



# Business Analytics **Forum**

The Premier Conference for Information and Analytics

3 · 5<sup>th</sup> 2010

Gold Coast Convention and Exhibition Centre Queensland, Australia

## Your Market is Talking. Listen.

*Using IBM Business Analytics on Twitter feeds.*

Dev Mookerjee  
IBM Business Analytics



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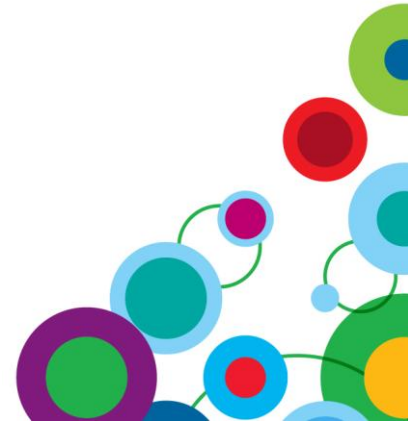
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# Agenda

- Who's talking and why should we listen?
  - *Social Networking Today: Overview*
- Data, data and more data: RSS and data feeds
- IBM Business Analytics: The Solution Architecture
- Demonstration
- More information..



# Cognos 10: Intelligence Unleashed

## Smarter Decisions. Better Results.

### Freedom to **Think**,

Unified workspace,  
All time horizons,  
Progressive interaction.

### **Connect** with Others

Decision networks,  
Business context,  
Accountability.

### and Simply **Do**.

Mobile and Disconnected,  
Integrated,  
Real-time.



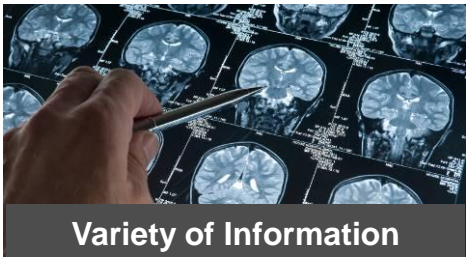
A revolutionary BI workspace  
delivered on a proven platform  
with seamless upgrade.

# Today brings an explosion in information... ... Yet organizations are operating with blind spots



## Lack of Insight

1 in 3 managers frequently make critical decisions without the information they need



## Inefficient Access

1 in 2 don't have access to the information across their organization needed to do their jobs



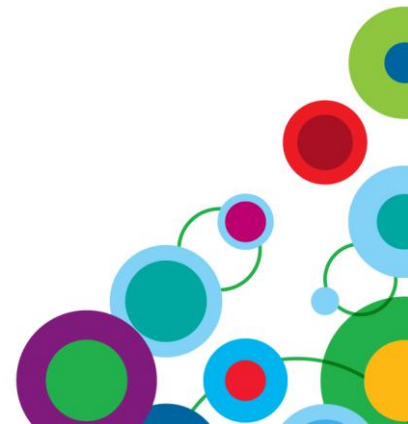
## Inability to Predict

3 in 4 business leaders say more predictive information would drive better decisions

Source: IBM Institute for Business Value



# Who's talking and why should we listen?



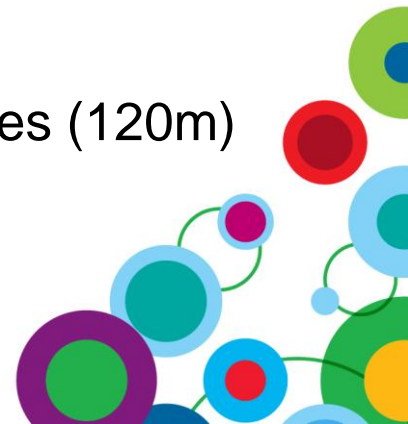
# Social Networking

- 60 percent of web users visit social networks (PC Advisor Poll, Sep 2010)
- Social networking now eats up twice as much of our online time as any other activity – 22.7% of time spent on the web (Nielson, 2010)
- **Social networking use among those ages 50 and older nearly doubled over the past year (Pew Research Center, 2010)**
  
- Networking sites, Blogs, Forums, News sites,
- Fast becoming a preferred mode of communication/interaction
- Low cost & real time
- Global reach
- Functional Convergent personal devices integrated with social networks
- Internet/broadband penetration







# Social Networks

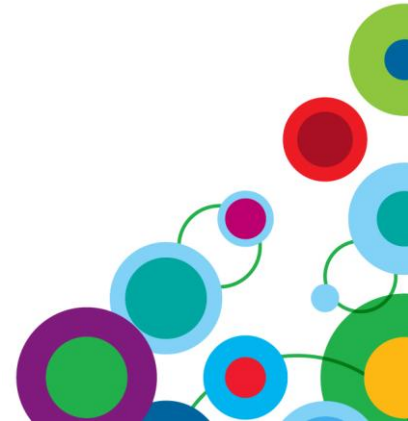
- Facebook (500m)
- MySpace (130m)
- Orkut (100m)
- Last.fm (30m)
- Twitter (106m)
- Plaxo (15m)
- Friendster (90m)
- Geni (15m)
- LinkedIn (75m)
- Bebo (117m)
- Classmates.com (50m)
- Badoo (69m)
- Flixster (63m)
- Habbo (162m)
- hi5 (80m)
- Cyworld (24m)
- Flickr (32m)
- MyLife.com (51m)
- Vkontakte (81.5m)
- Netlog (42m)
- Odnoklassniki (37m)
- Mixi (24m)
- Tagged.com (70m)
- Windows Live Spaces (120m)
- Qzone (200m)





# Twitter – Why its important to you and me

- Launched 15<sup>th</sup> July 2006. ***There was no Twitter 4 years ago***
- Today has more than 106 million users 
- More than 90 million tweets per day 
- 300,000 third party application – ***generating nearly 75% of traffic*** 
- 19 billion search queries per month 
  
- **Real time, Searchable, Market feedback. An unprecedented access to market pulse.**



# Imagine if you could...

**Know what your customers  
Are thinking about your  
Products NOW!**

**Plan your next product  
around what the market  
is saying they want**

**Track changes in  
Customer sentiments over  
time**

**Monitor your own and your  
competition's campaign  
effectiveness in real time**

**Keep a real-time eye  
on what the market is  
saying about your  
competitors**



# Twitter – What’s Happening?

The screenshot shows the Twitter website's 'About' page. At the top left is the 'twitter' logo. At the top right are links for 'Login' and 'Join Twitter!'. Below the logo is a navigation menu with 'About' selected. The main content area features a heading 'About Twitter' followed by a paragraph: 'Twitter is a real-time information network powered by people all around the world that lets you share and discover what’s happening now.' Below this is another paragraph: 'Twitter asks “what’s happening” and makes the answer spread across the globe to millions, immediately.' To the right of the text is a small graphic of two blue birds in flight.

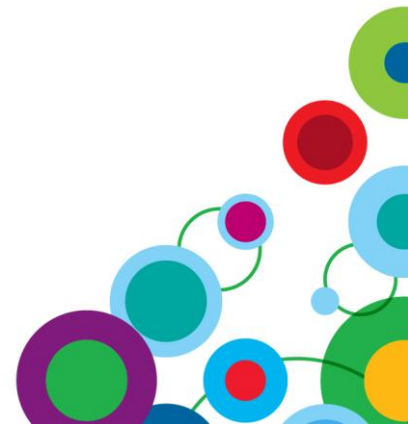
The screenshot shows the 'What's happening?' tweet composition box. It features a large text input field with the placeholder text 'What's happening?'. Below the input field, on the right side, is a character count '140' and a 'Tweet' button.





# Data, data and more data

RSS and data feeds





twitter

delhi


Search

[Advanced Search](#)

Results for **delhi**

0.02 seconds


 [Feed for this query](#)

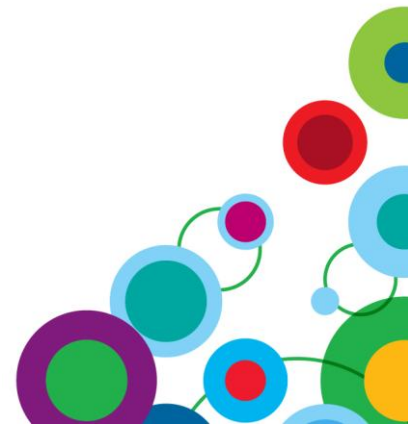
 [Tweet these results](#)



[Impressive opening ceremony #cwg #Delhi](#)  
less than 20 seconds ago via *Dabr* · [Reply](#) · [View Tweet](#)

Show tweets **written in:**

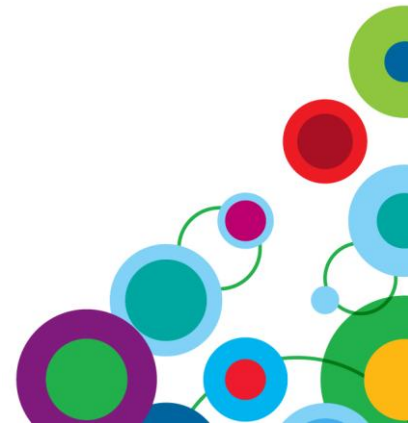
Any Language 





# IBM Business Analytics

Solution Architecture





# Data

- RSS – Really Simple Syndication... it is!
- XML Based data feed standard

```
<?xml version="1.0" encoding="UTF-8" ?>
<rss version="2.0">
<channel>
  <title>RSS Title</title> <description>This is an example of an RSS feed</description>
  <link>http://www.cognos.com/main.html</link>
  <lastBuildDate>Mon, 06 Sep 2010 00:01:00 +0000 </lastBuildDate>
  <pubDate>Mon, 06 Sep 2009 16:45:00 +0000 </pubDate>

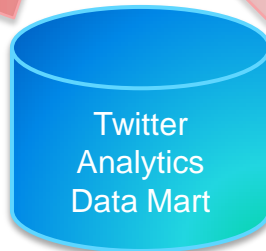
  <item>
    <title>Example entry</title>
    <description>Here is some text containing an interesting description of the thing to be described.</description>
    <link>http://www.wikipedia.org</link>
    <guid>unique string per item</guid>
    <pubDate>Mon, 06 Sep 2009 16:45:00 +0000 </pubDate>
  </item>
</channel>
</rss>
```

- Structure recognised by many software – including IBM Business Analytics



# From Tweets to Intelligence

## *IBM Business Analytics*





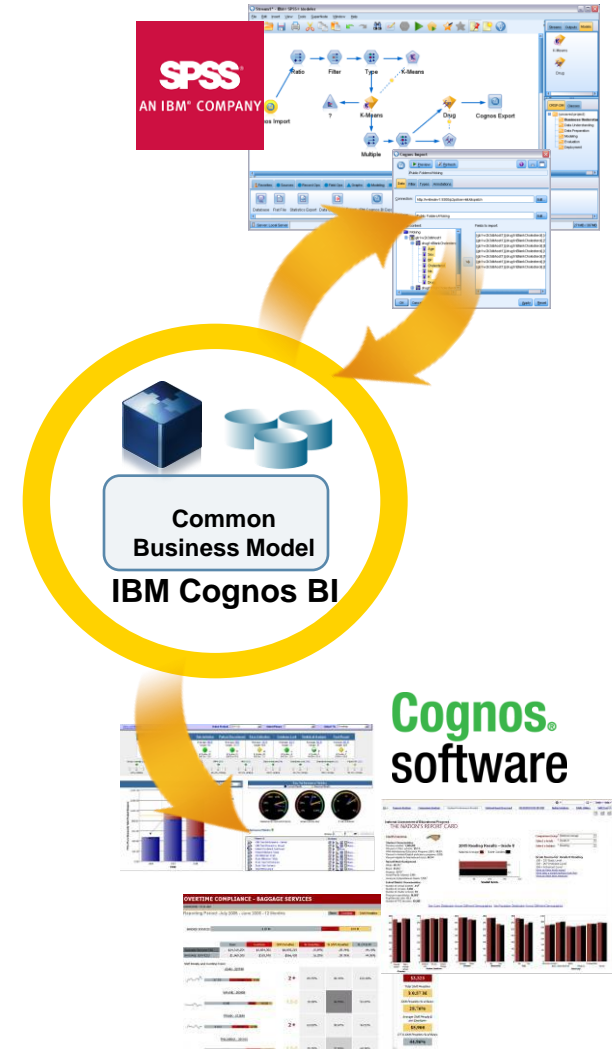
# Deliver the power of predictive analytics into the hands of the business users

*Uncover key insights in your corporate data by integrating predictive analytics as a core activity to drive business decisions*

## Integration with IBM SPSS Modeler

### Solution Highlights

- Leverage BI to identify problem or situation needing attention
- Develop factual context using reliable trends, patterns and predictions.
- Easily distribute the results to broad user communities by publishing into the Cognos Business Intelligence environment.



# Incorporate Statistical Results with Core Business Reporting

*Validate information, and drive business decisions by incorporating statistical evidence in reports*



Analyst



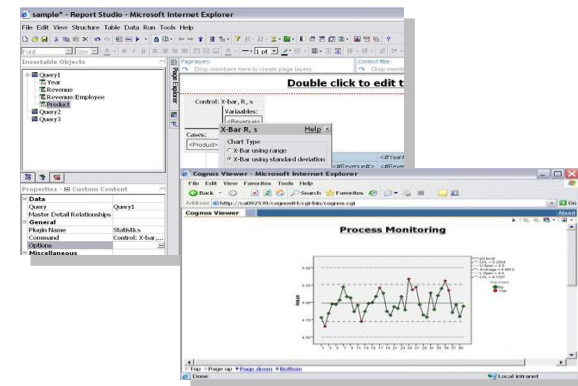
Isolated Tool

## IBM Cognos Statistics

### Solution Highlights

- Based on the market leading SPSS statistical engine
- Seamlessly integrated in Report Studio Professional
- Mass distribution through Dashboards, Reports
- Works for all data sources

Desire to easily share analysis w/Broader Business Community



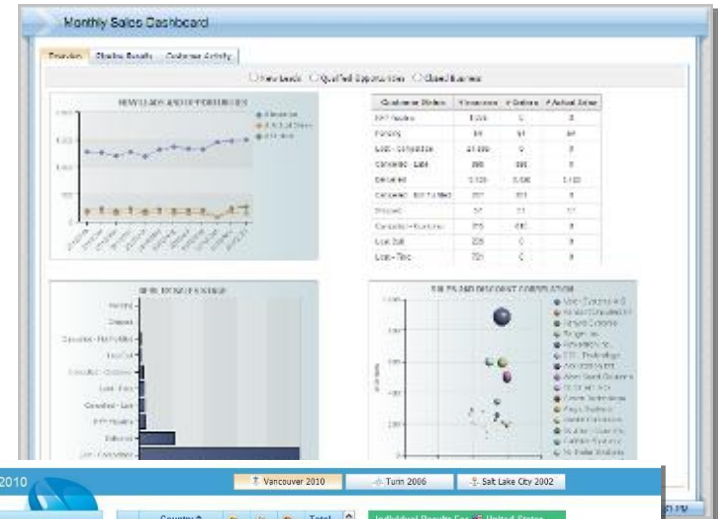
# Offline interactive Dashboard and analysis, delivering very fast, self contained BI to reach more users

*Extend the reach of BI and analytics to a broad audience of consumers so they can use interactive reports to uncover new insights and opportunities.*

## IBM Cognos Active Report

### Solution Highlights

- Disconnected reporting application
- Self-contained, interactive content
- Easy to consume
- Mass deployment, Easy consumption
- Performance



# Equip front-line workforce with the timely information needed to make informed decisions, regardless of location

*Provide business users with the information they need to make responsive and informed decisions regardless of their location.*

## IBM Cognos Mobile

### Solution Highlights

- iPhone, iPad, BlackBerry, Windows Mobile, and Symbian
- Zero footprint Web application on iPhone and iPad
- Full BI interactivity including Drill Up/Down/Through using common Touch gestures
- Interact with prompts, drills for additional details, schedule reports for immediate access to key content



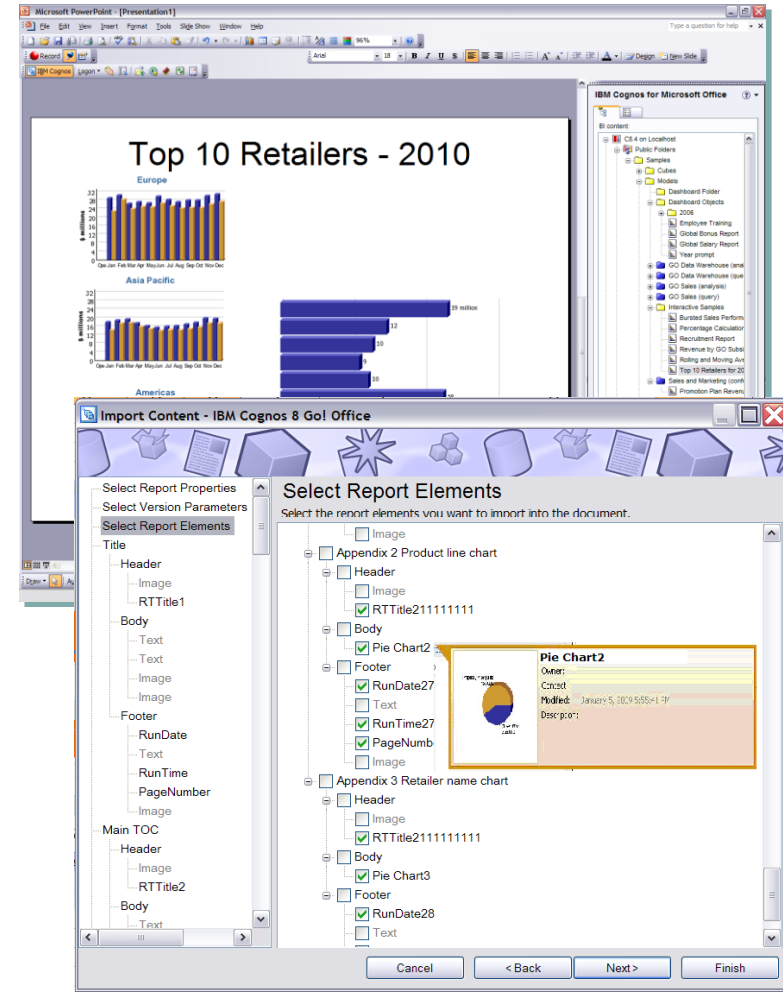
# Communicate BI content in standard MS Office formats

*Import BI content into MS Office tools and add additional context for Presentations and Briefing books*

## IBM Cognos for Microsoft Office

### Solution Highlights

- Create and distribute briefing books.
- Refresh BI content directly within MS Office tools
- Modify and share BI content using familiar applications
- Publish and share Cognos-enabled files to the secure BI portal



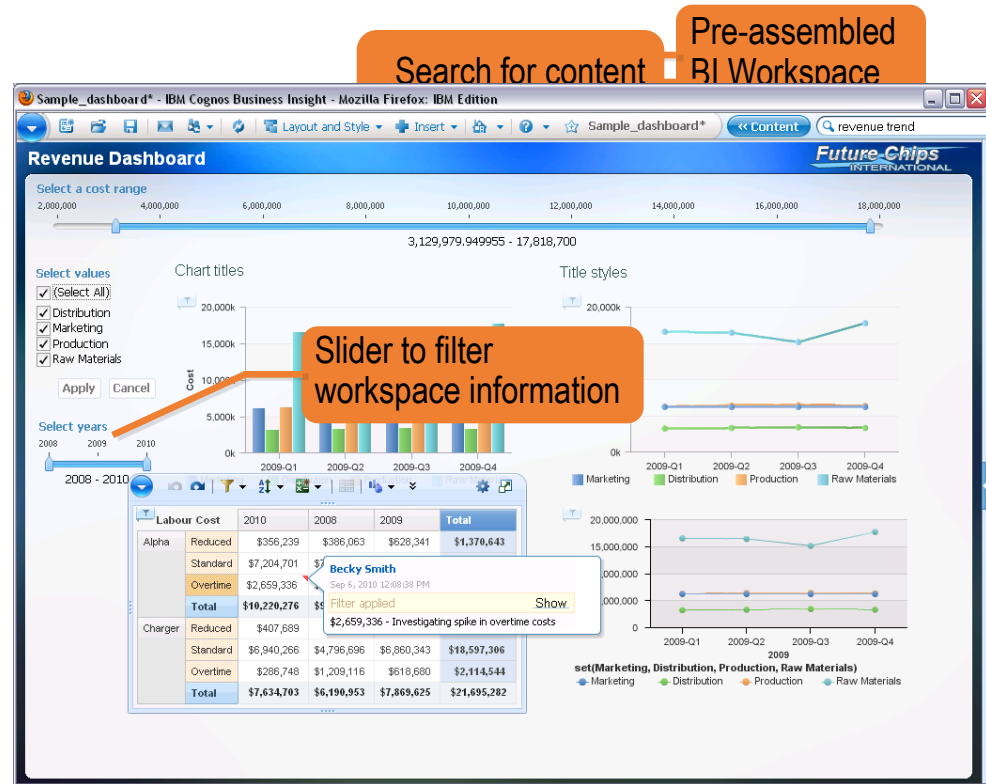
# A BI workspace that is the start of your day

*Intuitive and easy to use it is the single place that you go to find and do your work.*

## IBM Cognos Business Insight

### Solution Highlights

- Pre-assembled workspace content
- Search assisted authoring
- Drag and drop assembly
- Dynamically filter
- Quicker and deeper insight in to data
- Seamless graduated experience



# Seamlessly shift to more advanced analysis

*Perform complex analysis tasks quickly and easily to get to the "why" behind an event or action to improve business performance*

## IBM Cognos Business Insight Advanced

### Solution Highlights

- Intuitive drag-and-drop interface
- Integrated data exploration and analysis
- Calculations, drill, filter, pivot, top/bottom count
- Manage set definitions
- Flexible format, layout and distribution
- Multiple queries, formatting and charting

The screenshot shows the IBM Cognos Business Insight Advanced web application interface. It features a navigation pane on the left with a tree structure of data items. The main area displays a table titled 'Defective Unit Analysis' with columns for Units, Standards, and % Defective. A context menu is open over the table, showing options like 'Drill Down', 'Drill Up', 'Exclude Members', 'Move Members', 'Replace', 'Create', 'Top or Bottom', 'Filter Set...', 'Expand Member', 'Collapse Member', 'Union into One Set', and 'Edit Set...'. A 'Set Definition' dialog box is also visible, showing a diagram of set relationships and a list of analysis gestures such as 'Top 3 based on Units', 'Top 5 based on Units', 'Top 10 based on Units', 'Bottom 3 based on Units', 'Bottom 5 based on Units', 'Bottom 10 based on Units', and 'Custom...'. Several orange callout boxes with arrows point to specific interface elements: 'Standard and Style toolbars' points to the top toolbar; 'Switch between metadata or member tree' points to the navigation pane; 'View and edit set definitions' points to the 'Set Definition' dialog; and 'Easily select common analysis gestures' points to the list of gestures in the dialog.

Standard and Style toolbars

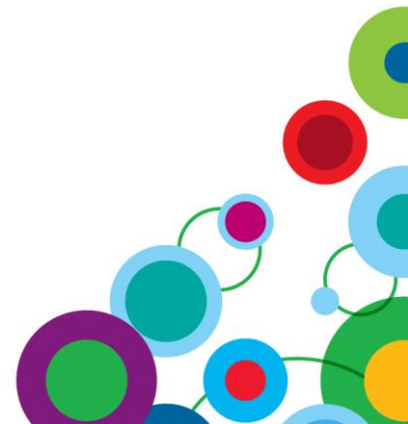
Switch between metadata or member tree

View and edit set definitions

Easily select common analysis gestures



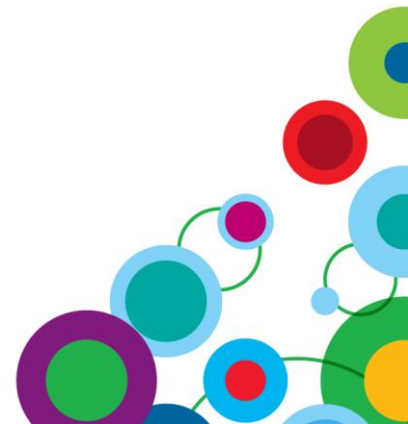
# Demonstration





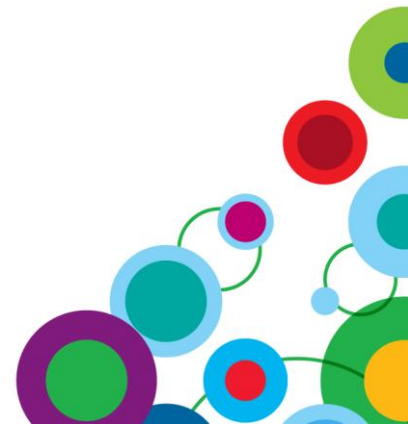


# More Information



# Where can I get more information?

- SPSS website
  - <http://www.spss.com>
- Cognos website
  - <http://www-01.ibm.com/software/au/data/cognos/>
- Twitter Search API
  - <http://dev.twitter.com/doc/get/search>
- On-line communities, User Groups, Technical Forums, Blogs, Social networks, and more
  - [ibm.com/software/data/community](http://ibm.com/software/data/community)
- Dev Mookerjee
  - [Dev.Mookerjee@au1.ibm.com](mailto:Dev.Mookerjee@au1.ibm.com)
  - [www.Twitter.com/mookerjee](http://www.Twitter.com/mookerjee)



# Information and Analytics Communities

- **On-line communities, User Groups, Technical Forums, Blogs, Social networks, and more**
  - Find a community that interests you at...
    - [ibm.com/software/data/community](https://ibm.com/software/data/community)
- **Information Champions**
  - Recognizing individuals who have made the most outstanding contributions to Information Management communities
    - [ibm.com/software/data/champion](https://ibm.com/software/data/champion)



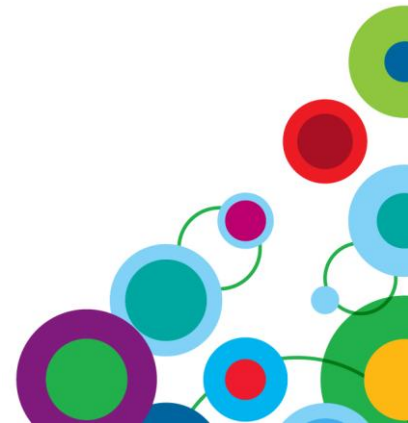
# **WIN** *an Apple® iPad*

Please remember to complete your session evaluation online at the Communication Station or point your Smart Phone browser to:

[www.spss.com/goldcoast](http://www.spss.com/goldcoast)



For a chance to win an Apple® iPad





**Thank You**

