

SERVER USAGE REPORTS

USING PHONE HOME TO
UNDERSTAND USER USAGE AND
TRAINING NEEDS



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ABOUT ME: Tech-enablement & Innovation Manager

CAREER: Data-driven Accountant

WITH ALTERYX I CAN... Do virtually anything

WHEN I USE ALTERYX, I FEEL... Empowered

2019 ALTERYX GOALS: Become Expert Certified!

HOW ARE USERS USING ALTERYX & WHAT ARE THEIR TRAINING AND DEVELOPMENT NEEDS

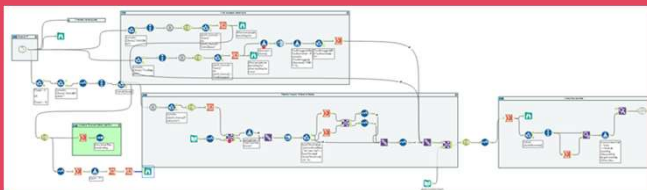
INPUTS

- Server MongoDB
- Phone home data from Designer
- Enriching data



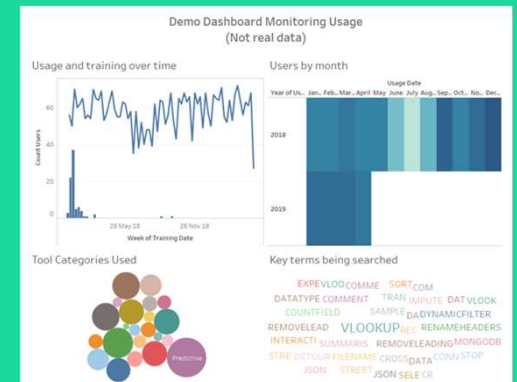
PROCESS

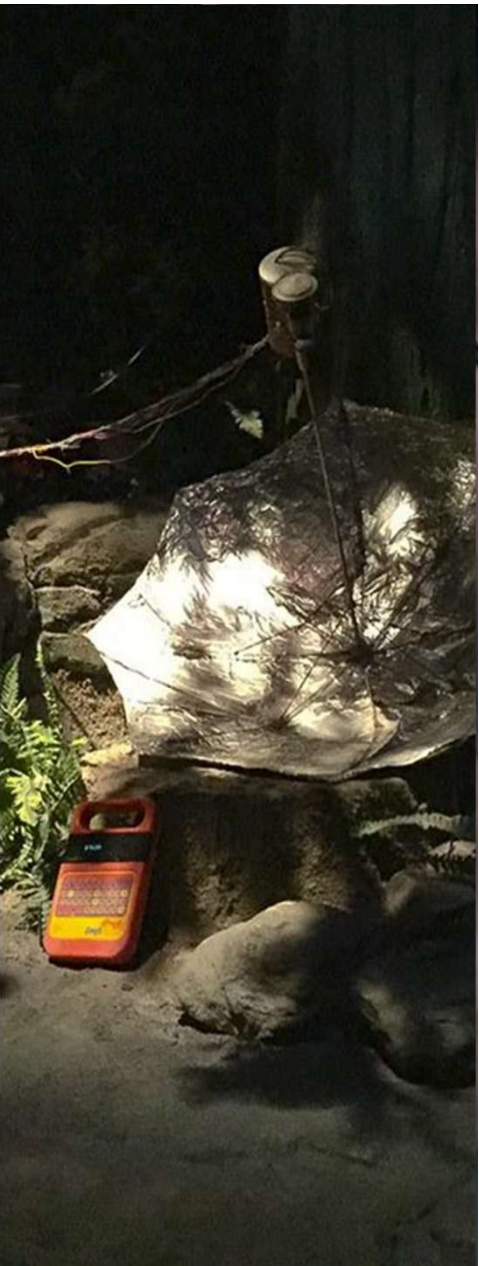
- Enrich and blending
- Transform and summarise



OUTPUTS

- Visualisation dashboard





MONGODB CONNECTION & COLLECTING DESIGNER USAGE DATA

MongoDB Input

In Designer a connection to the Server's MongoDB can be made by using the MongoDB Input tool



But what are the connection settings?

a) The username and password is available from the server under **Controller > Persistence**

The screenshot shows the 'System Settings' window with the 'Persistence' tab selected under the 'Controller' section. The 'Database Type' is set to 'MongoDB'. The 'Data Folder' is 'D:\Alteryx\Service\Persistence\MongoDB'. The 'Database' section shows the following settings:

- Host: localhost:27018
- Database name: (empty)
- Username: user
- Admin Password: F45E15D50 (masked)
- Password: 299CBB451 (masked)

The 'Persistence Options' section has three checkboxes, all of which are unchecked:

- Delete queue and results after (days) 0
- Delete completed schedules after (days) 0
- Delete uploaded files after (days) 0

On the right side, there is a 'Help and Info' section titled 'Database Type' with the following text:

The Controller maintains information in either SQLite or MongoDB. If you are configuring this machine to run a Gallery instance, you must use MongoDB. Selecting either SQLite or MongoDB options will create an instance of the database for you. However, if you already have an instance of MongoDB that you would like to use, you may do so by selecting the "User-managed MongoDB" option.

At the bottom right, there are 'Cancel', 'Back', and 'Next' buttons.

MongoDB Input

In Designer a connection to the Server's MongoDB can be made by using the MongoDB Input tool



But what are the connection settings

- a) The username and password is available from the server under **Controller > Persistence**
- b) The server location can be found using command prompt; type ping [server location] and the ip address of the server is returned

```
Command Prompt
Microsoft Windows [Version 10.0.16299.1087]
(c) 2017 Microsoft Corporation. All rights reserved.

C:\WINDOWS\system32>ping [server url]

Pinging [server url] [10.71.65.30] with 32 bytes of data:
Reply from 10.71.65.30: bytes=32 time=24ms TTL=125
Reply from 10.71.65.30: bytes=32 time=58ms TTL=125
Reply from 10.71.65.30: bytes=32 time=23ms TTL=125
Reply from 10.71.65.30: bytes=32 time=30ms TTL=125

Ping statistics for 10.71.65.30:
    Packets: Sent = 4, Received = 4, Lost = 0 (0% loss),
    Approximate round trip times in milli-seconds:
        Minimum = 23ms, Maximum = 58ms, Average = 33ms
```

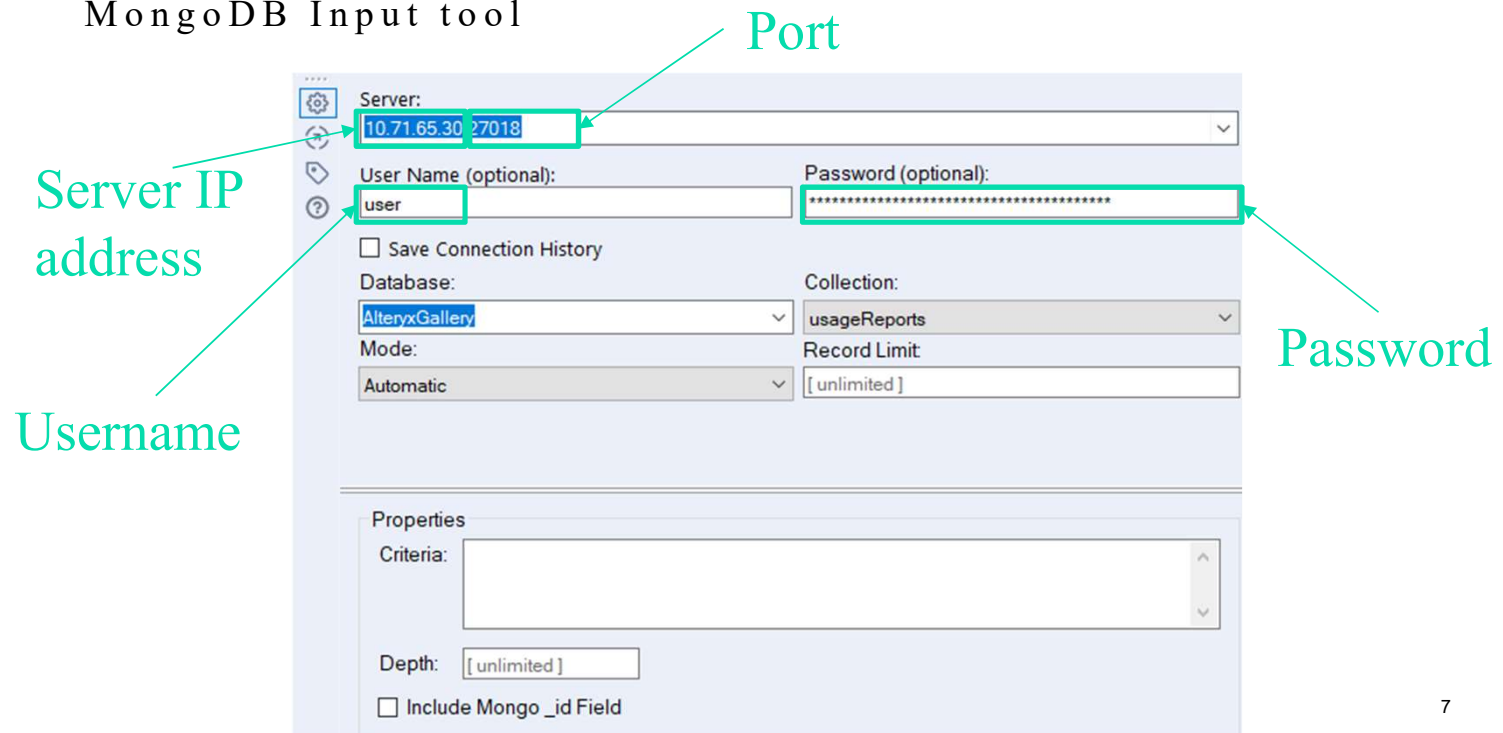
MongoDB Input

In Designer a connection to the Server's MongoDB can be made by using the MongoDB Input tool



But what are the connection settings

- a) The username and password is available from the server under **Controller > Persistence**
- b) The server location can be found using command prompt; type ping [server location] and the ip address of the server is returned
- c) Put this all together in the configuration pane of the MongoDB Input tool

A screenshot of the MongoDB Input tool configuration pane in Alteryx Designer. The pane is divided into two main sections: 'Server' and 'Database'. The 'Server' section includes fields for 'Server:', 'User Name (optional):', and 'Password (optional):'. The 'Database' section includes fields for 'Database:', 'Collection:', 'Mode:', and 'Record Limit:'. Below these is a 'Properties' section with a 'Criteria:' field and a 'Depth:' field. Annotations with green arrows point to specific fields: 'Server IP address' points to the 'Server:' field, 'Username' points to the 'User Name (optional):' field, 'Port' points to the '27018' part of the 'Server:' field, and 'Password' points to the 'Password (optional):' field. The 'Server:' field contains the text '10.71.65.30 27018'. The 'User Name (optional):' field contains the text 'user'. The 'Password (optional):' field contains a series of asterisks. The 'Database:' field contains the text 'AlteryxGallery'. The 'Collection:' field contains the text 'usageReports'. The 'Mode:' field contains the text 'Automatic'. The 'Record Limit:' field contains the text '[unlimited]'. The 'Criteria:' field is empty. The 'Depth:' field contains the text '[unlimited]'. There is a checkbox for 'Save Connection History' which is unchecked. There is a checkbox for 'Include Mongo _id Field' which is unchecked.

Server IP address

Username

Port

Password

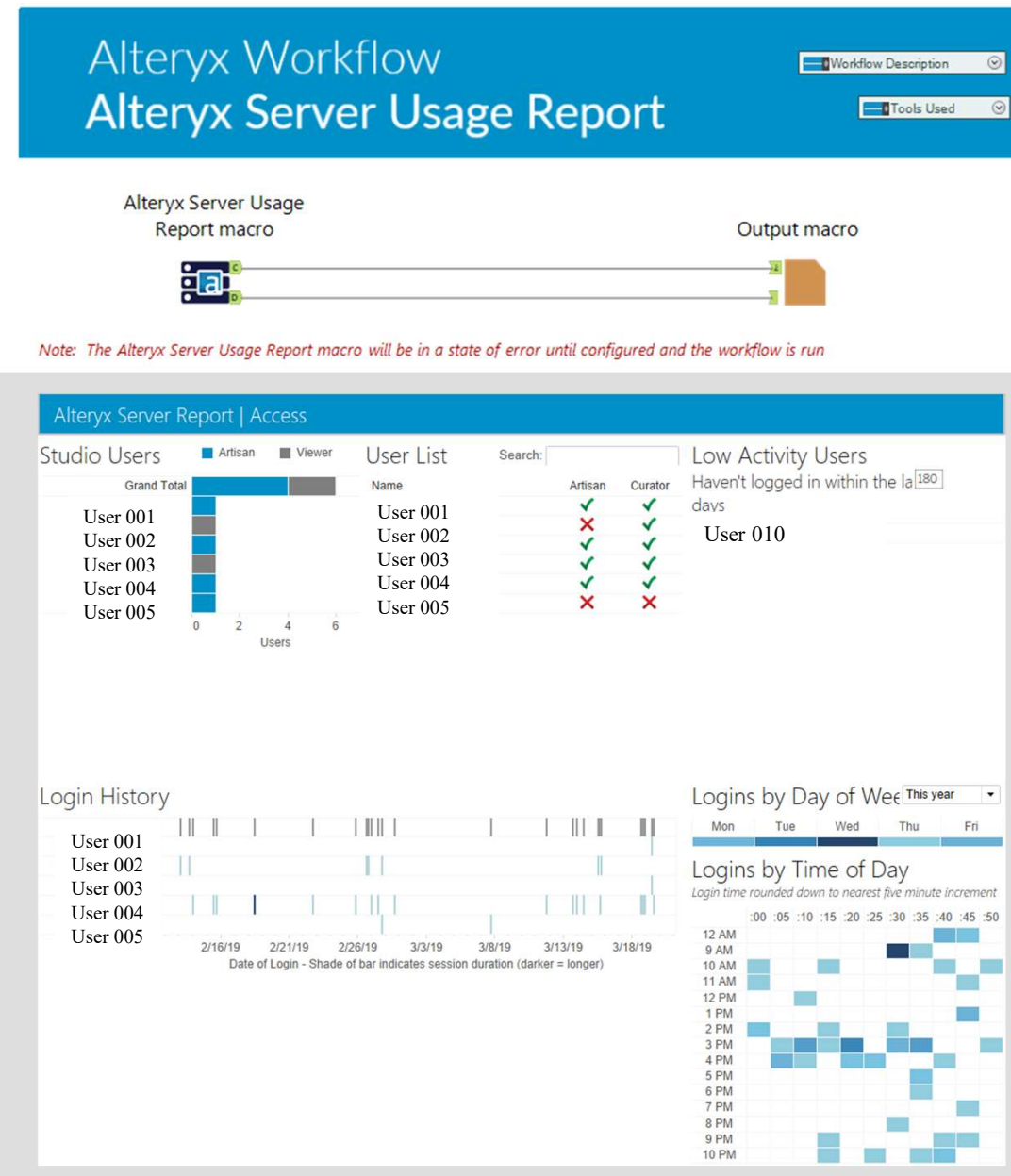
SERVER USAGE

Alteryx Server Usage Report

- Detailed information is available from the Server on who is using the server, what workflows are being run, timings etc
- A macro has been created which is available from:

[Alteryx Downloads and Licenses portal](#)

- This can be scheduled and produces a Tableau or PDF output



DESIGNER USAGE

Alteryx Desktop Usage

Available under the AlteryxGallery Database and usageReports collection

Information available split into the following Types:

0 or 10: Workflow runs, everytime a workflow is run details of the tools in the workflow is obtained*

11: Log of new installs/upgrades to Alteryx

12: Search bar queries and subsequent tools dragged onto the canvas / hyperlinks clicked

14: New in 2019.1 log of .exe being loaded

400: Profiling

* (need to be careful as this is per run, so tool counts likely to be overstated but still get an idea of what tools people are using)

MongoDB Input(1)-Configuration

Server: 10.71.65.30:27018

User Name (optional): user Password (optional): *****

☐ Save Connection History

Database: AlteryxGallery Collection: usageReports

Mode: Automatic Record Limit: [unlimited]

Properties

Criteria: [empty text box]

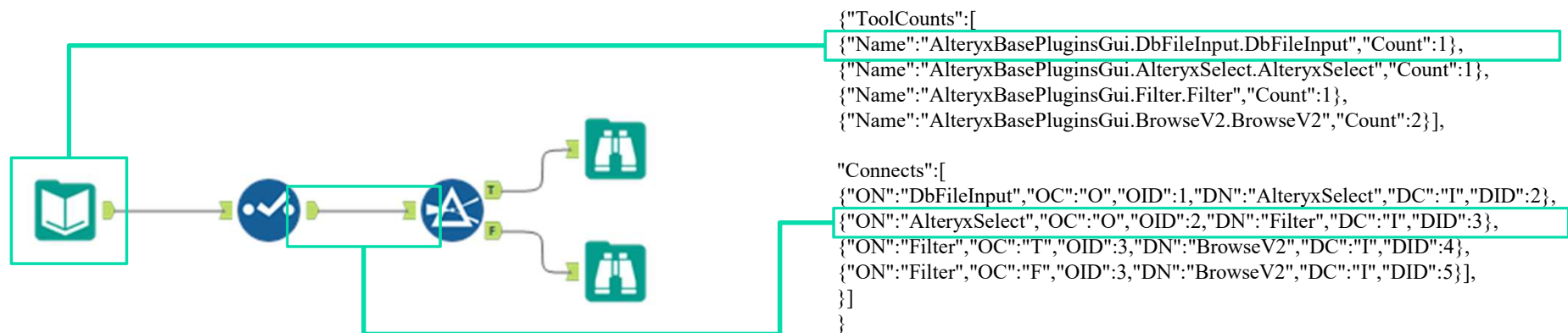
Depth: [unlimited]

☐ Include Mongo_id Field

DESIGNER USAGE

Type 10: Workflow run details

- Data created every time a workflow is run
- Tools used and the number of times they are used in the workflow
- Tool IDs and their connections



DESIGNER USAGE

Type 12: Designer search queries

- What are people searching for
- What tools are they dragging onto the canvas
`{"Query":"vlookup","ToolDragged":"AlteryxBasePluginsGui.Join.Join",
"Language":{"Designer":"en","OS":"en","OS_Region":"en-GB"}}}`
- What community / help links are they clicking
`{"Query":"how do I connect to MongoDB",
"LinkClicked":"https://community.alteryx.com/t5/Alteryx-Server-Discussions/MongoDB-Persistence-Setup/m-p/391#M1",
"Language":{"Designer":"en","OS":"en","OS_Region":"en-GB"}}}`

HOW TO COLLECT DATA FROM DESIGNER

Phone Home

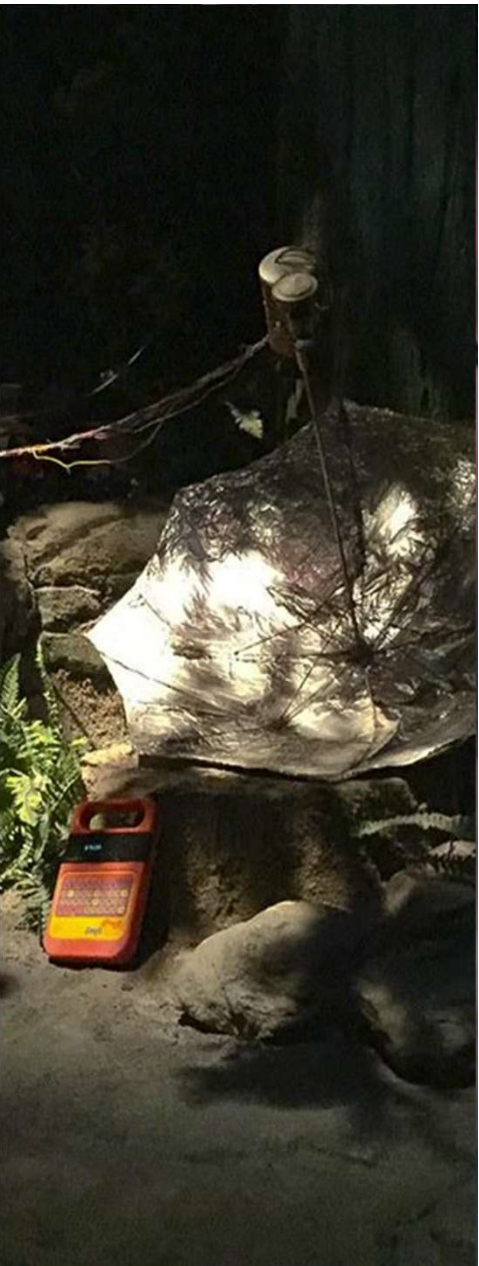
- Update a user's RuntimeSettings.xml file which is located here:

C:\ProgramData\Alteryx\RuntimeSettings.xml

- With the following lines within the <SystemSettings> node:

```
<Designer>
<PhoneHomeUrl>[server
address]</PhoneHomeUrl>
</Designer>
```

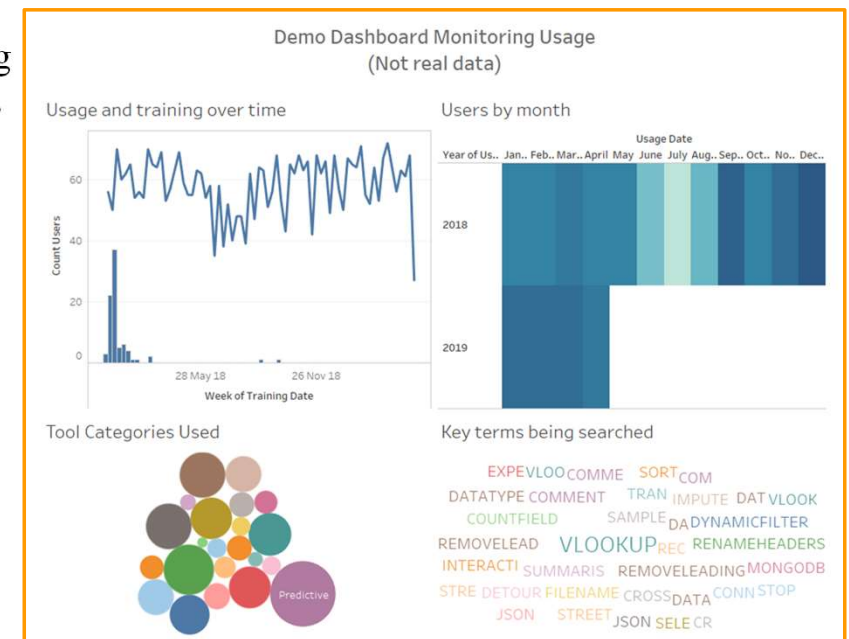
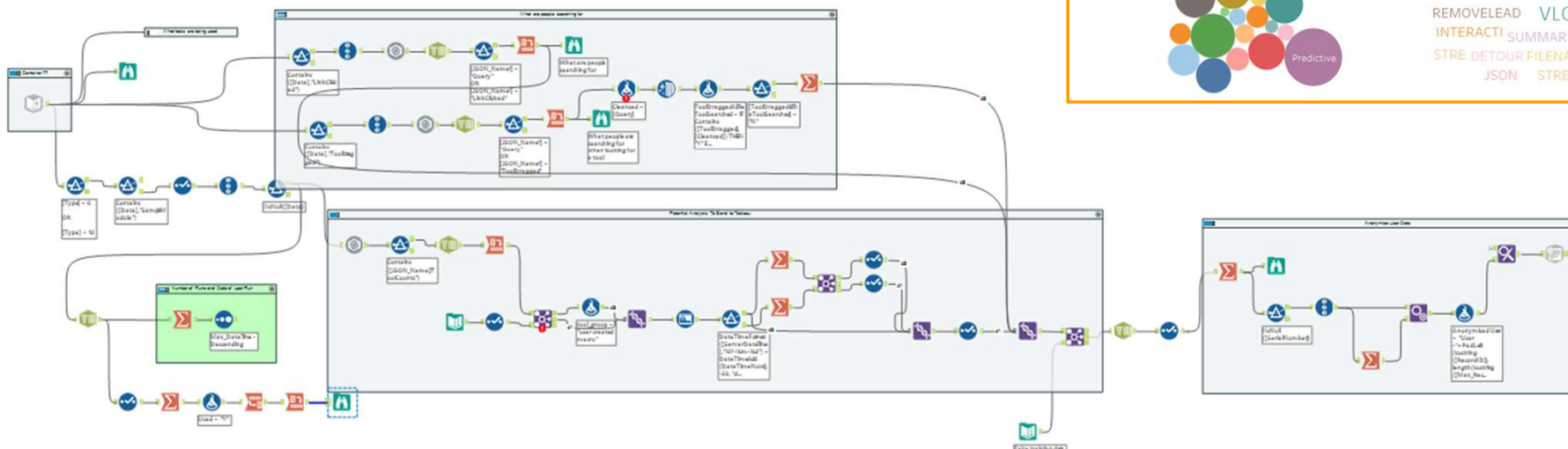
```
<?xml version="1.0" encoding="UTF-8"?>
<SystemSettings>
  <Controller>
    <ServerSecretEncrypted>201000000D08C9DDF0115D1118C7A00C04FC297EB0100
    F67993040000000800000050005700440000001066000000010000200000001CCCC1
    AB9CB8C04FB256F8BAD7E2991C57E99B14E0B868FFC36485435CAD556A000000000E
    8000000002000020000000153A4D4C999EB4FBCF25A8E1285A27FCFE0ADE8BFC262
    88AD01511E03BBFC7360000000E5F2DFADFD3083E3A06285AE13BE93309BE649FEF
    BAB885BAE5802ADEB2B980CD483038D96C4A875AD416BABD608CFDE878DAE17847E5
    8BBC767B9112D6CB6CE44AB4038F0B3CC91E9C7331EA63D113BEC76DDB288DBA89B3
    5BE86F9D2A33EA400000009048589D71D1536AF67BEDA6CE92EA891FEA61CD95209A
    3E3508EA70BD7F79D8F9A14173607D9DEC77B63EEF1AAFC28A8BFB115D0A7E3EE8A1
    6A766CDA4A1614</ServerSecretEncrypted>
    <StorageKeysEncrypted>BwIAAACKAAAoPmeyVECWZIZssNAfyEyxQnUwPpqSdJF4tr
    XbxCBj0n/LvTizEXWAEbWJ4je02FrLGejwEg8K/2t2RMP1LhZfKCA9BDYzVnZGxdJ1eFEJKcwhEF
    7zuglMT49r4lTDbvTE7DWkZFiaPxCHqxV2dz+HmdbEnD3u7GB1jXo0feQtFBWzct/uurwD/WJErq
    sOSJSMgeN6I4Ap0ATabR9x214JA1HzM+j+kIK+41S0Lx0JPoJHyHMzUX73LUPq2es+Gj0Nv4gBqm
    WwNlijvVvej/VQfkvoxAj6rWW6ejeePWoGeLGJa2RS8tYUukwXP2NG5VENNdMDpEh6BnEM4XdJFb
    I4XKMa8DtVCUELpdovvOJkww+NrrDhQh/GJeTv1Q8JwganJ11yhGY+WW5LoNAmqmJr5Wav0FGKS0
    73bHBEXhxlTJikxSocJYubtJuFS7PCbGQrSKvl1EMtdRunKLodzgYy0ivSljIgvJZ7ofphsDbgcO
    72zLDB9RKmHWeOYsS8+LhpmNLCiluCqcYtK6K/R5uzPlIOFqPfHkC6TzzFpXuGoWnsAxEJ0zXp6b
    HyErAtcG/SJlKmlb0Af9FV7/fh+CgRTE4YrInTgsQhPJbN7DLCYN/7JblMjTu8K+ctpCCJh3byFK
    XG1ZAwfSDBQQR7OHuLzEl4Z3NVbg8T4N3D2BKgwd2IjxHuZqRExLIUGmf12sPDcPcommvpu60Q1
    /txuSunrlL4mHYEWDykU6Gbu5JKjPCZZLAq3zu+V</StorageKeysEncrypted>
  </Controller>
  <Engine>
    <NumThreads>5</NumThreads>
    <SortJoinMemory>4055</SortJoinMemory>
  </Engine>
  <Designer>
    <PhoneHomeUrl>http://[server url]/gallery/ :/PhoneHomeUrl>
  </Designer>
</SystemSettings>
```



ENRICHING THE USAGE DATA TO UNDERSTAND TRAINING NEEDS

PUTTING IT ALL TOGETHER

- Significant value and insight is gained when adding enriching the usage data with other sources such as usage data
- Who are the power users?
- Are there key areas where additional training can be delivered (spatial, predictive, macros etc)
- Is there a drop in usage after a certain period, who are these users and can additional training be offered?



TAKEAWAYS

- The Server's MongoDB is a treasure trove of information
- Enriching it with other data can help answer questions like who are the power users, are there particular topics to train people on, and how are people using the tool post-training
- Data is collected for each run so be careful with tool counts (Could a unique workflow ID be collected?)

