SKOPOS Delivers Deep Market Insight via Automated Analytics with Alteryx

Near-real-time analysis of over 2 million survey responses

1. **Goal**
   SKOPOS wanted a solution to prep, enrich, and model data for visualization in Tableau that would help its team visualize survey data.

2. **Strategy**
   “We started with just transforming a single data set. Now we’re combining different data sets, running automated model predictions, and using multiple dashboards which are all populated through Alteryx workflows.”

3. **Results**
   “The project has become so complex over the years. We wouldn’t be able to deliver near-real-time results using an out-of-the-box product, and working with so much data is basically impossible using traditional SPSS methods. With Alteryx, it’s easy.”

4. **Next Steps**
   Alongside supporting other SKOPOS teams on their projects, Harms and his team are looking for ways to expand their reach beyond customer insights.

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"We have highly complex projects that require highly customized solutions with a lot of workflows. With Alteryx, we can make all that happen seamlessly."

— Christopher Harms
Co-Founder & Managing Director, SKOPOS ELEMENTS

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Read the full story

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**SKOPOS ELEMENTS**

**Industry**
Technology

**Department**
Business Intelligence

**Location**
Europe