**Description:**

Self-Service Data Analytics, the opportunities are increasing in demand for data preparation, blending, advanced analytics, and sharing of insights. According to Research and Markets, the global operational analytics market is expected to grow from USD 4.65 billion in 2016 to USD 10.93 billion by 2021. Companies worldwide are looking for data they can take action upon in hours, not weeks. Alteryx Analytics provides analysts with the ability to easily prep blend and analyze all of their data using a repeatable workflow.

**Use Alteryx and Analyze Data for Deeper Insights**

* Connect and cleanse data from data warehouses, cloud applications, spreadsheets, and other sources
* Data Prep, Analyze, Blend, Join, and Aggregate Data
* Perform self-service data analytics and create reporting layouts in tables and charts

This course is meant for all skill levels, primarily beginners to learn and continue expanding your knowledge of Alteryx Analytics. Each section provides new tools to use to apply what you're learning immediately.

This is your step-by-step actionable guide to sharing insights from data within minutes by learning the tools to use for self-service data analytics.

You'll be fully prepared to data prep, analyze, examine, and present data for deeper and faster insights.

**Course Content:**

🡪Introduction: In this lecture we will review the Alteryx platform by reviewing the canvas, menu bar, tool bar, and settings that will lead to a productive workflow.

🡪InOut:

Text Input: A quick way to create your own data input by manually adding data using the Text Input tool.

Text Input

Input: We will review multiple inputs to bring in the Input Data tool and how they can be configured.

Reviewing menu options and importing data sources with multiple tables.

**🡪Preparation:**

**Select & Sort:** It's one of the most used tools in Alteryx, the Select tool. Here it's all about renaming, changing data types, and keeping the fields you would like to flow downstream.

Select & Sort

**Sampling:** Samples, samples, samples everywhere! Come try a sample and see if the data is leading you in the right direction.

**Filtering:** We will review basic and custom filters at its best.

**Formula:** It's time to get expressive! We will review the formula tool to write out expressive formulas.

Reviewing Preparation tools and writing out expressions.

**🡪Join:**

**Join:** We will review various Join types and how to get the best output.

**Union:** Combine multiple files together by auto or manually configuring. Let's get started.

**Fuzzy Match, Make Group, and Find & Replace:** Want to match values that are similar but not exact matches? Fuzzy Match has you covered!

**Append:** We will append the small input Source to the large input Target to compare all records from both inputs.

Reviewing Join types and Union options.

**🡪Parse:**

**Date & Time:** This is where String fields will be formatted into Date/Time fields and vice versa.

**Text to Columns:** Let's take one column and split into multiple columns based on delimiters.

**RegEx:** A robust data parser, the Regular Expression tool can be used to Replace, Tokenize, Parse, and Match.

Reviewing Parsing tools.

**🡪Transform:**

**Crosstab, Transpose, and Arrange**: Let's pivot the orientation of our data from horizontal to vertical fields and from vertical to horizontal fields.

**Running Total & Count Records**: The Running Total tool will calculate a cumulative sum on a numeric field and once all that's done, let's get a record count of the data.

**Summarize & Weighted Average**: Full throttle aggregation mode! Summarize tool it's a pleasure to meet you.

Reviewing the transformation and aggregation of data.

**🡪Reporting Layout:**

**Table & Layout I**: A start to finish report creation with a data table, bar chart, and image all in one layout!

**Table & Layout II**: A continuation from Table & Layout I lecture. The perfect report ready for production at last!

Reviewing the design of a report.

**🡪Inspire 2016 Tips & Tricks:** The ultimate guide to creating proficient workflows!