

Alteryx – Data blending & Advanced Analytics

alteryx


 The Alteryx logo is displayed in a light blue font. The background features a stylized graphic of overlapping circles and arcs, with two green dots connected by a curved line, set against a blue and white gradient.

Preparação de dados e fundamentos de
modelos analíticos avançados
Conceitos Básicos: I/O, Filter, Blending



CONJECTO
BI SOLUTIONS

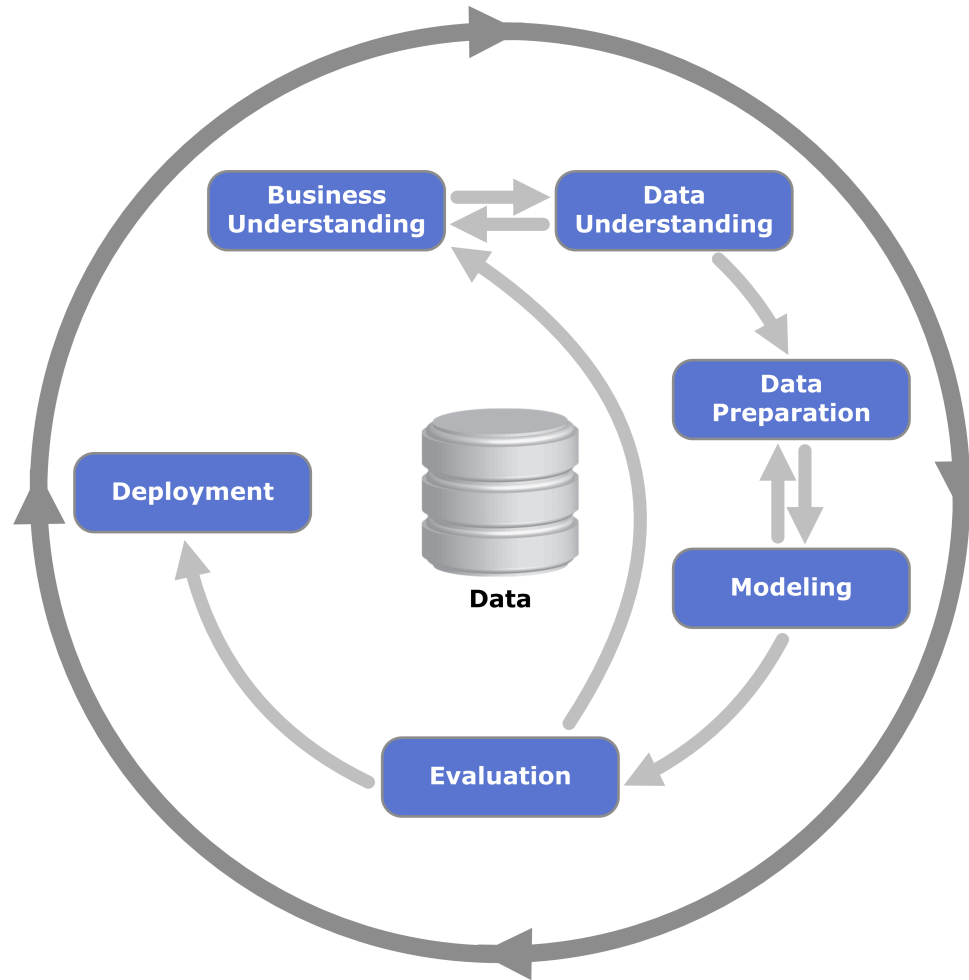
Agenda

- *Advanced analytics* framework
- Designer Overview
 - Navigating the Interface
- Reading Data
- Writing Data
- Data Types
- Conditional Expressions
- Data blending (join, union)



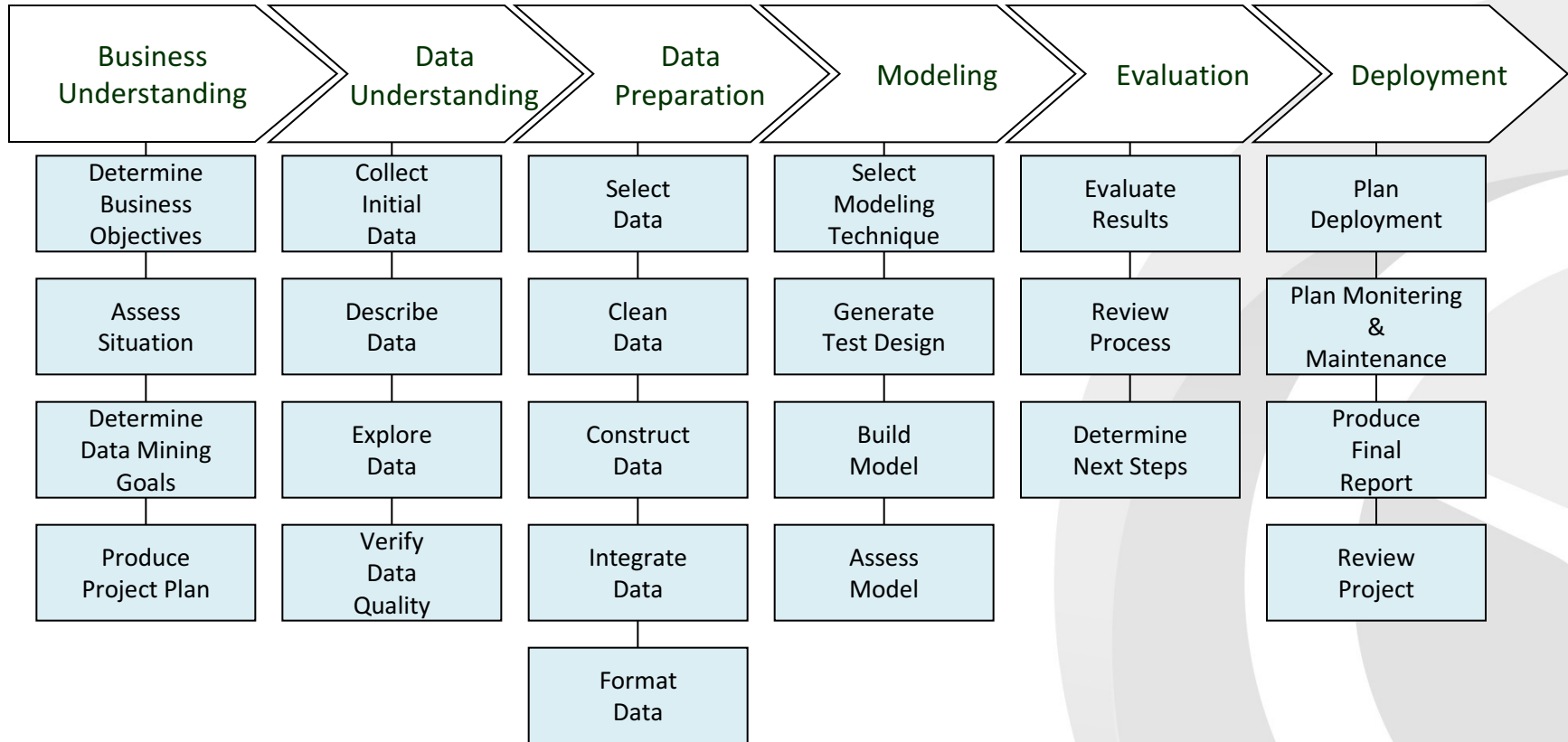
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Metodologia: Cross industry standard process for Data Mining (CRISP-DM)

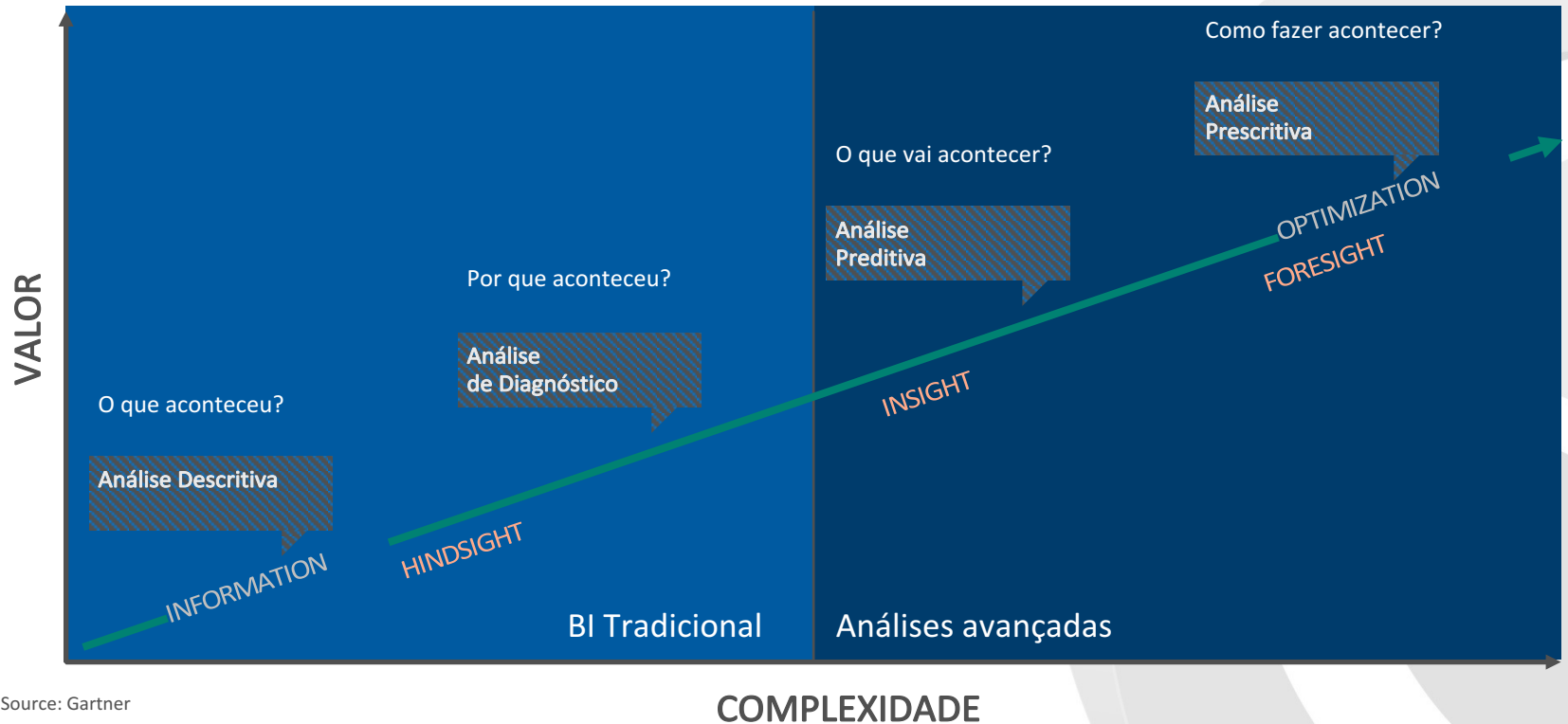


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Advanced analytics framework: CRISP-DM



Advanced analytics framework



Advanced analytics framework (powered by Alteryx)

THE PREDICTIVE TOOLS OF **alteryx**

found in the alteryx 11.0.6 predictive install



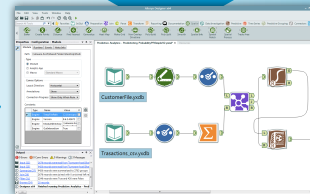
THE PREDICTIVE TOOLS ARE MACROS.
TOOLS DISPLAYING A BLUE BACKGROUND
HAVE AN HTML FRONT END.

The Alteryx Solution For Analyst Enablement

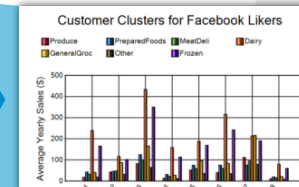
All Relevant Data



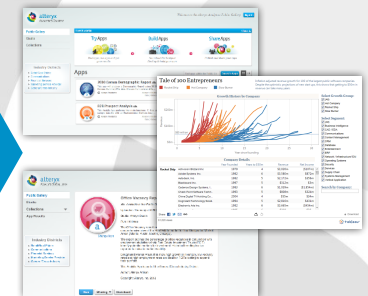
Packaged Market & Customer Data



Access, cleanse, and blend data with unique packaged data options



Rapid design of predictive analytics with unique spatial understanding

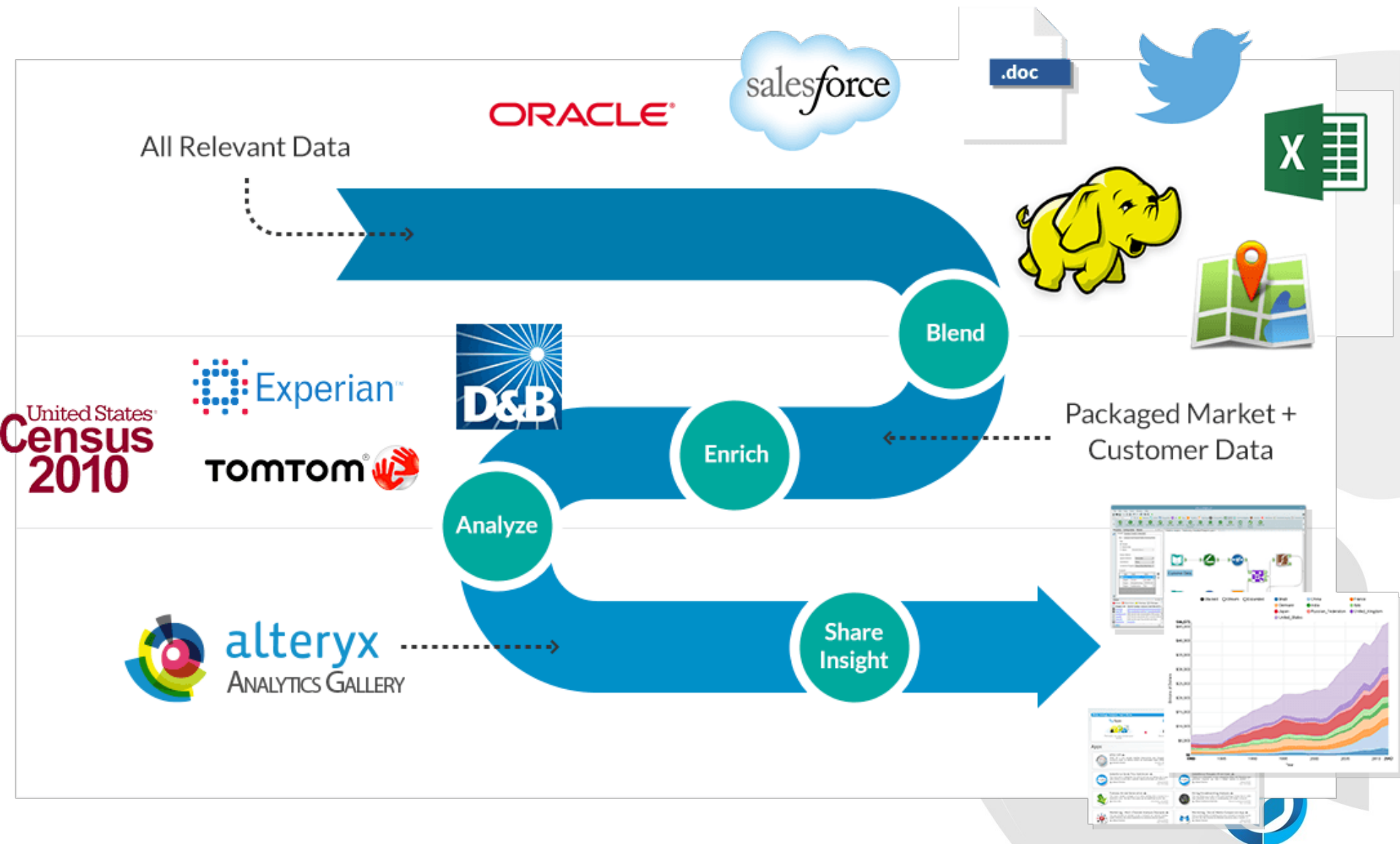


Consumerize the use of sophisticated analytics



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Analytics: Objetivo

- Melhorar a qualidade e assertividade dos processos de tomada de decisão em todos os níveis da organização por meio de
 - (1) modelos analíticos de mineração de dados,
 - (2) automação de processos que envolvam extração, integração e enriquecimento de dados,
 - (3) análise espacial, e
 - (4) visualização de dados.



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Advanced Analytics: Características e tendências

- *Data discovery (insights)* vs. relatórios
- Ajudam a responder perguntas relevantes para melhor desempenho
- Autoserviço
- Fontes variadas e heterogêneas
- Dados distribuídos (e.g., Hadoop, Spark)
- Análises em tempo real (i.e., data streaming)

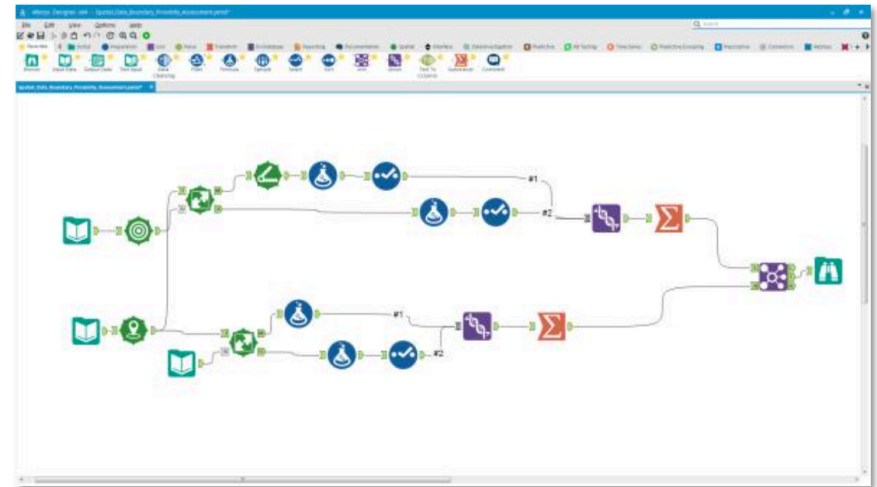


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The Alteryx Solution For Analyst Enablement

SINGLE WORKFLOW FOR DATA BLENDING, ANALYTICS AND REPORTING

- A drag and drop visual workflow - no programming required
- Seamless blending of data
- 60+ built-in tools for spatial and R-based predictive analytics
- Simple creation of reports, data for visualization, or analytics apps
- User productivity in hours not days



Navigating in Designer

