Assignment: Using Alteryx to Explore Data
Data Science for Business Decisions

Objective: Use Alteryx to answer an exploratory data related question (or a set of questions) of your own choice. By documenting your question(s), the workflow you created and how you got to your answers, you will be demonstrating your understanding of the basic elements of doing exploratory analysis through an ETL process.

Data: When it comes to the data-sets, different options are available to you.

> A) Bixi Data – go beyond the questions that were asked of you in the class to provide additional insight on the Bixi Data (for example: use the entire dataset to extract and answer station specific questions such as why certain stations have a higher rate of round trips, or date related questions, …). Let your imagination go wild…

> B) An alternative, if you want to explore Alteryx further, would be to download a large set of tweets (> 20,000 tweets) using a set of parameters of your choice – hashtags, key words, …), save these tweets in a file (for reference) and do some analysis work (starting from the file) to give the reader of your report some perspective on these tweets and those who are tweeting.

Assessment Questions (out of 100%)

1. Document your objective(s) for the assignment (the questions you are answering with the data) and the step by step process of the way you have solved the question(s). This should include a detailed explanation of the workflow (50%)

2. What challenges did you face to get your results? Describe how you see the evolution(s) of your work to make your workflow even better (to make it scale and be repeatable for example) and to get even richer information (through analytics and visualization for example) (50%)

Please submit:

- The starting CSV files (For Option A – not needed).

- The Alteryx workflow in .yxmd format

- The final output file(s) (could be .csv or .xlsm)

- Your assessment document answering the questions above in word format.