SPATIAL ANALYTICS IN ALTERYX

June 2023

alteryx | The Thrill of Solving

About Deanna:

Alteryx ACE since 2018 and Owner, Nova Geographica LLC

- Began using Alteryx in 2005

- Utilizing GIS (Geographical Information Systems) such as ESRI since 1997

- Alteryx For Good Champion and SparkED Supporter

- Dallas, Texas Alteryx User Group co-leader since 2015

- Will talk for hours about spatial analytics
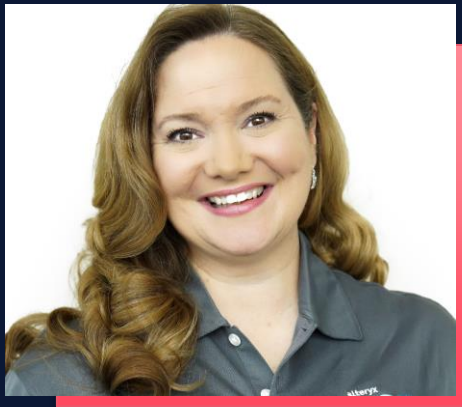
DEANNA SANCHEZ
@Deanna

Alteryx works with Spatial Data Formats

Alteryx began as a spatial platform – **"Alter the Y and X"**
and has the capability to **input** numerous spatial data formats

- ❖ Alteryx .yxdb
- ❖ ESRI Personal GeoDatabase .mdb
- ❖ ESRI Shapefile .shp
- ❖ GIS .grc and .grd
- ❖ Google Earth .kml
- ❖ MapInfo Professional Interchange Format .mif
- ❖ MapInfo Professional Table .tab
- ❖ PitneyBowes Multi-Resolution Raster .mrr
- ❖ SRC Geography .geo

Alteryx works with Spatial Data Formats

Alteryx also can **output** to various spatial data formats

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The Basic Spatial Data Types

What are the main spatial data types you will see in GIS and Spatial Analytics?

- Point – a single location with an x/y coordinate

- Line – a single line segment with two x/y coordinate nodes, one on each end

- Polyline – multiple line segments with corresponding x/y coordinate nodes on each end of each segment, creating a connected line

- Polygon – enclosed area composed of multiple points and line segments
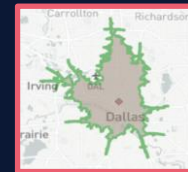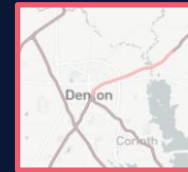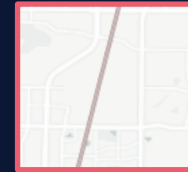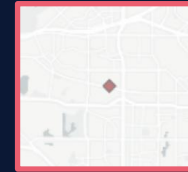
AGENDA

- **Using the Spatial Toolset with Store and Customer Data:**
  - ➤ Create Points
  - ➤ Generate Trade Areas
  - ➤ Spatial Match and see relationships in your data
  - ➤ Calculate Distance
  - ➤ Find Nearest

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THANK YOU!

Deanna Sanchez

Alteryx Academy Interactive Lessons – see Spatial Analytics
* ❖ https://community.alteryx.com/t5/Interactive-Lessons/tkb-p/interactive-lessons