



## Smarter Analytics Live 2013

Turning information and insight into actionable business outcomes.

# IBM Advanced Visualization

Visualize your data. Discover answers.

Mary-Jane Goddard – Senior CTP Cognos Business Analytics

01/08/2013

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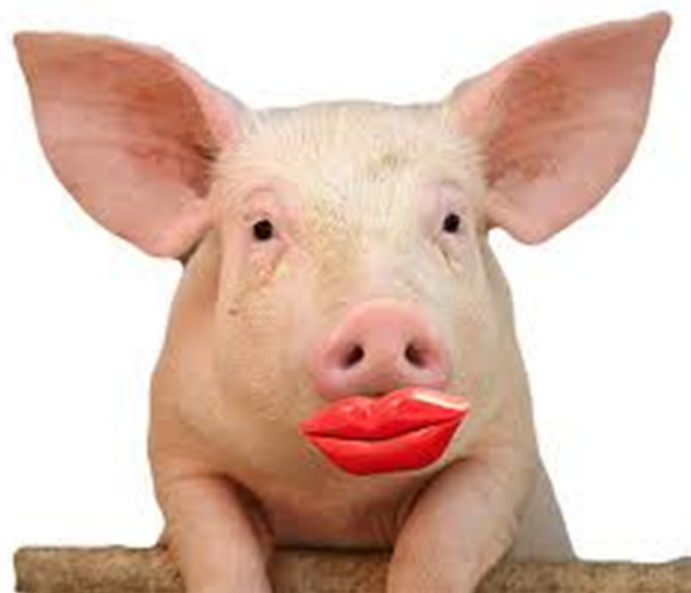




What is it?  
What can be done?  
What's in it for me?

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# Slam Tracker Video

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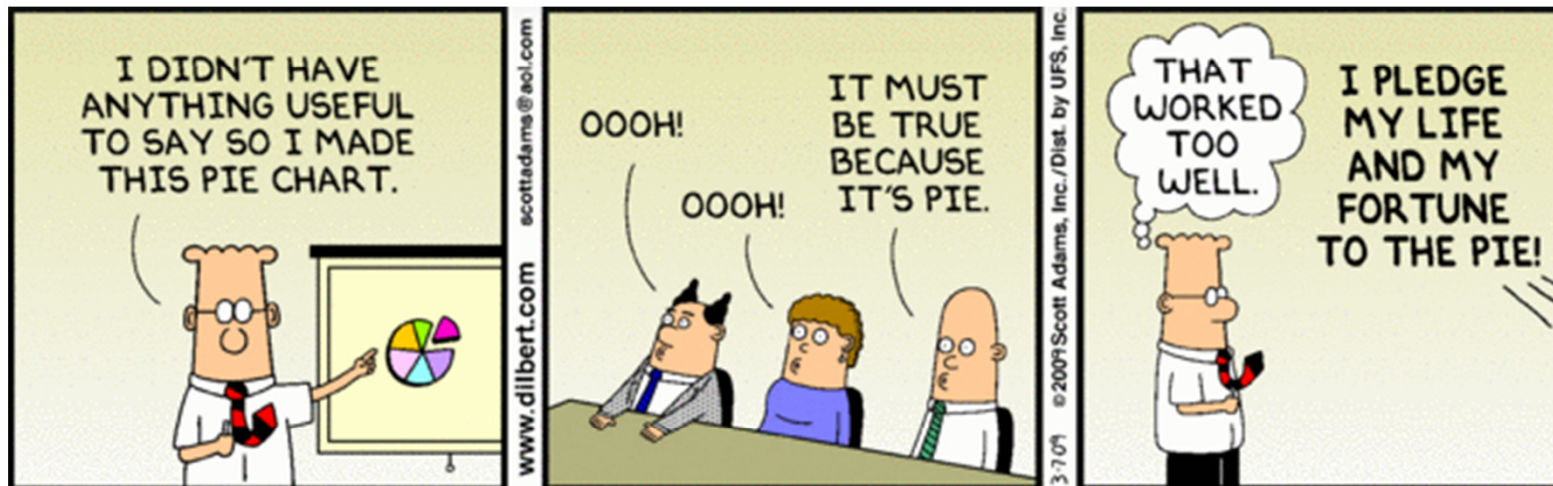


# Cincinnati Zoo Visualisation Example

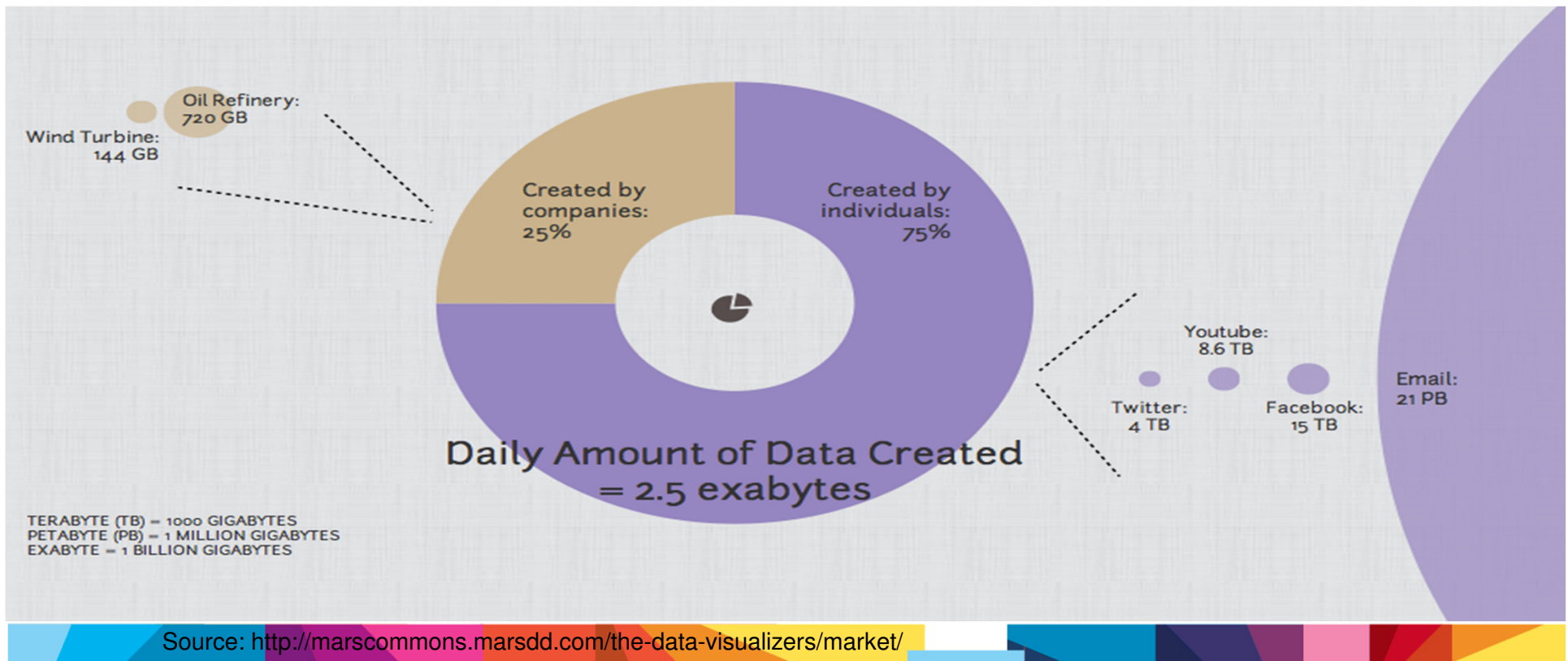
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# The Problem: Organizations are Data Rich and Insight Poor (DRIP)





# The art of the possible...

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We are often very good at spotting patterns, outliers and trends

Anscombe's quartet

I		II		III		IV	
x	y	x	y	x	y	x	y
10.0	8.04	10.0	9.14	10.0	7.46	8.0	6.58
8.0	6.95	8.0	8.14	8.0	6.77	8.0	5.76
13.0	7.58	13.0	8.74	13.0	12.74	8.0	7.71
9.0	8.81	9.0	8.77	9.0	7.11	8.0	8.84
11.0	8.33	11.0	9.26	11.0	7.81	8.0	8.47
14.0	9.96	14.0	8.10	14.0	8.84	8.0	7.04
6.0	7.24	6.0	6.13	6.0	6.08	8.0	5.25
4.0	4.26	4.0	3.10	4.0	5.39	19.0	12.50
12.0	10.84	12.0	9.13	12.0	8.15	8.0	5.56
7.0	4.82	7.0	7.26	7.0	6.42	8.0	7.91
5.0	5.68	5.0	4.74	5.0	5.73	8.0	6.89

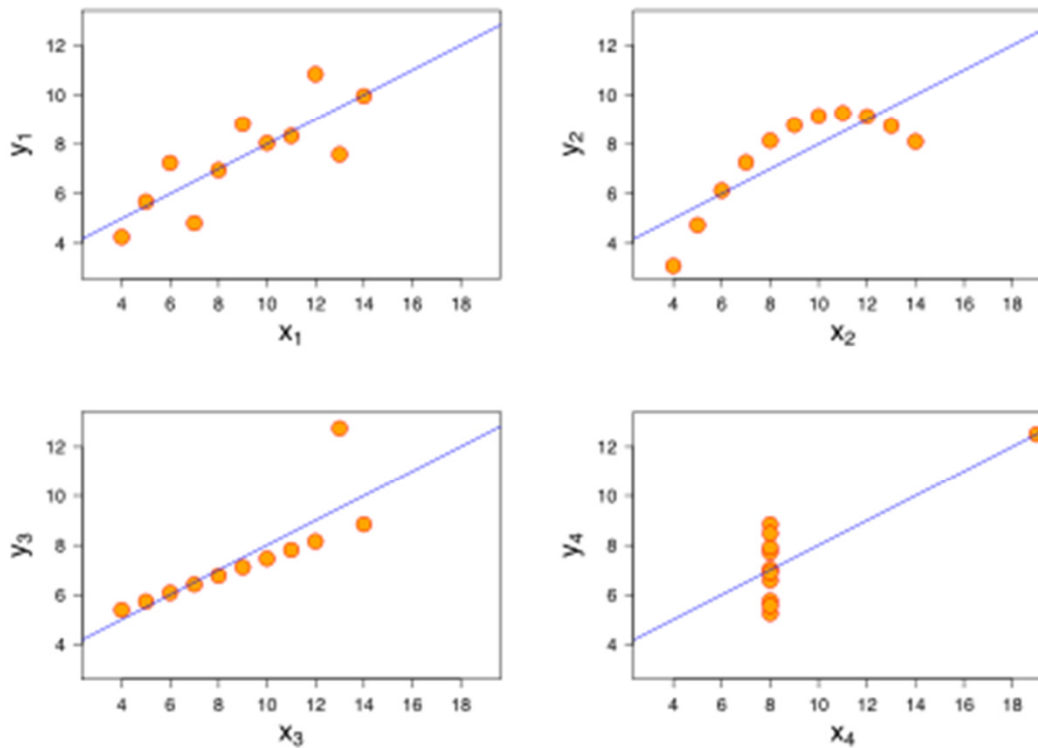


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We are often very good at spotting patterns, outliers and trends



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**Intelligent Discovery  
Capabilities**  
that rapidly make sense  
of all available data



**Interactive, Engaging  
Visualizations**  
that enable rapid  
understanding



# Smart Metadata

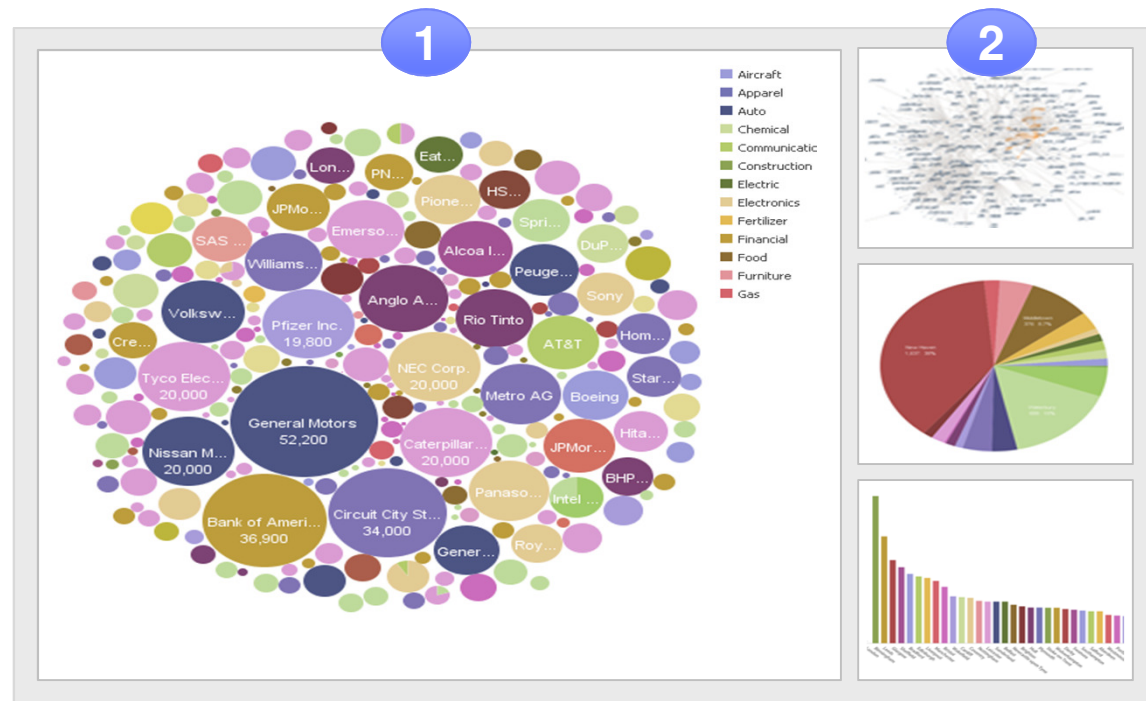
- Brings relevance and meaning to data by identifying business concepts and assigning rules based on a predefined knowledge base

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
	Year	Month	Week	Region	City	Store	Revenue	Beverage Sales	Coffee Sales	Other Beverage Sales	Food Sales	Other Sales	Expenses	Customer Satisfaction	# Visitors	# Staff	New Hires	Attrition rate	Staff Training Level	
1																				
2	2012	Jan	1	East	Ottawa	Elgin	\$15,209	\$10,367	\$9,312	\$1,055	\$3,420	\$1,422	\$3,504	90%	8932	7	3	3	57%	
3	2012	Jan	1	East	Ottawa	Glebe	\$14,437	\$9,113	\$8,115	\$998	\$4,415	\$903	\$3,804	75%	7902	7			90%	
4	2012	Jan	1	East	Ottawa	Alta Vista	\$7,607	\$4,759	\$4,221	\$538	\$2,241	\$607	\$3,900	80%	5024	5			80%	
5	2012	Jan	1	East	Ottawa	Centretown	\$17,711	\$8,945	\$7,442	\$1,503	\$4,461	\$305	\$4,000	80%	6842	7	1	1	90%	
6	2012	Jan	1	East	Ottawa	Riverside	\$15,935	\$8,850	\$6,642	\$2,208	\$5,881	\$1,204	\$3,270	75%	5097	5			100%	
7	2012	Jan	1	East	Ottawa	Fisher	\$5,883	\$4,771	\$3,217	\$1,554	\$907	\$203	\$4,721	60%	2571	4	1	1	75%	
8	2012	Jan	2	East	Ottawa	Elgin	\$14,113	\$9,280	\$8,312	\$968	\$3,205	\$1,678	\$3,402	89%	7884	7			86%	
9	2012	Jan	2	East	Ottawa	Glebe	\$11,315	\$6,780	\$7,040	\$843	\$4,234	\$1,204	\$2,531	76%	7740	7			80%	

**Time hierarchy** (Year, Month, Week)  
**Geographical Hierarchy** (Region, City, Store)  
**High revenue, high sales is good!** (Revenue, Beverage Sales, Coffee Sales)  
**High expenses are bad!** (Expenses)  
**Measures** (Customer Satisfaction, # Visitors, # Staff, New Hires, Attrition rate, Staff Training Level)

# Smart Visualization

1. Recommends Best Possible Visualizations
2. Ranks Visualizations by Relevance and Provides Alternative Visualizations
3. Learns and Remembers User Behavior





# Smart Visualizations Demo

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# Interactive, Engaging Visualizations

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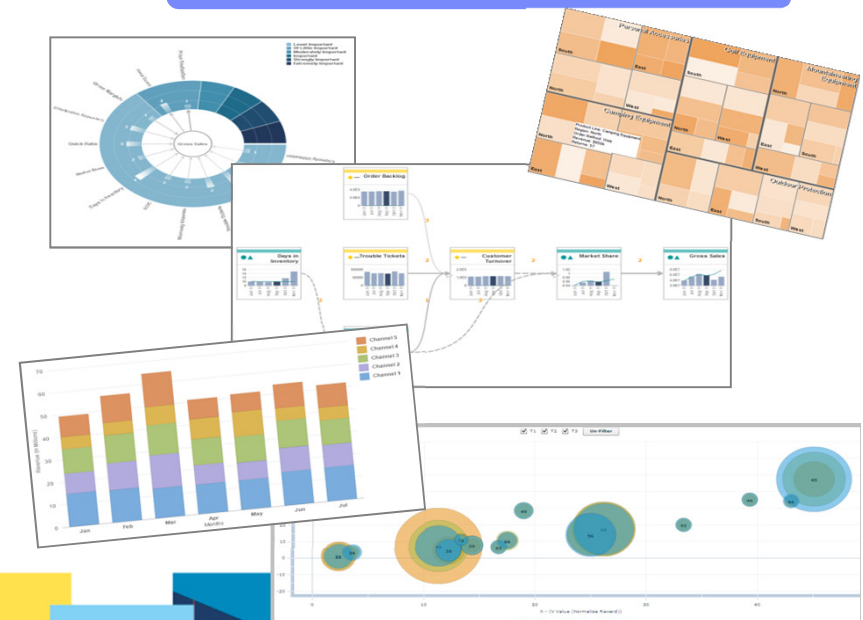
“a *library* of graphics”  
VS  
“a *grammar* of graphics”



VizJSON  
Visualization  
“Description”



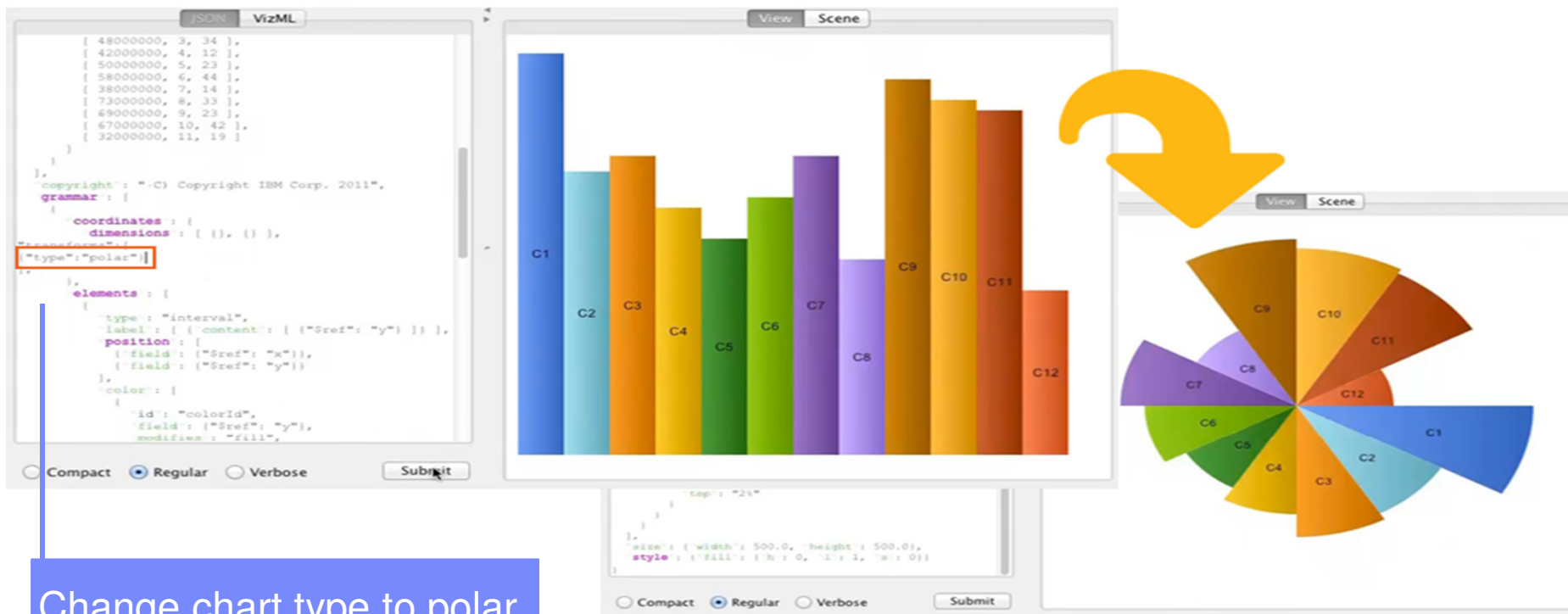
Common Visualization Framework



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# Flexibility: Simple description update to change visualization type.



Change chart type to polar.

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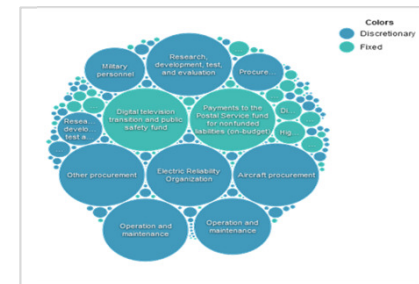
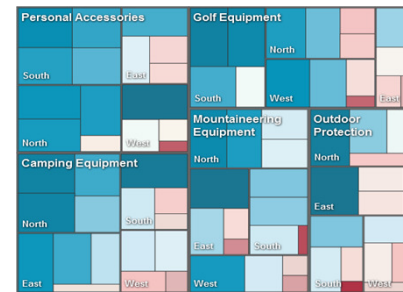


# Extensible visualization. Access new visualizations through a quick and simple download.



- Unleashes business users from a static library of charts
- New visualizations always available without waiting for product releases
- Quick and simple download of visualizations from new AnalyticsZone.com into Active Reports for Cognos BI V10.2.1
- Active reports with animated charts and additional chart interactivity also available on Mobile iPad, enabling the rich discovery of insights from anywhere

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# Visualization Demo

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getting back to me...

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# Thought Leadership

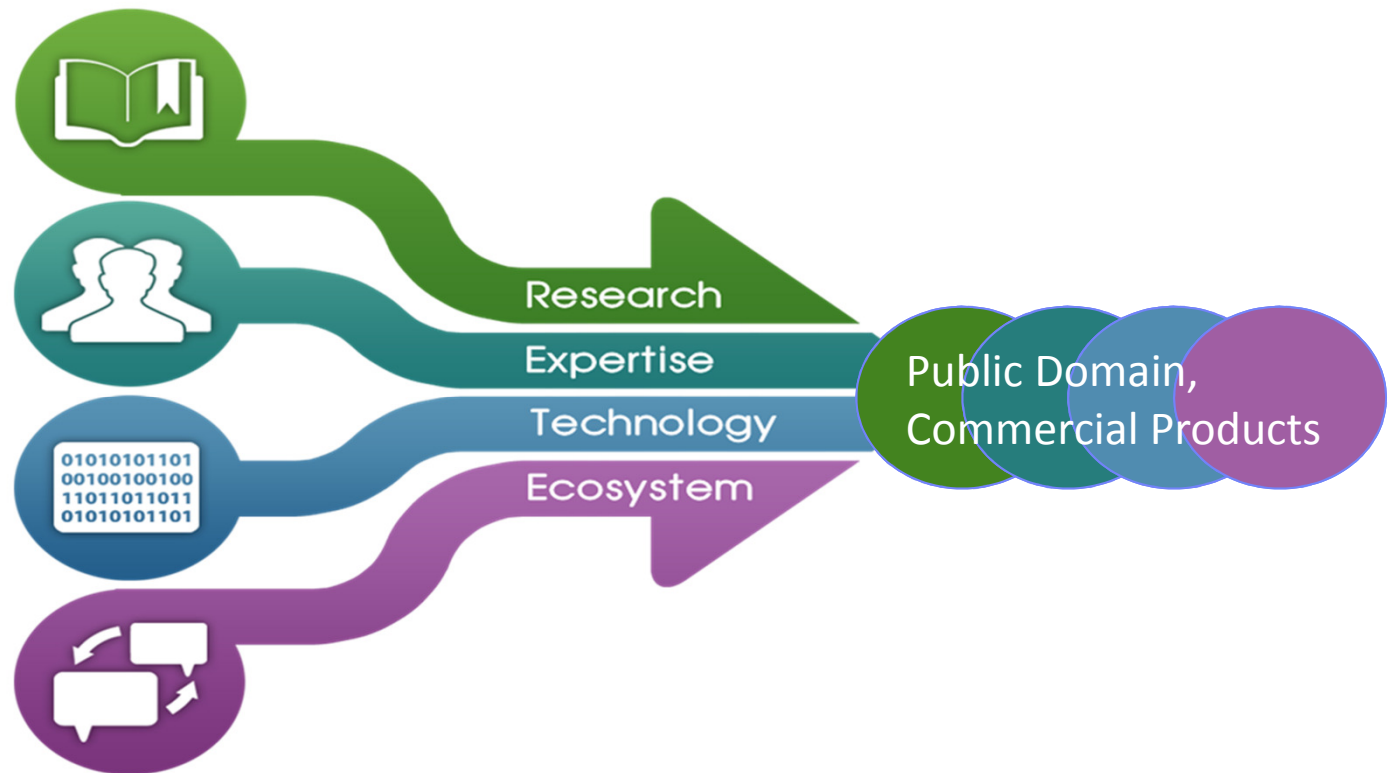


IBM Research  
Center for  
Advanced  
Visualization

Industry and  
visualization  
expertise

Interactive  
visualization with  
'looks and smarts'

Community of  
100K+ visualization  
enthusiasts &  
experts

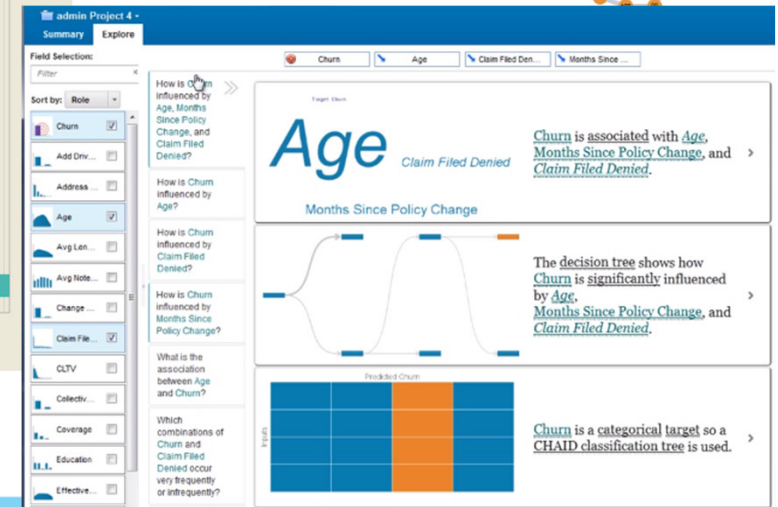
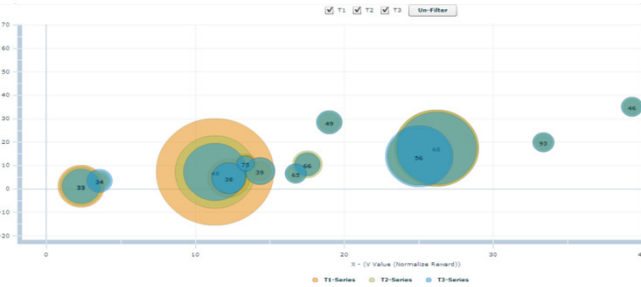
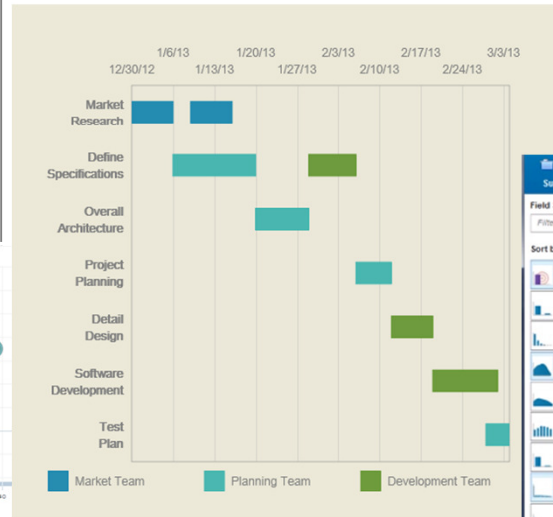
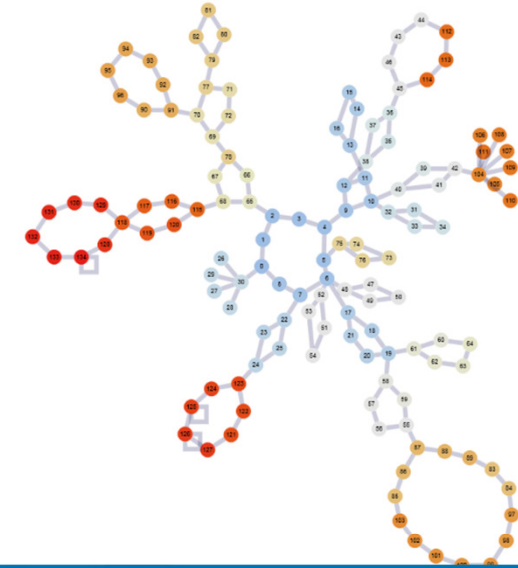
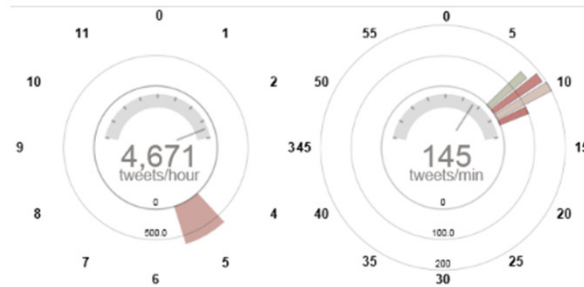
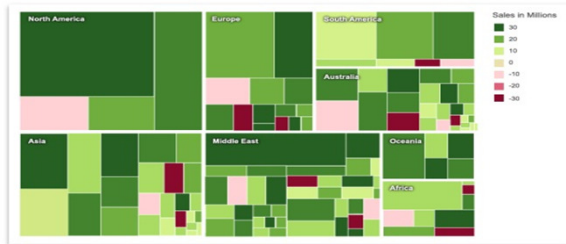


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# Commercial Products



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# Public Domain

- Visualization Thought Leadership and Expertise
  - IBM Visualization Luminaries
  - IBM Research
  
- Partnership with clients to develop innovative domain-specific visualizations
- Expert Eyes visualization blog
  
- Visualization Luminary Webcast Series
  
- Many Eyes Member Newsletter

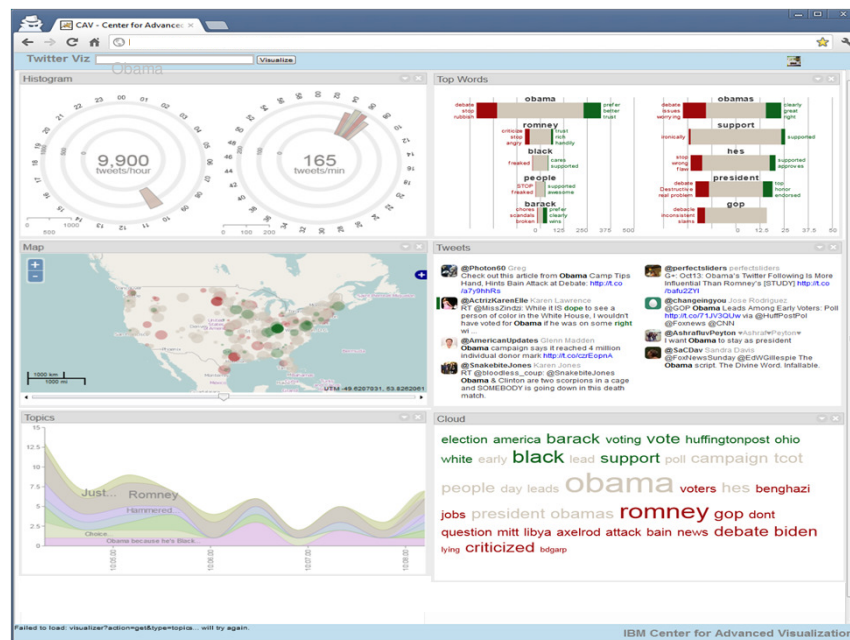


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The screenshot displays the ManyEyes website interface. At the top, there is a navigation bar with the 'manyeyes' logo and links for 'Create', 'Explore', 'Articles', 'Community', 'Sign In', and 'Join'. A search bar is also present. The main content area is divided into several sections:

- Visualize your Data:** A section with a 'Get Started!' button and instructions to 'Upload, Create and Share in 3 easy steps.' Below this is a 'Explore Visualizations' section with a bar chart icon and the text 'Find visualizations and data that relates to you.' A 'Learn from the Experts' section follows, with a person icon and the text 'Get visualization best practices from field experts.'
- Policy on Evolution Education:** A featured visualization showing a map of the United States with different states colored in various shades (orange, green, blue, red).
- Popular Visualizations:** A grid of various data visualizations including a word cloud with names like 'Jennifer', 'Christina', and 'Amy'; a bubble chart; a network diagram; a map of Australia; a bar chart; a pie chart; and another word cloud with terms like 'Wissen', 'soziale', and 'Handeln'.
- Featured Article:** A section titled 'World Happiness' by Frank Van Ham, with a small profile picture and a 'See All Articles' link.
- Expert Views:** A section titled 'If the universe is expanding - what is it ...' by Graham Wills, with a small profile picture and a 'See All Views' link.

# Social Media Streams Demo



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# Many Eyes Closing Video

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## Smarter Analytics Live 2013



# Let's Get Technical!

We will be showcasing our solutions through scheduled demos at our dedicated "Demo Zone". The demos are held throughout the breaks at the following times:

Time	Demonstration
<b>Morning Tea</b>	
10:55am - 11:10am	Australian Open - Big Data and Analytics
<b>Lunch</b>	
12:40pm - 12:55pm	Faster, Smarter Data Exploration and Visualisation
1:00pm - 1:15pm	Social Media Analytics
1:15pm - 1:30pm	Trusted Information for Analytics
<b>Afternoon Tea</b>	
3:00pm - 3:15pm	Intelligent Investigation Manager





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# IBM Table Talk!

**Got questions?**

Ask an IBM expert here today.

**Continue the conversation with the IBM team**

For more information on the solutions covered during this session, visit the IBM Table Talk zone in the pre-function area. Our subject matter experts are on-hand to answer your questions throughout the day.





## Smarter Analytics Live 2013

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# Become part of the dialogue.

JOIN US ON: *#SALive2013 @ibmbaanz*

Tweet your questions for the panel discussion this afternoon.

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