

SKOPOS Delivers Deep Market Insight via Automated Analytics with Alteryx

Near-real-time analysis of over 2 million survey responses

1

Goal

SKOPOS wanted a solution to prep, enrich, and model data for visualization in Tableau that would help its team visualize survey data.

2

Strategy

"We started with just transforming a single data set. Now we're combining different data sets, running automated model predictions, and using multiple **dashboards which are all populated through Alteryx workflows.**"

3

Results

"The project has become so complex over the years. We wouldn't be able to deliver near-real-time results using an out-of-the-box product, and working with so much data is basically impossible using traditional SPSS methods. **With Alteryx, it's easy.**"

4

Next Steps

Alongside supporting other SKOPOS teams on their projects, Harms and his team are looking for ways to expand their reach beyond customer insights.

SKOPOS ELEMENTS

Industry
Technology

Department
Business Intelligence

Location
Europe

"We have highly complex projects that require highly customized solutions with a lot of workflows. With Alteryx, we can make all that happen seamlessly."

— **Christopher Harms**

Co-Founder &
Managing Director,
SKOPOS ELEMENTS

Read the **full story** 