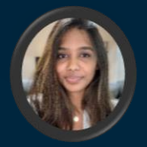
JULY 2023

DATA ANALYTICS EDUCATION

Now Imperative for Knowledge Workers in Every Industry

KIM YOHANNAN
SparkED Education Manager – Americas East & Canada



BHUMIKA PATEL
SparkED Technical Manager – Americas

alteryx SPARKED

AGENDA

01 Why Alteryx

02 Demand for Data Literacy & Analytics

03 SparkED Education Program

04 Alteryx Designer

05 University Spotlights

06 Getting Started and Q&A

ALTERYX – THE ANALYTICS AUTOMATION COMPANY

Our mission: to enable every person to transform data into a breakthrough.

8300+
Customers

47%
Global 2000

#1
Gartner Peer Insights

400k+
Community Members

25 Years
Experience

2,300+
Employees

© 2022 ALTERYX, INC. All rights reserved.

WHY AUTOMATION?

More Work

Statutory & Regulatory filing requirements are increasing.

94%

Of organizations use multiple sources for their data.[1]

26 Hours

per week equivalent spent by advanced spreadsheet users doing repetitive manual tasks in spreadsheets.[3]

60%+

have FIVE or more different data sources.[2]

1. Alteryx, Lack of Data Blending Capability is Costing Time and Money.
2. Harvard Business Review, Data Blending: A Powerful Method for Faster, Easier Decisions (sponsored by Alteryx), August 2015.
3. December 2016 | DC Commissioned Report.

alteryx
© 2023 ALTERYX, INC. All rights reserved.

A Global Customer Base - Enterprise

8,300+ customers in **every industry**

Top Line Growth	Bottom Line Return	Efficiency Gains	Risk Reduction	Fast Workforce Reskilling

Retail

Walgreens, AutoNation, ROSS Dress for Less, amazon services, WORKWEAR GROUP, M&S, Kingfisher, NORDSTROM

Food Services

KraftHeinz, OXXO, Kellogg's, Campbell's, Kroger, Nestlé, DANONE, coles

Consumer Products

COLGATE-PALMOLIVE, Stanley Black & Decker, Advance Auto Parts, P&G, Unilever, SHISEIDO, ESTÉE LAUDER COMPANIES, BAYER

Telcom/Cable

NTT, swisscom, Bell, BT, telenor, KDDI, vodafone, Claro

Media/Entertainment

WARNER MUSIC GROUP, NETFLIX, Omnicom, UNIVERSAL MUSIC GROUP, LIONSGATE, FOX, IMG

Professional Services

ups, HAKUHODO, MEDIABRANDS, MOL 商船三井, IQVIA, HCL, CGI, SKANSKA

Energy & Utilities

Chevron, TEPCO Energy Partner, Sempra Energy, PETROBRAS DISTRIBUIDORA S.A., saudi aramco, ENBRIDGE, LUZ DEL SUR, World Fuel Services

Healthcare & Insurance

Abbott, ASSURANT, novo nordisk, AMERICAN FAMILY INSURANCE, Queensland Government Queensland Health, MSIG, Allianz, SUNCORP

Manufacturing

PORSCHE, gm, MARS, DAIKIN, INTERNATIONAL PAPER, HEIDELBERGCEMENT, SIEMENS

Financial Services

VISA, BANCO BMG, JBIC, Itaú, SOCIETE GENERALE, HSBC, AMEX

Travel & Hospitality

PALMS CASINO/RESORT/SPA, Holland America Line, Marriott INTERNATIONAL, ANA, expedia group, AVIS, Royal Caribbean, TOLL

Technology

Meta, salesforce, DELL, NEC, IBM, Micron, mongoDB.

47% of the Global 2000

Customers as of Q4 2022

© 2023 ALTERYX, INC. All rights reserved.

ALTERYX ACROSS INDUSTRIES

Leading organizations worldwide rely on Alteryx

7 of the 10
largest **airlines** in the world

8 of the 10
largest **manufacturing** companies

15 of the 20
largest **management consulting** firms

16 of the 20
largest **automotive** industry companies

8 of the 10
largest **telecom** companies

19 of the 20
largest **banks**

10 of the 10
top **consumer packaged goods** companies

alteryx

© 2022 ALTERYX, INC. All rights reserved.

Alteryx is for Everyone

HR

- Employee Retention
- ESG
- Recruiting
- Performance Management

FINANCE

- Tax Automation
- Audit & Compliance
- Daily Reconciliation
- FP&A

SALES & MARKETING

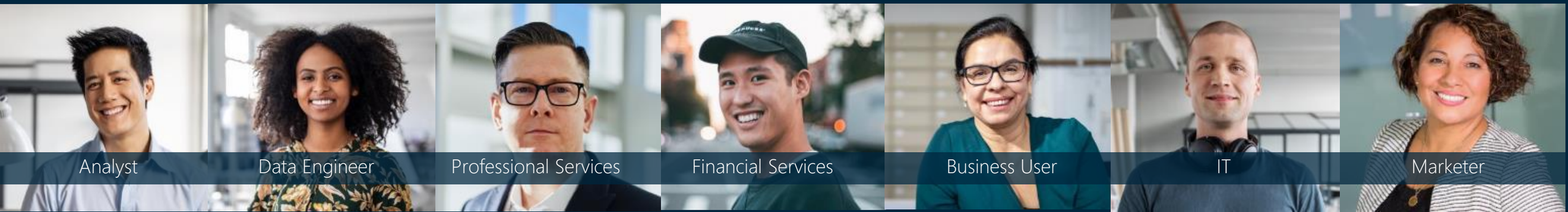
- Segmentation
- Forecasting
- Customer360
- Churn

OPERATIONS

- Incident Management
- Response Time Analytics
- Call Center Analytics
- Customer Sentiment

SUPPLY CHAIN

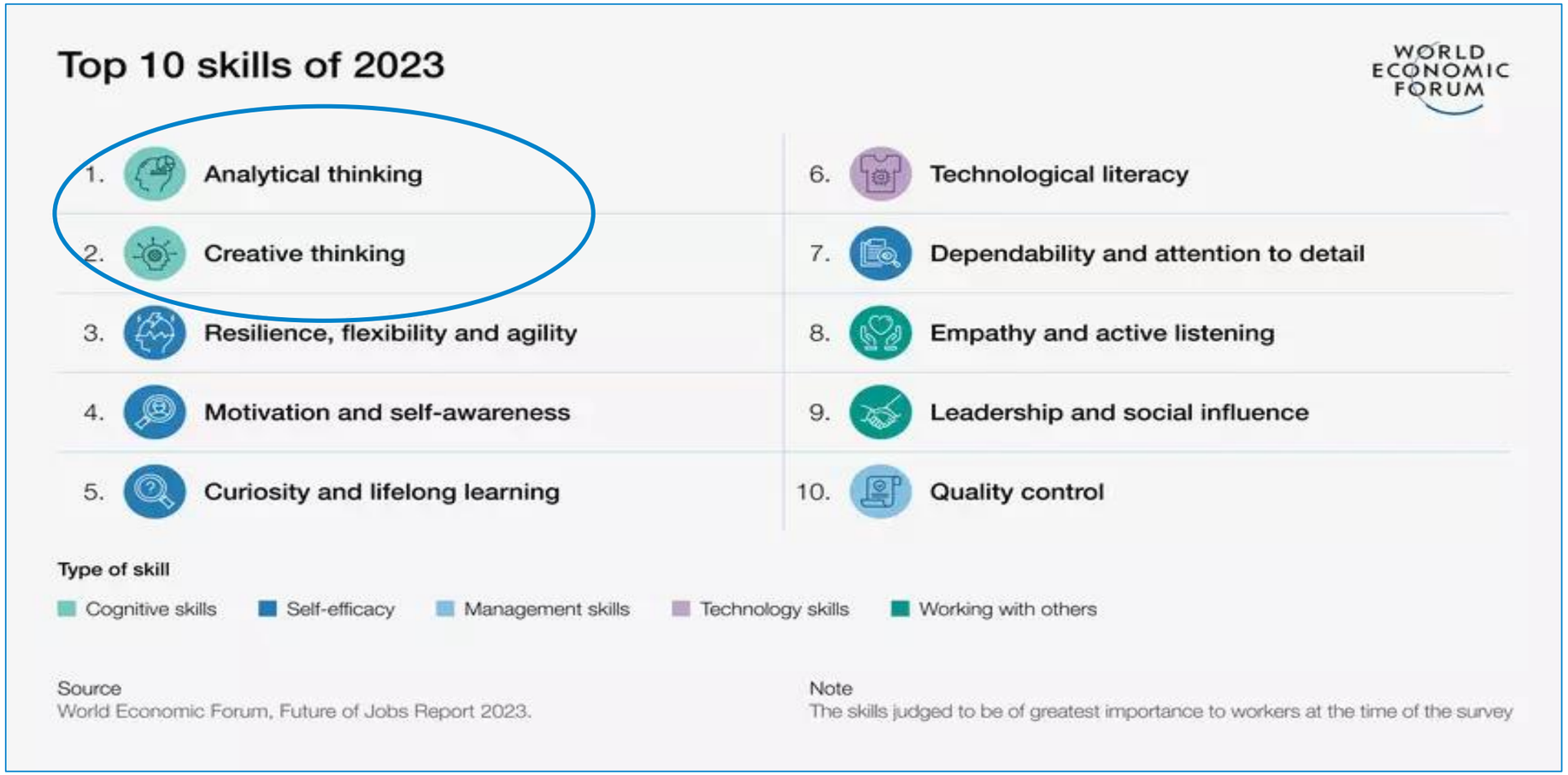
- Demand Forecasting
- Inventory Optimization
- Predictive Maintenance
- Capacity Planning



TOP 10 SKILLS OF 2023 and Beyond (2027)

Future of Jobs Report

Strong cognitive skills are increasingly valued by employers, reflecting the growing importance of complex problem-solving in the workplace.



© 2022 ALTERYX, INC. All rights reserved.

Source: Future of Jobs Report 2023, World Economic Forum

JOB LANDSCAPE 2023 and Beyond (2027)

Future of Jobs Report

The fastest growing roles are being driven by technology and digitalization.

At the same time, the fastest declining roles are also being driven by technology and digitalization.

© 2022 ALTERYX, INC. All rights reserved.

Source: Future of Jobs Report 2023, World Economic Forum

CURRENT DEMAND FOR DATA ANALYTICS SKILLS

Job Seekers Formula for Success

Key Word(s)	LinkedIn	Indeed.com
Analytics	155,546	217,406
Business Analytics	98,337	49,725
Data Analytics	115,582	136,270
Data Science	100,927	18,280

Job	Median Base Salary	Glassdoor Top 50 Job Rank
Data Scientist	$113,736	#3
Data Engineer	$113,960	#7
Data Analyst	$74,224	#35
Business Analyst	$81,556	#36

Notes: *US Data Only*
Adapted from 50 Best Jobs in America Report by Glassdoor 2022

alteryx SPARKED
© 2022 ALTERYX, INC. All rights reserved.

IMPACT TO CURRENT & FUTURE WORKFORCE

Future of Jobs Report

Companies report that skills gaps and an inability to attract talent are the key barriers to transformation, showing a clear need for training and reskilling across industries.

Source: Future of Jobs Report 2023, World Economic Forum

© 2022 ALTERYX, INC. All rights reserved.

By partnering with colleges and universities through the Alteryx Education program.

alteryx SPARKED

We’re on a mission to democratize analytics by empowering every learner with the skills to **question, understand,** and **solve with data**.

50 Countries

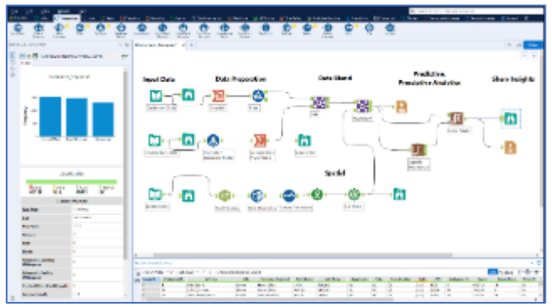
1,000 Institutions

150k Learners

alteryx

SparkED BENEFITS

Designer Licenses



1-year renewable licenses for faculty and academic students (90-day licenses for non-academic learners)

www.alteryx.com/sparked

Alteryx Community

Connect with our global community of 400K+ industry members for resources, guidance and inspiration

community.alteryx.com

Teaching Materials & Training

Includes:

- Intro to Data Analytics Curriculum
- Domain Specific Use Cases
- Self-paced Learning Pathways
- Virtual Educator Trainings

Educators - Alteryx Community

Alteryx Certifications

Includes:

- Interactive prep guides
- Prep videos
- Practice tests
- Credly digital badges

Certification - Alteryx Community

© 2022 ALTERYX, INC. All rights reserved.

Building the Analytics Talent Pipeline

Learners

- Receive free licenses for higher ed students and independent leaners.
- Access to data analytics curriculum and valuable credentials.

Educators

- Receive free licenses and curriculum materials to teach data literacy and analytics.
- Gain opportunities to partner with industry.

Customers

- Share your data analytics experience by guest lecturing and creating awareness of your company with students.
- Host a datathon to increase recruitment of data-enabled talent and offer real-world challenges to solve.

© 2022 ALTERYX, INC. All rights reserved.

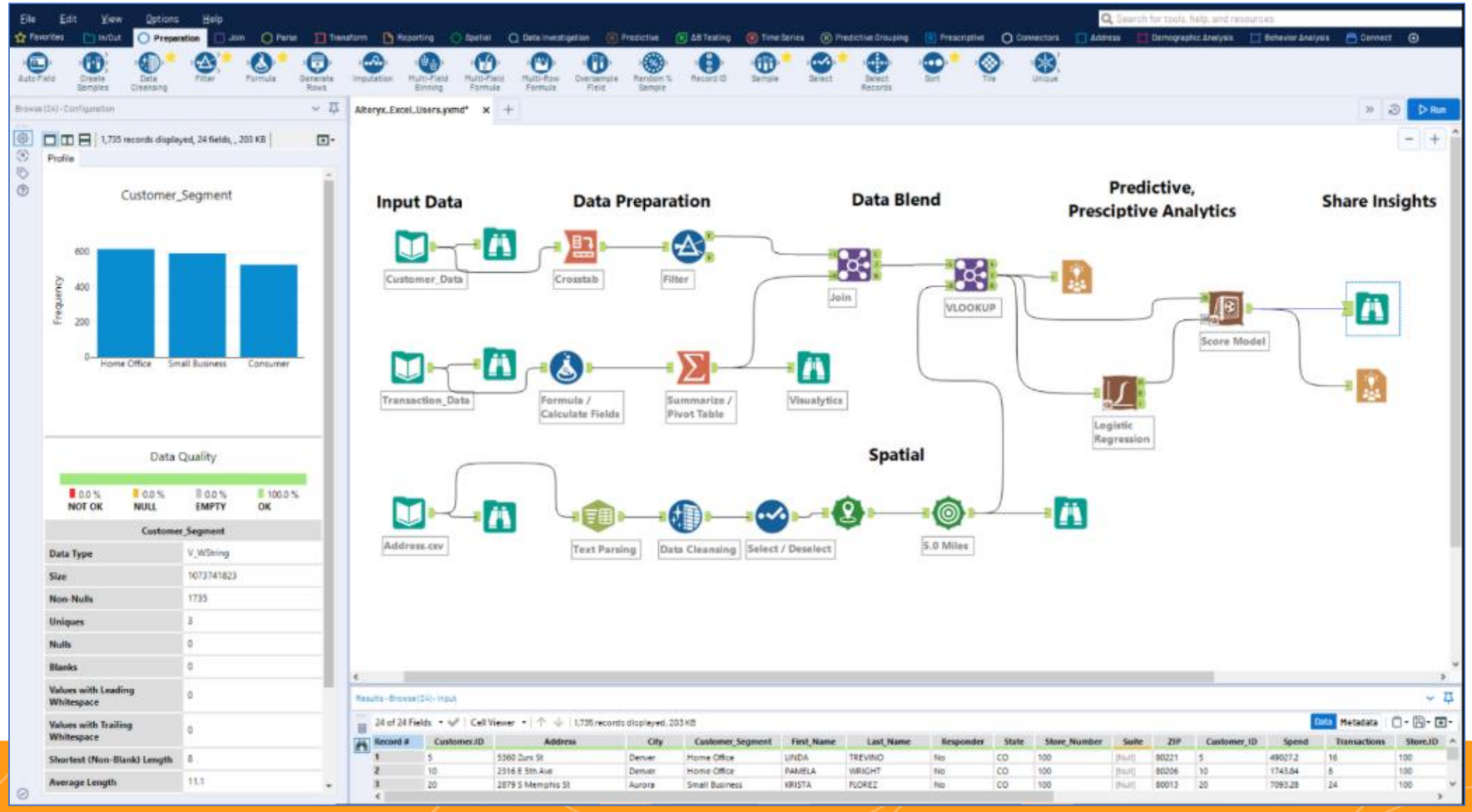
ALTERYX DESIGNER ANALYTICS AND AUTOMATION PLATFORM

Easy-to-use, drag-and-drop, no-code, and code-friendly

Automate each step:
Data input, prep, blend, predict, visualize, geospatial, insights, and more

Access any data source:
File, application, type

Self-service tools:
Drag-and-drop building blocks



© 2022 ALTERYX, INC. All rights reserved.

WHY ALTERYX?

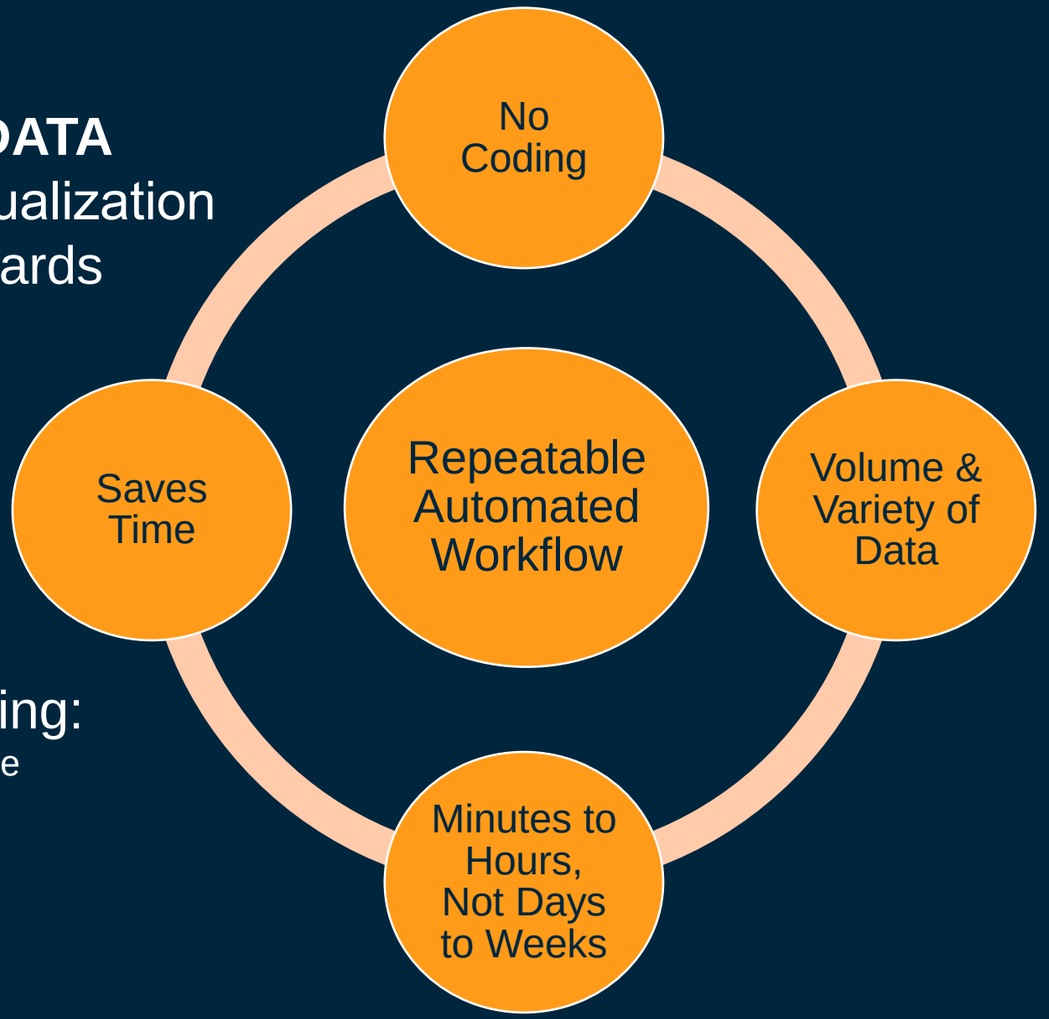
1 Empowers users who are **NOT** programmers to automate processes and analyze data

2 Makes processes **FASTER**, increasing productivity and saving time

3 Provides **DEEPER DATA INSIGHTS** using visualization & interactive dashboards

4 Ideal For Processes Involving:

- Big data sets, high transaction volume
- Process occurs frequently (i.e., Hourly/Daily/Weekly, etc.)
- Repetitive and/or manual tasks
- Joining multiple data sources
- Connecting to databases



Degree Spotlight:

AAS in Data Science

- **Statewide partnership to Align Education to Build an Innovative Workforce**
  - Bring NJ educators and industries together to support each other
  - Provide easy on-ramps and off-ramps between careers and education for workers
- **Required “deliverables” for NJ Pathways to DS careers:**
  - Embed industry recognized credentials into our curriculum
  - Formalize credit for career experience
  - Faculty Professional development
  - Be the bridge… secure articulation agreements with H.S. and 4-year institutions
- **Camden Community College AAS in Data Science**
  - Prepares students for careers in Data Science or Data Analytics
  - Incorporates lab-based data science courses that focus on the practice of data science activities using industry preferred tools -- > Alteryx Designer
    - Data Science I
    - Data Science II
    - Data Science III

Code	Course	Credits
First Year / First Semester		
ENG-101	English Composition I [1]	3
DSC-101	Data Science I [2]	3
CSC-106	Data Security, Privacy and Ethics	3
MTH-171	Statistics [3]	3
MTH-140	Calculus I [4]	4
		16
Second Semester		
ENG-102	English Composition II [5]	3
CSC-171	Introductory Python Programming	3
DSC-102	Data Science II [6]	3
MTH-150	Calculus II [7]	4
MTH-172	Statistics II [8]	3
		16

Code	Course	Credits
Second Year / First Semester		
MTH-261	Introduction to Mathematical Modeling [9]	3
CSC-272	Data Science Programming Applications [10]	3
ECO-101	Macroeconomics	3
DSC-203	Data Science III [11]	3
ELECTIVE	Diversity-Humanities General Education Elective	3
		15
Second Semester		
DSC-230	Statistical and Machine Learning [12]	3
DSC-250	Data Visualization and Presentation [13]	3
DSC-280	Data in Context-A Capstone Experience [14]	3
MTH-262	Probabilistic Models [15]	4
		13
	Total Minimum Credits	60

[1] Must test into ENG-101 or take all appropriate prerequisites

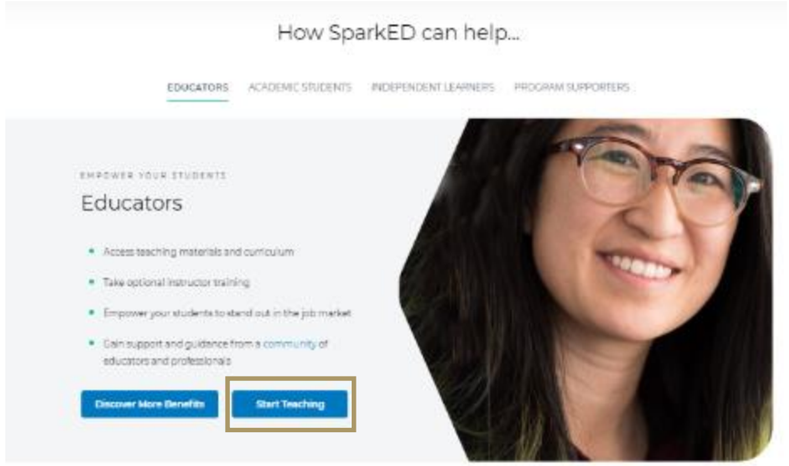
[9] Prerequisite: MTH-150

Data Science - Camden County College (camdencc.edu)

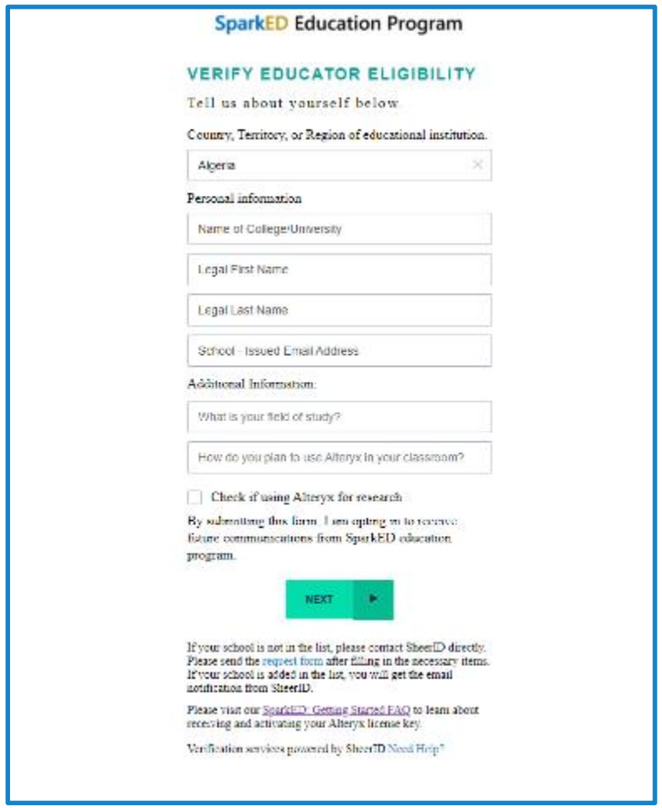
© 2022 ALTERYX, INC. All rights reserved.

ALTERYX DESIGNER LICENSES

Renewable education licenses for educators and students at no cost



1. Go to: www.alteryx.com/sparked .
2. Click on “Educators” below “How SparkED can help…” .
3. Click on “Start Teaching” to get your license.



4. Complete the “Verify Educator Eligibility” form using your .edu or regional equivalent education email address.

Congratulations, you are an Alteryx License Administrator at Xavier University (Cincinnati, OH)! This means you hold the key, literally, for your new Alteryx order. As a License Admin, you have the power to turn data into insights.

Forward the Alteryx license key below to enable your organization's most passionate problem solvers to impact their team like never before. Here are the details:

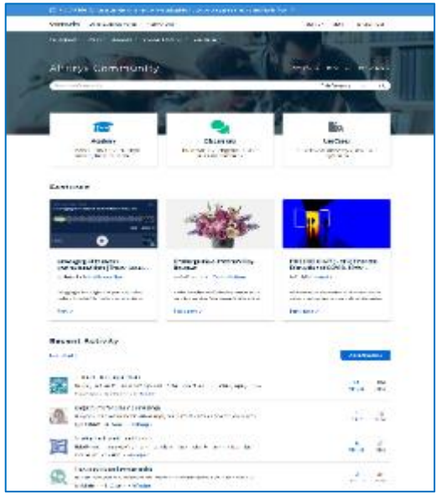
Product Name: Alteryx Designer
Part Number: AX-100072

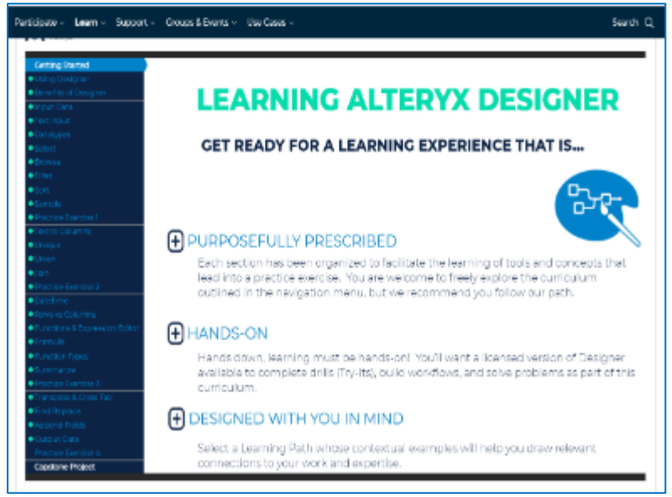
5. Receive your Alteryx Designer education license and instructions via email.

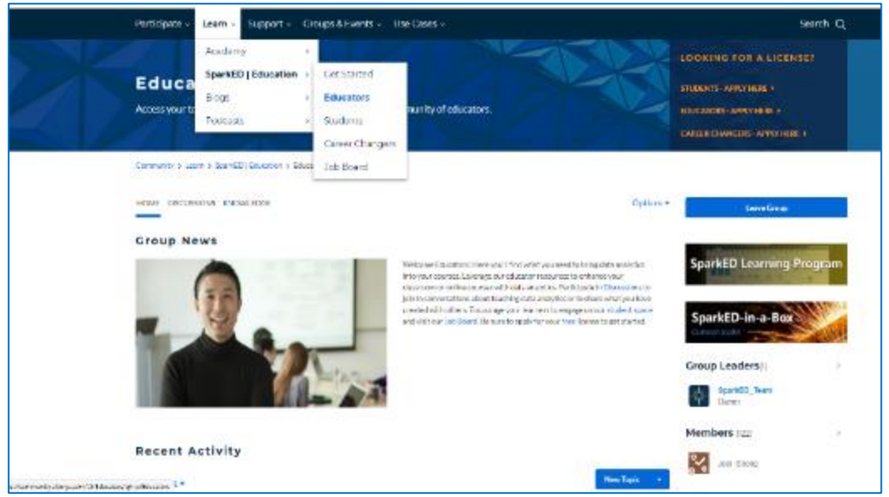
© 2022 ALTERYX, INC. All rights reserved.

CREATE YOUR COMMUNINTY ACCOUNT & START LEARNING

Sharing resources, guidance and inspiration







1. Go to: community.alteryx.com .
2. Click “SIGN UP” in the top right corner
3. Enter the required information, and under “Job Title”, select “Educator”.
4. Complete the “Getting Started Learning Path” - which includes:
   - Interactive lessons
   - Try it modules
   - Practical exercises
5. Join the Educator Discussion Board . (ONLY for Faculty)
6. Access / Download:
   - Introduction to Data Analytics Curriculum
   - Domain Specific Use Cases for Educators
   - Alteryx Designer Tools Teaching Slides
   - Learning Resource Guide

© 2022 ALTERYX, INC. All rights reserved.

Getting Started if You're an Educator . . .

- **Step 1:** Obtain your Designer license.

- **Step 2:** Go through the self-paced Designer training or sign up for a virtual training.
- July 24th - 26th : Alteryx SparkED Summer School Educator Training

- **Step 3:** Use the teaching resources in the Educator space to start using Designer in your course.
- **Intro to Data Analytics Course**
- **Accounting and Info Systems Use Cases**

© 2022 ALTERYX, INC. All rights reserved.

THANK YOU

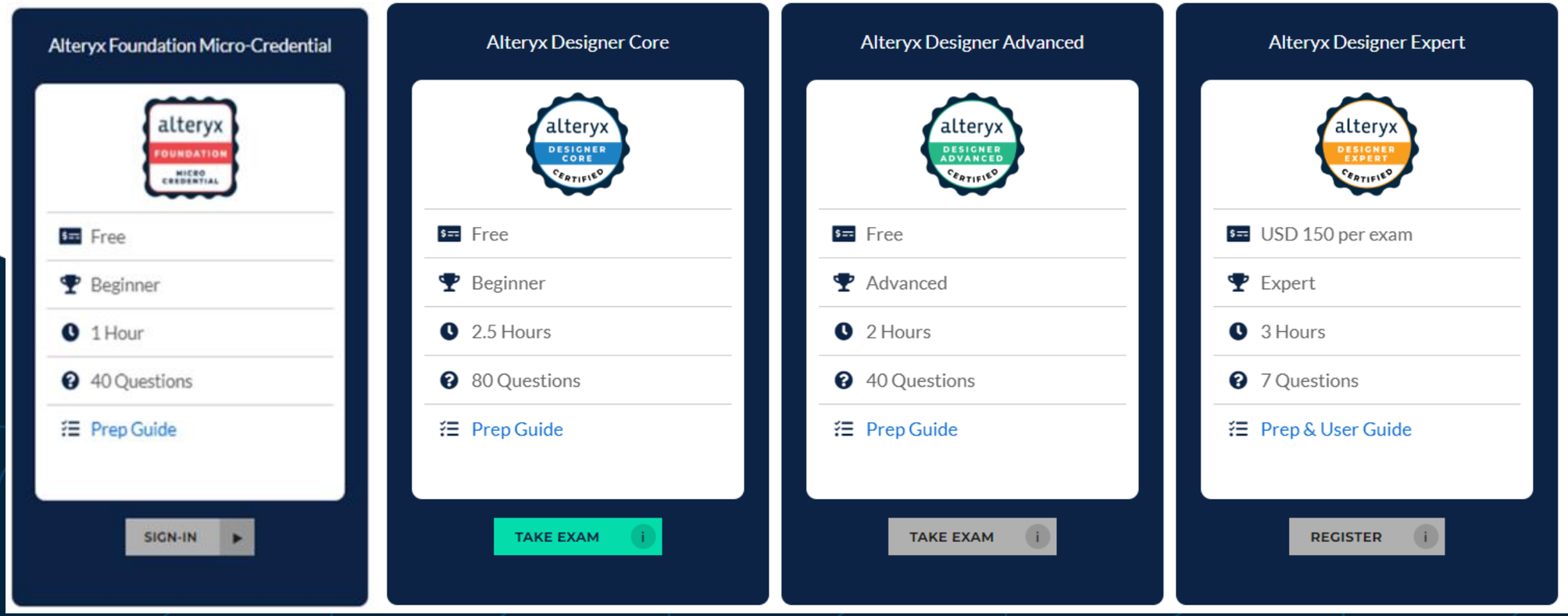
KIM YOHANNAN
Kim.yohannan@alteryx.com

alteryx

ALTERYX CERTIFICATIONS: MICRO-CRED, CORE, ADV & EXPERT

Start with the Micro-Credential on your journey to Core Certification.

[Alteryx Foundation Micro-Credential Exam Prep Guide]



© 2022 ALTERYX, INC. All rights reserved.

Take Certification One Step at a Time with:

Alteryx Designer Core Micro-Credentials

Alteryx Designer Core Micro-Credential: General Knowledge

- Free
- Beginner
- 30 Minutes
- 20 Questions
- Prep Guide

TAKE EXAM

Tests the basic features of Designer such as canvas, file formats and workflow optimization.

Alteryx Designer Core Micro-Credential: Data Preparation

- Free
- Beginner
- 45 Minutes
- 40 Questions
- Prep Guide

TAKE EXAM

Tests the Input/Output and Preparation toolset including Data Cleansing, Filter, Formula , Sample, Select, Select Records, Sort & Unique tools.

Alteryx Designer Core Micro-Credential: Data Manipulation

- Free
- Beginner
- 45 Minutes
- 30 Questions
- Prep Guide

TAKE EXAM

Tests the Join and Parse toolset. These are the tools used most often to blend data together or parse it out and are fundamental to data prep and analysis.

Alteryx Designer Core Micro-Credential: Data Transformation

- Free
- Beginner
- 1 Hour
- 30 Questions
- Prep Guide

TAKE EXAM

Tests the Transform toolset and your ability to apply your knowledge to change the direction of the data and summarize the data using the Transpose, Summarize & Cross Tab tools.

© 2022 ALTERYX, INC. All rights reserved.

SparkED Data Essentials Course

Self-paced Interactive Lessons

- This course is a great way to introduce key topics for working with data.
- These self-paced lessons are product agnostic.
- Each of the 7 modules highlights a unique aspect of the data landscape.

1. Decisions with Data
2. Defining Data (mico-credential)
3. Data and Devices
4. Database-ics
5. Data and the Cloud
6. Intro to Data Analytics
7. Data Stewardship

Interactive Lessons - Alteryx Community

Community > Learn > Academy > Interactive Lessons

© 2022 ALTERYX, INC. All rights reserved.

Introduction to Data Analytics Curriculum

Introduces students to critical data analysis concepts and the Alteryx Designer platform over the course of twenty classes (~75 minutes per class)

The curriculum includes:

- PowerPoint slides and handouts to support conceptual and technical knowledge
- Workflow-based lessons with detailed explanations for educators
- Homework assignments, quizzes and a project to test the students' skill development

Students that complete this curriculum will gain a solid understanding of data, prep and blend techniques, data analysis, and dynamic processes. Students will also be prepared to earn both their Alteryx Foundation Micro-Credential and Core Certification.

Download a sample lesson and a detailed breakdown of the curriculum to learn more.

If you'd like access to the full curriculum, complete this form and an Alteryx representative will send you a link in your email.

© 2022 ALTERYX, INC. All rights reserved.