# Watson Analytics for your academic community

Data is the all-pervasive area of discussion and focus today. And nowhere is that more evident than in academia. At a time where employers expect individuals at all levels of the organization to use raw data for new insights, the more prepared your students are to deliver results and insights, the better! In fact, Gartner recently predicted that between now and 2017, the number of citizen data scientists will grow five times faster than their highly trained counterparts. IBM has a tailor-made solution that will help fill that need and help you and your students become more proficient with data analytics and able to deliver insights in minutes!

IBM Watson Analytics is a smart data discovery service delivered in the cloud for easy access. It's smart because it automates analytics capabilities to guide users through the process of finding critical insights in their data. It's a great way to introduce predictive analytics to both undergraduate and graduate business students as well as non-analyst type students and puts analytics skills in the hands of students beyond the traditional Analytics degree programs. It's easy to get started-simply connect to your data and decide whether you'd like to explore your data, build dashboards, or even perform advanced analytics.

**With Watson Analytics, you and your students can:**

- Learn an all-in-one-tool that is unlike anything out in the academic marketplace.
- Use natural language to explore your data by choosing a question automatically provided to you or by typing your own.
- Quickly assemble key insights as visualizations or infographics and turn them into powerful stories that elegantly and effectively communicate your points.
- Extend your analytics reach by using predictive capabilities to discover relationships and the most influential drivers in your data.
- Analyze Twitter data to understand social sentiment and spot external trends that could affect your area of expertise.

**Our offer**

IBM would like to offer Watson Analytics to faculty and students for the duration of their time at your university **at no user cost**. It is part of IBM's ongoing commitment to enable students and faculty by providing technology that can inspire them to make new discoveries in their fields and develop innovative solutions to the world's problems. Watson Analytics enables almost anyone—no matter their skill level—to better understand what data might be telling them, quickly and easily.

To get faculty access to Watson Analytics at no cost, just register here . If interested in discussing campus wide access, please contact Laura Trouvais at ltrouvais@us.ibm.com.

**Resources**

We have many different enablement methods for academic faculty and students. These include:

- Course implementation tours
- Getting started tutorials
- Curriculum guide
- Step by step workbook

- Digital badges upon course completion
- Weekly tour of Watson Higher Education webinar
- LinkedIn Academic User Group
- Hosted analytics competitions

**What are the benefits of Watson Analytics?**

- **Introduction to analytics.** Introduce predictive analytics and data visualization to students and faculty across a broad range of university courses and disciplines.
- **Automation.** Experience the power of cognitive computing as it easily takes you through the analytics journey.
- **Advantage in the classroom.** Equip yourself with the most powerful analytical tools needed for data exploration, analysis and visualizations.
- **Analytics for everyone.** Use it to go far beyond Excel if you're an analytics novice or, if you have an analytics or data science background, go deep into data discovery and predictive insights.

You'll find everything you need right here – tutorials, guidance for using the tool, use cases, sample datasets and all other information. You will also find information on the IBM Watson Analytics Academic Program here. Get started with Watson Analytics today!

Best regards,

Randy Messina
World-Wide Academic Program Leader
Watson Analytics