

# Alteryx Designer Core Certification Exam Prep Guide



# Earning your Designer Certifications takes you to the next level in your data analytics journey.

The world is full of dirty data and complex problems. Luckily, there are analytic adventure seekers like you who want to explore all that Alteryx Designer holds. Whether you are brand-new or a seasoned veteran, the Alteryx Certification Program provides you with ways to continue learning and a place to prove your Alteryx analytic skills.



The Designer Core Micro-Credential: Data Preparation exam is designed to help you demonstrate your skills: it is free, online, on demand, and open book.

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# Exam Overview

The Alteryx Designer Core Micro-Certification: Data Preparation exam tests your knowledge of the Input/Output and Preparation tools in Designer and your ability to apply your knowledge and use the tools to solve real-world problems.

**AUDIENCE:** Everyone with an Alteryx Community profile!

**EXPERIENCE LEVEL:** Intermediate

**PRICE:** Free

**EXAM TYPE:** Online, on demand

**TIME ALLOTTED:** 45 minutes

**VERSION:** The exam tests on the 22.1 version of Desktop Designer **with the AMP Engine disabled**.

**ATTEMPTS:** One attempt every 7 days

**QUESTIONS:** 40

**QUESTION TYPES:** Multiple-choice, practical application, matching, and multiple-response

**POINT VALUES:** 1 point for multiple-choice, matching, multiple-response, and practical application.

Partial credit is awarded for matching and multiple-response questions ("Select THREE options").

**POLICY VIOLATIONS:** You may not receive assistance from another person, allow another person to take the exam on your behalf, plagiarize any exam answers, share exam content, create more than one account for additional exam attempts, or use unauthorized publications of exam answers. Review the [Alteryx Certification Agreement and Policies](#) for more details. Policy violations will result in removal of certifications and a possible ban from the Alteryx Community.

**BADGE AND CERTIFICATION:** Upon exam completion, you will receive an email from our exam platform, ClassMarker, with your exam results. Within the email is a graphic to be shared online as well as a link to download the associated certificate. Once all four Core Micro-Credentials have been earned, the full Core Certification will be issued on the Alteryx Community and a virtual badge from Credly will be emailed within 72 hours.

**RECERTIFICATION:** The Alteryx Designer Core Micro-Credential: General Knowledge expires after 2 years. You may retake and pass the Alteryx Designer Core Micro-Credential: General Knowledge exam, take and pass the Alteryx Designer Core exam, OR the Alteryx Designer Advanced exam to renew your

Alteryx Designer Core Micro-Credential: General Knowledge. After the first year of certification, you become eligible to retake the exam to recertify.

## Exam Blueprint Summary

For the detailed blueprint, refer to page 12.

| Designer Core Micro-Credential : Data Preparation Blueprint | % of the Exam |
|---|---------------|
| I. Read and write data                                      | 20%           |
| II. Interpret data  | 15%           |
| III. Cleanse data   | 18%           |
| IV. Build formulas  | 25%           |
| V. Filter and arrange data                                  | 22%           |
| <b>TOTAL</b>  | <b>100%</b>   |

## Designer Tools on the Core Data Preparation Micro-Credential Exam

### The 12 Tools on the Core Data Preparation Exam



Browse



Input Data



Output Data



Text Input



Data  
Cleansing



Filter



Formula



Select  
Records



Sample



Select



Unique



Sort

# Journey to Certification Success



## LEARN

1. Begin your learning journey at [Alteryx Academy](#)! Our Academy Team is constantly adding cost-free content and new methods of training to help our Designer users be confident and knowledgeable. Check out our learning paths, interactive lessons, Weekly Challenges, and more to help you learn all that Designer has to offer. In addition to free training, Alteryx now offers instructor-led training (ILT) in our Learning Marketplace at an enterprise level.
2. Analyze data that is meaningful to you. Formulate questions and build workflows that give insight into your own data. This is a critical step in the learning process—you will not only apply what you have learned, but also be able to visualize how Designer can help you perform your job more efficiently and effectively.

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[For a full description and examples of resources, see page 10.](#)

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## PREPARE

1. Review the detailed exam blueprint to understand exactly what is on the exam. Identify anything you don't recognize or understand well and use your resources to learn more.
2. Take the [practice exam](#).
3. Review and become familiar with your resources (see page 8). These are your lifeline during the exam!
4. If you have already taken the exam, take advantage of the results email to help you pinpoint the areas where you can focus your preparation.

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[For more tips and tricks for exam preparation, see page 7.](#)

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1. After you select the link to take the exam, you will be directed to our exam platform ClassMarker. On the next screen you will enter your first name, last name, email address, and Community username. All users are required to agree to our [policies](#) prior to accessing the exam.
2. During the exam, you will be prompted with one question at a time. For each question, you will have the ability to do the following:
  - a. Select an answer and continue to the next question.
  - b. Not select an answer and continue to the next question.
  - c. Bookmark the question and return to it later.
3. Once you reach the last question, you will have the option to submit your answers. If you run out of time prior to submitting your answers, the exam will be submitted for you automatically.
4. You will receive your exam results immediately on your screen, and you will also receive your results via email.
5. If you do not pass on your first attempt, don't fret! You are eligible to retake the exam after 7 days, so spend that time refining your skills and becoming more familiar with your resources.

Once you have passed all our Core exams, continue your certification journey by becoming Advanced Certified, share your knowledge on the Alteryx Community, or join a user group!

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Passing the exam is not the end of your certification journey—it is just the beginning of your Alteryx Designer adventure! Continue learning and take your career to new heights!

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## Test Tips



### Read Carefully

Read each question carefully before answering. Pay close attention to tool configurations, screenshots, and data sets. Just as in real life data analytics, the details matter!



### Use Your Resources

Prior to beginning your exam, **have all your resources up and ready**. Use multiple screens if available and spend some time getting organized.



### Pace Yourself

Allot about 75 seconds for each 1-point question and 3 minutes for each practical application question. If you finish early, use the remaining time to go back and check your answers. Use the full hour.



### Answer Every Question

In the exam platform, use the Bookmark feature to flag questions you would like to come back to and review later. Select **See all questions** to view all unanswered and bookmarked questions. Many questions provide partial credit, so it is worth attempting to answer every question even if you aren't 100% sure.



### Reflect, Review, Refine

If you do not pass your first attempt, you now have a new study aid! Your exam results will be emailed to you with a breakdown of how you performed in each category. Take those results and use them to pinpoint your study efforts.

# Exam Resources

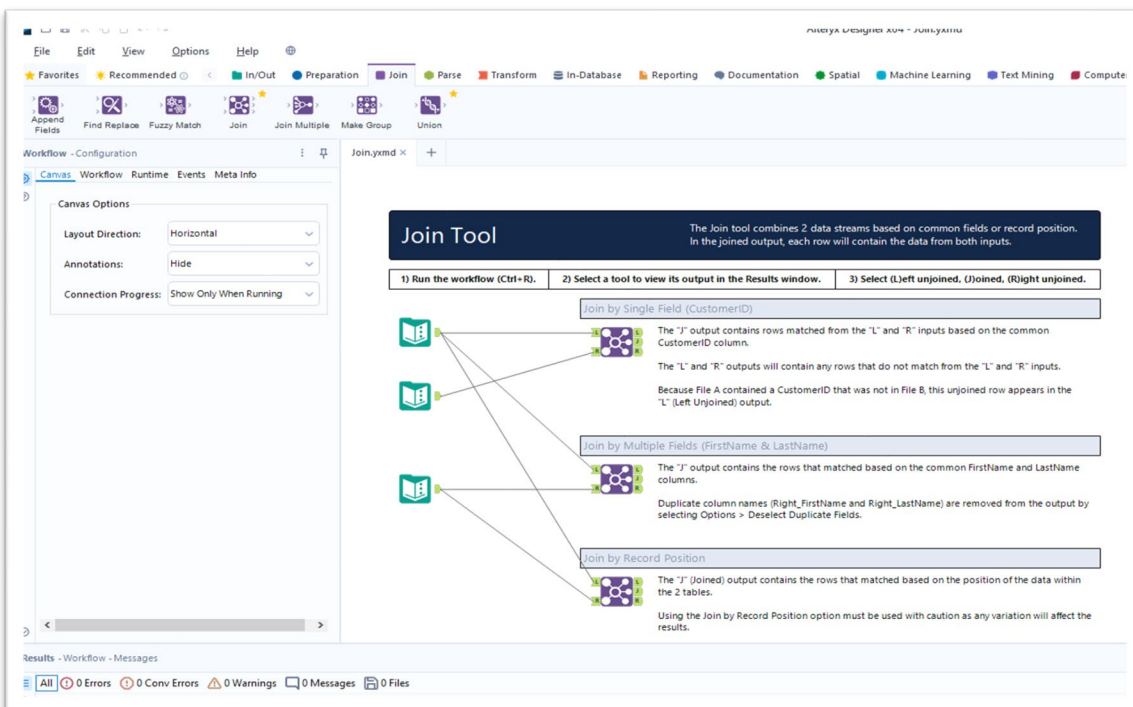
## Practice Exam\*

Test out your skills with the [Core Certification Practice Exam\\*](#). The exam includes 15 questions along with explanations of why the answers are correct, so you can continue learning while testing.

\*The practice exam is not a true representation of the testing environment. It is a series of questions similar to those found on the exam.

## One Tool Examples

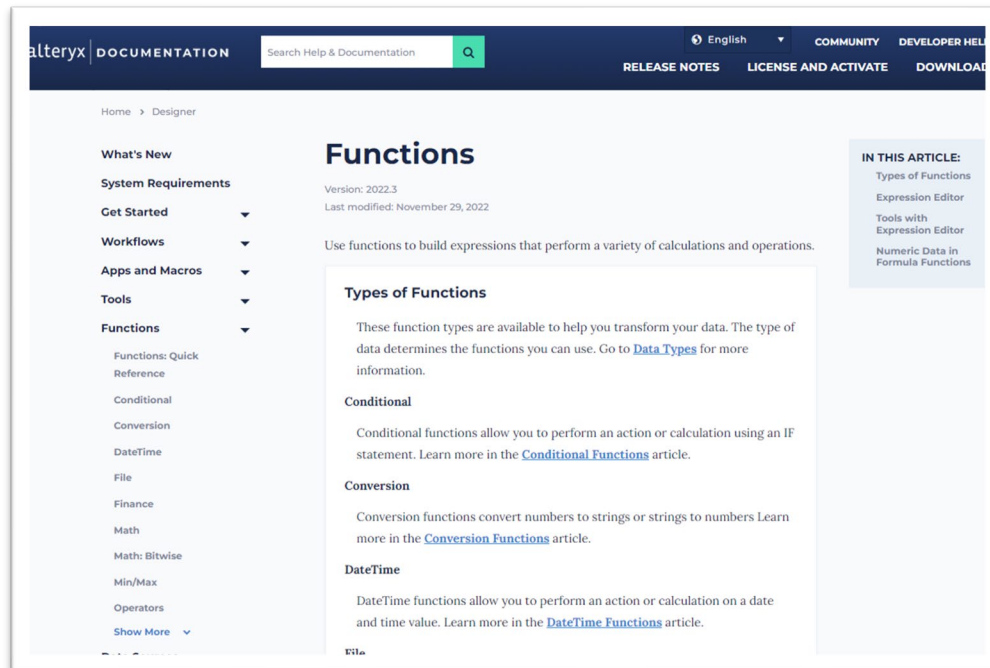
Within Designer itself, every tool has a One Tool Example. One Tool Examples are sample workflows that demonstrate different configuration options for one tool at a time. Right-click the tool for a full menu or select the tool to access the direct link to **Open Example**. Don't forget to select **Run** to check out the tool in action!





## Help Documentation

The holy grail of information is found in our **Support > Help Documentation**. Here you will find the user manual for Designer as well as other products. The documentation includes tool descriptions, explanations of configurations, conditional functions, and so much more. To access Help Documentation from Designer, right-click any tool in the Tool Palette and select **Help**.



## Alteryx Community Tool Mastery Index

The Alteryx Community is a powerhouse of information! Many blogs have been created that explain different ways to solve problems using Alteryx Designer. The Tool Mastery Series is a compilation of Knowledge Base contributions that introduce diverse working examples for Designer tools. Every Designer tool has a blog post dedicated to it with a detailed analysis of the tool.

### Ways to Prepare:



Watch training videos and Interactive Lessons



Read blogs, articles, and documentation

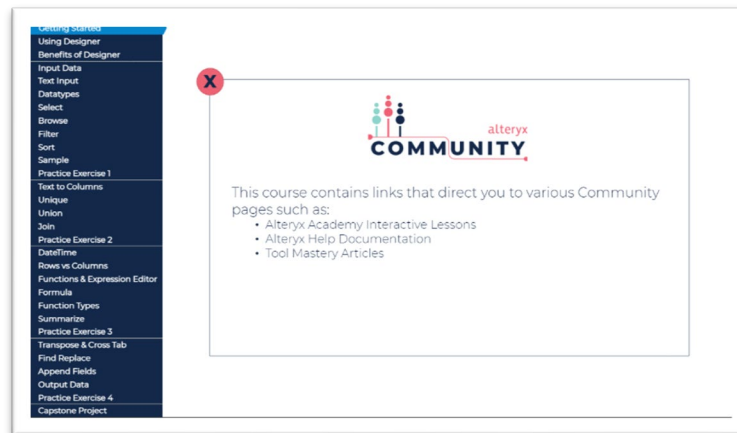


Solve Weekly Challenges

# Learning Resources

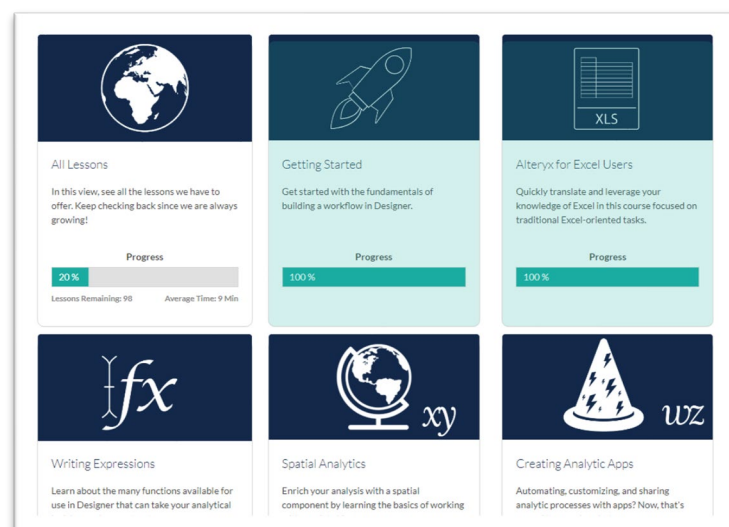
## Getting Started Learning Path

The [Getting Started Learning Path](#) is an extremely valuable guided curriculum. Interactive lessons, articles, and hands-on activities allow you to build your knowledge and apply your skills. This learning path is the cornerstone of your Alteryx Designer learning journey.



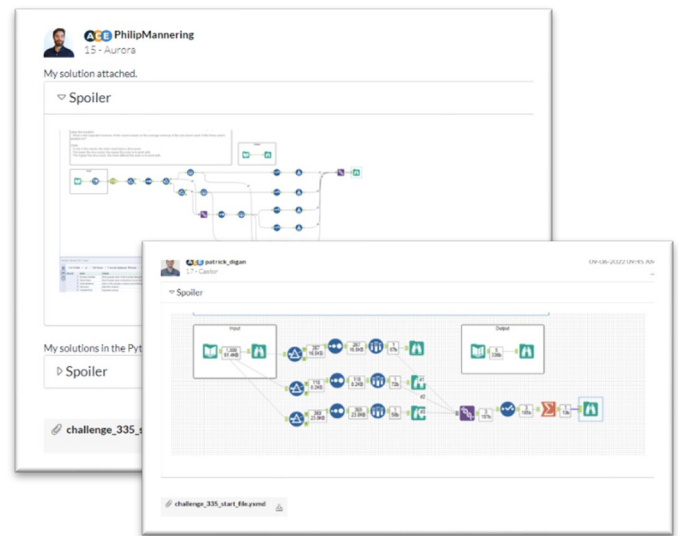
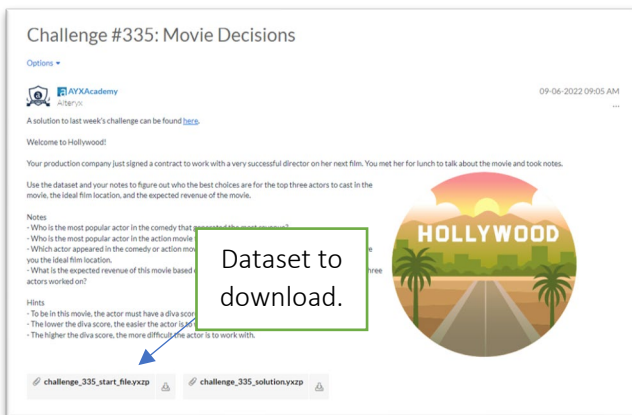
## Interactive Lessons

Keep up the pace of your learning with our guided curriculum. Each lesson is interactive and provides step by step instructions. **Getting Started** is naturally a great place to start, and then continue learning by exploring all the available lessons.



## Weekly Challenges

[Weekly Challenges](#) are a great way to put your skills into action and prepare for the practical application questions on the exam. There are over 350 Weekly Challenges organized by skill level and topic. Try solving the challenge on your own first; if you get stuck, look at how others solved it and learn from their expertise. The following suggested challenges focus on tools covered on the Core exam. Read a scenario, download the provided dataset, and find the answer using Designer. Here's an example:



A list of Weekly Challenges to get you started:

- [Challenge #164](#): Retail Therapy
- [Challenge #16](#): Parsing Out the New-line Character
- [Challenge #2](#): Preparing Delimited Data
- [Challenge #298](#): Christmas Treasure Box
- [Challenge #335](#): Movie Decisions
- [Challenge #338](#): Let's Summarize!
- [Challenge #68](#): Elapsed Classroom Times
- [Challenge #331](#): Time for College!
- [Challenge #145](#): SANTALYTICS 2018 - Part 1
- [Challenge #168](#): Dice Game - Born to Solve
- [Challenge #321](#): Eurovision
- [Challenge #222](#): Where There's a Whale There's a way
- [Challenge #88](#): Counting Combinations
- [Challenge #46](#): Formatting a Date from an Integer
- [Challenge #120](#): Popular Baby Names
- [Challenge #38](#): Data Blending for Batch output
- [Challenge #35](#): Data Cleansing Practice
- [Challenge #322](#): Good Ladies Heist

# Full Core Data Preparation Blueprint

| Designer Core Micro-Credential: Data Preparation Blueprint | % of the Exam |
|--|---------------|
| I. Read and write data                                     | 20%           |
| II. Interpret data   | 15%           |
| III. Cleanse data  | 18%           |
| IV. Build formulas   | 25%           |
| V. Filter and arrange data                                 | 22%           |
| <b>TOTAL</b>   | <b>100%</b>   |

(40 questions in total)

## **I. Read and write data – 20%**

1. Create text input
2. Navigate data connections
3. Input data options
  - A. Record limit
  - B. Output file name as field
  - C. Start data import on line
4. Write out multiple files and sheets with the Output Data tool
5. Overwrite, append, or output new data
6. Differentiate between relative versus absolute versus Uniform Naming Convention (UNC) pathing

## **II. Interpret data – 15%**

1. Common data types
2. View metadata
3. Browse tool
4. Profile data

## **III. Cleanse data, including but not limited to the following functionality: – 18%**

1. Remove unnecessary characters
2. Find missing values
3. Impute values
4. Avoid truncated data
5. Delimit data
6. Remove nulls
7. Use the Data Cleansing tool
8. Remove duplicate values

## **IV. Build formulas, including but not limited to the following functionality: – 25%**

1. Reference formula documentation
2. If/Then statements
3. And/Or statements
4. Formula tool
5. Indexes (zero-based)

**V.Filter and arrange data using the following tools: – 22%**

1. Select tool
  - A. Handling unknown values
  - B. Changing data types
2. Select Records tool
3. Sort tool
4. Filter tool
5. Unique tool
6. Sample tool

# Appendix

**Alteryx Academy:** The Academy Team provides training content and programs to help Alteryx Community members become accomplished and highly skilled Alteryx Designer users.

**Alteryx Certification Home Page:** The Certification page reflects the user's specific information; all available certifications are listed as well as FAQ and prep guides.

**Alteryx Support:** The team within Alteryx that provides Standard, Advanced, and Premium levels of support to the Alteryx Community. Users are able to submit a case, read articles, and access helpful documentation at no cost.

**Certification:** Achievement earned by an individual to verify their legitimacy and competence to perform a job. A certification from Alteryx refers to a passing score on one of the full certification exams.

**Credly:** Well-known digital badge management software. Every certification within our portfolio has a Credly badge associated with it that can be shared virtually. Credly is also the home of our PDF certificates.

**Micro-Certification:** Achievement earned by an individual to verify their legitimacy and competence to perform a job. A micro-certification from Alteryx refers to a passing score on one of the smaller certification exams.

**Open Book:** The exam is not proctored, and test takers are allowed to use training, notes, and resources listed in this prep guide.

**Question Types:** The exam includes multiple-choice, multiple-response, matching, and practical application questions. The questions in the practical application section gauge your ability to use the tools to solve problems. Practical application questions require you to connect to a provided dataset in Alteryx Designer to solve the problem.