Alex Herman

Business Analytics

Preston

10/31/22

Alteryx Project

Part A

Global Superstore is looking to adopt Alteryx in order to increase their analytical efficiency at every level of management. I believe Alteryx would be a great fit for our organization because of its ability to track lineage, conformance to data governance, establish logs/audits, flexibility in deployment & scalability, comprehensive & customizable usage reporting, segregation of duties, access & security control, gallery authentication options, sandbox & production environments, and workflow execution credentials & restrictions. Firstly, lineage tracking is an advantage because end users are able to understand each tool being used in the workflow and it pulls everything from the data source so nothing will be missed. Another advantage relates to data governance as Alteryx is able to adhere to all of the existing admin rules/procedures from the data source. Also, once the data is transferred to Alteryx, it is stored in the software’s memory, so it is not susceptible to creating errors in the data set. Next, Alteryx possesses several types of logs so users can trace errors, warnings, information, and debugging messages. Audit logs specifically track changes to system entities so there is a complete history of edits. Additionally, the Alteryx server is super easy to set up so it can be deployed almost immediately when needed, while also being extremely scalable to fit a wide variety of Global Superstore’s needs. Usage reports are also important for administrators to monitor usage and ensure optimal performance. While Alteryx does not have a very sophisticated dashboard creating functionality, it is able to effectively interact with Tableau to create exceptional dashboards. Another advantage of using Alteryx comes from its ability to segregate duties to ensure security and data privacy. Additionally, access in Alteryx is configured to be manage by an admin role with special privileges to grant access to others when necessary. When privileges need to be granted, Alteryx possesses gallery authentication options to verify users and manage their access. One of the most attractive features of Alteryx is its Sandbox/Production environment. This allows users to test their workflows in a safe space before deploying them in the production environment to get all the bugs out and test its functionality. Finally, workflow execution credentials and restrictions provide more security for limiting user engagement without the proper authentication to protect the workflows integrity. Overall, I believe Alteryx will be a great fit for Global Superstore’s wish to increase its analytical ability while avoiding the risks of compromising their secure data.

Part B

Workflow 1

My first workflow pulls data from Global Superstore’s orders database to sum profits from five of its major markets. Once at the market level, the workflow drills down into a specific country in the market and sums the profit from that country. It also sums the profits from the remaining countries in that market. This is useful for Global Superstore to understand how important each of these specific countries are in relation to the rest of the countries in that market.

Workflow 2

My second workflow again pulls data from Global Superstore’s orders database to view the sums of sales revenue for three different categories of product offerings. Additionally, for each of the three categories, the sales revenue records are collected and sorted in descending order of highest dollar amount to the lowest. This workflow will allow Global Superstore to see which category of their product offerings are bringing in the most sales as well as which ones have consistently high sales records.

Workflow 3

My last workflow pulls data from Global Superstore’s orders and returns databases to analyze the cost of shipping in relation to the ship mode, order priority, and what segment the product is being shipped to. For the ship mode, I selected same day and compared its average cost to the average cost of the other modes. For the order priority, I selected high and compared its average cost to the average cost of the other order priorities. For the segment, I selected corporate and compared its average cost to the average cost of the other segments. This workflow is useful for determining what factors lead to higher shipping costs for Global Superstore.

Works Cited

<https://community.alteryx.com/t5/Engine-Works/10-Reasons-Why-IT-Loves-Alteryx/ba-p/656237>

Appendix

Workflow 1

Diagram

Description automatically generated with low confidence

Workflow 2

Diagram

Description automatically generated with low confidence

Workflow 3

A picture containing diagram

Description automatically generated