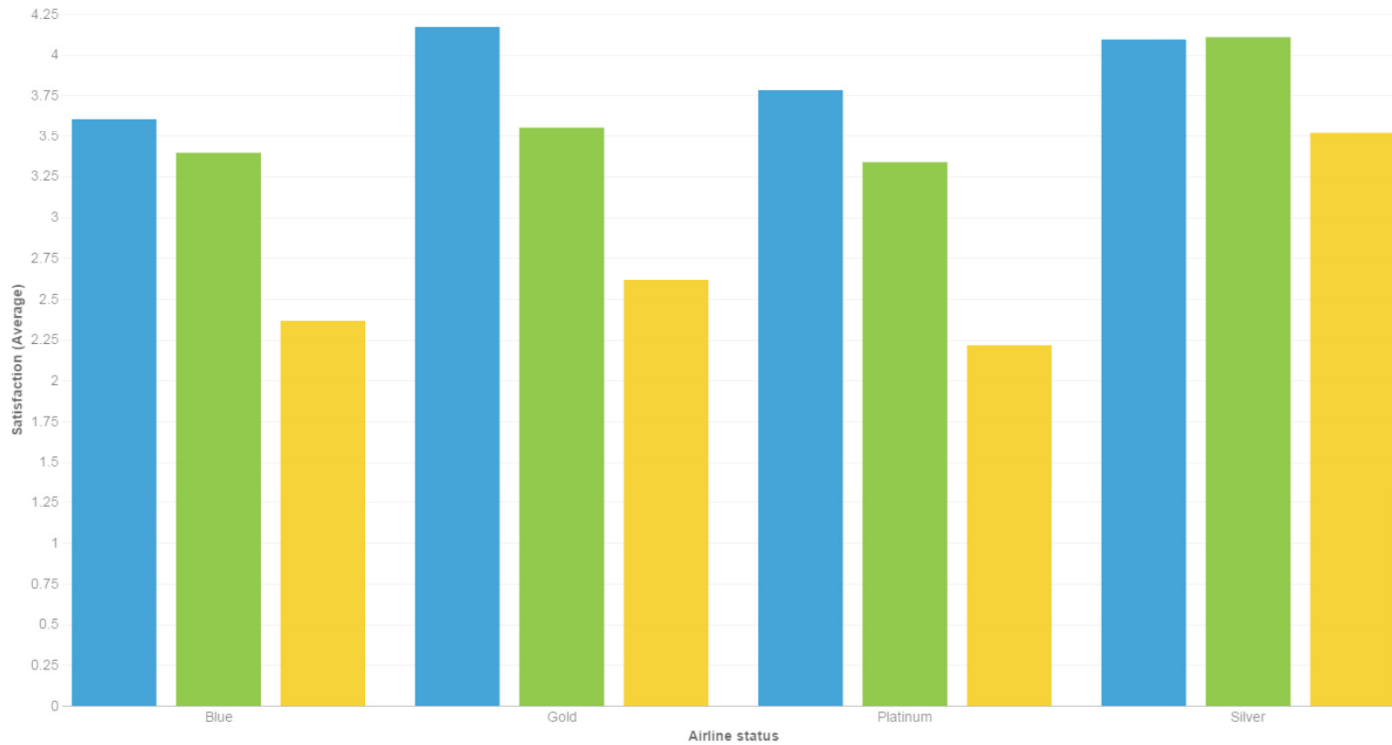
Top Satisfaction Top2 by Satisfi: **3** is the lowest Satisfaction for Age Range 80+ (yes: 4.2, no: 2.5)

Top Type of Travel by No of Fligl: **3** is the highest Satisfaction for Arrival Delay greater 5 Mins no (Business: 91 to 100, Personal: 31 to 40, Mileage ti: 51 to 60)

**78,201** is the highest No of Flights p.a. for Airline status Blue

**4** is the highest Satisfaction for Class Business (Top Day: 12, 27, 25)

How do the values of **Satisfaction** compare by **Airline status** and **Type of Travel** ?



Columns

Type of Travel

- Business travel
- Mileage tickets
- Personal Travel

Change the visualization

Recommended visualization types

- Tree map

Visualization types

- Grid
- Area
- Bubble

1 applied filter

Year (Flight da...	Month (Flight ...	Airline Code	Airline status	Arrival Delay gr...	Class	Flight cancelled	Flight date	No of Flights p...	Satisfaction T...	Scheduled Dep...	Type of Travel	Day (Flight date)	Gender	Airline Name	Age
--------------------	-------------------	--------------	----------------	---------------------	-------	------------------	-------------	--------------------	-------------------	------------------	----------------	-------------------	--------	--------------	-----



Top Satisfaction Top2 by Satisfi: **3** is the lowest Satisfaction for Age Range 80+

Top Type of Travel by No of Fligl: **3** is the highest Satisfaction for Arrival Delay greater 5 Mins no

Satisfactic by No of Flights p.a. grouped: **78,201** is the highest No of Flights p.a. for Airline status Blue

**4** is the highest Satisfaction for Class Business

Top Day: 12, 27, 25

What is the breakdown of Satisfaction by Type of Travel and Airline status ?



1 applied filter

New



Hide panel

# Learn more about Watson Analytics

Play Video



## Explore

Explore powerful visualizations of your data and discover patterns and relationships that impact your business.

## Predict

Find predictive insights hidden in your data. Learn what drives each behavior and outcome - and take your next steps with confidence.



## Assemble

Create interactive dashboards to monitor key details, and infographics that tell persuasive stories. Share and collaborate with others.

Find tiles

Add

Filter

Sort

53 MEDIUM QUALITY

DATA SET | Twitter

#WatsonAnalytics

May 2, 2015

PREDICTION

WA Airline Satisfaction...

Apr 27, 2015

65 MEDIUM QUALITY

DATA SET | Refined

WA Airlines Refinement

Apr 27, 2015

69 MEDIUM QUALITY

DATA SET | XLSX

WA Airlines

Apr 27, 2015

PREDICTION

what drives weekly earnings

Feb 24, 2015

62 MEDIUM QUALITY

DATA SET | CSV

American Time Use Survey

Feb 24, 2015

67 MEDIUM QUALITY

DATA SET | XLSX

Insurance-Customer Lifetim...

Feb 23, 2015

74 MEDIUM QUALITY

69 MEDIUM QUALITY

69 MEDIUM QUALITY

69 MEDIUM QUALITY

69 MEDIUM QUALITY

69 MEDIUM QUALITY

69 MEDIUM QUALITY

### Field Properties

Continue Cancel

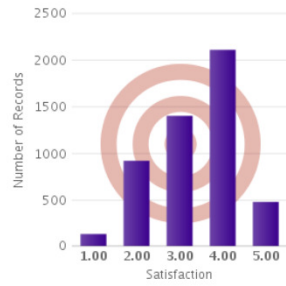
Field Selection:

Filter

Sort by: Role

- Satisfaction
- \*Satisfaction Top2
- Age
- Age Range
- Airline status
- Arrival Delay greater 5 Mins
- Arrival Delay in Minutes
- Class
- Day of Month
- Departure Delay in Minutes
- Destination State
- Eating and Drinking at Air...
- Flight date
- Flight Distance
- Flight time in minutes
- Gender
- No. of other Loyalty Cards
- No of Flights p.a.
- No of Flights p.a. grouped
- Origin State
- Percent of Flight with othe...
- Price Sensitivity
- Scheduled Departure Hour
- Shopping Amount at Airport
- Type of Travel
- Year of First Flight
- Destination City
- Origin City

Properties for Satisfaction:



Label:

Satisfaction

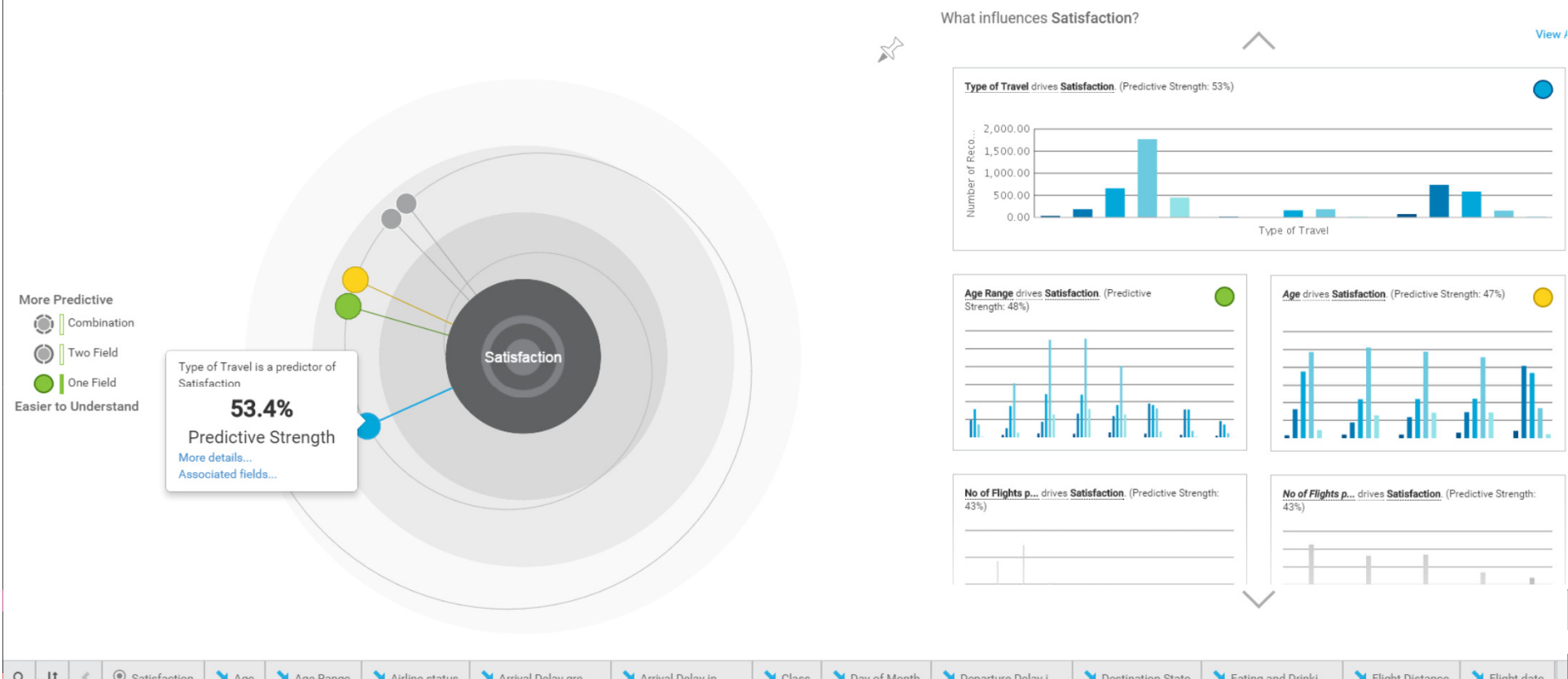
Role:

Target

Show more

<b>TARGETS</b> This workbook has <b>1 target</b> <a href="#">Edit</a>	<b>GOOD DATA QUALITY</b> There are 25 issues with your data, click below to learn more. <b>65</b> <a href="#">View</a>	<b>ANALYSIS DETAILS</b> 27/31 inputs were potentially useful. <b>87</b>	<b>TOP FIELD ASSOCIATIONS</b> 4 strong associations were found between fields. <a href="#">View</a>	<b>Satisfaction</b> A model with moderate predictive strength using 12 inputs was found. <a href="#">View</a> <a href="#">Export</a>
---	---	---	---	--

### Top Predictors of Satisfaction



<b>TARGETS</b> This workbook has <b>1 target</b> <a href="#">Edit</a>	<b>GOOD DATA QUALITY</b> There are 25 issues with your data, click below to learn more. <span style="font-size: 24pt; font-weight: bold;">65</span> <a href="#">View</a>	<b>ANALYSIS DETAILS</b> 27/31 inputs were potentially useful. <span style="font-size: 24pt; font-weight: bold;">87</span>	<b>TOP FIELD ASSOCIATIONS</b> 4 strong associations were found between fields. <a href="#">View</a>	<b>Satisfaction</b> A model with moderate predictive strength using 12 inputs was found. <a href="#">View</a> <a href="#">Export</a>
---	---	---	---	--

## Top Predictors of Satisfaction



<b>TARGETS</b> This workbook has <b>1 target</b> <a href="#">Edit</a>	<b>GOOD DATA QUALITY</b> There are 25 issues with your data, click below to learn more. <b>65</b> <a href="#">View</a>	<b>ANALYSIS DETAILS</b> 27/31 inputs were potentially useful. <b>87</b>	<b>TOP FIELD ASSOCIATIONS</b> 4 strong associations were found between fields. <a href="#">View</a>	<b>Satisfaction</b> A model with moderate predictive strength using 12 inputs was found. <a href="#">View</a> <a href="#">Export</a>
---	---	---	---	--

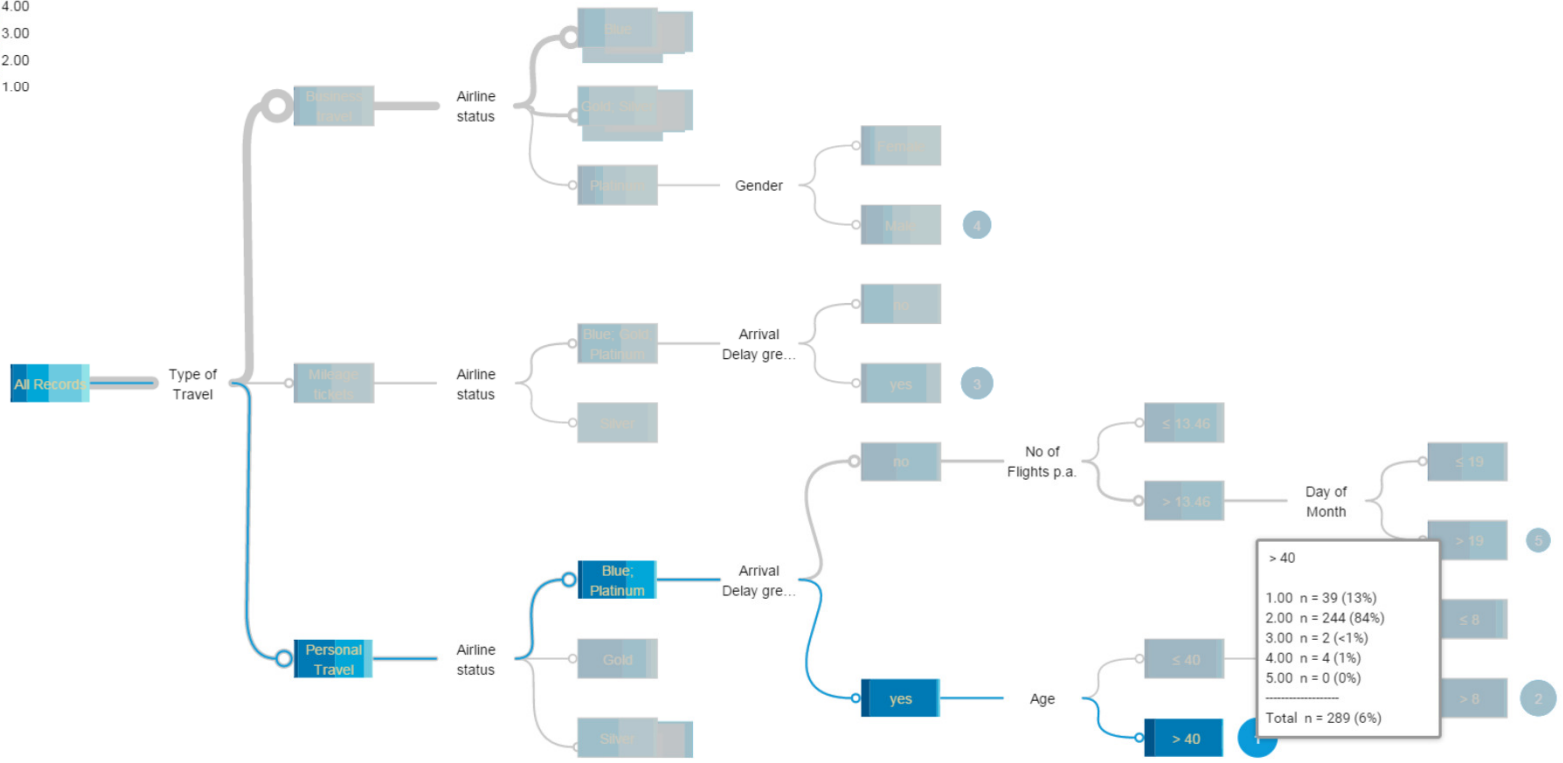
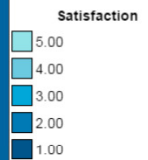
## Top Predictors of Satisfaction

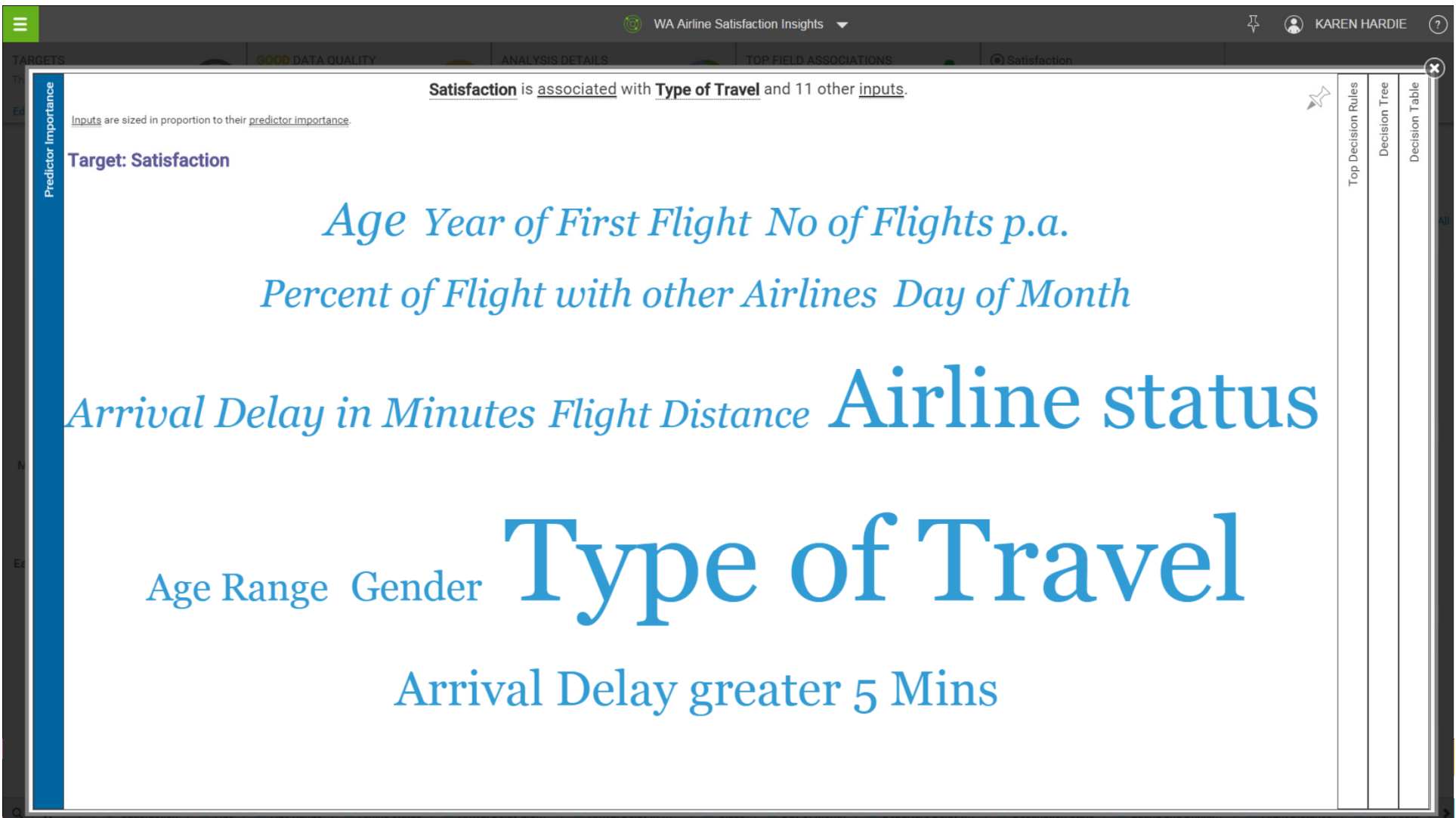


The decision tree shows how **Satisfaction** is significantly influenced by **Type of Travel** and 11 other inputs.

Highest Target Category These five decision rules have leaf nodes with the highest percentages of 1.0

The mode within each node is the predicted target category. Show this







Predictor Importance  
Top Decision Rules

Review profiles with the strongest predictions for **Satisfaction**.

Review the top five decision rules resulting in the **highest** percentages of **1.0**.

[Show these rules in the tree](#)

<b>Satisfaction</b> <span style="font-size: 24pt; font-weight: bold;">13%</span> <small>1.0</small>	Type of Travel = Personal Travel Airline status = Blue; Platinum Arrival Delay greater 5 Mins = yes Age > 40	<a href="#">Statistical Details</a>
<b>Satisfaction</b> <span style="font-size: 24pt; font-weight: bold;">8%</span> <small>1.0</small>	Type of Travel = Personal Travel Airline status = Blue; Platinum Arrival Delay greater 5 Mins = yes Age ≤ 40 Percent of Flight with other Airlines > 8	<a href="#">Statistical Details</a>
<b>Satisfaction</b> <span style="font-size: 24pt; font-weight: bold;">7%</span> <small>1.0</small>	Type of Travel = Mileage tickets Airline status = Blue; Gold; Platinum Arrival Delay greater 5 Mins = yes	<a href="#">Statistical Details</a>
<b>Satisfaction</b> <span style="font-size: 24pt; font-weight: bold;">7%</span> <small>1.0</small>	Type of Travel = Business travel Airline status = Platinum Gender = Male	<a href="#">Statistical Details</a>
<b>Satisfaction</b> <span style="font-size: 24pt; font-weight: bold;">4%</span> <small>1.0</small>	Type of Travel = Personal Travel Airline status = Blue; Platinum Arrival Delay greater 5 Mins = no No of Flights p.a. > 13.46 Day of Month > 19	<a href="#">Statistical Details</a>

Decision Tree  
Decision Table

Hide panel

# Learn more about Watson Analytics

Play Video



## Explore

Explore powerful visualizations of your data and discover patterns and relationships that impact your business.

## Predict

Find predictive insights hidden in your data. Learn what drives each behavior and outcome - and take your next steps with confidence.



## Assemble

Create interactive dashboards to monitor key details, and infographics that tell persuasive stories. Share and collaborate with others.

Find tiles

Add

Filter

Sort

<p>53 MEDIUM QUALITY</p> <p>DATA SET   Twitter</p> <p>#WatsonAnalytics</p> <p>May 2, 2015</p>	<p>74 MEDIUM QUALITY</p> <p>PREDICTION</p> <p>WA Airline Satisfaction...</p> <p>Apr 27, 2015</p>	<p>65 MEDIUM QUALITY</p> <p>DATA SET   Refined</p> <p>WA Airlines Refinement</p> <p>Apr 27, 2015</p>	<p>69 MEDIUM QUALITY</p> <p>DATA SET   XLSX</p> <p>WA Airlines</p> <p>Apr 27, 2015</p>	<p>74 MEDIUM QUALITY</p> <p>PREDICTION</p> <p>what drives weekly earnings</p> <p>Feb 24, 2015</p>	<p>62 MEDIUM QUALITY</p> <p>DATA SET   CSV</p> <p>American Time Use Survey</p> <p>Feb 24, 2015</p>	<p>67 MEDIUM QUALITY</p> <p>DATA SET   XLSX</p> <p>Insurance-Customer Lifetim...</p> <p>Feb 23, 2015</p>
<p>74 MEDIUM QUALITY</p>	<p>69 MEDIUM QUALITY</p>	<p>74 MEDIUM QUALITY</p>	<p>74 MEDIUM QUALITY</p>	<p>74 MEDIUM QUALITY</p>	<p>74 MEDIUM QUALITY</p>	<p>74 MEDIUM QUALITY</p>

1. Name your view

WA Airlines View

Create Cancel

2. Select a template

Dashboard



Single Page



Tabbed



Infographics

BETA Story



Slide Show

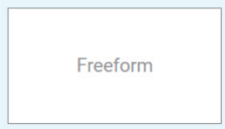


Vertical Slide Show



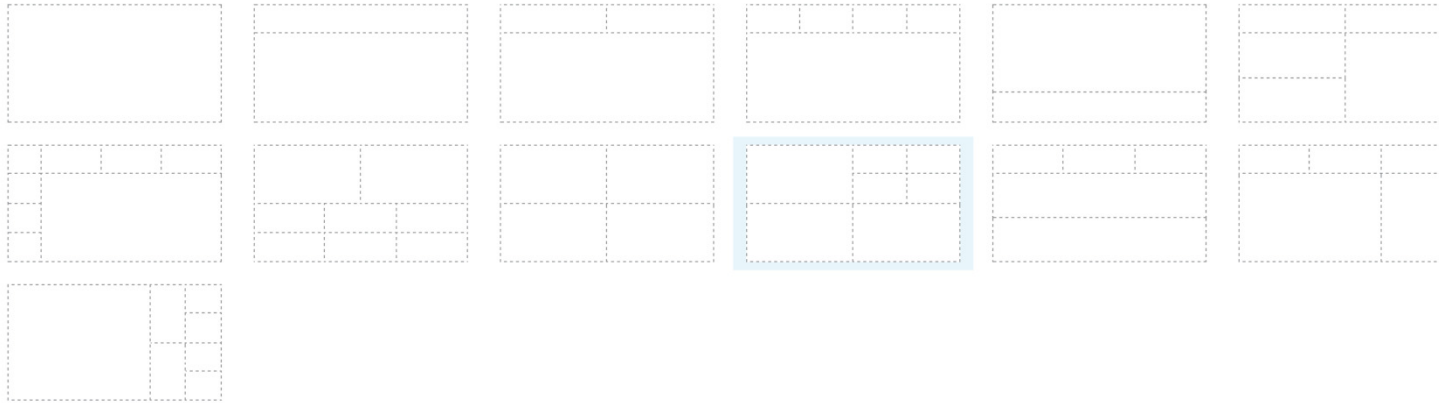
Time Journey

Tabbed Layout



Freeform

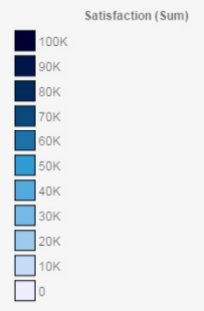
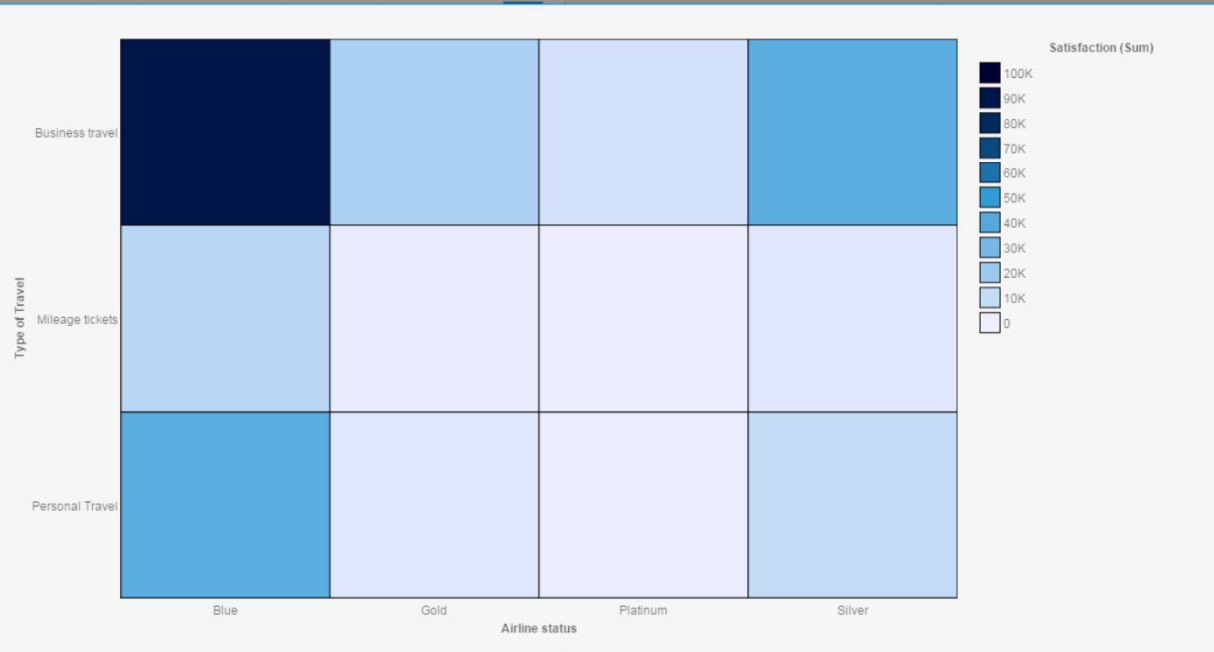
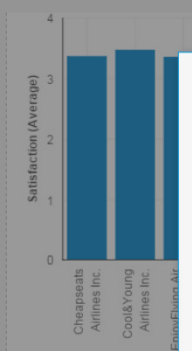
Visualizations in a Freeform layout appear exactly as you size and place them in the view, regardless of the screen size. In the other layouts, the size and position of visualizations adjust to fit into the screen.





What do you want to assemble? For example, Revenue by Year

Tab 1



Columns

- Horizontal axis: Airline status
- Vertical axis: Type of Travel
- Heat by: Satisfaction

Local filters

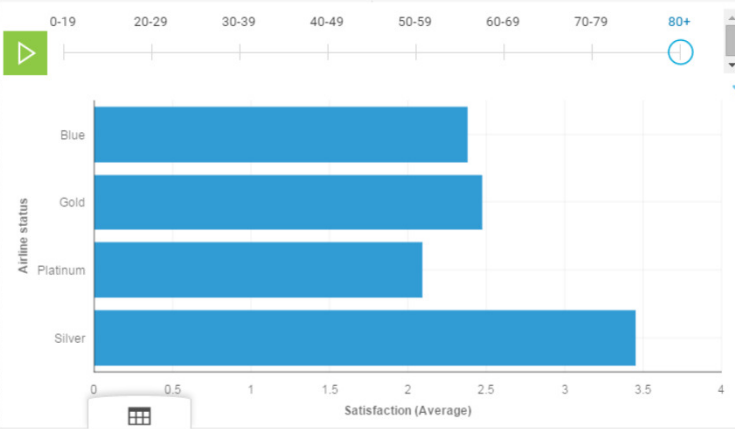
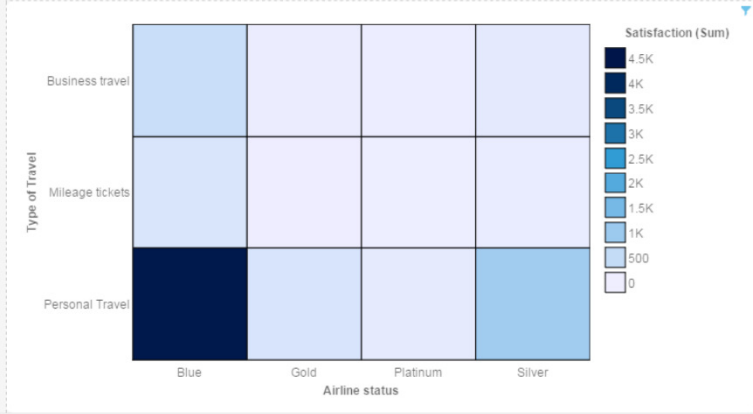
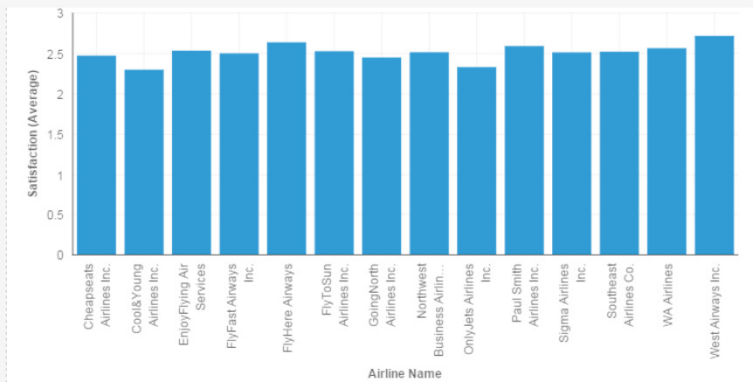
WA Airlines

Rows	Satisfaction	Satisfaction Top2	Airline status	Age	Gender	Age Range	Price Sensitivity	Year of First Flight	No of Flights p.a.	No of Flights p.a. grouped	Percent of Flight with other Airlines	Type of Travel	No. of other Loyalty Cards	Shopping Amount at Airport	Eating
[Progress bar]															

What do you want to assemble? For example, Revenue by Year



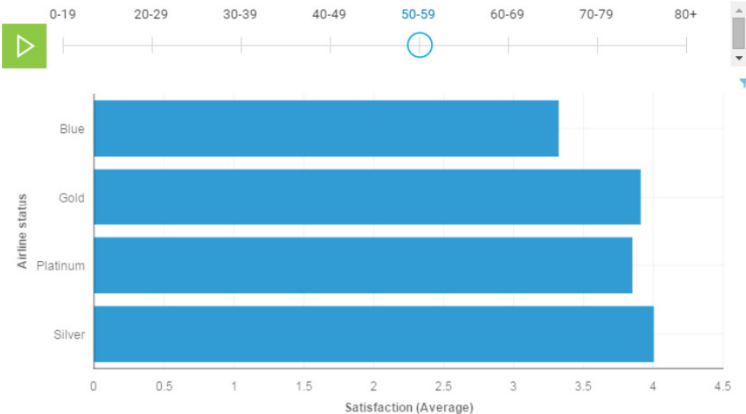
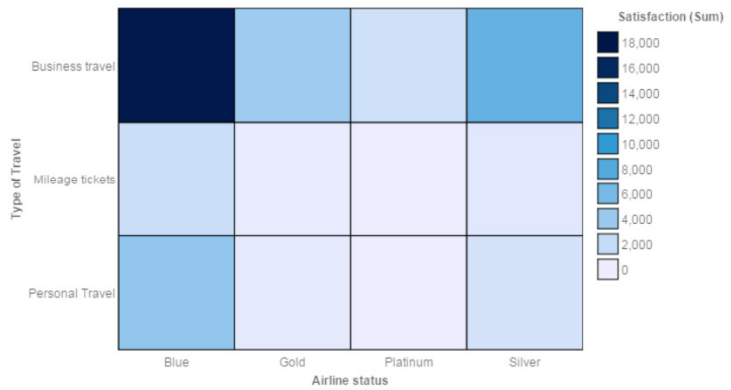
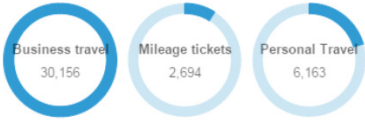
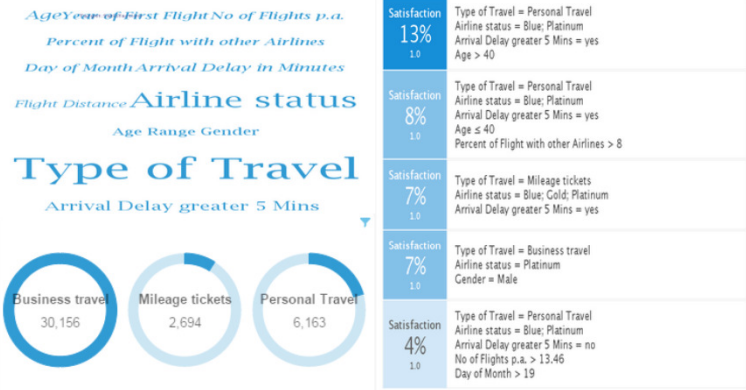
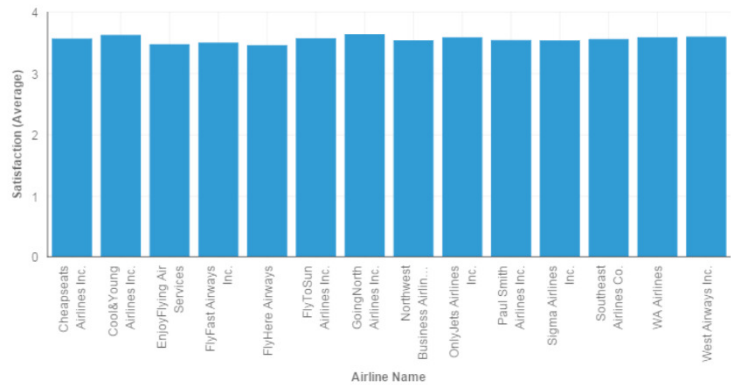
Tab 1



WA Airlines

Rows	Satisfaction	Satisfaction Top2	Airline status	Age	Gender	Age Range	Price Sensitivity	Year of First Flight	No of Flights p.a.	No of Flights p.a. grouped	Percent of Flight with other Airlines	Type of Travel	No. of other Loyalty Cards	Shopping Amount at Airport	Eating

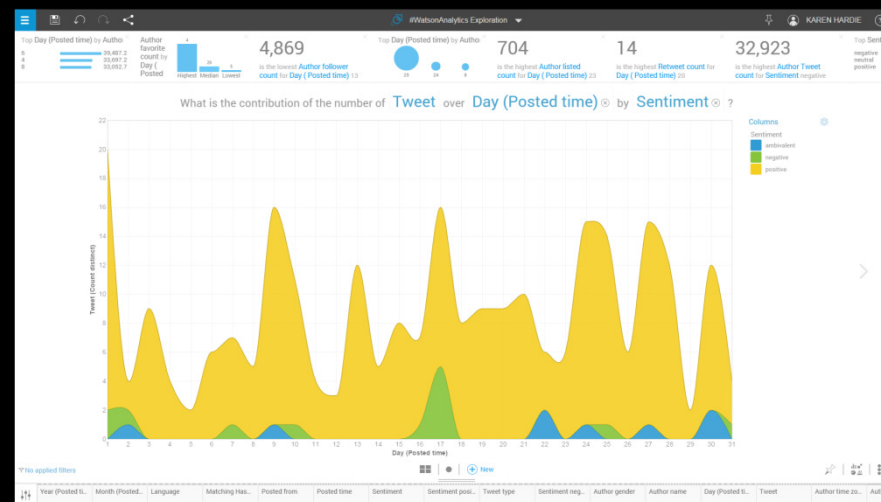
What do you want to assemble? For example, Revenue by Year





# Hashtag Analysis

- Leverage social data to achieve a more complete view of your business
- Tap into the expressions thoughts, ideas and sentiment on Twitter
- Simply type in a Twitter hashtag
- Direct connection to Twitter - no need to import data



#WatsonAnalytics  
#IBMConnect

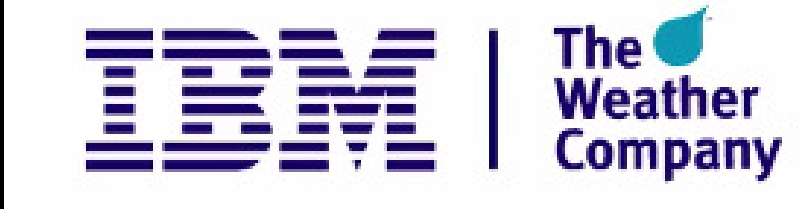
**IBM Connect 2015**  
Innovate. Understand. Engage.

© 2015 IBM Corporation



# Weather Forecast Analysis

- Weather data services in the IBM cloud
- Taps into the 10's of thousands of sensors around the world
- 10 billion forecasts a day
- Easy integration of historical and real-time weather
- Bring weather data into decision making



#WatsonAnalytics  
#IBMConnect



# Watson Analytics Editions

	Free	Personal	Professional
Amount of storage included	500MB	2GB	100GB
Number of users	Single	Single	Multiple
Collaboration			✓
Connector to Cognos List report			✓
Access to data in the cloud (i.e. Dropbox, Box, etc) *		✓	✓
RDBMS support (DB2, Oracle) *		✓	✓
Access to social data from Twitter		25K tweets per dataset	50K tweets per dataset
Additional storage available		✓	✓
File size parameters (csv or xls)	50 columns by 100K rows	256 columns by 1M rows	500 columns by 10M rows
Choose your plan	FREE	\$30USD a month per user	\$80USD a month per user

**IBM Connect 2015**  
Innovate. Understand. Engage.

Capabilities and Features for IBM Watson Analytics © 2015 IBM Corporation. Consult IBM.com for Watson Analytics editions and latest information.



# Thank You!

Drop by the Experience Zone  
today with your questions

**#WatsonAnalytics**  
**#IBMConnect**

**IBM Connect 2015**  
Innovate. Understand. Engage.

© 2015 IBM Corporation