

# ALTERYX INTELLIGENCE SUITE

Text mining, Computer Vision, and Automated Machine Learning made simple.

Estimates show about 80% of business-related data is categorized as unstructured. Getting insights from unstructured data has traditionally been difficult and required advanced skills.

However, there is a growing shortage of data scientists, and it can be quite expensive to find, retain, and hire experts with these advanced skills.

But companies looking to truly embrace digital transformation need to unlock this data, and they need to do it in an automated and organized way that allows analysts and decisions makers to use it.

Once this data is available, data science and machine learning can create a sustainable, competitive advantage for your business. And you can do it without needing to hire data scientists to fill gaps on your team.

Whether you're unlocking the insights buried in text, documents, and images, or creating data science and machine learning models, Intelligence Suite allows you to solve your business' most vexing problems by bridging the gap between the need for advanced skills in an easy-to-use platform and the need for answers.

## WITH INTELLIGENCE SUITE, YOU CAN:

### Unlock the power of text analytics

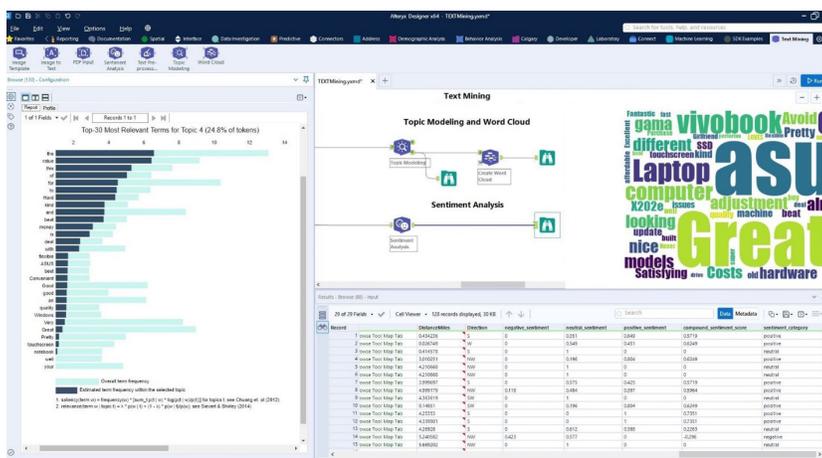
Unlock hidden insights by extracting data from text and PDF documents to discover topics and sentiment.

### Uncover image classification

Develop image classification models and apply those models to new images with Image Recognition.

### Build models in minutes

Quickly create trustworthy data science and machine learning models to solve your business' toughest problems.

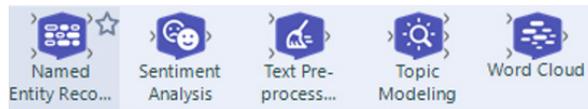


Easily extract insight from text and documents with text analytics.

Whether you're unlocking the insights buried in text, documents, and images, or creating data science and machine learning models,

Intelligence Suite

allows you to solve your business' most vexing problems.



## Easily Extract Structured and Unstructured Text

Speed text mining and analytics with drag-and-drop automation building blocks. Extract text from PDFs and images with Google Tesseract's powerful optical character recognition (OCR) capabilities. Understand and extract concepts in your data with topic modeling. Gain insight into the emotion behind your data with sentiment analysis and share insights with others by creating word clouds.



## Unlock Insights from Images using Computer Vision

Computer Vision gives technology the ability to digest information quickly. The Computer Vision tool group helps you process large sets of documents in a quick and automated fashion.

Unlock a new level of model building with preprocessed images by using built-in algorithms to enhance or balance images. As you prepare them for modeling, you can take advantage of optical character recognition and transform images or PDFs into structured data.

With Auto table detection in PDFs, you can instruct the data you need and perform any additional calculations and analysis in seconds.

And, with image recognition, you can build a machine learning model that can classify images by group. Whether you're trying to identify traffic light images machine breakdowns or different models of cars, you can use your own data and labels to train a new model, or you use one of the provided pre-trained models.

## Put Data Science at Your Fingertips with Automated Machine Learning

Intuitively create sophisticated ML pipelines in fully-automated, assisted, or expert mode. Whether you're a beginner or expert, you can use innovative methods like XGBoost, Elastic Net, Random Forest, and others, which compete to provide the best solution to drive your business forward.

Leverage automated data health checks to better understand and cleanse your data before creating robust, optimized models. For more sophisticated users, use one-hot encoding, optimized imputation methods, and automated hyperparameter tuning. Built-in best practices automatically randomize and fold holdout data to prevent common pitfalls like overfitting and target leakage.

### ABOUT ALTERYX

As a global leader in analytic process automation (APA), Alteryx unifies analytics, data science and business process automation in one, end-to-end platform to accelerate digital transformation. Organizations of all sizes, all over the world, rely on the Alteryx Analytic Process Automation Platform to deliver high-impact business outcomes and the rapid upskilling of their modern workforce.

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