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Alteryx and Tableau Software

Enabling Self-Service Data Analytics

Combining the data blending and advanced analytics of the Alteryx Analytics platform with the rich visualizations of Tableau, you can:

- Blend all relevant data sources and enrich them with third-party data—all in a single workflow

- Give your data analytical context by providing statitical, predictive, and deep geo-spatial analytics

- Visualize your analytic results in Tableau to enable faster, more informed decisions.

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, 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.

Blend all relevant data sources—and enrich them 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?

Alteryx simplifies the complext task of gathering the relevant data and preparing that data for consumption. Alteryx is the leading platform for self-service analytics. With Alteryx, you can prep, blend and analyze all your data using a repeatable workflow. You can deploy and share analytics at scale, and deliver deeper insights in hours, not weeks.
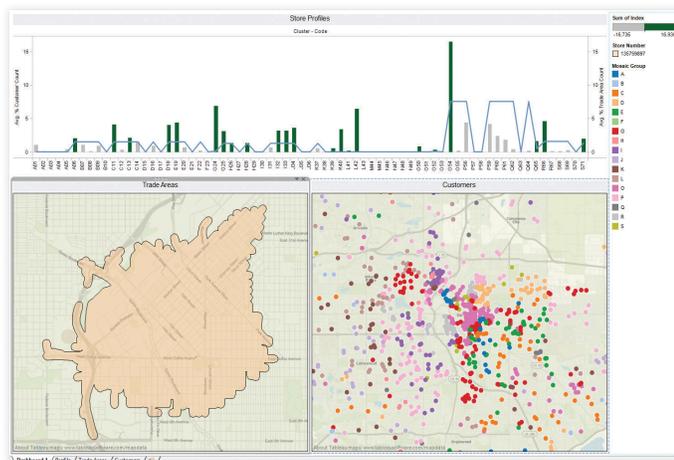
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Using Alteryx to combine customer, geo-spatial, and Mosiac data, you can create rich data visualizations in Tableau to help you better target prospective customers

About Alteryx

Alteryx is the leader in self-service data analytics. Alteryx provides analysts with the unique ability to easily prep, blend and analyze all of their data using a repeatable workflow, then deploy and share analytics at scale for deeper insights in hours, not weeks. Analysts love the Alteryx Analytics platform because they can connect to and cleanse data from data warehouses, cloud applications, spreadsheets and other sources, easily join this data together, then perform analytics – predictive, statistical and spatial – using the same intuitive user interface, without writing any code. Thousands of companies and data analysts worldwide rely on Alteryx daily.

alteryx.com

1-888-836-4274

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 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 makes sophisticated statistical techniques accessible to everyone in your organization in a single, powerful tool. Plus, with out-of-thebox 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 using an analytic workflow in Alteryx Analytics, you're ready to discover the answers hidden in all that data. Running the Alteryx analytical application is simple, but sometimes you want to visualize the results using rich visualization software delivered by Tableau. The integration between Alteryx 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.