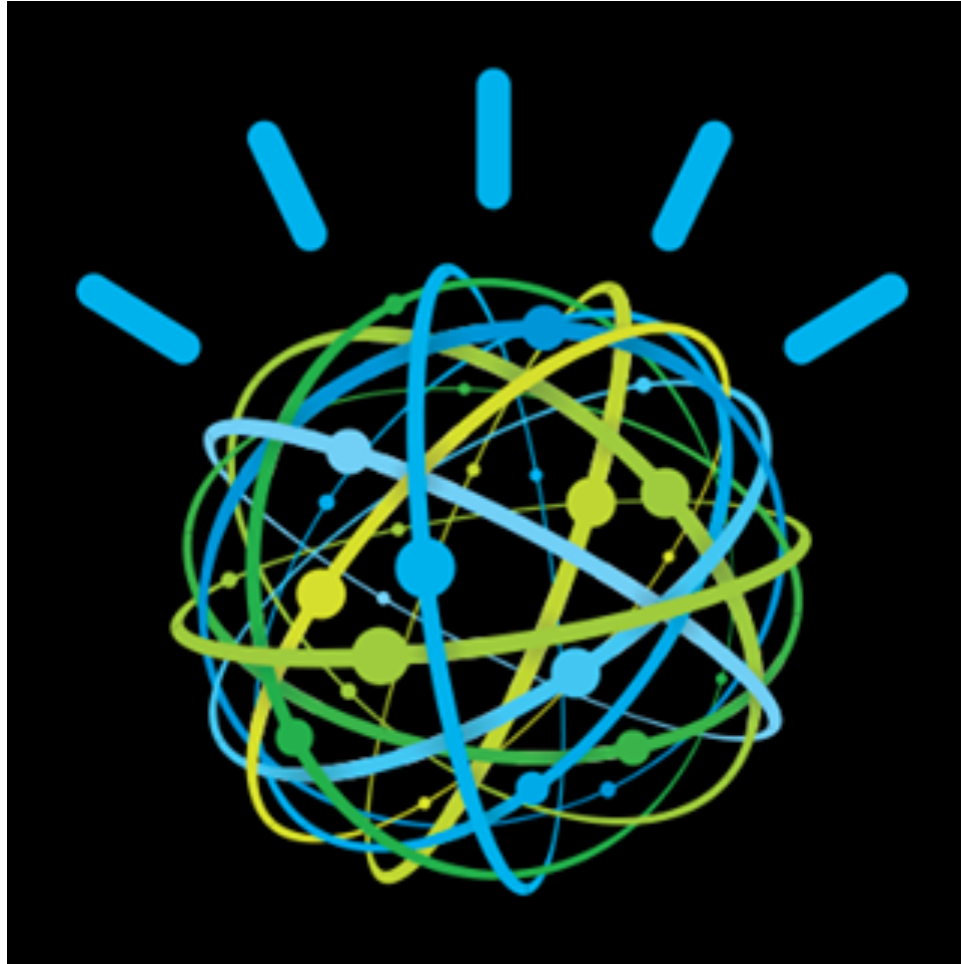


'Watson' - a new approach to analytics and cognitive computing



Dr Mohamed Zaki

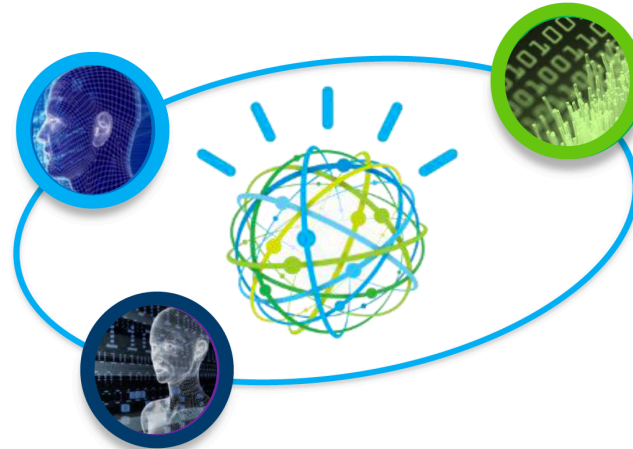
Agenda

- What is Cognitive Computing?
- IBM Watson Analytics
- Why Watson Analytics is Different?
- IBM Content Analytics

What is Cognitive Computing ?



1 Understands **natural language** and human style communication



2 Generates and evaluates **evidence-based hypothesis**

3 **Adapts and learns** from training, interaction, and outcomes

Applying human-like characteristics to conveying and manipulating ideas, that when combined with digital computing help users to address complex challenges

Watson is a cognitive system that is learning the right question to ask within a given context from the data at hand

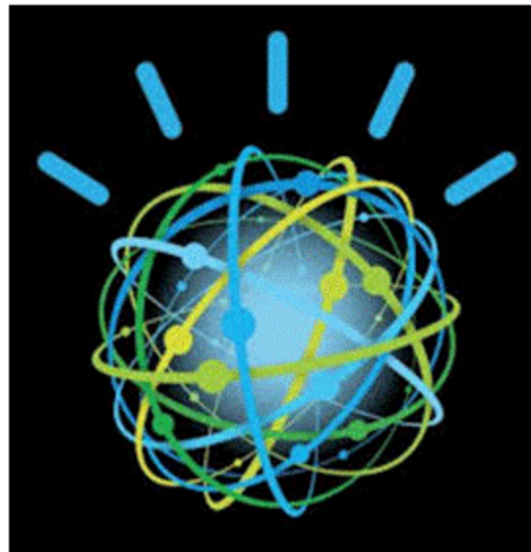
Why Cognitive ?

Expensive labor

Too
much
data

Need for accurate decisions

Tedious work



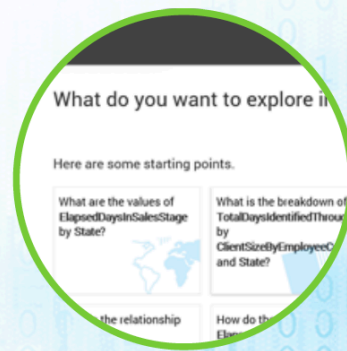
Powerful technologies

IBM Watson Analytics

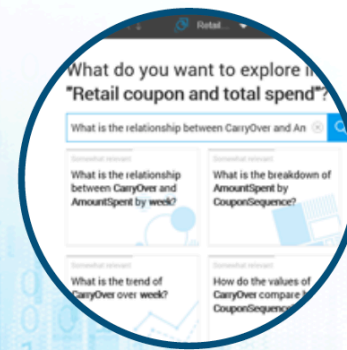
Self-service analytics capabilities in the cloud



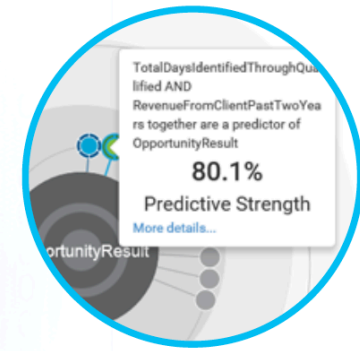
Single Analytics Experience



Fully Automated Intelligence

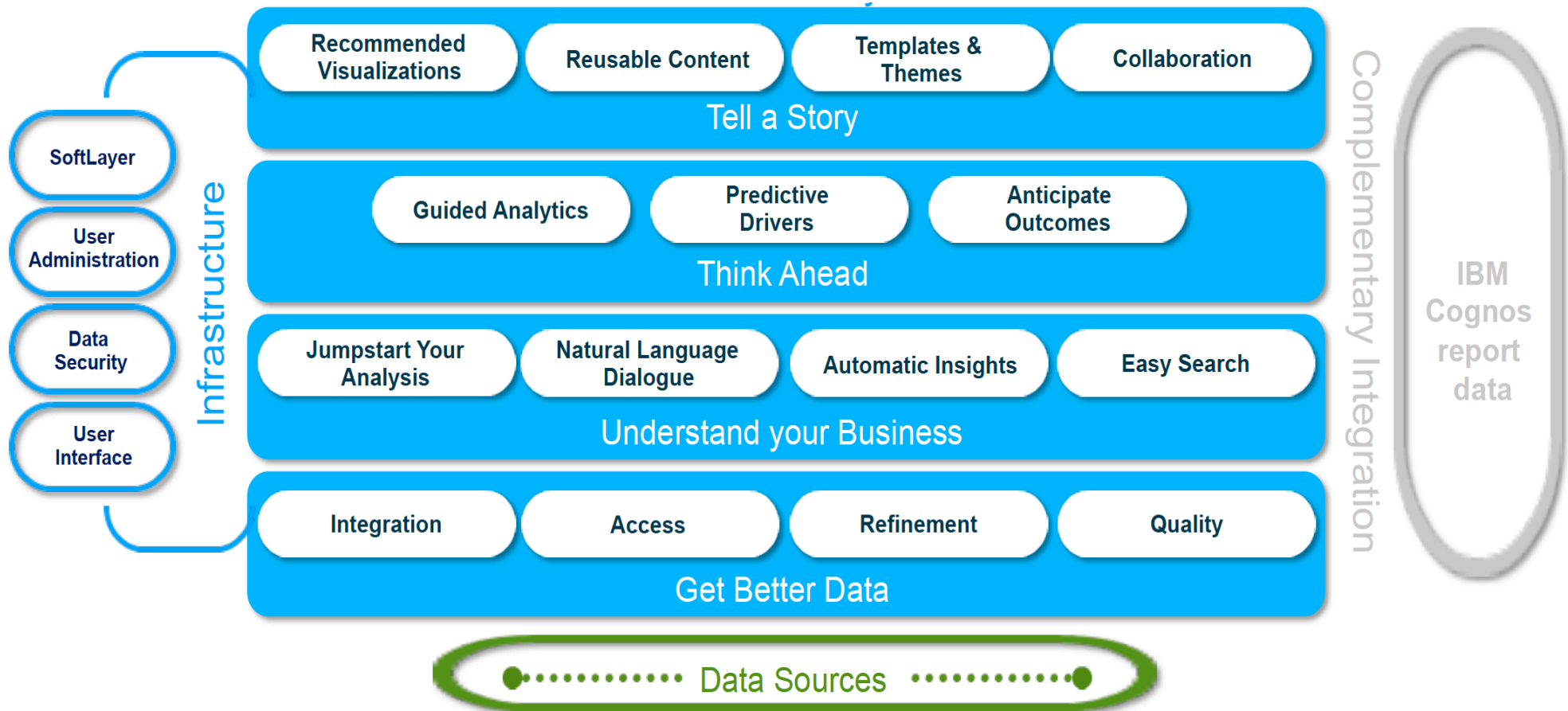


Natural Language Dialogue



Guided Analytic Discovery

IBM Watson Analytics



Exploration Mode

Automatically analyzes your data and provides questions for you to explore

Select and dive deeper into each exploration

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

Here are some starting points.

Type to refine the entries 

What are the values of **ElapsedDaysInSalesStage** by State?



How do the values of **RatioDaysIdentifiedToTotal** compare by Sales Region and **RevenueFromClientPastTwo**?



How do the values of **RatioDaysQualifiedToTotalD** compare by Sales Region and **SuppliesGroup**?



What is the breakdown of **RatioDaysValidatedToTotalD** by **RevenueFromClientPastTwo** and State?



What is the grouping of **Sales Region** by **RevenueFromClientPastTwo** and



What is the relationship between **TotalDaysIdentifiedThroughC** and



What are the values of **RatioDaysIdentifiedToTotal** by State?



What is the relationship between **ElapsedDaysInSalesStage** and



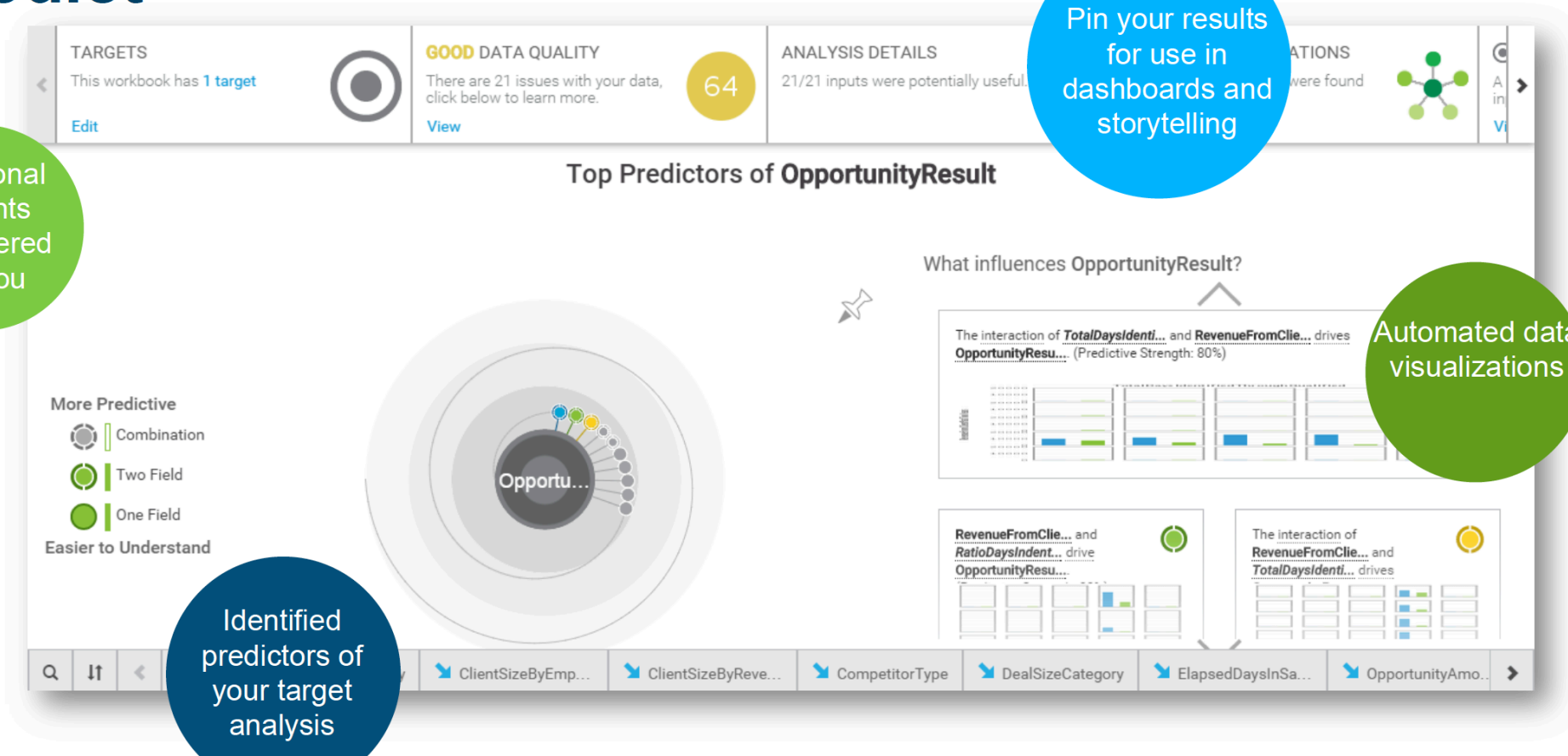
 New

City Sales Region SuppliesGroup SuppliesSubgr... OpportunityA... SalesStageCh... TotalDaysIden... TotalDaysIden... ElapsedDaysIn... RatioDaysIn >

Ask your own questions about your data using natural language

Prediction Mode

Predict



Additional insights discovered for you

Pin your results for use in dashboards and storytelling

Automated data visualizations

Identified predictors of your target analysis

IBM Content Analytics

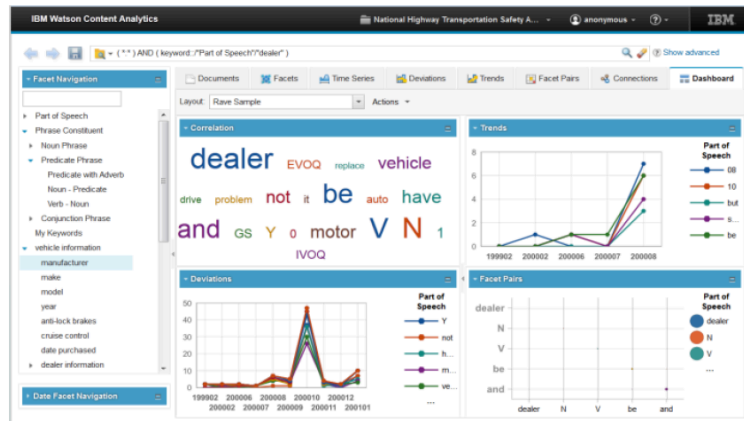
Text Analytics is the basis for Watson Content Analytics

What is Text Analytics?

Text Analytics (NLP*) describes a set of linguistic, statistical, and machine learning techniques that allow text to be analyzed and key information **extraction** for business integration

Not only was the pick-up line at the **counter** very long, but I waited **30 minutes** just to talk to a rude **representative** who gave me a **car** that smelled like **smoke** had **stained** floor mats, a **dented** fender and only **half a tank of gas**

where	counter
time	30 minutes
person	representative
vehicle	car
issue 1	smoke
issue 2	stained
issue 3	dented
issue 4	half a tank of gas



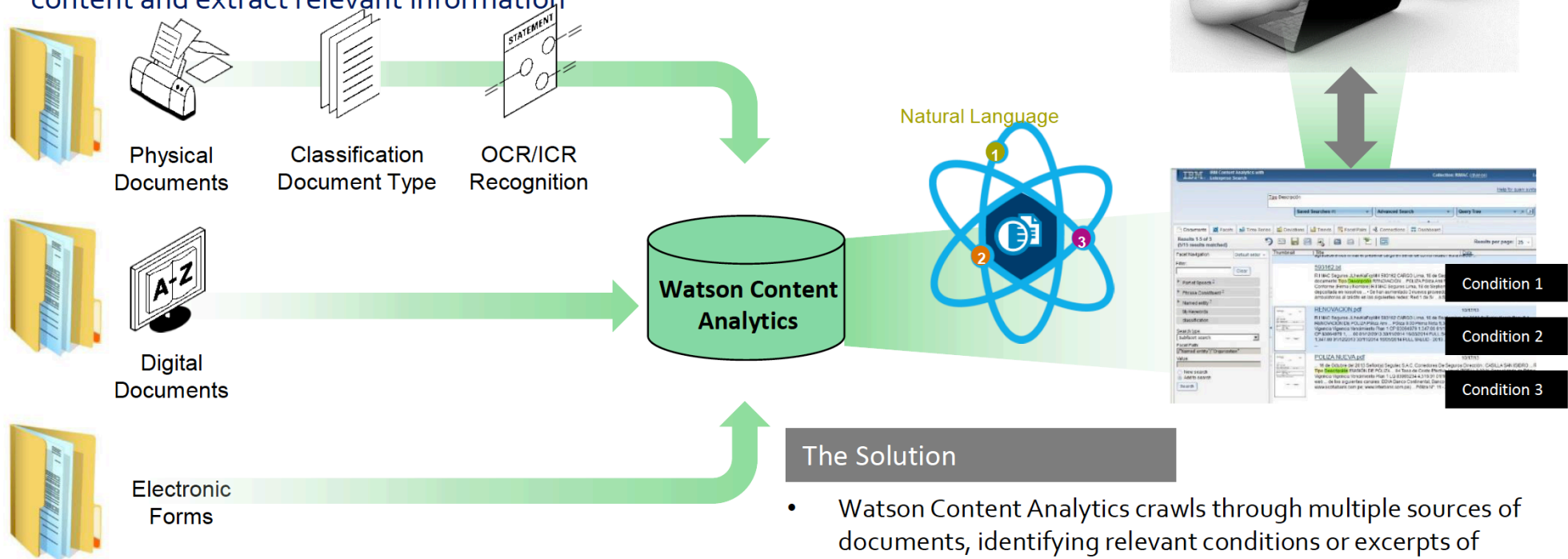
What is Content Analytics?

Content Analytics (Text Analytics + Mining) refers to the text analytics process plus the ability to **visually identify and explore trends, patterns, and statistically relevant facts** found in various types of content spread across internal and external content sources

IBM Content Analytics

The Solution – Watson Content Analytics*

Watson Content Analytics used to structure unstructured content and extract relevant information



The Solution

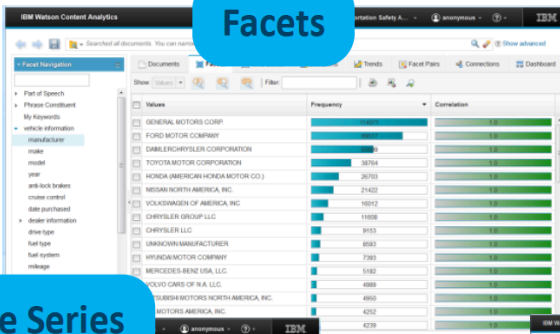
- Watson Content Analytics crawls through multiple sources of documents, identifying relevant conditions or excerpts of information for the claims processor into a single unified view, **eliminating manual search and analysis steps**
- Structuring of information could lead to further automation

IBM Content Analytics Visualisation

Document Analysis



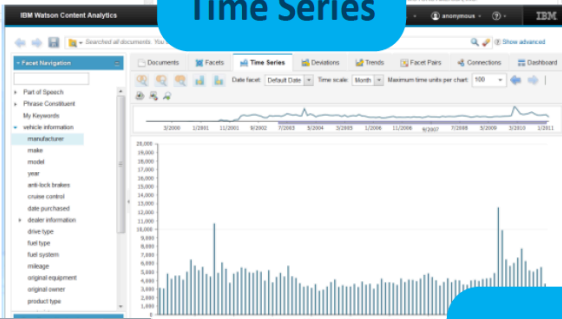
Facets



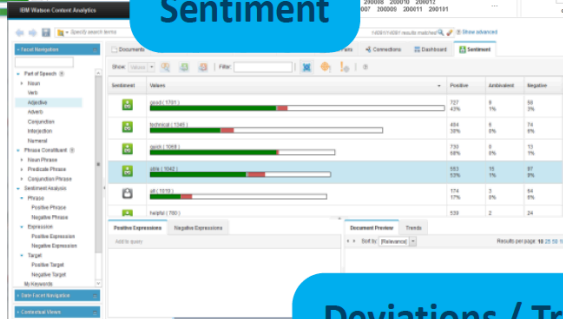
Dashboard



Time Series



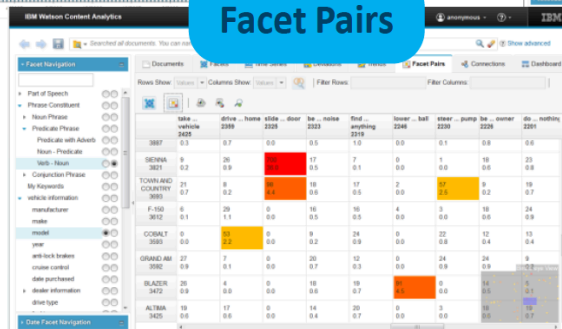
Sentiment



Connections



Facet Pairs



Deviations / Trends

