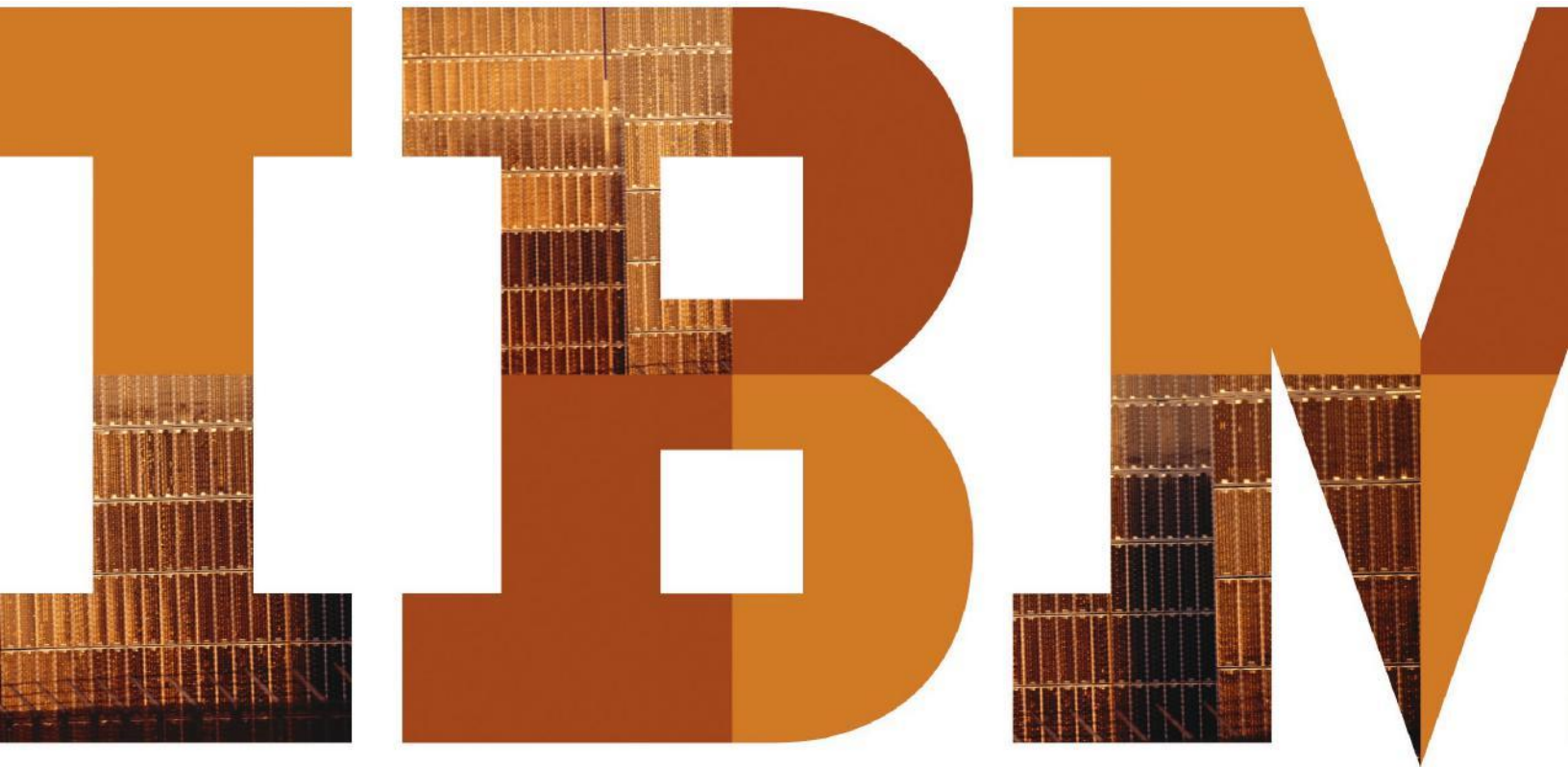


# Find what matters most to your business

*IBM Watson Analytics*



## Highlights

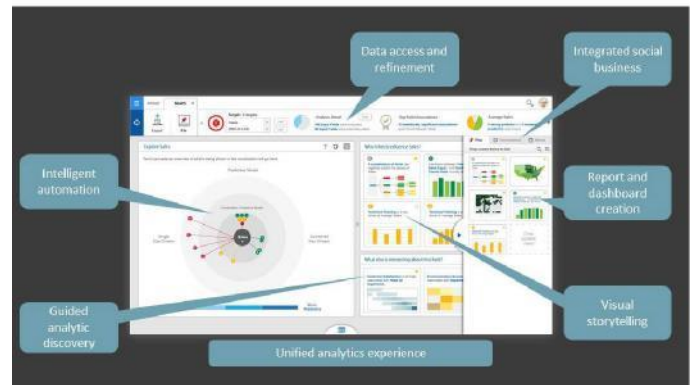
- Data preparation, refinement, management and analysis are automated and available from the cloud
- Automated intelligence enables you to draw conclusions based on what's happened and why
- Visualizations show what's important for clear and compelling infographics
- Statistical analysis, correlations and predictions help you see what's likely to happen and what you can do about it
- All types of business professionals can find what matters most to the business

## Overview

How fast can you get answers to your questions about your business? What do you use to make critical decisions? How confident are you that you have what you need to make compelling points?

Analytics: everyone wants it, but not everyone can get it—until now. IBM® Watson™ Analytics sets powerful analytics capabilities free so almost anyone can use them. With a user-friendly interface that enables you to get started quickly, you can acquire data, cleanse it, discover insights, predict outcomes, visualize results and take the appropriate action to address a problem or seize an opportunity. And, you can do all this without asking IT or a data expert for help. Watson Analytics automates data preparation and intelligence, creates and recommends visualizations and guides you through analytics so you do not have to wait for insights or analysis (Figure 1).

*Figure 1:* Watson Analytics offers intelligent automation, guided analytic discovery, data access and refinement, integrated social business, report and dashboard creation and visual storytelling—all in one place.



Built into Watson Analytics are information management services for data access, refinement and management. Cloud-based data management services automatically find, acquire and improve data sets so your data is rapidly accessible. And, the latest in columnar and in-memory technology handles large volumes of data with ease. Watson Analytics also provides more advanced data services such as data matching, address standardization and masking confidential information. It then scores the readiness of your data for analysis and highlights potential data issues that could compromise results.

As a result, you do not have to rely on IT for access to your data.

## Better data

## Better business understanding

Watson Analytics jumpstarts your analysis because the data steps are automated to accelerate your ability to get to the answers you're seeking. You start off with a visual story that illustrates what you need to know. Instead of fumbling over data or searching for answers, you simply type in what you would like to see. Watson Analytics produces comprehensive results that explain why things happened and what's likely to happen, all in familiar terms. And as you interact with the results, you can continuously fine-tune your questions to get to the heart of the matter.

## Brilliant stories

Watson Analytics not only takes you through your data to uncover hidden patterns and relationships, but it also recommends the visualizations that illustrate them the most effectively and brilliantly. Having the right visualization can make the difference between seizing the right opportunity and making a sketchy decision. You can use these visualizations to create infographics that advance understanding and communication and spur the right action.

## Guided analytics

With Watson Analytics, making decisions, anticipating outcomes and taking action can now be essential, daily and interesting activities. Watson Analytics uses predictive analytics to uncover the most relevant facts and reveal unforeseen patterns and relationships. It helps you draw the correct conclusions based not only on what's happened, but what's likely to happen next. This sparks the right questions to ask and directs your attention to new and exciting opportunities. Start anywhere, and let your curiosity take you wherever you want to go. Watson Analytics suggests what you might want to do next, progressively introducing additional capabilities you might find useful for gaining an even deeper understanding of your business.

## Answers and actions for your

## area of the business

With Watson Analytics, you can conduct the kind of advanced analysis that had previously been limited to highly skilled analysts such as statisticians, data miners and data scientists. No matter where you are in your organization, you can use Watson Analytics to discover insights, answer questions and take action. Here are some examples.

### Marketing

If you're in marketing, Watson Analytics can help you prioritize leads, increase conversions and plan campaigns. You can target leads and prospects with a higher likelihood of becoming a sale. Discover the attributes of your most profitable customers and predict how customers might respond to a campaign. Efficient targeting can lead to lower costs.

### Sales

If your responsibilities include identifying leads and closing deals to increase revenue, Watson Analytics can help you with win and loss prediction and customer retention. Predict with confidence which deals have the highest chance of closing. Allocate resources more effectively for more predictable performance. Target customers most at risk of leaving with actions that can convince them to stay

### Operations

If your operations responsibilities include warranties, Watson Analytics can help you with warranty claims analysis. Detect problems that might otherwise be ignored or missed or possible claims fraud. By identifying warranty-related issues and determining which combinations of variables cause failures or by catching fraud early, you can prevent significant, costly problems. As a result, you can increase the effectiveness of your claims and warranty department and enhance supplier relationships.

## Human resources

If your HR responsibilities include employee retention, Watson Analytics can help you with attrition and retention analysis. Uncover the factors that lead to employee attrition and use them to predict who is at risk, intervene and take appropriate action. In addition, you can create new programs that increase employee satisfaction.

## IT

If your IT responsibilities include the help desk, Watson Analytics can help you with help desk case analysis. Analyze the IT help desk tickets in your organization. See how long tickets have been open and what the average response time is. Understand what causes high priority tickets. Use this information to determine how to allocate resources to resolve tickets faster.

## Finance

If your responsibilities include predictive revenue forecasting, profitability modeling and headcount planning, Watson Analytics can help you. You can use Watson Analytics for accounts receivable by analyzing who is most likely to pay and why and target those customers. You can use sales pipeline analysis to forecast revenue and customer data analysis to determine the effect of customer retention and loss on revenue and profits.

## Conclusion

Until now, advanced analytics capabilities have been the mainstay of data scientists. Watson Analytics removes the complexity and provides a user-friendly tool that makes it easier for you to use data to find answers and insights. With automated data preparation and refinement, automated intelligence, visualization, predictive analytics and cognitive capabilities, Watson Analytics is setting powerful analytics free.

## For more information

To learn more about Watson Analytics and to sign up, go to [watsonanalytics.com](http://watsonanalytics.com).



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