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# The Definitive Guide to Self-Service Data Analytics

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# Traditional Tools Don't Meet Today's Data Analysts' Needs

In the past, sophisticated analytics were typically performed exclusively by specialists who leveraged powerful, but complex and purpose-built tools for different aspects of the analytics process—data cleansing and blending, ETL into a data warehouse, or predictive and spatial analytics.

For data workers and line-of-business analysts, the only self-service analytics tool that has traditionally been available is Microsoft Excel. While Excel is great for financial calculations and some aspects of data cleansing and prep, it does not perform full end-to-end analytic tasks, especially when there is a need to analyze more than two data sources, or perform deeper analysis on increasingly large datasets.



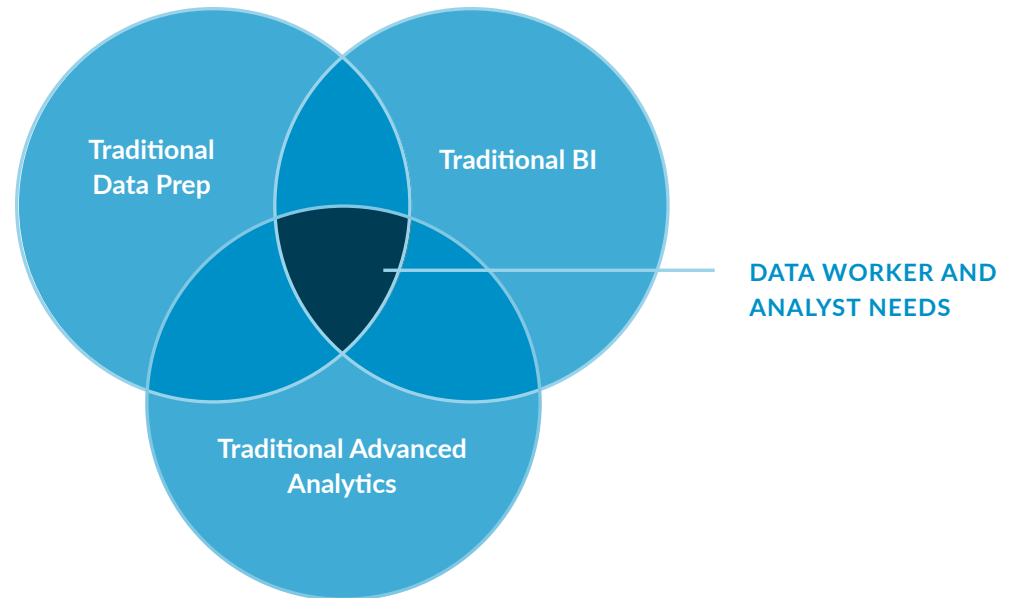
*Hundreds of millions of data workers have been reliant upon technologies that were either built for specialized analytics staff and data scientists, or aren't powerful enough to fit the needs required for analytics today.*

# The “Sweet Spot” for Data Workers and Analysts

Today’s data workers and line-of-business analysts have the need and the mindset to perform analytics beyond the limitations of Excel. But sophisticated analytics have long been available only through traditional analytics/BI technologies. These legacy tools were designed for centralized analytics staff and data scientists who don’t know the business requirements as well as the line-of-business analysts.

What data workers and these business analysts need is a solution that balances ease of use with the capabilities afforded by traditional analytic tools.

***That solution is self-service data analytics.***



# What Self-Service Data Analytics is Not

## THE ROLE OF SELF-SERVICE DATA ANALYTICS IS OFTEN MISUNDERSTOOD. IT IS:

- **Not** designed to replace enterprise ETL platforms, but rather complement them for analytic insights delivered at the speed of business needs
- **Not** visual analytics, but a conduit for accessing, cleansing, and blending data from multiple sources; performing advanced analytics; and sharing insights at scale
- **Not** a niche tool for predictive or spatial analytics requiring deep knowledge of statistics, R, or GIS tools, but an intuitive platform that empowers users of all skill levels
- **Not** a contributor to the rise of data chaos creating shadow IT projects, but a platform that respects data governance and ensures that only the right users have permission to access the right data

# What Self-Service Data Analytics Actually Delivers

## SELF-SERVICE DATA ANALYTICS IS:



### **Easy to Use:**

Performing the full spectrum of data and analytic tasks in a single platform, without having to know SQL, Python, R, or other programming languages



### **Fast:**

Iterating on and delivering ever-faster data insights at the speed that business needs, and not at the dependency of IT or data scientists' availability



### **Flexible:**

Creating sophisticated analytics regardless of data size or source with a single platform that can blend data independent of format



### **Scalable:**

Sharing insights across geographies, departments, and with decision-makers in a way that respects existing data governance policies

# Saving Time with a Repeatable Workflow

The median amount of time analysts spend working with data each day is 4 to 6 hours.\*

Analysts know that the most time-consuming steps involve preparing, cleansing, transforming, and blending data.

## SELF-SERVICE DATA ANALYTICS SAVES TIME BY ALLOWING YOU TO:

- Quickly access, connect to, prepare and blend volumes of data from multiple sources, such as data warehouses, cloud applications, and spreadsheets—regardless of data size or format, and with no coding required
- Create the perfect dataset to feed downstream activities and analysis—predictive, statistical, spatial—all using the same platform

With self-service data analytics, data workers and analysts can shift their focus to ***value-added analysis***.



\* "Quantifying the Case for Enhanced Data Preparation," Blue Hill Research, February 2016

# Deploying and Sharing Analytics at Scale

Data never remains static. As soon as it changes, insights go stale and lose their effectiveness. For most data workers and analysts this means having to recreate reports, which often translates into late nights, long weeks, and a lack of time to focus on value-added analytics.

## **SELF-SERVICE DATA ANALYTICS ENABLES ANALYSTS TO:**

- Schedule and automate insight refreshes as data changes, preventing reporting bottlenecks and insight latency
- Share analytic development across departments and geographies easily and securely
- Ensure that decision-makers are always working with the latest information
- Easily share new insights across their organizations via analytics apps that decision-makers can customize without involving the analyst who created them



# Deliver Deeper Insights in Hours, Not Weeks

Introducing analytic insights is easier said than done. Forty-one percent of businesses struggle to introduce analytics initiatives in their operations.\* In order to gain the full value of data analytics, organizations need to focus on integrating analytic initiatives with their day-to-day business practices and move beyond tools and processes that were designed for specialists.



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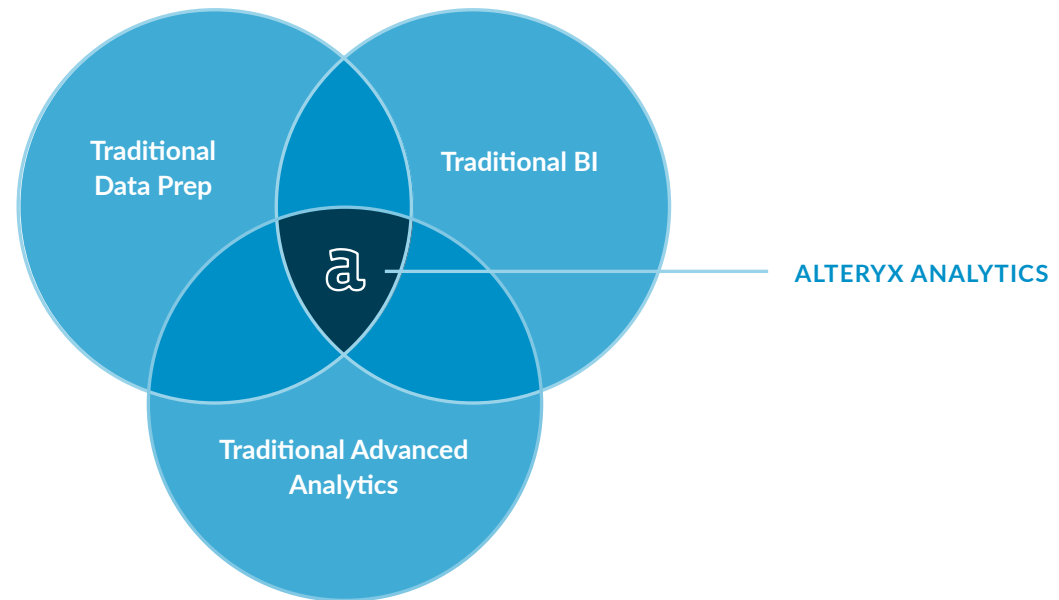
- Automate the time-consuming, manual steps of data preparation and blending to focus their attention on value-added analytics work
- Move beyond simple queries to perform the full spectrum of analytic tasks quickly, independently, and easily
- Access all data inside big data environments and combine it with external datasets to derive the maximum value from all available data sources for deeper insights
- Provide decision-makers with deeper insights in the format they want: reports, presentations, or visual insights via Tableau, Qlik, or Microsoft Power BI

\* "Going Big: Why Companies Need to Focus on Operational Analytics", Capgemini, 2016



# Alteryx: The Leader in Self-Service Data Analytics





















































Alteryx is the leader in self-service data analytics. Alteryx Analytics provides analysts with the unique ability to easily prep, blend, and analyze all of their data using a repeatable workflow, then deploy and share analytics at scale for deeper insights in hours, not weeks.



“With Alteryx, we replaced complicated scripts with simple drag-and-drop analytic programs and a visual workflow to gain rapid results. It enabled us to easily trace analyses to the data source, and shorten some processes from weeks or days down to hours or even a few minutes.”

– Scott Burrill, Managing Director and Partner, Rosenblatt Securities

# How Alteryx Self-Service Data Analytics Compares to Traditional Data Prep, Advanced Analytics, and BI Tools

Focus	Traditional Data Prep	Traditional Advanced Analytics	Traditional BI	alteryx
<b>DESIGNED FOR</b>				
Analysts and Data Workers				
IT				
Data Scientists				
<b>FUNCTIONALITY</b>				
Code-free analytics environment				
Connect to and cleanse data from all locations regardless of size or format				
Easily join data from multiple sources without another tool				
Terabyte and petabyte-scale support				
Predictive and statistical analytics				
Spatial analytics				
Schedule and automate analytics				
Output analytic results to all popular reporting formats				
Create and publish analytic apps code-free				
Single platform to support the entire data analytics process				

# Conclusion: Bridging the Gap, Unleashing Greater Insights

Data workers and analysts have long faced a conundrum in the tools of their trade. Traditional data prep and blending tools are built for a centralized analytics staff, with each addressing only one step in the analytic process. Advanced analytics tools are designed for data scientists or statisticians, and have steep learning curves associated with complex coding requirements. And visual analytic tools do not have the power to prep and blend large datasets or perform advanced analytics.

Now, with self-service data analytics platforms like Alteryx, data workers and analysts can quickly and easily perform the wide range of analytic tasks they need to deliver fresh insights to their organizations.

Self-service data analytics with Alteryx bridges the gap among skills, speed, and depth of analysis to empower data workers and analysts to achieve ever-greater insights, while reducing the burden on technical teams and unlocking hidden business opportunities.

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“Through the creation of [Alteryx] modules and workflows, we’re able to easily replicate our work by simply providing a new data input and re-running the module. At the end we come up with a new dataset and a lot of time saved.”

– Ron Oppat, Global Market Representation, Ford Motor Company

# Get Started Now

Learn more about how Alteryx empowers analysts with self-service data analytics.



Download the Alteryx 14-Day FREE Trial:  
[alteryx.com/trial](https://www.alteryx.com/trial) »

Alteryx, Inc. is the leader in self-service data analytics. Alteryx Analytics provides analysts with the unique ability to easily prep, blend, and analyze all of their data using a repeatable workflow, then deploy and share analytics at scale for deeper insights in hours, not weeks. Analysts love the Alteryx Analytics platform because they can connect to and cleanse data from data warehouses, cloud applications, spreadsheets, and other sources, easily join this data together, then perform analytics – predictive, statistical, and spatial – using the same intuitive user interface, without writing any code. Thousands of companies and data analysts worldwide rely on Alteryx daily. Visit [www.alteryx.com](https://www.alteryx.com) or call 888-836-4274.

The Alteryx logo, featuring the word 'alteryx' in a white, lowercase, sans-serif font. The background of the entire slide features a network of thin white lines and dots, suggesting data connections and flow.