alteryx

The ROI of Alteryx:
Accelerating Business Value Through Analytics Automation

Alteryx is an AI-guided, self-service analytics platform that delivers significant return on investment (ROI) by automating data preparation, analytics, data science, and reporting. With Alteryx, you can build end-to-end analytic workflows that you can automate indefinitely. Organizations have seen millions in ROI through improved efficiency, cost-savings, and better decision-making.

How Alteryx Maximizes Return on Investment

Time Savings and Increased Productivity

- Prepare & blend data up to 100x faster than traditional solutions.
- Build repeatable workflows that reduce overall analytics time from hours to seconds.
- Collaborate with genAI or enhanced productivity and outcomes.
- Instantly generate reports, emails, and PowerPoints that summarize key insights for further time-savings.

Cost and Risk Reduction

- Reduce the need for multiple data solutions with an end-to-end analytics platform.
- Lower operational costs and risk by automating complex and manual workflows vulnerable to errors.
- Allow analysts to upskill in data science, potentially reducing the cost of data science talent.

Measurable Business Impact

- Enhance data-driven decision-making, leading to better strategic planning and competitive advantage.
- Enable low-code, no-code predictive, prescriptive, and geospatial analytics to identify new revenue opportunities and avoid business missteps.
- Improve customer insights for more effective marketing, sales, and customer service.

Scalability and Flexibility

- Plug and play with your existing tech stack — reducing the cost of integration.
- Deploy across departments, including finance, sales, supply chain, marketing, and more.
- Get users up and running quickly with an intuitive user interface, a library of learning resources, and a community of 600k+ problem-solvers.

Customers Realizing ROI With Alteryx

DOORDASH

25,000 hours saved annually. Millions in ROI.

"I can't imagine a world without Alteryx, without a tool that's low-code, so easy to train on, and so easily scalable."

— Alex Barr, Senior Manager for Revenue Data, DoorDash

Read Their Story

ROQUETTE

1000x efficiency improvement

"By allowing users across the organization to take control of large volumes of data with Alteryx, they can implement processes that improve business outcomes."

— Pierre-Louis Bescond, Head of Data Science, Roquette

Read Their Story

KINGFISHER

170 FTE hours saved per month. Significant cost savings with predictive analytics.

"With Auto Insights, we can answer our pressing questions at the speed of business."

— Iain Reid, Head of People Analytics, Kingfisher

Read Their Story

BODi

33% reduction in data infrastructure costs. 25% increase in subscriptions.

"Doing the first 80% in data analytics and the last 20% in departments that are closest to the data allows us to efficiently support the data needs of the entire organization."

— Armen Rostamian, Vice President of Marketing Intelligence & Analytics, BODi

Read Their Story

About Alteryx

Alteryx powers actionable insights with the AI Platform for Enterprise Analytics. With Alteryx, organizations can drive smarter, faster decisions with a secure platform deployable in on-prem, hybrid, and cloud environments. More than 8,000 customers globally rely on Alteryx to automate analytics to improve revenue performance, manage costs, and mitigate risks across their organizations.