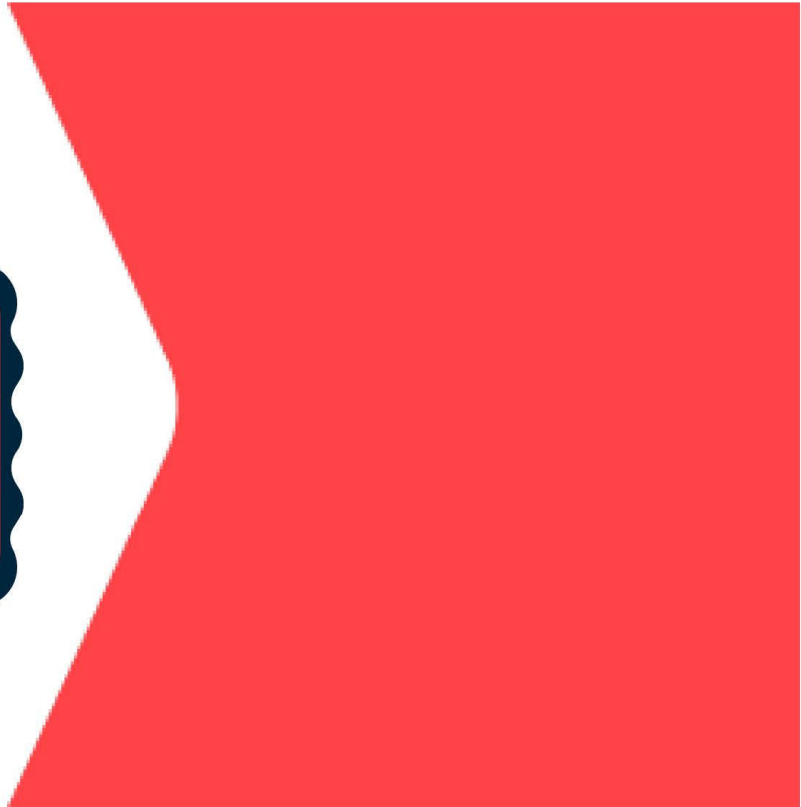


# Alteryx Auto Insights Micro-Credential Exam Prep Guide



# Earning your Alteryx Auto Insights Micro-Credential takes you to a new level.

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 Auto Insights 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 Alteryx Auto Insights Micro-Credential 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 Auto Insights Micro-Credential exam tests your knowledge of Alteryx Auto Insights analysis, as well as your ability to apply your knowledge and use the tools to solve real-world problems. Defining a mission, preparing a dataset for analysis, and applying custom measures are among the skills tested.

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

**EXPERIENCE LEVEL:** Intermediate

**PRICE:** Free

**EXAM TYPE:** Online, on demand

**TIME ALLOTTED:** 1 hour

**ATTEMPTS:** 1 attempt every 7 days

**QUESTIONS:** 40

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

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

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:** Within 48 hours of passing the exam, every user will receive an email from our virtual badge partner [Credly](#). A Credly profile is required to access the Alteryx Auto Insights Micro-Credential and virtual badge that can be shared online.

**RECERTIFICATION:** The Alteryx Auto Insights Micro-Credential expires after 2 years. 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 9.

Alteryx Auto Insights Blueprint	% of the Exam
I. Foundations of Analysis	30%
II. Analysis in Alteryx Auto Insights	30%
III. Interpretation of Insights	20%
IV. Mission Sharing and Adoption	20%
<b>TOTAL</b>	<b>100%</b>

## Journey to Certification Success



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 Alteryx Auto Insights users be confident and knowledgeable. Check out our interactive lessons to help you learn all that Alteryx Auto Insights has to offer.
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 Alteryx Auto Insights can help you perform your job more efficiently and effectively.

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[Exam resources, review page 8.](#)

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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. Review and become familiar with your resources (review page 8). These are your lifelines during the exam!
3. If you have already taken the exam, take advantage of the results email to help pinpoint the areas where you should focus your preparation.

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Tips and tricks for exam preparation, review page 7.

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## TEST

1. After selecting 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 have the ability to do the following:
  - a. Select an answer and continue to the next question.
  - b. Do 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 the Alteryx Auto Insights Micro-Credential exam, continue your certification journey by trying out other Certification exams, 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 Certification adventure! Continue learning and take your career to new heights!

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## Test Tips



### Read Carefully

Read each question completely and carefully before answering. Pay close attention to tool configurations, screenshots, and datasets. 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 90 seconds for each 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.



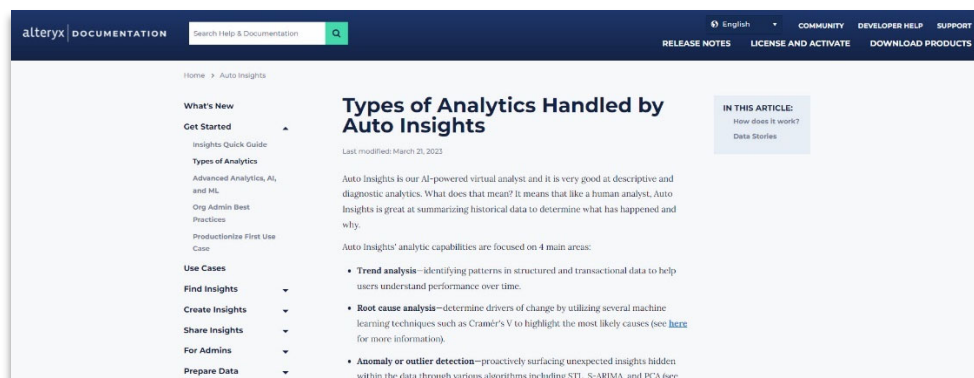
### Reflect, Review, Refine

If you do not pass on 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. Use those results to pinpoint your study efforts.

# Exam Resources

## Help Documentation

The holy grail of information is found in our **Support > Help Documentation**. Here you will find the user manual for Alteryx Auto Insights as well as other products. The documentation includes insight descriptions, dataset configurations, account management, and so much more.



## Interactive Lessons

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





# Full Alteryx Auto Insights Blueprint

Alteryx Auto Insights Blueprint	% of the Exam
I. Foundation of Analysis	30%
II. Analysis in Alteryx Auto Insights	30%
III. Interpretation of Insights	20%
IV. Mission Sharing and Adoption	20%
<b>TOTAL</b>	<b>100%</b>

## Domain 1: Foundations of Analysis (30%)

- 1.1 Summarize the methods for uploading data and define appropriate data characteristics
- 1.2 Evaluate use cases
- 1.3 Define a mission and assess whether it is suitable for the desired result
- 1.4 Distinguish when to use the search and mission modules

## Domain 2: Analysis in Alteryx Auto Insights (30%)

- 2.1 Identify important steps in dataset preparation
- 2.2 Identify and apply the appropriate dataset settings
- 2.3 Define measures and breakdowns and identify when they are used
- 2.4 Explain benchmarking and its importance in analysis
- 2.5 Identify how to use the query bar to answer specific questions

## Domain 3: Interpretation of Insights (20%)

- 3.1 Identify patterns produced by Alteryx Auto Insights
- 3.2 Review insights and their impact
- 3.3 Understand that different stories are automatically generated
- 3.4 Explain how to interpret contribution with respect to a metric
- 3.5 Determine when an automated breakdown was created

## Domain 4: Mission Sharing and Adoption (20%)

- 4.1 Explain dataset and mission permissions
- 4.2 Identify user roles within Alteryx Auto Insights and their permission levels
- 4.3 Use Alteryx Auto Insights to share missions

# 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-Credential:** Achievement earned by an individual to verify their legitimacy and competence to perform a job. A micro-credential 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, and matching.

## Certification Key

	Standalone Micro-Credential		Expert Level Certification
	Core Level Certification		Administrator Certification
	Advanced Level Certification		Server Certification
	Micro-Credential Certification		Full Certification