Q: Building off of that demo, explain in plain English the ways in which Alteryx may streamline a company’s ability to do large scale data processing quickly. Provide no more than 2-3 paragraphs tops. Factors should include but are not limited to:

* 1. The comparable effort it would take to build a SQL database that does the same thing.
  2. Accessibility by coders and non-coders, in contrast to Excel and Python.
  3. Auditability & traceability. How can Alteryx facilitate trust internally and externally (government auditors) that data processing is reliable and transparent?

Alteryx is a graphic interface-based tool for data processing, cleaning, and preparation. As such it does not require any coding or programming language knowledge. It is easy to use and suitable for employees with various technical backgrounds.

Alteryx’s interface is divided in workflow area and tool tabs that are color coded and clearly organized by the different stages or types of data operation. This makes it very intuitive to use and helps with the natural flow of operations. In contrast, performing SQL queries, for example, requires knowledge of syntax and keyword statements, as well as user experience.

Another great advantage of Alteryx is its use of workflows which can be saved and used repeatedly, helping streamline company’s data processing tasks. Each step can be labeled directly, which adds transparency and clarity and allows for easy accessibility by different team members.