

Data Analytics Education

for academic and individual learners

The SparkED program is for learners in any field of study, because every knowledge worker needs the skills to question, understand, and solve with data.

Universities, colleges, and online programs

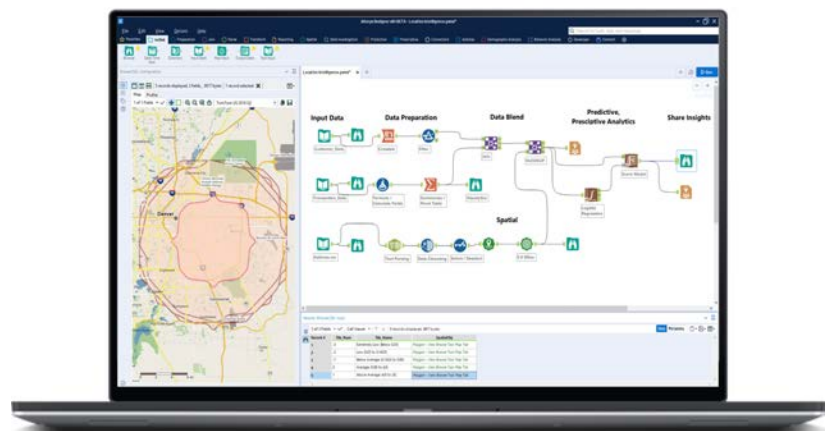
Educators and students receive Alteryx education software, learning pathways, certification preparation, and a vibrant online community for support and career networking.

No-code, code-friendly software

While R and Python can be used for analytics, they require programming. SparkED learners get hands-on practice with Alteryx Designer, the no-code, code-friendly analytics platform.

Languages

Our program is so far available in English, with many resources also in French, German, Japanese, Portuguese, and Spanish.



Educators

- Easily integrate data analytics into your existing curricula, or establish a new program.
- Enable your students to acquire the in-demand knowledge and skills that employers are seeking globally.
- Strengthen your students' career options in every field.

Academic Students

- Learn in traditional classrooms or on your own from the Alteryx SparkED website.
- Learn about our student scholarships and paid summer internships for on-the-job training.
- Add data analytics to your academic transcript, for a leg up in the job market.

Individual Learners

- Broaden your career options with the in-demand skills employers seek.
- Harness the data insights needed in every industry today; join a global community of analytics professionals.
- Discover data-enabled opportunities on our Job Board.

850+ campuses in 47 countries

alteryx.com/sparked

Easy integration into existing curricula

Learners start with the foundations of data analytics, and acquire familiarity with one Designer tool at a time (extract, parse, cleanse, join, transform, calculate, map, and much more). Next, they explore advanced topics like macro and app creation, spatial analysis, modeling, and predictive analytics.

Snack-sized modules for customized learning pathways

Interactive lessons, live training, on-demand videos, and weekly challenges keep students engaged. Real-world data and workflows build confidence and improve retention.

No longer just for accounting and finance learners

Educators teaching business, healthcare, sports, communications, computer science, engineering, and nearly every other discipline are choosing SparkED learning material for their students.

“*Incorporating Alteryx SparkED learning content into my emerging technologies class has been a win-win. My students consistently tell me that their ability to use an analytics platform like Designer has substantially increased their career opportunities.*” - April Morris, professor, Cal State University, Fullerton



Teaching tools. SparkED provides teaching materials and optional instructor training.



Alteryx Micro-Credentials and Certifications

SparkED provides interactive prep guides, videos, and practice tests to help learners acquire their micro-credentials and certifications. Core, Advanced and Expert levels are available. Exams are open book and may be taken multiple times.

Careers

Employers eagerly seek professionals with data skills. The demand for digital transformation powered by data analytics in every organization is driving the increasing need for data skills to answer questions and deliver insights, which can be correlated with top line growth, bottom line return, and risk reduction.

“*Organizations everywhere are drowning with data, but somehow still starving for insights.*” - Jay Henderson, Alteryx VP, product management

Scale of opportunity

Alteryx has over 8,200 customers leveraging its technology to gain insights. We are thought leaders in data analytics education, developing the needed talent for ourselves, our customers, and the world.

“*Designer lets us see patterns not visible to the naked eye.*”

- Claire McCollough, University of Colorado, Boulder: Leeds School of Business

It's time to democratize data analytics.

Analytics skills are no longer reserved for a few data-focused jobs or companies. They are now in high demand and relevant for every industry, on every team. Data-enabled skills bring insights that lead to better business decisions. Alteryx is proud to share its SparkED program with education institutions all over the world.

Learn more.

- Visit our home page: <https://www.alteryx.com/sparked>
- For educators: <https://www.alteryx.com/sparked/educators>
- For academic students: <https://www.alteryx.com/sparked/students>
- For individual learners: <https://www.alteryx.com/sparked/individual-learners>

