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Achieving Self-Service for Enterprise Data Analysts

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Analysts at Large Organizations Need Better Tools and Processes

According to a recent survey conducted by Harvard Business Review Analytic Services, 62% of data analysts have to rely on other parts of their organization for critical data or analytics. Of greater concern was that only 19% were satisfied with the speed in which this data was delivered, and 69% had concerns about the quality of the results they received—when they finally received them.

Most analysts need help with data analytics



62% Have to depend on others within their organization to perform at least some steps in the analytic process

Few, however, are satisfied with the results



31% Are satisfied with the **quality** of the final output



19% Are satisfied with the **overall speed** of the analytics process

This survey highlights the reality that many data analysts at large organizations have to deal with – an environment where data access, cleansing, blending, and analytics are performed by separate departments, leveraging specialty tools for different aspects of the process.

Traditional Tools Don't Meet Today's Data Analysts' Needs

For the data worker or line-of-business analyst who is frustrated by this process, the only self-service tool traditionally available has been Microsoft Excel. While Excel is great for financial calculations, list management, charting, and some basic aspects of data cleansing and prep, it was not designed to address the data governance, security, scalability, and other data issues that are top of mind for most world-class organizations.

For the typical massive data files in most enterprise organizations, Excel cannot efficiently perform data manipulation, and when two or more such files are to be joined via formulas, complexity and errors frequently result. In addition, collaboration via Excel is difficult when a workbook is shared among analysts, or across departments.



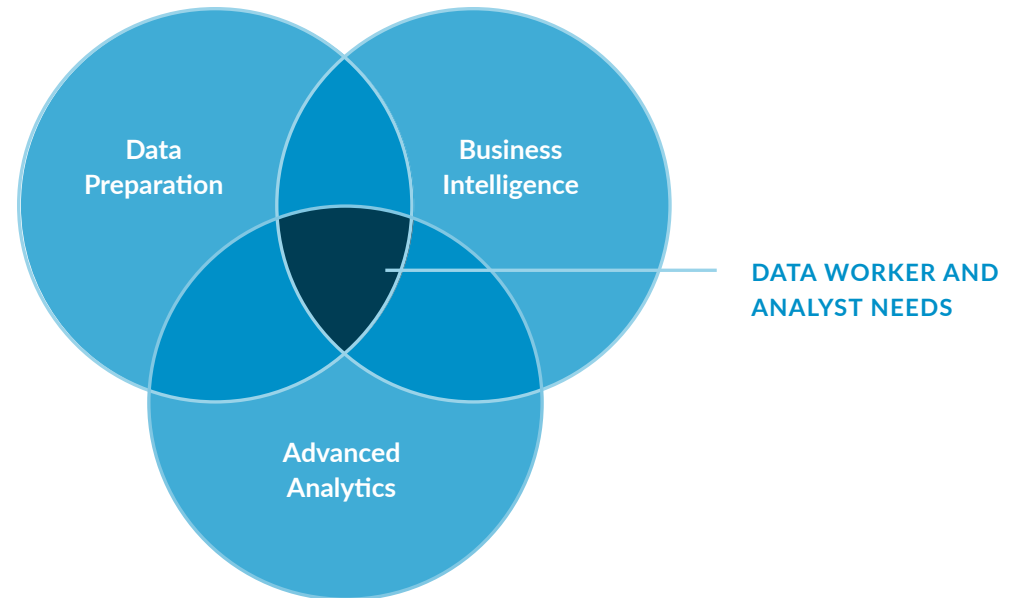
The Right Solution for Analysts in Large Organizations

Sophisticated analytics have long been available only through traditional analytics/BI technologies. These legacy tools were designed for centralized analytics staff and data scientists who don't know the business requirements as well as the line-of-business analysts. Analysts in large organizations have the need and the mindset to perform analytics beyond the limitations of Excel.

Hundreds of millions of data workers have been reliant upon technologies that were either built for specialized analytics staff and data scientists, or aren't powerful enough to fit the needs required for analytics today.

What data workers and business analysts need is a solution that balances ease of use with the capabilities afforded by traditional analytic tools, while respecting data governance established by IT departments.

That solution is self-service data analytics.



What Self-Service Data Analytics is Not

THE ROLE OF SELF-SERVICE DATA ANALYTICS IS OFTEN MISUNDERSTOOD. IT IS:

- **Not** shadow IT, or the rise of data chaos. It is a solution that respects data governance and ensures that only the right users have the right access and permissions to specific datasets
- **Not** designed to replace enterprise ETL platforms, but rather complement them for analytic insights delivered at the speed of business needs
- **Not** waiting around for other departments to prepare, combine datasets, and create the insights needed
- **Not** visual analytics, but a conduit for accessing, cleansing, and blending data from multiple sources, performing advanced analytics and sharing insights at scale
- **Not** a niche tool for predictive or spatial analytics requiring deep knowledge of statistics, R, or GIS tools, but an intuitive platform that empowers users of all skill levels

What Self-Service Data Analytics Actually Delivers

SELF-SERVICE DATA ANALYTICS IS:



Easy to Use:

Performing the full spectrum of data and analytic tasks in a single platform, without having to know SQL, Python, R, or other programming languages



Fast:

Iterating on and delivering ever-faster data insights at the speed that business needs, and not at the dependency of IT or data scientists' availability



Flexible:

Creating sophisticated analytics regardless of data size or source with a single platform that can blend data, independent of format



Scalable:

Sharing insights across geographies, departments, and with decision-makers in a way that respects existing data governance policies

Saving Time with a Repeatable Workflow

Analysts know that the most time-consuming steps involve preparing, cleansing, transforming, and blending data.

SELF-SERVICE DATA ANALYTICS SAVES TIME BY ALLOWING YOU TO:

- Directly connect to, access and cleanse large volumes of data directly at the data sources – data warehouses, cloud applications, and more – without requiring SQL coding
- Pull new and refreshed data into existing analytic models without having to reprocess the dataset or the entire analytic workflow
- Create the perfect dataset and write that dataset out to a variety of formats, or directly back into a data warehouse, in order to feed downstream activities and analysis
- Quickly and easily blend data from multiple data sources at once, as well as ensure data quality and accuracy
- Rapidly create prototypes of insights and iterate on models quickly, and easily by bringing in new or additional datasets
- Create analytic workflows that automate repetitive data preparation and transformation tasks, and utilize embedded analytic models for faster insight development

With self-service data analytics, data workers and analysts can shift their focus to **value-added analysis**.

The median amount of time analysts spend working with data each day is 4 to 6 hours*

* "Quantifying the Case for Enhanced Data Preparation," Blue Hill Research, February 2016

Case Study:

HYATT

BENEFITS

- **Reusable Workflow:**
“We are able to provide this data on-demand whenever it’s needed...it’s all easy within Alteryx to slice it in any way that’s needed.”
- **Iterate on Insights Quickly and Easily:**
“If you want to bring in a new [data] source, it’s simple.”
- **Direct Access to all Data:**
“We have now built direct connectors to the data sources so there’s no more data extracts.”



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Hyatt wanted to develop a 360 degree view of their customers to improve customer service, and identify opportunities for cross-sell and upsell. The problem was that historical sales data was spread across over 250 different sources. A team of five data analysts initially tried to build these models using Excel, but quickly found this wasn’t scalable, nor timely, with some insights taking months to create.

SOLUTION

Hyatt turned to Alteryx to connect directly to each data source, cleanse it, and create insights that connect customer activity across data sources. With Alteryx, preparing data for a proposal takes minutes, not six weeks of manual work and formula writing in Excel. With Alteryx, Hyatt can quickly incorporate data from their reservation system, CRM system, third-party demographics, loyalty programs, customer satisfaction surveys, and more. Consumers of the insights can choose how they want to analyze the data – by geography, by industry vertical of the customer, by NPS score, and more – and in minutes they get a report. By empowering their sales force with data blended and insights created in Alteryx, Hyatt estimates that they have seen an additional \$25M in annual revenue.

“...we have our data-empowered sales force who can make more qualified or more informed conversations when talking to a customer.”

– SriHari Thotapalli, Director of Customer Data Management, Hyatt Hotels Corporation

Deploying and Sharing Analytics at Scale

Data never remains static. As soon as it changes, insights go stale and lose their effectiveness. For most data workers and analysts this means having to recreate reports, which often translates into late nights, long weeks, and a lack of time to focus on value-added analytics.

SELF-SERVICE DATA ANALYTICS ENABLES ANALYSTS TO:

- Schedule and automate insight refreshes as data changes, preventing reporting bottlenecks and insight latency
- Share analytic development across departments and geographies easily and securely
- Ensure that decision-makers are always working with the latest information
- Easily share new insights across their organizations via analytic apps that decision-makers can customize without involving the analyst who created them
- Support data governance needs for granular user permissioning, and read or write access to analytic models and insights



Case Study:

JPMORGAN CHASE & CO.

BENEFITS

- **Empowered Analysts:**
“By giving our analysts the tools they need to connect directly to the data and deal with it on their own, they’re able to get much more done.”
- **Analytic Scalability:**
“...our team has been able to scale the delivery of analyses across the different lines of business and deliver on that holistic view of marketing and customer.”
- **Better Partnership with IT:**
“...we’re actually able to develop better requirements, which results in faster IT development cycles, which results in a happier IT department because they’re not wasting time building things that never get used.”



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JPMorgan Chase needed a better solution to scale analytics and productivity without adding headcount, and a better tool to deal with all datasets, while delivering accurate, timely, and flexible analytics. The problem was their process required programmers, trained in specific languages, and required analysts to write requirements, get approval, funding, and get resources assigned—often taking weeks or months before any actionable information was available.

SOLUTION

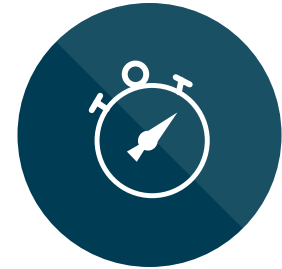
To enable better decisions, the Marketing Analytics team at JPMorgan Chase turned to Alteryx to provide best in class self-service data analytics. With Alteryx, the Marketing Analytics team has been able to harness the full value of their marketing and customer data residing in a variety of data systems and databases such as Oracle, SQL Server, Teradata, Pivotal, and Hadoop, as well as connect to the many Excel files where data resided. Then, they turned that data into actionable insights without having to wait on other departments, or requiring the analytics team to learn how to write code.

“We’re seeing our analysts provide better answers and solutions to problems in faster turnaround than was previously possible with historic tool sets.”

– Jason Mack, Vice President of Customer & Marketing Analytics, JPMorgan Chase & Co

Deliver Deeper Insights in Hours, Not Weeks

Introducing analytic insights is easier said than done. Forty-one percent of businesses struggle to introduce analytics initiatives in their operations.* In order to gain the full value of data analytics, organizations need to focus on integrating analytic initiatives with their day-to-day business practices and move beyond tools and processes that were designed for specialists.



SELF-SERVICE DATA ANALYTICS ENABLES ANALYSTS TO:

- Automate the time-consuming, manual steps of data preparation and blending to focus their attention on value-added analytics work
- Move beyond simple queries to perform the full spectrum of analytic tasks quickly, independently, and easily
- Access all data inside big data environments and combine it with external datasets to derive the maximum value from all available data sources for deeper insights
- Provide decision-makers with deeper insights in the format they want: reports, presentations, or visual insights via Tableau, Power BI, Salesforce Wave, or Qlik

* "Going Big: Why Companies Need to Focus on Operational Analytics", Capgemini, 2016

Case Study:

Southwest

BENEFITS

- **Faster Time to Insights**

“With the introduction of Alteryx, Southwest empowered our business users to have more ownership and faster access to their data and has helped them fill that gap in the self-service lifecycle.”

- **Empowered Analysts:**

“The benefits of working with Alteryx over some of the other tools that we tested out is that it’s more user friendly, it’s more intuitive... It’s more interactive, and it helps you integrate across various platforms.”

- **Analytic Scalability:**

“We’re empowered to work in a rapid prototyping environment and basically innovate with our data. We integrate across multiple domains, trying to answer complex business questions and seeing what insights we can glean from this discovery process.”



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The goal of the Enterprise Data Strategy team at Southwest Airlines was to break down information silos across the organization to bring and deliver visibility to enterprise data and actionable insights. Unfortunately, their starting point was a traditional, historically-focused BI set-up, managed by a centralized technology department, which by their own admission did not have the bandwidth to answer the questions that the business was asking in a more ad hoc, customized, and agile fashion.

SOLUTION

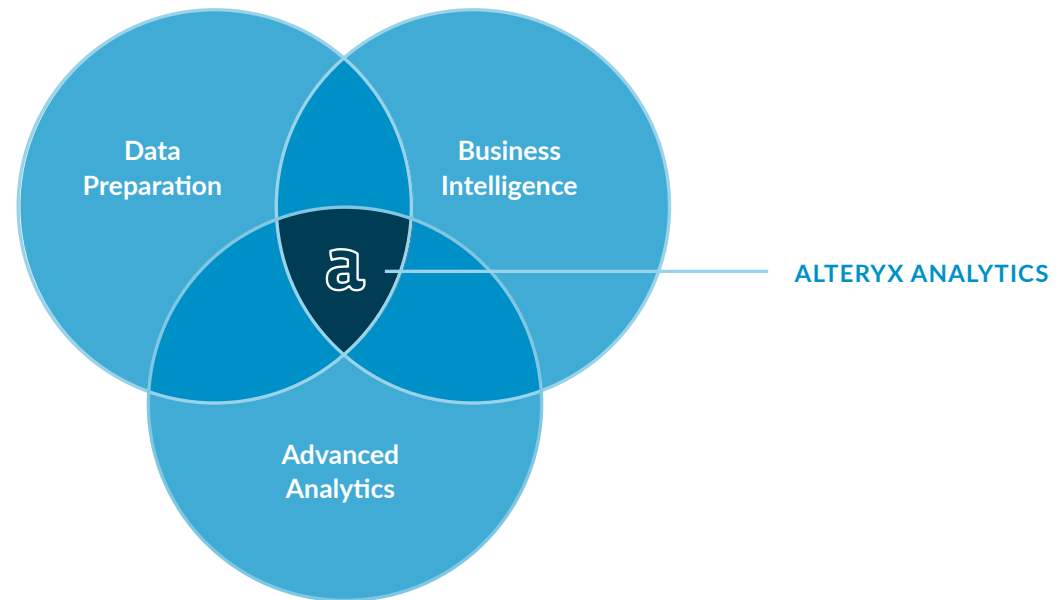
With Alteryx, Southwest Airlines has been able to bring an analytic focus to all key business functions, and empowered a shift from analytic task masters, to self-service data analytic consultants. For example, one of Southwest’s line-of-business analysts was able to use Alteryx to build sophisticated models to forecast the fuel consumption of aircraft servicing 97 destinations across 3,500 flights a day to dramatically reduce fuel costs.

“Alteryx has given the employees at Southwest Airlines a powerful tool to let us self-serve our own data analysis projects and become true data warriors.”

- Tom Laney, Business Consultant, Corporate Strategy, Southwest Airlines

Alteryx: The Leader in Self-Service Data Analytics

Alteryx is the leader in self-service data analytics. Alteryx Analytics 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.



“With Alteryx, we replaced complicated scripts with simple drag-and-drop analytic programs and a visual workflow to gain rapid results. It enabled us to easily trace analyses to the data source, and shorten some processes from weeks or days down to hours or even a few minutes.”

– Scott Burrill, Managing Director and Partner, Rosenblatt Securities

How Alteryx Self-Service Data Analytics Compares to Traditional Data Prep, Advanced Analytics, and BI Tools

Focus	Traditional Data Prep	Traditional Advanced Analytics	Traditional BI	alteryx
DESIGNED FOR				
Analysts and Data Workers				
IT				
Data Scientists				
FUNCTIONALITY				
Code-free analytics environment				
Connect to and cleanse data from all locations regardless of size or format				
Join data from multiple sources without another tool				
Terabyte and petabyte-scale support				
Predictive and statistical analytics				
Spatial analytics				
Schedule and automate analytics				
Output analytic results to all popular reporting formats				
Create and publish analytic apps, code-free				
Single platform to support the entire data analytics process				

Learn from Ground-Breaking Analysts and Business Leaders About the Benefits of Self-Service Data Analytics

WESTERN UNION

Learn how the Security Analytics team at Western Union is building out an extensive risk analytics program covering multiple threat vectors across Western Union's environment, and why Alteryx has become the must have tool at the center of the team's success.

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MAZDA

By adopting self-service data analytics, Mazda has moved toward a trusted enterprise curated view of data and insights, broken down silos of inconsistent data, and delivered insights faster, while respecting data governance.

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FORD

Hear how Ford changed the conversation to create an analytic ecosystem to enable transformational change across the enterprise, and how to build ecosystems that can integrate tools, technologies and talent.

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MCDONALDS

Learn how Alteryx has been leveraged to help McDonald's identify the optimal locations for new restaurants, understand performance of micro locations, estimate sales, as well as enhance the productivity and career options for its employees.

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SONY PICTURES

As the home entertainment industry has fragmented to represent more than just the sale of DVDs, the need to coalesce data from disparate sources has grown stronger. See how Sony is creating a self-service data analytics culture.

[Watch the presentation »](#)

KAISER PERMANENTE

Hear how Kaiser is leveraging self-service data analytics that empower business leaders to make informed decisions, reach customers more personally, and ultimately transform the way they do business.

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Conclusion: Unleashing Greater Insights

Data workers and analysts at large organizations have long faced a conundrum in the tools of their trade. Traditional data prep and blending tools are built for a centralized analytics staff, with each addressing only one step in the analytic process. Advanced analytics tools are designed for data scientists or statisticians, and have steep learning curves associated with complex coding requirements. And visual analytic tools do not have the power to prep and blend large datasets or perform advanced analytics.

Now, with self-service data analytics platforms like Alteryx, data workers and analysts can quickly and easily perform the wide range of analytic tasks they need to deliver fresh insights to their organizations.

Self-service data analytics with Alteryx bridges the gap among skills, speed, and depth of analysis to empower data workers and analysts to achieve ever-greater insights, while reducing the burden on technical teams and unlocking hidden business opportunities.

“Through the creation of [Alteryx] modules and workflows, we’re able to easily replicate our work by simply providing a new data input and re-running the module. At the end we come up with a new dataset and a lot of time saved.”

– Ron Oppat, Global Market Representation, Ford Motor Company

Get Started Now

Learn more about how Alteryx empowers analysts with self-service data analytics.



Download a 14-day FREE trial of Alteryx:
[alteryx.com/trial](https://www.alteryx.com/trial) »

Alteryx, Inc. is the leader in self-service data analytics. Alteryx Analytics 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. Visit www.alteryx.com or call 888-836-4274.

The Alteryx logo, consisting of the word "alteryx" in a lowercase, white, sans-serif font, positioned in the bottom right corner of the slide. The background behind the logo features faint, light blue curved lines and dots, suggesting a network or data flow.