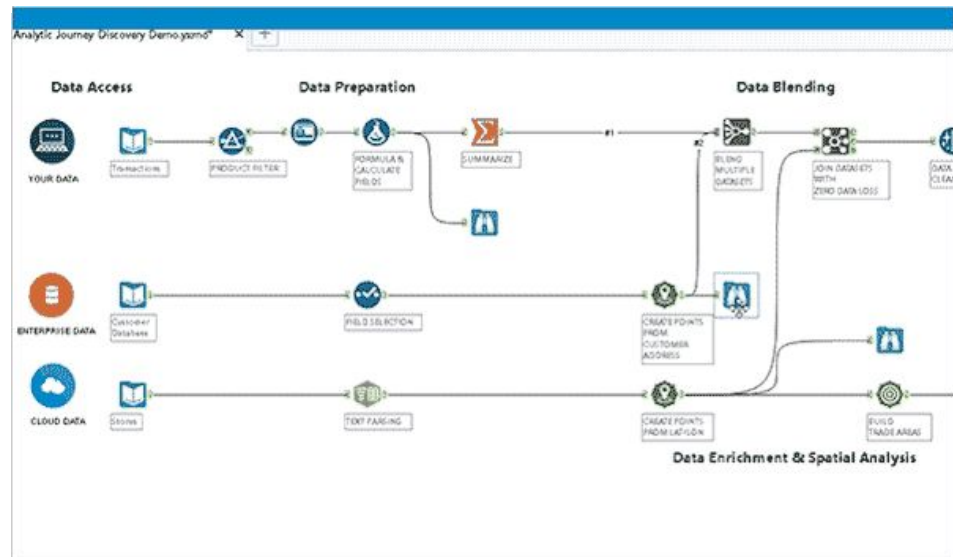


alteryx



What is Alteryx

Alteryx is a **data science and analytics automation platform** that helps businesses make sense of their data.

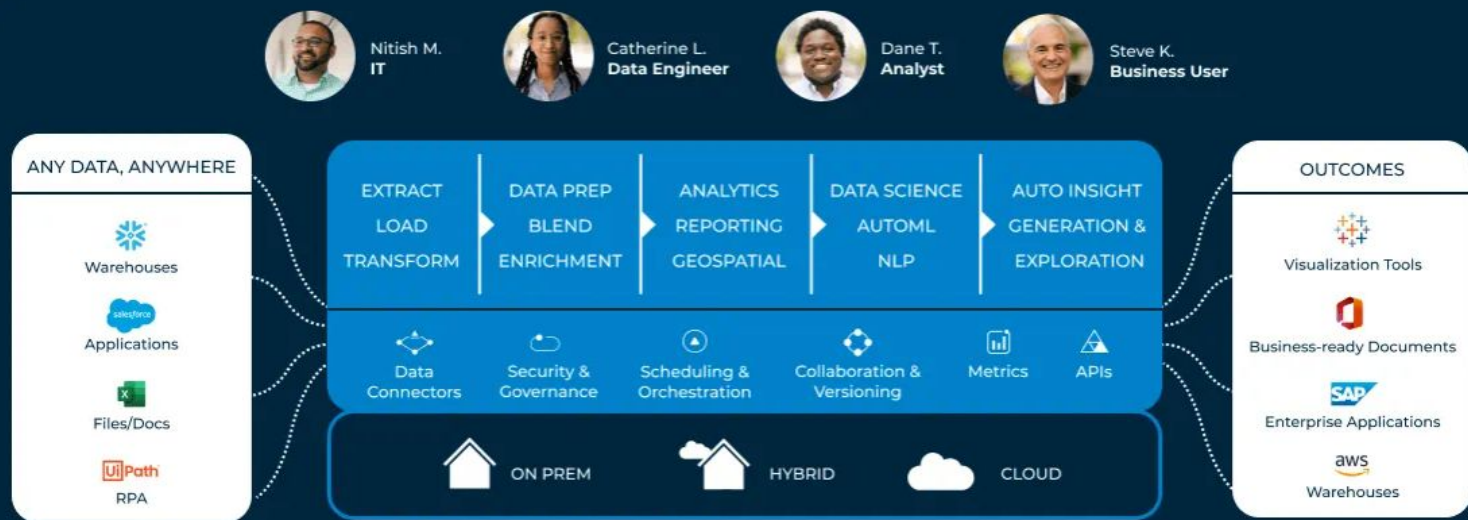
It does this by providing a **drag-and-drop interface** that allows users to connect to any data source, clean and prepare the data, and then analyze it using a variety of tools and techniques.

Alteryx also includes a number of **pre-built workflows** that can be used to solve common business problems, such as churn prediction, customer segmentation, and fraud detection.

Here are some of the benefits of using Alteryx:

- It can help businesses **make better decisions** by providing them with insights into their data.
- It is a relatively easy-to-use tool that can be used by people with a variety of data science skills.

Explore Platform Capabilities and Services



Capabilities

Extract / Load / Transform

With access to hundreds of data connectors, analysts and data engineers can quickly build pipelines that extract and load internal and external sources into targets such as Cloud data warehouses.

Transforming data into a form suitable for analytics is just as easy.

80+ DATA
SOURCES



300+ AUTOMATION
BLOCKS



AUTOMATE
OUTPUTS



DEMO: Movie Recommendation on MovieLens Dataset

	title	rating	...
1	Breakfast Club, The	3.5	
2	Toy Story	4	
3	Jumanji	5	
4	Pulp Fiction	1	
5	Akira	5	
...			



Record	movielid	title	Year
1	78893	Last Airbender, The	2010
2	73017	Sherlock Holmes	2009
3	61240	Let the Right One In (Låt den rätte komma in)	2008
4	60514	Journey to the Center of the Earth	2008
5	47997	Idiocracy	2006
6	48780	Prestige, The	2006
7	6618	Shaolin Soccer (Siu lam yuk kau)	2001
8	4387	Kiss of the Dragon	2001
9	4848	Mulholland Drive	2001
10	7502	Band of Brothers	2001
11	2336	Elizabeth	1998
12	135	Down Periscope	1996
13	1266	Unforgiven	1992
14	1339	Dracula (Bram Stoker's Dracula)	1992
15	1960	Last Emperor, The	1987
16	4133	Masters of the Universe	1987
17	3070	Adventures of Buckaroo Banzai Across the 8th Di...	1984
18	2872	Excalibur	1981
19	1193	One Flew Over the Cuckoo's Nest	1975
20	1204	Lawrence of Arabia	1962

Strengths

1. **Ease of use:** Alteryx's **drag-and-drop interface** makes it easy to use, even for those who are not familiar with programming languages.
2. **Data blending:** Alteryx allows users to **combine data from multiple sources**, including Excel, Access, SQL Server, and other databases.
3. **Advanced analytics:** Alteryx includes **predictive and spatial analytics tools** that allow users to explore and analyze data in new ways.
4. **Reporting:** Alteryx allows users to create **customized reports with charts**, tables, and graphs that are easy to understand and share with others.
5. **Automation:** Alteryx allows users to **automate workflows and processes**, saving time and reducing errors.

Weaknesses

1. **Cost:** Alteryx can be **expensive**, particularly for small businesses or individuals.
2. **Limited visualization options:** While Alteryx allows users to create **basic charts and graphs**, it may not offer as many options as other visualization tools.
3. **Limited collaboration features:** Alteryx's collaboration features are limited, which may make it **difficult for teams** to work together on projects.
4. **Technical support:** Alteryx's technical support may be limited for users who are not on a premium plan.

Resources

Data:

<https://www.kaggle.com/datasets/grouplens/movielens-20m-dataset?resource=download&select=rating.csv>

References:

<https://www.alteryx.com/alteryx-analytics-automation-platform>

<https://www.youtube.com/watch?v=eYUoKUaXMhw>

<https://www.youtube.com/watch?v=n3RKsY2H-NE>

<https://www.youtube.com/watch?v=0or9FU-L8Zo>