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Alteryx HW 4

Alteryx

Alteryx is a beautiful tool that can be used by both coders and non-coders as the platform requires no coding and is made accessible for all due to its easy to use “drag and drop” function. Moreover, with Alteryx, and the output button placed on every filter, it is quite easy to directly see how each change impacts the data, and what error had been made. In contrast, with Python, non-coders would have difficulty understanding not only the output, but also the error messages. With this main functionality as the main appeal of Alteryx, it is easy to understand how such a tool could be used to streamline a company’s ability to do large scale data processing quickly. With the presence of data connectors, Alteryx makes it easy to import external data, as well as exporting to various APIs such as MongoDB, and even AWS RedShift.

In contrast to the ease that using Alteryx to process those operations provide, SQL on the other hand would require not only understanding of the SQL language, but would only be accessible for people with coding knowledge. Instead of a simple drag and drop that is provided by Alteryx in order to join, analyze, and create new datasets, the lack of instinctive UI, as well as guide, on the SQL would make this a more tenacious process. As an example, in order to connect a dataset from excel to SQL, a connection is required. On the other hand, with Alteryx, simply uploading the file with the “file input” tool makes it possible for the data to be analyzed in less than a minute. Moreover, with Alteryx, compared to any other tool such as SQL, it is easy to clearly see where the data is coming from and trace it back to the source for each iteration. With that in mind, it is understandable why Alteryx would be the recommended too for a quick and easy tool to streamline a company’s data.