Alteryx’s capabilities are accessible by building a SQL database; however, Alteryx has more advantages as a user-friendly data preparation platform. One of the major reasons Alteryx is preferred in a business is the ease of visualizing the data transformation process at each step. Additionally, Alteryx is more flexible when working with unstructured data and blending multiple data sources. An Alteryx workflow is also easier to communicate to business professionals regardless of their technical background.

Alteryx is manageable with minimal coding required. A non-coder, or a professional with less of a technical background, could find their way to coordinate all the features Alteryx offers. If a noncoder would like to integrate formulas in their workspace, the Alteryx community has several solutions available in their online community. However, a formula is not required for every workspace in Alteryx. As an alternative to coding expressions, a noncoder could transform the data in Excel before inputting the data in Alteryx.

When it comes to data processing, Alteryx is a reliable platform that can be trusted for many reasons. Alteryx has published corporate governance guidelines and a code of business conduct and ethics to set the expectations for all users and employees. These expectations include the board’s role to approach risks and prevention of any violations, including the law. Moreover, the board directors regulate and list standards towards corporate governance guidelines. The code of business conduct and ethics ensures that the company is dedicated to data protection and privacy. Alteryx as a company has prepared itself up to data governance standards by defining and delivering transparent data processing,