



Quick Start Guide to Watson

“Engage the power of cognitive computing”

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*It is suggested to complete in the order as laid out above.

Introduction to Watson Analytics

What is Watson Analytics?

Watson Analytics is a program by IBM that foregoes their platform to “engage the power of cognitive computing.” This smart data analysis and visualization service, accessed through the cloud, allows for individuals to easily access data and operate its features to improve the efficiency and effectiveness of one’s work. Being able to condense an immense amount of data to project predictive analyses for users has proven Watson Analytics to stand out against other programs and drive businesses to success.

What Can I Do With Watson Analytics?

Watson Analytics allows for users to explore and ask questions about their data to communicate them effectively with a company or team to be able to interpret what the data is showing, why trends are occurring, and key takeaways that explain data and contribute to predictive analysis features. Watson Analytics allows for companies to interact with their data in an innovative way, increasing efficiency, precision, and effectiveness to drive success. Examples of applications can be found in the Watson Analytics Tutorial in this Quick Start Guide on page 5.

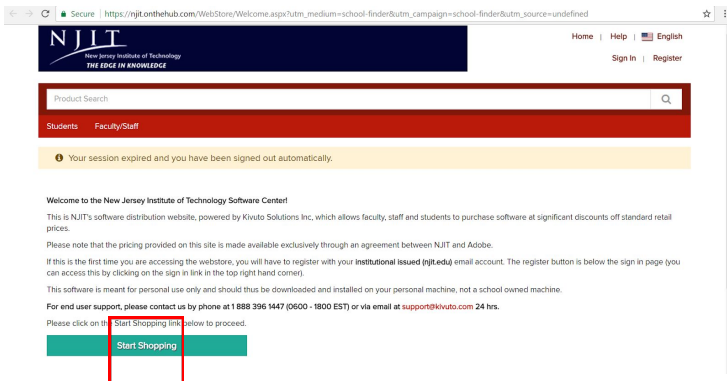
How Can I Access Watson Analytics?

Fortunately, through NJIT and the website njit.onthehub.com, anyone with an NJIT email can access a variety of IBM’s products. By registering through the NJIT website and then accessing your IBM account on <https://www.ibm.com/watson-analytics>, you can access Watson Analytics on the device of your choice, wherever you are! The steps of how to create an account and access Watson Analytics is on the following page.

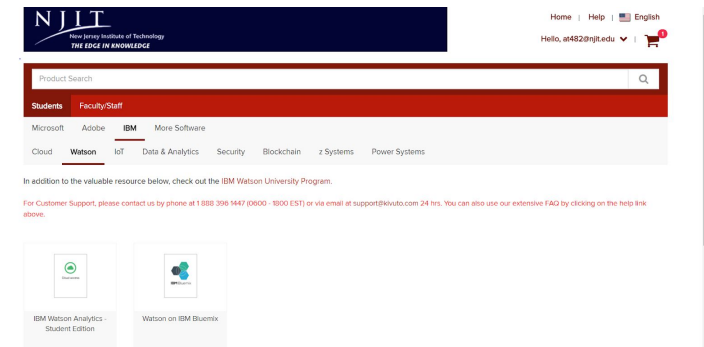
Creating an Account and Accessing Watson Analytics

Step 1. To access IBM Watson Analytics, go to njit.onthehub.com to get started!

Step 2. Click the “**Start Shopping**” button. After that, click the register button and register for an account using your NJIT email.



Step 3. After registering, go to your email and click the link provided within the email. Select “**Start Shopping**” again. Select “**Development Tools**” followed by “**Watson**” and then “**IBM Watson Analytics - Student Edition.**”



Step 4. Select “**Add to Cart**” and proceed with the Check Out. Read through the Academic Initiative Program Agreement and accept the terms and conditions.

Step 5. Enter your NJIT email under “**Organization-Issued Email Address,**” create an account.

Step 6. On the page entitled “**Product**”, fill out the desired information. Fill out the first two questions with your personal information.

For “*What is the name of your course(s)/research effort?*” input **NJIT MTSM.**

For “*Which topic most closely relates to your course content/research effort?*” select **Cloud.**

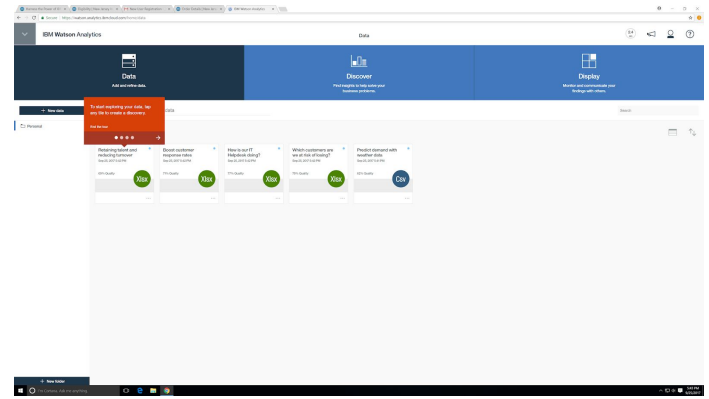
Step 7. The website will now ask you to review your order. Complete all required fields. Select the “**Proceed With Order**” option that appears on the screen.

Step 8. From here, select the “**Get Started!**” link and proceed to select “**Register**” in the first step requirement when the next tab pops up.

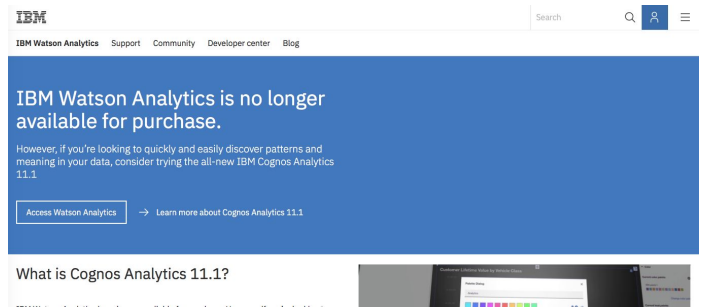
Step 9. Register for the Watson Analytics Student Program and select “Register” and then “Proceed.” Verify your email address to create your IBMid by using the verification code provided within the New User Registration Email sent to you by IBM. Input your confirmation code and select “Register.”

Step 10. Select the “Sign Up” option in the top right corner and you will be redirected to the IBM Watson Analytics Homepage (as shown in the picture). When the “Almost there...” pop up window appears, select “Continue” and follow the instructions to follow.

Step 11. Once you have selected the 4 options asked, you have made it to you IBM Watson Analytics Dashboard!



*If Step 10 doesn't appear or other complications appear, go to <https://www.ibm.com/watson-analytics> and select “Access Watson Analytics,” login. Proceed to select the NJIT option on the next page and you will then be redirected to the Watson Analytics Dashboard!



Watson & Cloud Foundations Course

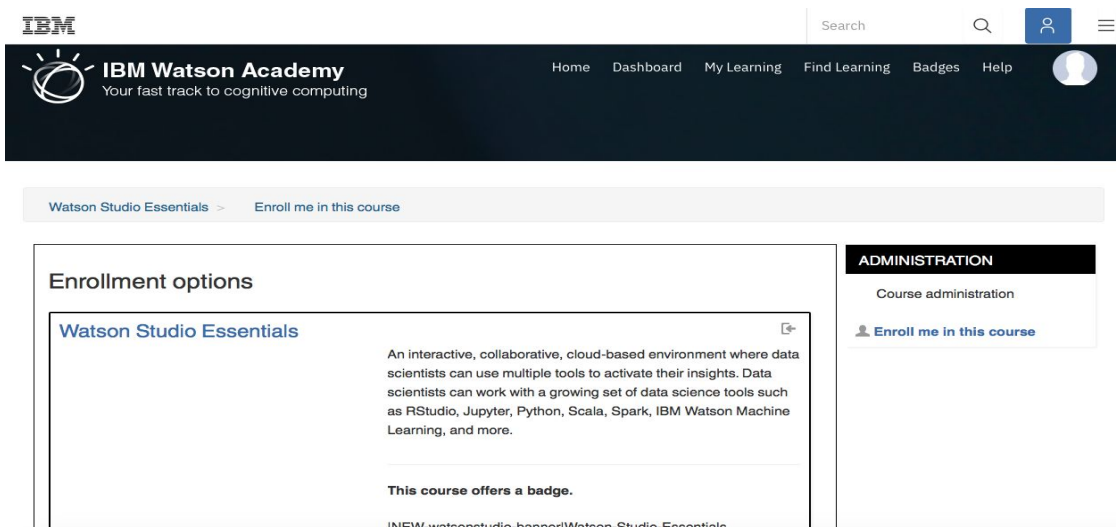
IBM offers a free, interactive, self-paced online class that takes you step by step through all of the features IBM Watson and IBM Cloud has available. These features include a growing set of data science tools to more efficiently interact with data.

Before taking the course, make sure to have registered for and created an account for IBM's Watson Analytics (page 3), as this is the only prerequisite for the course. No prior knowledge of Watson is required. A Watson and Cloud Foundations Badge can be obtained at the conclusion of the course.

To access the course:

Go to <https://www.watson-academy.info/course/view.php?id=240>, sign in with your Internet ID correlating to your IBM ID (probably your UCID), and scroll down and select the orange button "Enroll Me." Once enrolled, click on "Course Introduction and Expectations" to begin your journey to earning the **IBM Watson and Cloud Foundations Badge!** Complete all of the activities to move onto the next activity as shown through the Required Activities Progress Bar.

Once completed and you have earned the Watson Analytics 101 Badge, please email a screenshot of the badge to tab37@njit.edu.



The screenshot shows the IBM Watson Academy website interface. At the top, there is a dark navigation bar with the IBM logo on the left, a search bar, and user profile icons on the right. Below the navigation bar, the page title is "Watson Studio Essentials > Enroll me in this course". The main content area is divided into two columns. The left column, titled "Enrollment options", contains a card for "Watson Studio Essentials" with a description: "An interactive, collaborative, cloud-based environment where data scientists can use multiple tools to activate their insights. Data scientists can work with a growing set of data science tools such as RStudio, Jupyter, Python, Scala, Spark, IBM Watson Machine Learning, and more." Below the description, it states "This course offers a badge." and "INEW-watsonstudio-banner|Watson-Studio-Essentials". The right column, titled "ADMINISTRATION", contains a link "Enroll me in this course".

Getting Exposed: Stock Price Plotting Tutorial

Watson Analytics allows for efficient communication and interaction with the data input into the system. Utilizing the predictive analytics and smart data analysis features encrypted into the system, Watson Analytics allows for the user to understand their data in a way that has never been accomplished before.

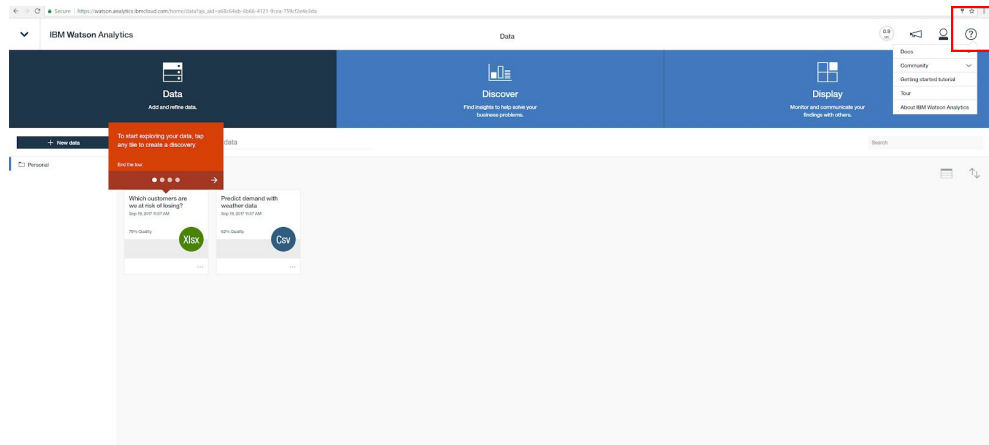
To obtain an understanding and knowledge about the software, begin by uploading and following the tutorial entitled “Stock Price Plotting Tutorial,” found under Recent Posts utilizing the Watson Analytics tab at the Business Analytics Laboratory website.

*To access the Business Analytics Laboratory website, go to <https://businessanalyticslabnjit.wordpress.com/> or go to the Martin Tuchman School of Management website and select “Business Analytics Laboratory” under the “Students” tab.

The screenshot displays the website for 'THE BUSINESS ANALYTICS LABORATORY AT NJIT'. The navigation menu includes 'About', 'Watson Analytics', 'Salesforce', 'Tutorials', and 'Contact'. The current page is 'Home' > 'Stock Price Plotting Tutorial'. The main content area features the title 'Stock Price Plotting Tutorial', a date of 'September 27, 2017', and the author 'businessanalyticslabnjit'. Below the title is a sub-heading 'Basics for Interacting With Watson Analytics'. The text describes an example of using Watson Analytics to import a customized .csv file and plot the data. A link is provided for downloading S&P 500 stock price data. On the right side, there is a search bar, a 'TUTORIALS' section listing 'Data Set 1', 'Watson Analytics Tutorial', 'Stock Price Plotting Tutorial', and 'Watson Analytics 101: Earn An IBM Badge', and a 'BLOG STATS' section showing '113 hits'.

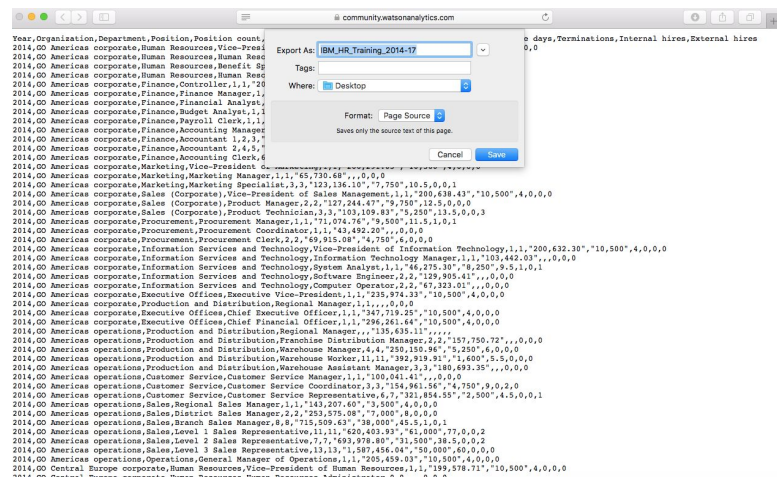
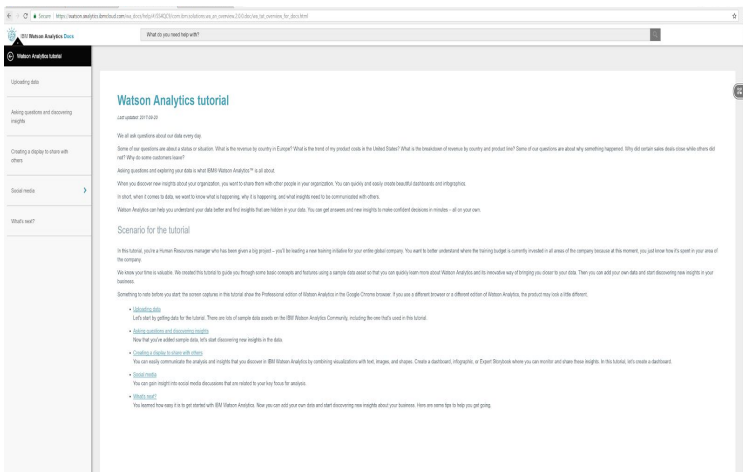
Watson Analytics Tutorial

To better understand how to utilize all the features of IBM Watson Analytics, let's explore the Watson Analytics Tutorial! Go to <https://www.ibm.com/watson-analytics> and sign in. Once signed in, select the "Question Mark" in the top right corner and select the "Getting Started Tutorial" option.



Explore the tabs on the left side, following the tutorials provided with each module, and discover different features the program has to offer!

*I would suggest having two windows open (preferably visible on the screen at the same time) to be able to follow the process along with experimenting and interacting with the program yourself. Also, after you open the "IBM_HR_Training 2014-17.csv" document, save it as a Page Source and not a Web Page.



Uploading and Interpreting Data Sets

Interacting with Data Set 1

To access Sample Data Set 1, go to the Business Analytics Laboratory website (see page 5 next to *). Make sure to save the document through Excel on your device in order to ensure success when uploading to Watson Analytics. Make sure to click confirm when asked if presented with the right column of headers.

Utilizing the features of Watson Analytics, determine and understand the following trends using the smart data analysis, predictive analytics, and visualization service.

Don't forget to label the tabs created and developed to organize trends and correlations found. Open new tabs for new relationships.