



# DALLAS / FORT WORTH ALTERYX USER GROUP!

December 2024

# DFW ALTERYX USER GROUP LEADERSHIP TEAM:



**DEANNA SANCHEZ**

**@Deanna**

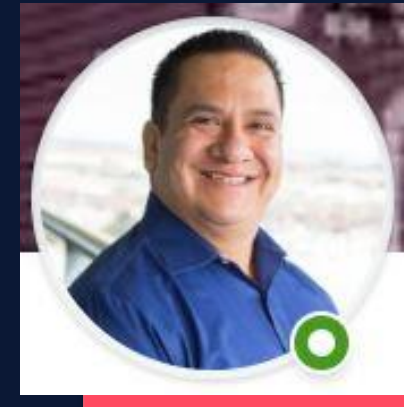
Alteryx ACE and  
Owner, Nova Geographica LLC



**DAVID RARDON**

**@drardon**

Director of Analytics,  
The Commit Partnership



**DANIEL CARDEN**

Senior Manager,  
Salesforce

# AGENDA

**Welcome and Intro** 2:00 PM – 2:15 PM

**University of Chicago:** 2:15 PM – 3:00 PM

**Driving Alteryx Adoption at UChicago  
Medicine – Governance and Clinical Analytics  
Use Cases**

Mark Connolly, Program Director, Business Intelligence, and  
Ania Szeszko, Analytics Engineer, Data Science and Analytics

**Advent of Code** 3:00 PM – 3:45 PM

**Solving with “Base A”**

Pat Hottovy, Alteryx ACE and Technical Lead,  
Cleartelligence

Claire McCollough, Alteryx ACE

**Community Updates** 3:45 PM – 4:00 PM

# SparkED Overview

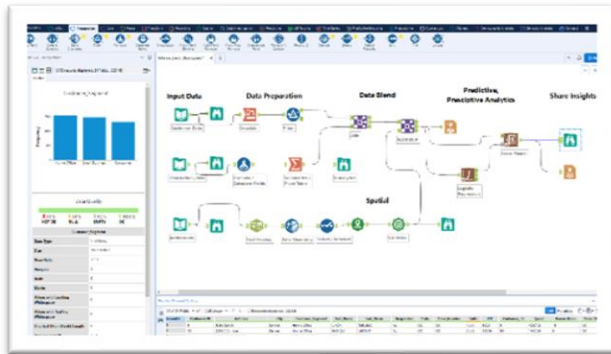
**DEANNA SANCHEZ**

Alteryx ACE and Owner, Nova Geographica, LLC



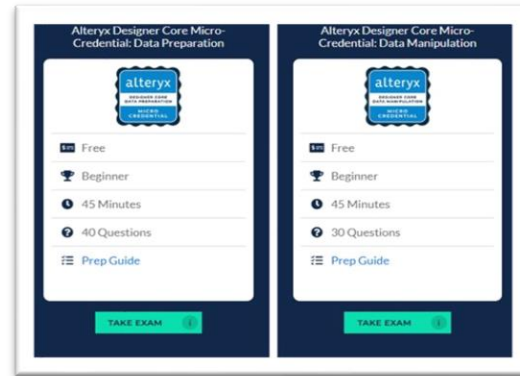
**Adzovi A., Maveryx**  
Solving for Retail  
Supply Chain

# SparkED Program Benefits



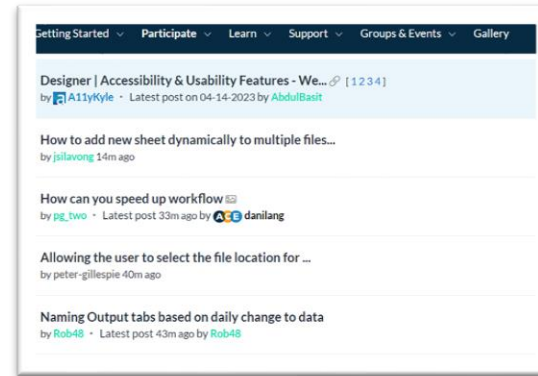
## Designer Licenses

Free for any learner at any stage of their learning journey. 1-year renewable for students in academic programs and 90 days for learners not affiliated with a university



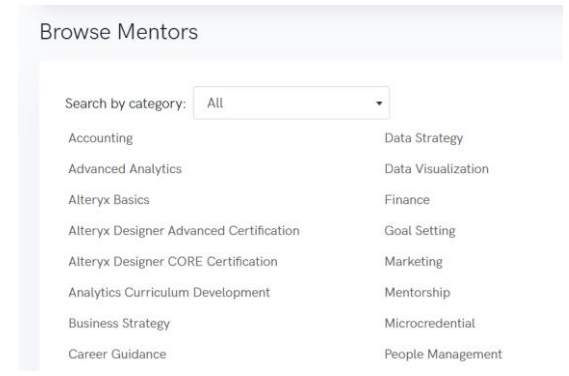
## Learning Resources

Training, curriculum, and data challenges to prepare for certification



## Community Support

Connect with 350k+ members for technical solutions and career guidance



## Networking Opportunities

Leverage SparkED Mentor Connect to access 250+ customer mentors; Alteryx LinkedIn Talent Alliance for Core Certified students + customers looking to hire

# alteryx MENTOR CONNECT

POWERED BY  
SPARKED

[mentor.alteryx.com](https://mentor.alteryx.com)

- A network of mentors from the Maveryx community providing one-to-one subject matter expertise and guidance to learners through the Alteryx SparkED education program.
- Analytics learners of all kinds can benefit from having mentors from a broad range of professional disciplines.



Sign-Up Here!



"I had a great chat with an Alteryx Mentor Connect mentor last week. It was really straightforward to connect and learn from an industry expert."

Huy Truong, SparkED Independent Learner

# Global Participating Customers Across Industries

190 + Motivated Mentors ready to connect!



Data Meaning



J.P.Morgan



UnitedHealth Group

Goldman Sachs



# alteryx TALENT ALLIANCE

POWERED BY  
SPARKED 

- Private LinkedIn Group for Alteryx Customers & Core Certified SparkED Job-Seekers.
- Aims to promote collaboration, facilitate job placements, and promote professional development and employability within the Alteryx community.

## Job-Seekers

Students, recent graduates or career changers that participated in the SparkED program and with current **Alteryx Designer Core Certification.**

Access to **global Alteryx customer network** seeking Alteryx-trained talent to fill data analytics roles.



**Join Here!**



ALTERYX TALENT ALLIANCE,

POWERED BY SPARKED



## Alteryx Talent Alliance

Private LinkedIn Group for Alteryx Customers & Certified SparkED Job-Seekers  
Software Development - Irvine, California - 5K followers - 616 alumni

+ Follow

Message



### About

Alteryx SparkED is the fastest-growing community for students and independent learners looking to upskill in the data analytics industry. We offer learning resources, certifications, curriculum, mentorship, a 500,000+ community of data-maverix and so much more. The purpose... see more.

Show all details →

### People highlights

12 alumni who studied Business, Management, Marketing, and Related Support Services



Cassie, Vivian, Manolito, Vanessa & 8 others

31 alumni work in New York City Metropolitan Area



Do, Ej, James, Mavis & 27 others

Show all people highlights →

PREMIUM

### Insights on Alteryx Talent Alliance Career Cohorts

Total employees



▲ 30%

Total headcount growth  
6 months

🕒 1 year

Median tenure

Show all Premium insights →



**Designer Core  
Certification Required for  
Job-Seekers**

alteryx

**DATATHON**

POWERED BY  
**SPARKED** 

# DATATHON TOOLKIT

STUDENT RECRUITMENT

ALTERYX SPARKED

alteryx

# WHAT VALUE CAN DATATHONS BRING TO YOUR ORGANIZATION?

## Access to Alteryx Talent

- ✓ Cultivate relationships with students with Alteryx skills
- ✓ Access certified talent through Credly / LinkedIn

## Brand Awareness/Global Exposure

- ✓ Opportunity to share stories post-events to social/marketing channels
- ✓ Position your company as a dynamic market participant and become a talent magnet for recruiting

## Opportunity to partner with schools you actively recruit from through the SparkED program:

- ✓ Drive future talent development in collaboration with SparkED; get more students using Alteryx and bring them into your hiring pipeline



# KEY PLANNING ACTIVITIES



*The following slides give you checklists and information for planning activities*

DECEMBER 2024

# Alteryx Community Updates

alteryx

# Alteryx Education

Customers

## Learning Marketplace

Accelerate your path and outcomes with access to experts and experiences like never before.



### Instructor-Led Courses

- 100+ hours of content
- Beginner to advanced
- Hands-on activities
- Small class size



### Escape Room Challenge

- Expert-led
- Race to crack the case
- Team building



### Digital Learning

- Self-paced
- 2,000+ minutes
- 24/7 access



Contact your account executive for more information on subscriptions.

## Academy

Dive into solving problems and explore new frontiers in your data analytics journey.

### Weekly Challenges



### Learning Paths



### Interactive Lessons



### Videos



[ayxlearn.info/Academy-on-Community](https://ayxlearn.info/Academy-on-Community)

## Certifications

Push yourself to validate your knowledge, skills, and abilities and get the recognition you deserve.



### Micro-Credentials



[ayxlearn.info/certification](https://ayxlearn.info/certification)

# Digital Badge Program



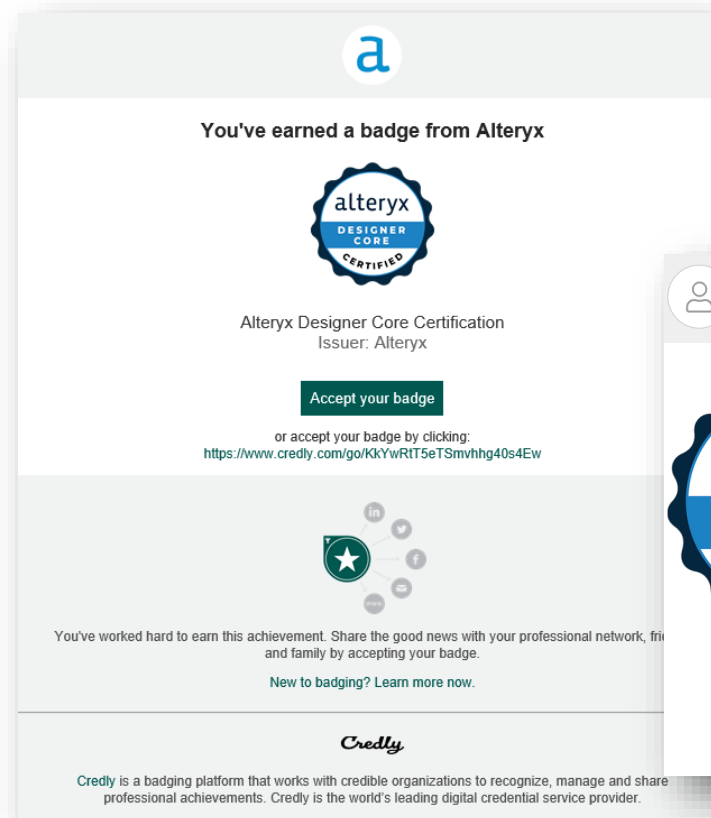
Alteryx partnered with Credly to offer digital recognition of your qualifications and capabilities - whether you are a beginner or an experienced user.

If you have a valid certification (they are valid for two years), you should have received an email from [admin@credly.com](mailto:admin@credly.com) asking you to accept your badge on Credly.

There is no fee to use Credly and acceptance is totally up to you. Also, this update won't affect your existing badges in the Alteryx Community.

## Learn

**more:** <https://community.alteryx.com/t5/Analytics/Coming-Soon-Alteryx-Digital-Badge-Program/bap/831463>



# Subscribe to the Alter.Nation Blog to get notified when we release the Maveryx Monthly Newsletter!

The screenshot shows the Alter.Nation website interface. At the top, there's a navigation bar with links like 'Getting Started', 'Participate', 'Learn', 'Support', 'Groups & Events', and 'Gallery'. Below that is the 'Alter.Nation' header with the tagline 'Community news, customer stories, and more!'. A main navigation bar lists categories: ALL, ANALYTICS, ENGINE WORKS, ALTER.NATION, and DATA SCIENCE. The main content area features a grid of articles. The article 'Maveryx Monthly - June' is highlighted with a red box. To the right, a 'Blog Dashboard' sidebar is visible, with a red arrow pointing to the 'Alter.Nation' link in the 'Subscribe' section.

<https://community.alteryx.com/t5/Alter-Nation/bg-p/community-news>



# Alteryx Data Science Portal

- For the data scientist, both current and aspiring!
- Curated Community content that is data science focused

[alteryx.com/data-science](https://alteryx.com/data-science)


Community | **Data Science Portal** | Alteryx.com

Courses ▾ Careers ▾ Open Source ▾ Solutions ▾

## Data Science Portal

Alter how you think about data science.

### Recommended






#### Accomplish More with Automated Machine Learning

Posted 07-21-2021

Automated machine learning can help us all accomplish more. Learn more about autoML and how our open-source Python library EvalML makes it easier to explore that potential.

[Read ->](#)

### Blog Posts



[SUBSCRIBE](#)



## A podcast about data science and analytics culture

If you have an episode idea or would like to be a guest on the podcast to talk about a data analytics/data science topic you're passionate about, shoot us a message at [podcast@alteryx.com](mailto:podcast@alteryx.com), and we will review your pitch.

And, in case you didn't know, you can listen to Alter Everything on [Apple Podcasts](#), [Spotify](#), [YouTube](#), and the [Maveryx Community](#)! Subscribe on any of these platforms to get notified when new episodes are released bi-weekly. 🎧

[community.alteryx.com/podcast](https://community.alteryx.com/podcast)

# NEXT STEPS

Presenters are always needed!

Contact Deanna at  
[deanna.sanchez@novageographica.com](mailto:deanna.sanchez@novageographica.com)  
if you would like to present!

Be on the lookout for the meeting recap!

Next meeting is Friday, January 31st,  
from 2:00 to 4:00 p.m. Central time!

# THANK YOU!

You make our **OVER 900** member  
Texas-sized user group amazing!