



E-BOOK

Lighting the Path to Data Analytics Learning



- 02 Why Alteryx SparkED?
- 03 SparkED is Everywhere Learners Are
- 04 SparkED by the Numbers
- 05 An Impactful Program for All Learners
- 06 A Comprehensive Program for Educators
- 07 SparkED Stories
- 10 SparkED Opportunities for Alteryx Customers
- 12 Alteryx Customers Span the Globe

Why Alteryx SparkED?

Alteryx SparkED teaches data analytics on a platform used by over 8,300+ customers worldwide – including nearly half of the global 2000.

With low-code/no-code capabilities, Alteryx solutions are democratizing data analytics by putting the power of data into a wide range of professionals' hands. Alteryx users are able to quickly analyze data sets and generate AI-driven insights across the enterprise.

When Alteryx developed the SparkED data analytics education program, we wanted to take our mission to democratize analytics one step further. With free data analytics education available to every learner – from college students to career changers to transitioning military – we are putting Analytics for All into action on a global scale.



SparkED is Everywhere Learners Are

“Learning is a lifelong process”

– Peter Drucker

When we consider traditional learning, we imagine a classroom with young people being taught by an instructor. But ideally, learning continues across every stage of our lives.

That’s why SparkED has created courses and programs tailored to a variety of learners, including:

-  College students
-  Individual learners and career changers
-  Military veterans transitioning to civilian careers

To facilitate bringing data analytics into higher education, SparkED has developed a robust teaching program tailored to universities, colleges, and community colleges. The SparkED education program empowers professors to bring data analytics to their students.

SparkED by the Numbers



170,000+

Individuals who have learned data analytics with SparkED



1,200+

Universities that have taught students data analytics with SparkED



55

Countries where SparkED has provided data analytics instruction to learners



125,300+

Participants in Alteryx Maveryx community



19,300+

Designer Core Certifications and Micro Credentials earned



400+

Weekly challenges to help improve skills

An Impactful Program for All Learners

When learners sign up to participate in SparkED, they receive:

- ✔ Free license to Alteryx Designer, a world-class analytics automation platform. (Individuals receive a 90-day, renewable license, and college students receive a one-year, renewable license)
- ✔ Free online resources to learn basic and advanced techniques for working with data
- ✔ Chances to earn impressive certifications that will make a resume stand out
- ✔ Weekly challenges to help improve data skills
- ✔ Supportive community of 500,000+ data enthusiasts
- ✔ Networking opportunities and job announcements
- ✔ Opportunities to participate in data-solving competitions
- ✔ And more!



A Comprehensive Program for Educators

The Alteryx SparkED education program includes:

- ✔ Free, renewable, one-year Alteryx Designer license for professors and their students
- ✔ Extensive resources to incorporate analytics learning into the curriculum
- ✔ Real-world workflows and data sets
- ✔ Opportunities for professors and their students to acquire Alteryx Micro-Credentials and Certifications, which are widely recognized accomplishments in the technology sector
- ✔ Opportunities for their students to network and discover opportunities with potential employers who are Alteryx clients
- ✔ Multi-day faculty training sessions to enhance data analytics teaching

Educators can choose how to bring analytics into their program:

1. They can instruct students on data analytics supported by extensive tools from SparkED.
2. They can provide their students with access to SparkED lessons online so they can learn at their own pace.

Educators receive access to our

500,000+

Alteryx Community, which includes an exclusive space for educators.



SparkED Stories Students



Spenser Johnson,
Cancer researcher
at Yale University

▶ DESIGNER

Spenser is a postgraduate researcher at Yale University, where he uses Alteryx Designer to integrate patient data with existing scientific databases. Spenser enjoys using the drag-and-drop nodes of Alteryx Designer and says that SparkED made data analytics much more accessible.



Janine Clancy,
Master's in Accounting student
at SUNY Geneseo

Janine traveled from Upstate New York to New York City to compete in a SparkED datathon. At the end of the competition, Janine was thrilled to be on the winning team. After being introduced to Alteryx by one of her professors, Janine enjoyed using the platform and soon was helping her classmates. She finds the platform to be fun and feels that managing data with Designer is much easier than with traditional spreadsheet programs. Janine hopes to use Alteryx in her future accounting career.

SparkED Stories

Individual Learners



Balraj Oates,
Pursued data after raising
3 children



Balraj had a degree in Computer Science and experience in investment banking, but she left corporate work to start a family. After 12 years away from corporate work, her children had settled into primary school, and she became interested in restarting her career journey. She began learning new data skills, including Alteryx, and decided to pursue a role in the data industry. She found the Alteryx platform powerful and easy to use, and she took advantage of the help available in the Alteryx community.

Today, Balraj is an Alteryx developer at a major financial institution.



SparkED Stories

Military



Partnerships to Assist Transitioning Military in the U.S. and U.K.

SparkED has developed partnerships with the Department of Defense Skillbridge program in the U.S. and the TechVets program in the U.K. to provide opportunities for veterans to acquire data analytic skills that will help them transition to rewarding civilian careers.



Caitlin Challet,
LSSMBB, United States
Marine Corps

Caitlin has been studying data analytics through the SparkED partnership with DoD Skillbridge. She says, "I think this program will provide me a critical capability in performing duties associated with data analytics to complement my certification and use of Lean Six Sigma Master Black Belt skills as well as in general Logistics and Supply Chain Management related tasks. What we measure, we manage."

SparkED Stories Educators



Olivier Jarrar,
Project Director at Orange
Business and Head of Data,
Artificial Intelligence, and
Cybersecurity Programs

Olivier highly values the partnership between MBA ESG and Alteryx SparkED. He says, “Thanks to this program, MBA ESG students engage with the latest technological developments and gain skills needed to question, understand, and solve business questions with data.”



Dr. Serkan Varol,
Assistant professor of engineering
management at University of
Tennessee at Chattanooga

Serkan has been using Alteryx since 2016 and appreciates that it transforms data into clean and structured formats. He considers Alteryx to be “your best friend...when it comes to data analysis.” His students in Data Management Analytics are currently learning Alteryx.

Growing the Pipeline of Skilled Data Analytic Talent



Jennifer Snow,
Tax consultant at RSM

Jennifer has attended several datathons representing RSM, a global Tax, Audit, and Consulting firm that is an active sponsor of Alteryx SparkED's competitive datathons. One of the benefits that Jennifer sees in supporting SparkED datathons is that she gets to see students demonstrate their "soft skills" of leadership and communication in addition to their Alteryx expertise. Jennifer says that students need to be multidimensional, and SparkED helps them achieve that. Being active in the SparkED program connects us to the students with the data analytics and technology skillsets that are invaluable to RSM as a global, digital firm.

Talent Pipeline Opportunities

Alteryx customers can have opportunities to connect with qualified data analytic talent who are trained on Alteryx solutions through the SparkED program. This offers a unique win-win for SparkED learners and organizations that use Alteryx.

Learning Alteryx means the world to future data workers

Alteryx Customers Span the Globe:

7 of the 10

largest airlines in the world

7 of the 10

largest automotive companies

8 of the 10

largest telecom companies

9 of the 10

largest manufacturers

7 of the 10

largest banks

9 of the 10

top consumer packaged goods

Acquiring Alteryx Skills Makes Learners Valuable Talent for Partners

Alteryx partnerships extend the value of our solutions through integrations with **400+ partners spanning 90+ countries**, including many of the world's most successful companies.





Get Involved with SparkED!

We're seeking:

- Individuals and students who wish to learn in-demand data analytics
- Educators who wish to bring data analytics into their classrooms
- Alteryx clients who wish to partner with us on datathons, internships, and more

Visit www.alteryx.com/sparked or email sparkedinfo@alteryx.com