

## Alteryx and Tableau Software

### Making Spatial, Predictive, and Statistical Analytics Practical

With *Alteryx Strategic Analytics* and Tableau, you can:

- Collect, combine, and cleanse all relevant data sources and enrich them with third-party data—all in a single workflow
- Give your data analytical context by providing statistical, predictive, and deep geo-spatial analytics
- Publish the results of your analytic workflows to Tableau for rich, intuitive visualizations that enable you to make decisions more quickly

#### No more waiting for the right dataset

As a business analyst, you collect and analyze data—often from a range of different sources—to make strategic business decisions. And you rely on Tableau® Software and its powerful and easy-to-understand visualizations to see the answers to your most complex questions, helping you make the right moves to extend your company's competitive advantage.

But with the plethora of new and emerging data types, such as social media and Big Data, gathering and analyzing the vast array of data you need in order to make critical business decisions is neither simple nor swift, forcing you to wait for over-extended IT staff and data scientists.

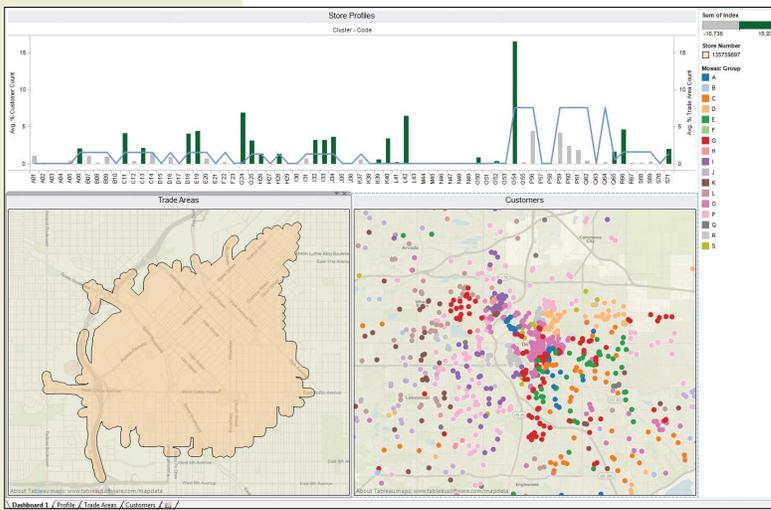
With *Alteryx Strategic Analytics*, you no longer need to wait to access and analyze the datasets you need. Alteryx enables you to integrate virtually any data source from any location and enrich them with third-party spatial, location-based, and demographic data—in a single workflow—giving you the richest set of data available for analysis in Tableau. All without relying on expensive statistical and coding experts.

#### Collect, combine, and cleanse all relevant data sources—and enrich with third-party data

If you have attempted to pull together data for analysis recently, you know what a complicated task it is. First you need to determine the exact data you need and then you need to locate where it is stored. But wait! You're not done. How are you going to pull all those sources—social media, POS data, RSS feeds, CRM data—with all their incompatible data types in a single location so you can get a complete picture of your business problem in Tableau and make a fully informed decision?

Enter Alteryx. *Alteryx Strategic Analytics* simplifies the complex task of determining and gathering the relevant data and then cleansing the data for consumption. Rather than requiring multiple tools and people from different departments, Alteryx delivers everything you need in a single workflow. With *Alteryx Strategic Analytics*, you can easily add powerful third-party geospatial, location intelligence, firmographic, and demographic tools as part of any analytic workflow, allowing

Using Alteryx to combine customer, geo-spatial, and Mosaic data, you can then create rich data visualizations in Tableau to help you better target prospective customers



in your organization in a single, powerful tool. Plus, with out-of-the-box statistical and deep geo-spatial analytic capabilities, you can easily determine which prospects are most likely to become loyal customers. Or which customers you should target with proactive SMS-based coupons based on their geographic proximity to your retail locations.

### Visualize your analytic results in Tableau

Once you have gathered, cleansed, and enriched your data to create an analytic workflow in *Alteryx Strategic Analytics*, you're ready to discover the answers hidden in all that data. Running the Alteryx analytic application is simple, but sometimes you want to visualize the results using rich visualization software delivered by Tableau.

The integration between *Alteryx Strategic Analytics* and Tableau makes it simple to visualize the answers generated in Alteryx. Whether you store it on-premise or in the cloud, just save the results of your Alteryx workflow in the Tableau TDE format and open the file in Tableau. With Alteryx and Tableau, your business users can easily consume deep spatial, location-based, and predictive analytics in a visually rich environment. Plus, if business conditions or underlying data should change, you can iterate your analytic workflow quickly and easily, without waiting for your overburdened IT organization or expensive statistical specialists—so you can take advantage of that business opportunity today.

you not only to visualize where events are taking place but also to drive location-specific decision-making in Tableau.

### Give your data analytical context

Unfortunately, even when you have the right dataset, most analytical tools provide answers based on historical information, rendering your analytics useless when trying to anticipate future performance. What's more, these solutions don't give you the statistical or deep geo-spatial context you need to get the complete picture of your market environment, leaving you to make 'gut feel' rather than informed business decisions.

*Alteryx Strategic Analytics* uniquely enables you to make critical business decisions based on forward-looking, predictive analytics, rather than on past performance or simple guesswork. With embedded predictive analytics tools, *Alteryx Strategic Analytics* makes sophisticated statistical techniques accessible to everyone

### About Alteryx

Alteryx provides an indispensable and easy-to-use analytics platform for enterprise companies making critical decisions that drive their business strategy and growth. Alteryx Strategic Analytics runs analytic applications that empower executives to identify and seize market opportunities, outsmart their competitors, increase customer loyalty and drive more revenue. It humanizes Big Data by enabling business analysts and Data Artisans to combine Big Data with market knowledge, location insight, and business intelligence; easily perform predictive and spatial analytics; and produce analytic apps that can be shared via the private cloud or the Alteryx Analytics Gallery public cloud. Customers like Experian Marketing Services and McDonald's rely on Alteryx daily. Headquartered in Irvine, California, and with offices in Boulder and Silicon Valley, Alteryx empowers 250+ customers and 200,000+ users worldwide. Visit Alteryx, the leader in Strategic Analytics, today at [www.alteryx.com](http://www.alteryx.com) or call 1-888-836-4274.



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