Alteryx + Databricks: Your Analytics UI for the Lakehouse

Alteryx and Databricks make it accessible for users of all skill sets – including non-technical business experts – to prep and transform data in the lakehouse and accelerate high-value analytics and AI/ML initiatives.

Make It Easier to Leverage Your Databricks Lakehouse

Alteryx and Databricks both believe that when more employees across skill sets can use the best Al technology and architecture available, they can accomplish more with data.

The challenge is, business analysts don't have the specific technical skills or coding expertise to leverage data. You need to get those business users on board with your data lakehouse journey. That's where Alteryx comes in.

With an intuitive no-code interface for data prep, transformation, analytics, data science, and AI/ML, the Alteryx Analytics Cloud Platform empowers business users across departments to take advantage of your Databricks Lakehouse.

- Break down silos between skill sets: Alteryx makes analytics easy and familiar for business users. For instance, an employee who is used to working with Excel spreadsheets can write similar expressions in Alteryx Designer to perform transformations.
- Drive higher ROI with a simplified stack: The Databricks Lakehouse architecture unifies the data warehouse and data lake in one platform. The Alteryx Analytics Cloud Platform streamlines this even further by giving employees one accessible interface to leverage the Lakehouse. This reduces TCO (total cost of ownership) and the number of tools and stacks you might be using to enable varied skill sets.

One Analytics UI for One Lakehouse Architecture

Simplify the modern data stack. Databricks gives you a unified lakehouse architecture, while Alteryx gives you a unified analytics interface for that architecture.

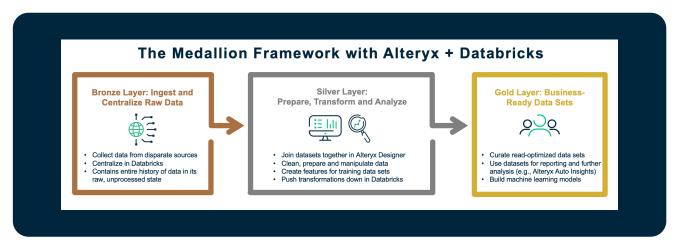
- Eliminate the data silos that traditionally separate business and data engineering
- Unify the best of data warehouses and data lakes into one simple platform
- Access Databricks data and execute pushdown from the Alteryx interface

Leverage the Lakehouse with the Alteryx interface



Drive productivity across the data journey, from prep to model

Data quality is more important than ever in the age of AI and machine learning. Collecting, cleaning, and preparing data takes forever, and then even after all that, you still need to know how to build the model. The Alteryx Analytics Cloud Platform changes that. Now, non-technical users can prepare and investigate datasets in Alteryx using a no-code interface. Business experts can transform data from bronze to gold, all leveraging Databricks – and all without needing to use code.



Databricks feature support in the Alteryx Analytics Cloud Platform

Alteryx makes the entire data journey accessible from start to finish with Databricks. From connecting to data, to executing transformations in Databricks, you can do it all in the easy Alteryx UI.

- Access Databricks data from the Alteryx Analytics Cloud Platform: Connect with Databricks to
 access the datasets you need, transform that data, and reach insights, all from the no-code, GUI-based
 Alteryx Analytics Cloud Platform interface.
- Unity Catalog support: Databricks Unity Catalog provides a common security and governance model for all of your data, analytics, and Al assets in the Databricks lakehouse on any cloud. Alteryx support for Unity Catalog means you can centralize and govern access to data across environments.
- Pushdown execution in Databricks: Alteryx enables <u>pushdown processing</u> in Databricks, supporting Databricks Spark, SQL Warehouse and SQL Serverless. This minimizes data movement, speeds up runtimes and leverages your Databricks investment, all from the Alteryx interface.

Try Databricks + Alteryx Today

Below are resources to get you started.

<u>Alteryx + Databricks Starter Kit:</u> This Starter Kit provides analytic templates to jumpstart your integration with Databricks.

<u>Explore the self-guided tour:</u> Take yourself through a tour of the Alteryx Analytics Cloud Platform to see which solutions fit your needs.

<u>Watch the webinar:</u> Hear from Alteryx, Databricks and Lovelytics experts on how to generate a high-quality data set for advanced use cases.

