

ACES GOT TALENT: AN INTERACTIVE ACE SHOWDOWN!

PRESENTED BY

Ben Moss, Deanna Sanchez, Joe Lipski, John Hollingsworth, and Michael Barone

alteryx | The Thrill
of Solving

ALTERYX
INSPIRE
YOU • AMPLIFIED • 2019



#ALTERYX19

AND CONTESTANTS!



**MICHAEL
BARONE**
Data Scientist
Paychex
2013



**JOHN
HOLLINGSWORTH**
GIS Manager
*Clear Channel
Outdoor*
2001



**BEN
MOSS**
Consultant
*The Information
Lab*
2015



**DEANNA
SANCHEZ**
Senior Consultant
*Teknion Data
Solutions*
2005

TODAY'S AGENDA

- Meet your contestants
- Favorite macro, app, or Alteryx tool
- Coolest workflow ever created
- Top 2 ACE tips and tricks
- Lightning round: Buzz and answer (10 mins)

Audience participation required!

RULES OF PLAY

3_{ROUNDS}

4_{ACEs}

480_{JUDGES}

1440_{VOTES}

1_{CROWNED WINNER}

FAVORITE TOOL, APP, OR MACRO

2 MINUTES EACH





Follow the instructions on the banner

And get ready to vote for the A.G.T ACE of ACEs...



24



44



19



GET READY TO CAST YOUR VOTES: FAVORITE TOOL, APP, OR MACRO



MICHAEL

DATE TIME NOW



JOHN

**MAKE CALL FROM
HEADER**



BEN

SCORE SENTIMENT



Score Sentiment

TIL UK - Peter Gumble-Berestford

Version 4 - Uploaded 11 days ago

Public Workflow

Run: 13 times

Advanced

RUN

DOWNLOAD

Sharing

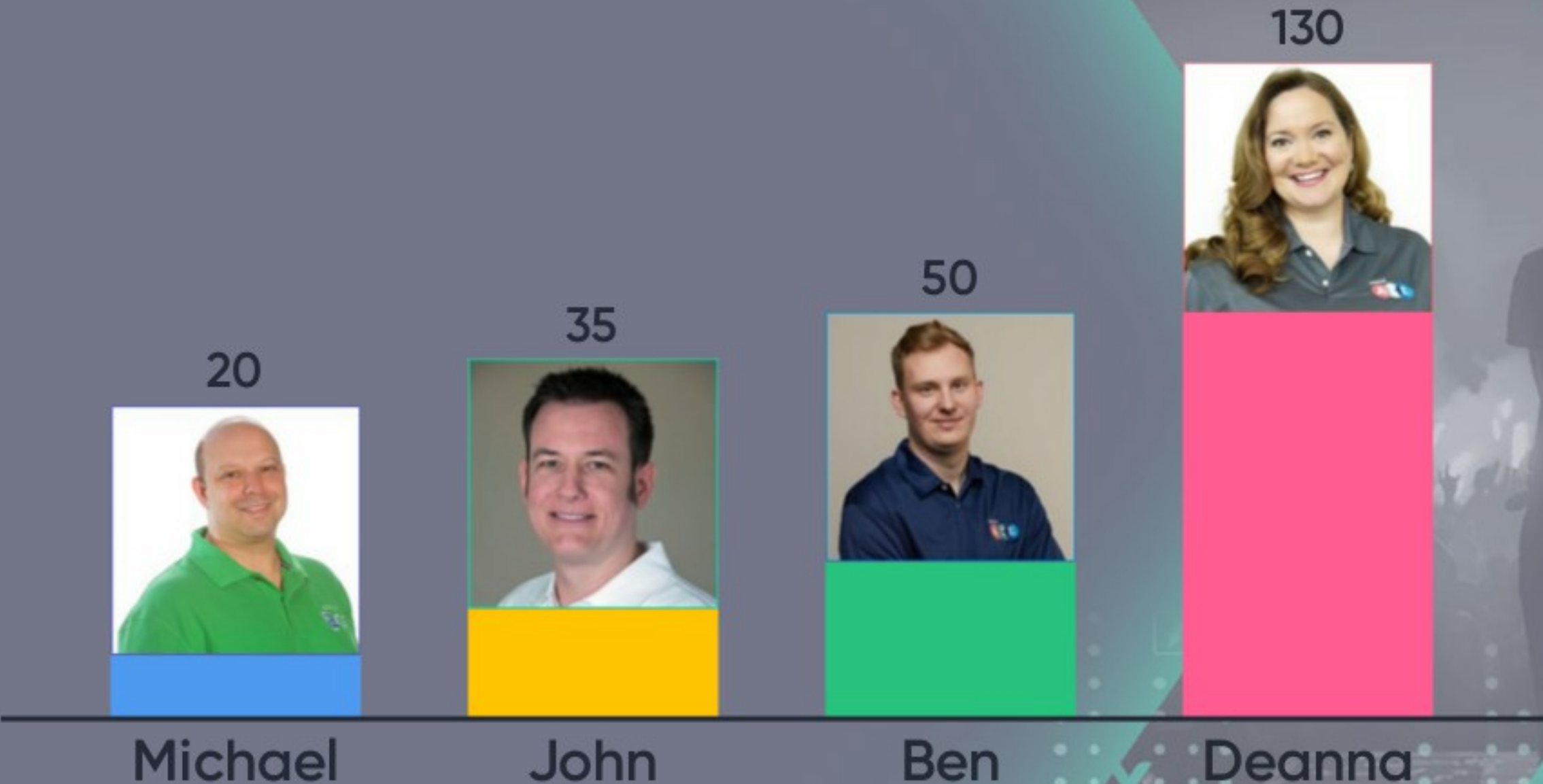


DEANNA

**ALTERYX FOR
GOOD APP**



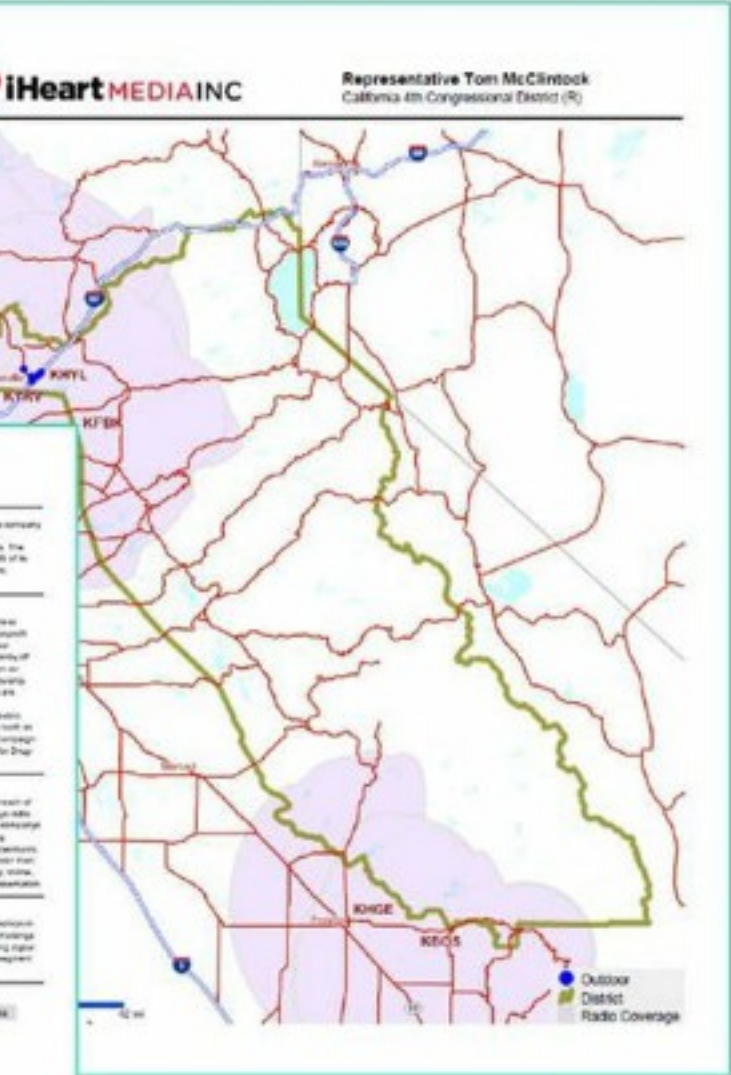
Favorite Tool, App or Macro




COOLEST WORKFLOW EVER CREATED


AND I MEAN COOLEST!







LEGOLYTICS


HOME


DISTRICTS


PRIVATE STUDIO


INSIGHTS

Most Popular + Latest Workflows

Latest ▾

Lego Portrait



Ben Moss

 Analytic App



Ben Moss @benjmoss · 25 Dec 2018
I've managed to go next level nerd this year; asked my dad to take a picture and I created an @alteryx workflow that converts that image into a Lego set. I've also managed to get a 50% discount compared to the @LEGO_Group price by using larger brick sizes where possible

12

11

115

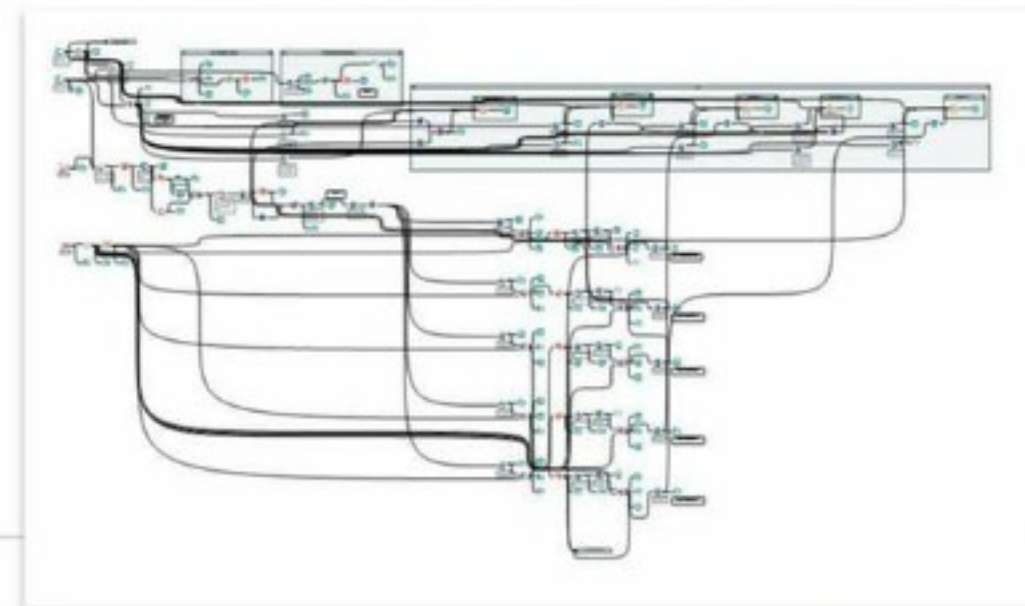
SITE SELECTION FOR HEALTHCARE

- Analyzes drivetimes & spatially matches patients to hospitals
- Determines top Experian MOSAIC Segmentation for each group
- Find groups with similar demographics & calc % of top segments
- Matches patients outside of catchments areas to target groups
- Generates maps catchments & patients in underserved areas
- Visualizes where new hospital locations may be optimally sited

INPUTS

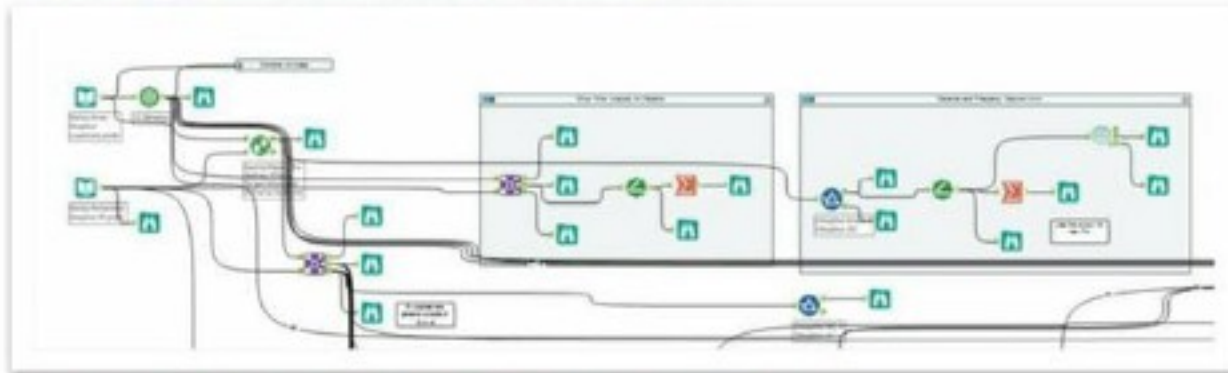


WORKFLOW OVERVIEW

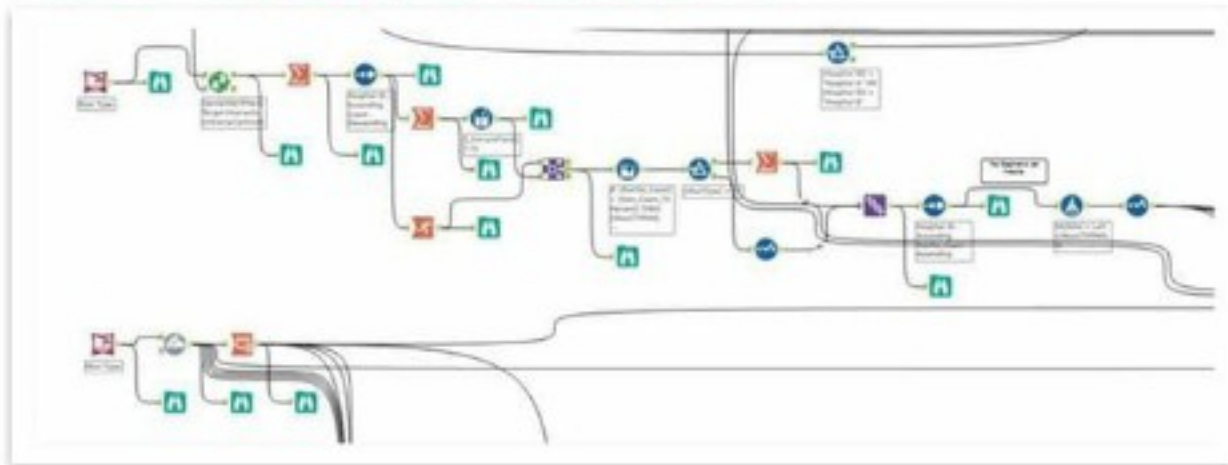


SITE SELECTION FOR HEALTHCARE

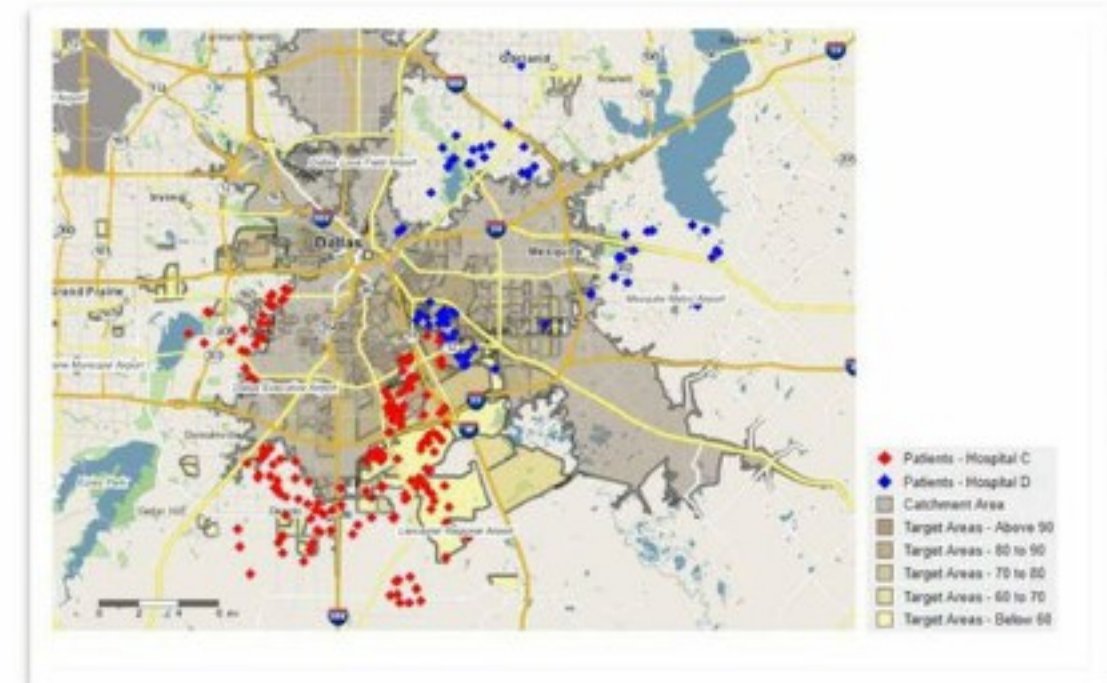
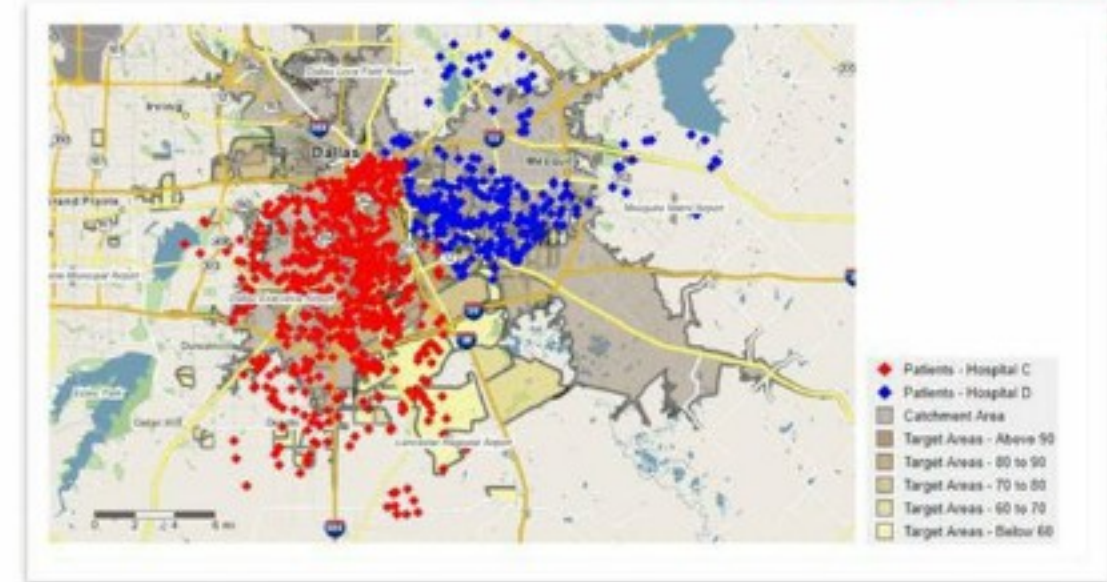
SPATIAL ANALYTICS



TOP MOSAIC GROUPS



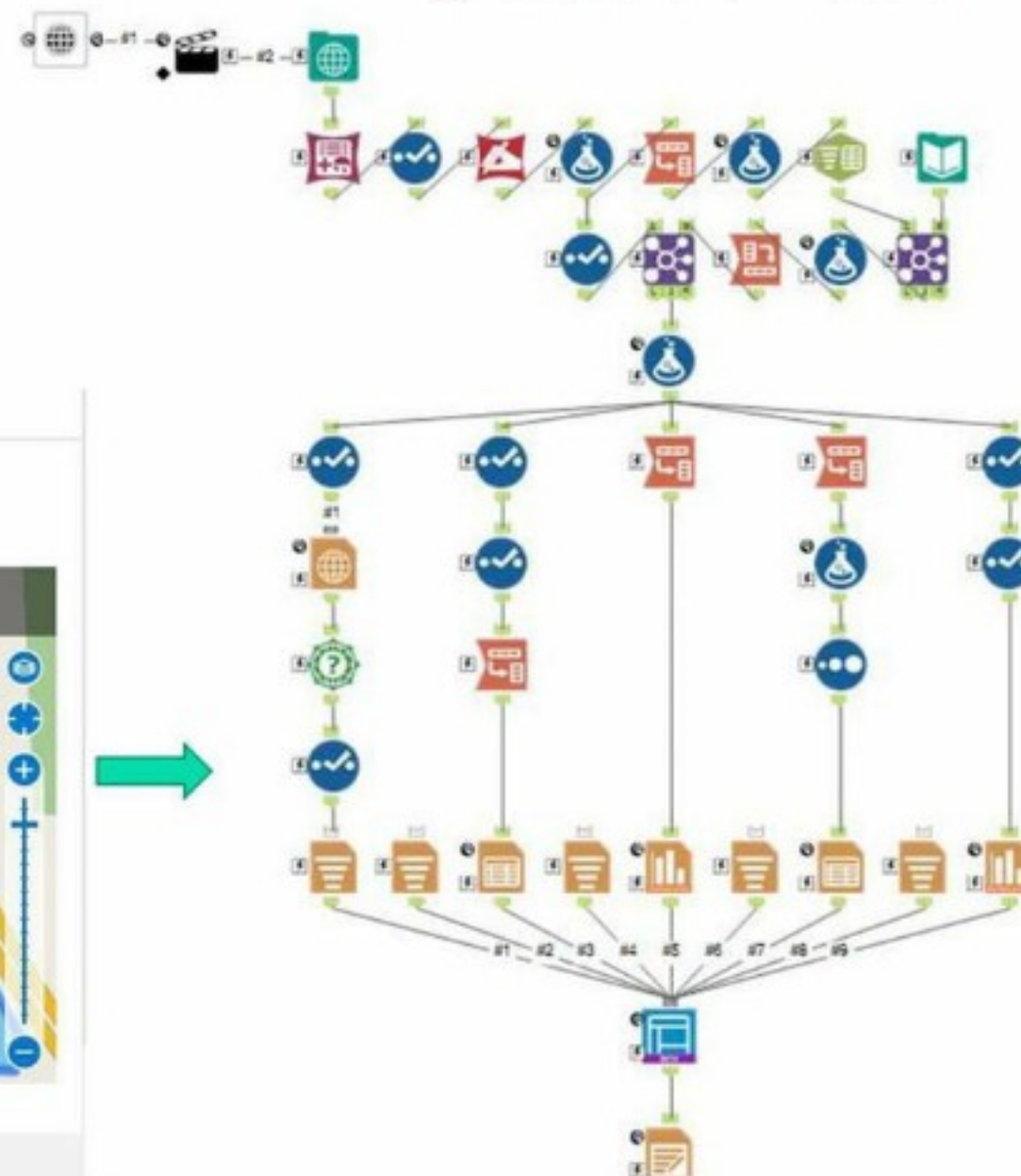
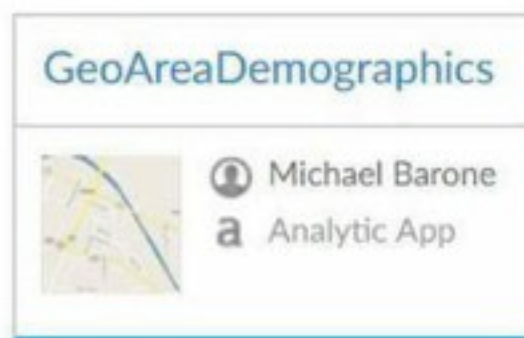
MAPS,
MAPS,
& MORE
MAPS



NEIGHBORHOOD DEMOGRAPHICS

When we were looking to move, we wanted to know a few things about the neighborhood we were potentially moving to (ages, couples vs. singles, median housing value, household size, mosaic groups). We wanted to zoom to a neighborhood and draw our own polygon around the area we were focusing on.

**ANALYTIC APP
ACCESSED IN THE
GALLERY (USES
EXPERIAN DATA)**



NEIGHBORHOOD DEMOGRAPHICS

APP OUTPUT (PCXML)

SELECTED AREA DEMOGRAPHICS

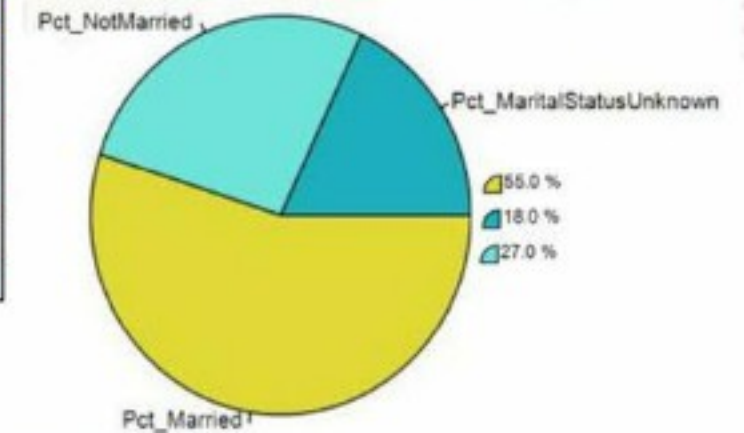
0.13 Square Miles



POPULATION

Demographic	Count
Total Population	653
Total Families	220
Mean Household Size	2
Homemakers	95
Age 35 - 54	18
Median Housing Value	\$233,410

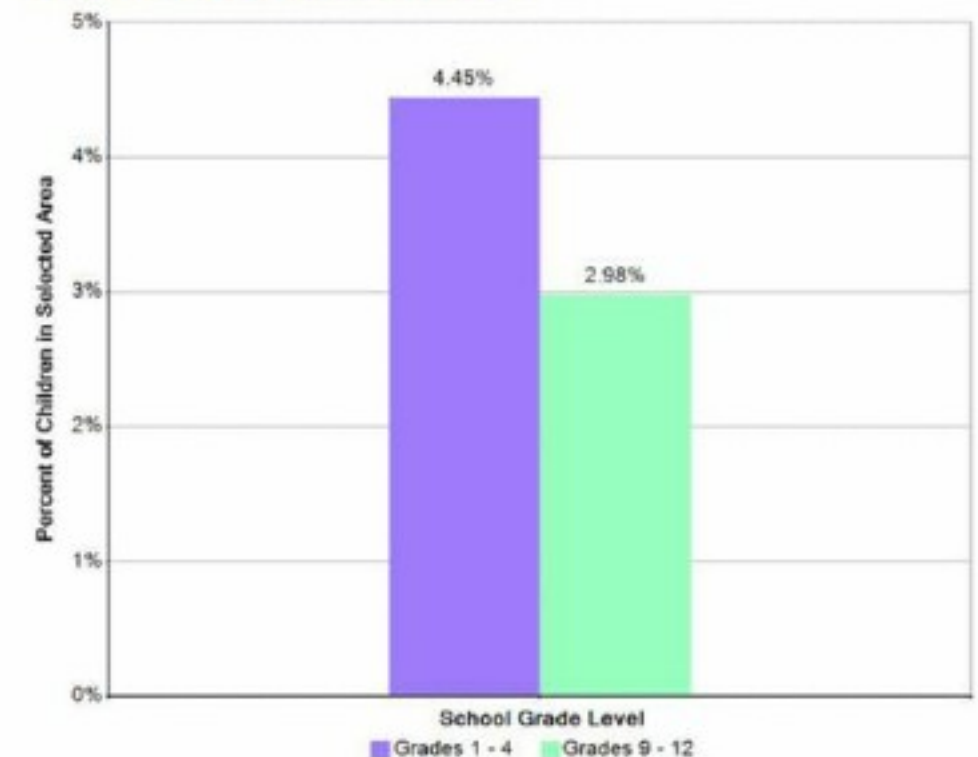
MARITAL STATUS



MOSAIC GROUPS

Mosaic	Percent
BOOMING WITH CONFIDENCE: Prosperous established couples in their peak earning years living in Booming with Confidence suburban homes	27.27%
GOLDEN YEAR GUARDIANS: Retirees living in settled residences and communities	19.47%
AUTUMN YEARS: Autumn Years Established and mature couples living gratified lifestyles in older homes	11.25%
POWER ELITE: The wealthiest households in the US living in the most exclusive neighborhoods and enjoying all that life has to offer	10.82%
THRIVING BOOMERS: Upper-middle-class baby boomer-age couples living comfortable-Thriving Boomers lifestyles settled in town and exurban homes	9.61%
SUBURBAN STYLE: Middle-aged ethnically-mixed suburban families and couples earning upscale incomes	8.40%
FLOURISHING FAMILIES: Affluent middle-aged families and couples earning prosperous incomes and living very comfortable active lifestyles	4.90%
SINGLES AND STARTERS: Young singles starting out and some starter families in diverse urban communities	1.87%
BLUE SKY BOOMERS: Lower- and middle-class baby boomer-aged households living in small-Blue Sky Boomers towns	1.75%
MIDDLE-CLASS MELTING POT: Mid-scale middle-aged and established couples living in suburban and fringe homes	1.45%
SIGNIFICANT SINGLES: Middle-aged singles and some couples earning mid-scale incomes supporting active city styles of living	1.27%
PROMISING FAMILIES: Young couples with children in starter homes living-child-centered lifestyles	0.85%
FAMILY UNION: Mid-scale middle-aged families living in homes supported by solid-Family Union blue-collar occupations	0.48%
YOUNG CITY SOLOS: Younger and middle-aged singles living active and energetic lifestyles in-Young City Solos metropolitan areas	0.48%
ASPIRATIONAL FUSION: Low-income singles and single parents living in urban locations striving to make a better life	0.06%
CULTURAL CONNECTIONS: Diverse mid- and low-income families in urban apartments and residences	0.06%
ECONOMIC CHALLENGES: Economically challenged mix of singles divorced and widowed individuals in smaller cities and urban areas looking to make ends meet	0.00%
FAMILIES IN MOTION: Younger working-class families earning moderate incomes in smaller residential communities	0.00%
PASTORAL PRIDE: Mix of lower middle-class unattached individuals and couples who have settled in country and small town areas	0.00%
UNCLASSIFIED: Not classified	0.00%

SPECIFIC GRADE LEVELS

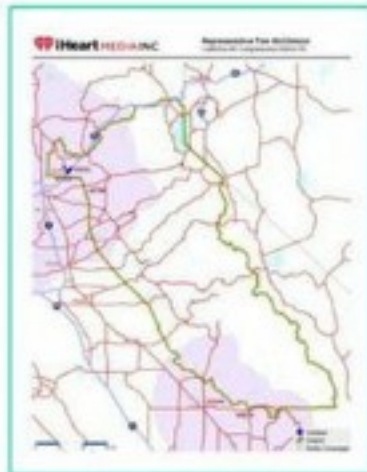


GET READY TO CAST YOUR VOTES: COOLEST WORKFLOW EVER CREATED



JOHN

**REAL TIME LOBBYIST
MATCHING**



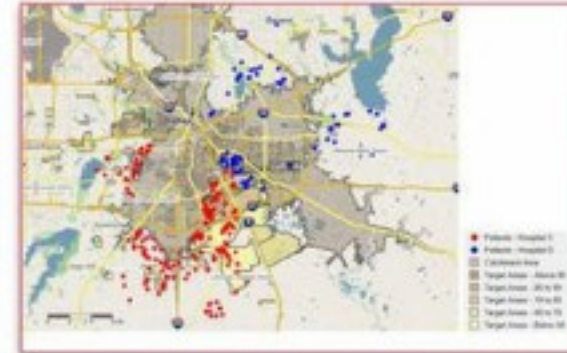
BEN

LEGOLYTICS



DEANNA

**SITE SELECTION
FOR HOSPITALS**

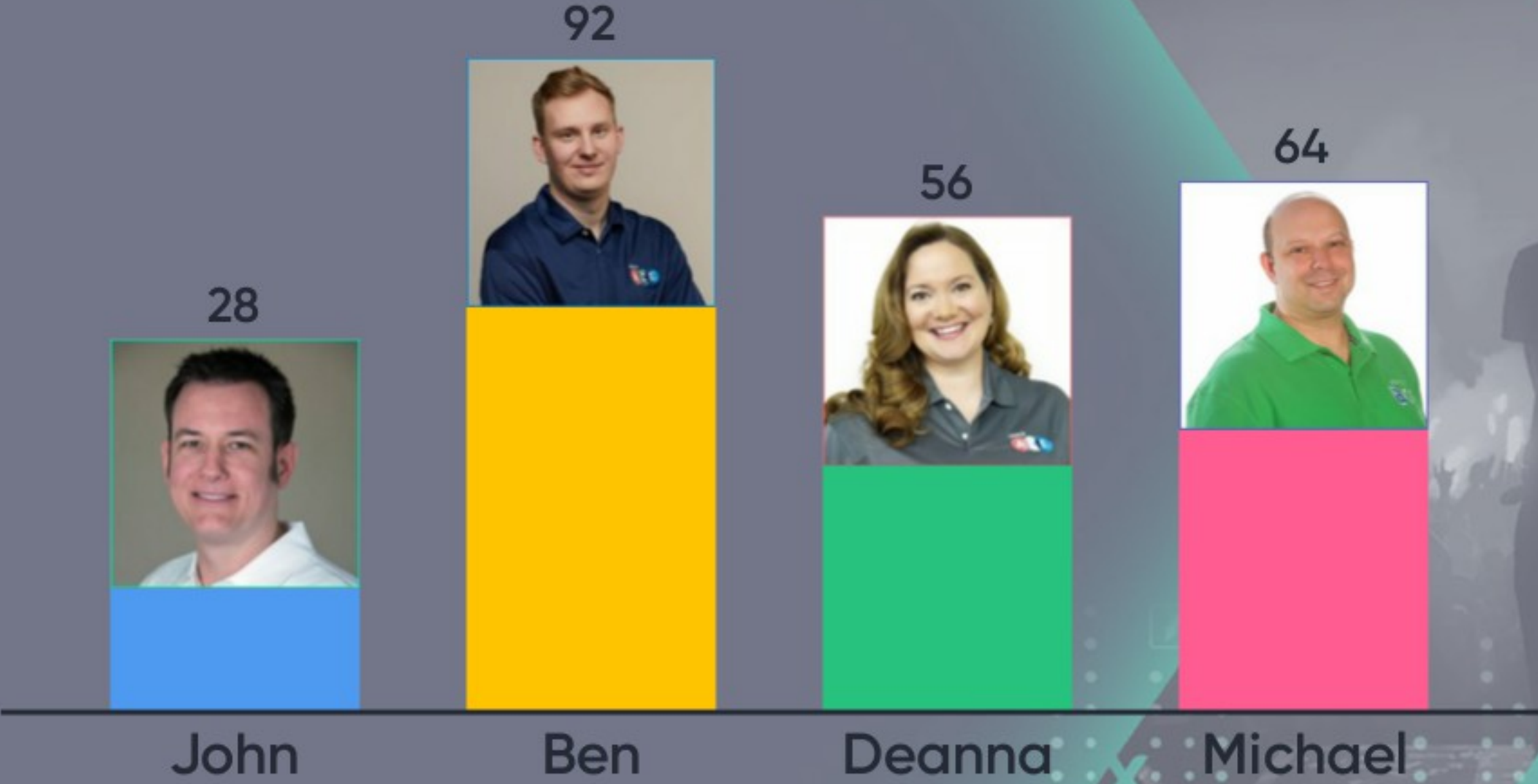


MICHAEL

**NEIGHBORHOOD
DEMOGRAPHICS**



Cooltest workflow ever created



TOP 2 SPEED TIPS & TRICKS

60 SECONDS PER TIP



GET READY TO CAST YOUR VOTES: SPEED TIPS & TRICKS



BEN

- 1) SEND EMAIL ON ERROR
- 2) WORKFLOW TEMPLATE ON STARTUP



MICHAEL

- 1) XML TO UPDATE CONNECTION STRINGS
- 2) CONVERT TO NULL USING ToNumber()



DEANNA

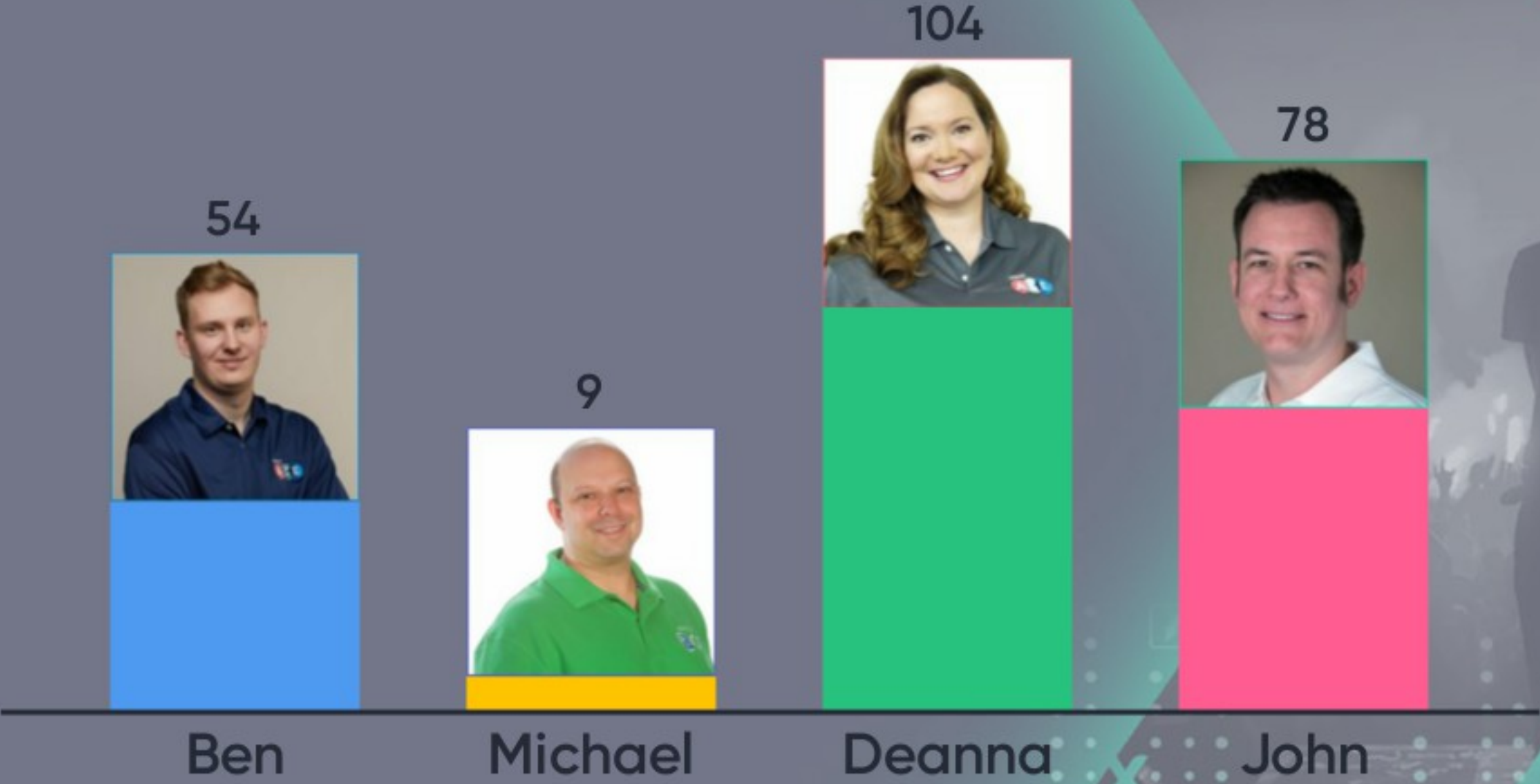
- 1) INTERACTIVE CHART AS HTML
- 2) SUPER UNION



JOHN

- 1) SELECT TOOL TO CREATE FORK FROM A STREAM
- 2) CTRL+0 TO ZOOM IN & OUT

Speed tips & tricks



LIGHTNING ROUND RULES OF PLAY

4_{ACEs}

10_{QUESTIONS}

480_{CONTESTANTS}

1_{CROWNED WINNER}

Your turn to compete against our ACEs



30



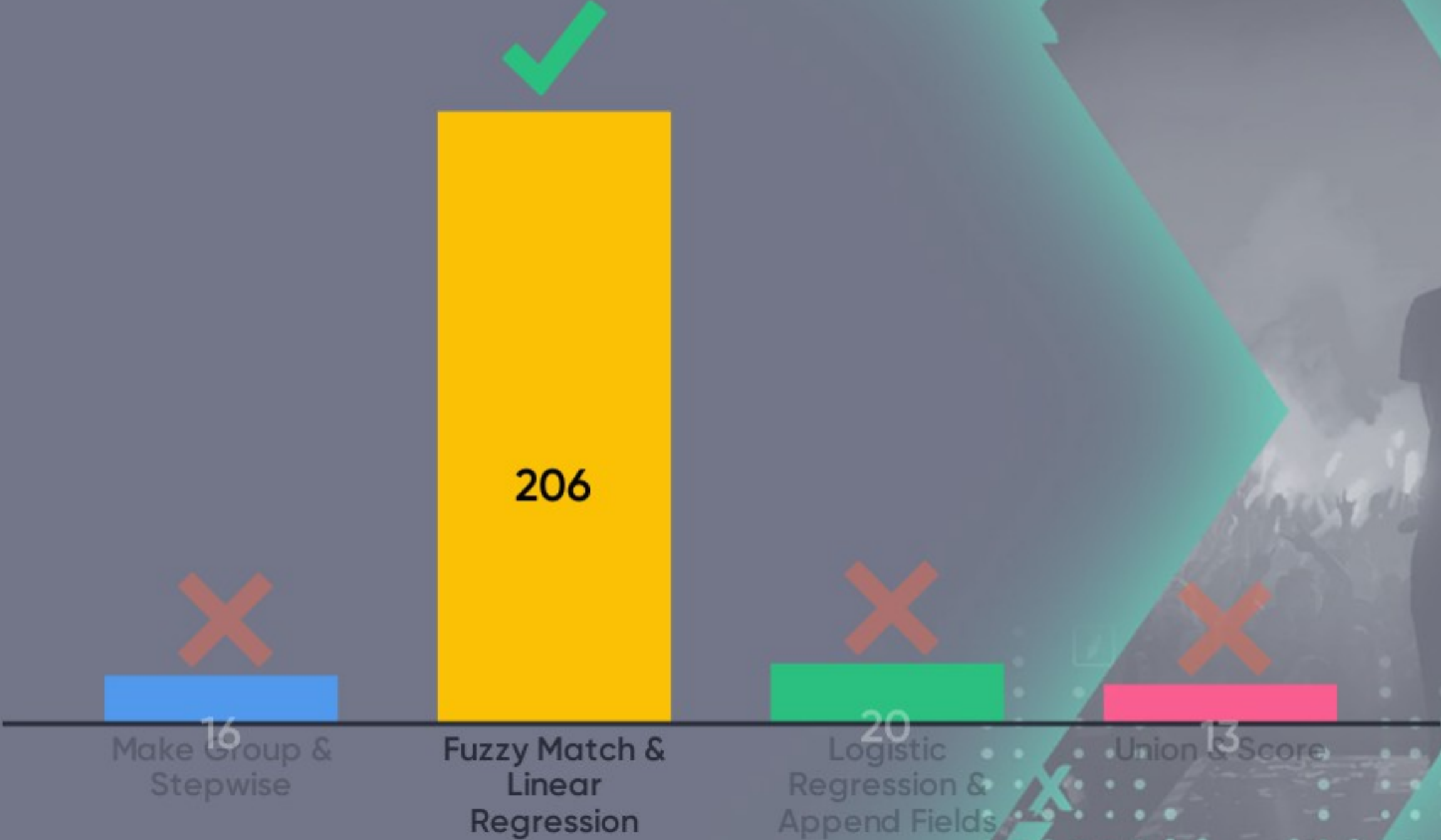
42



45



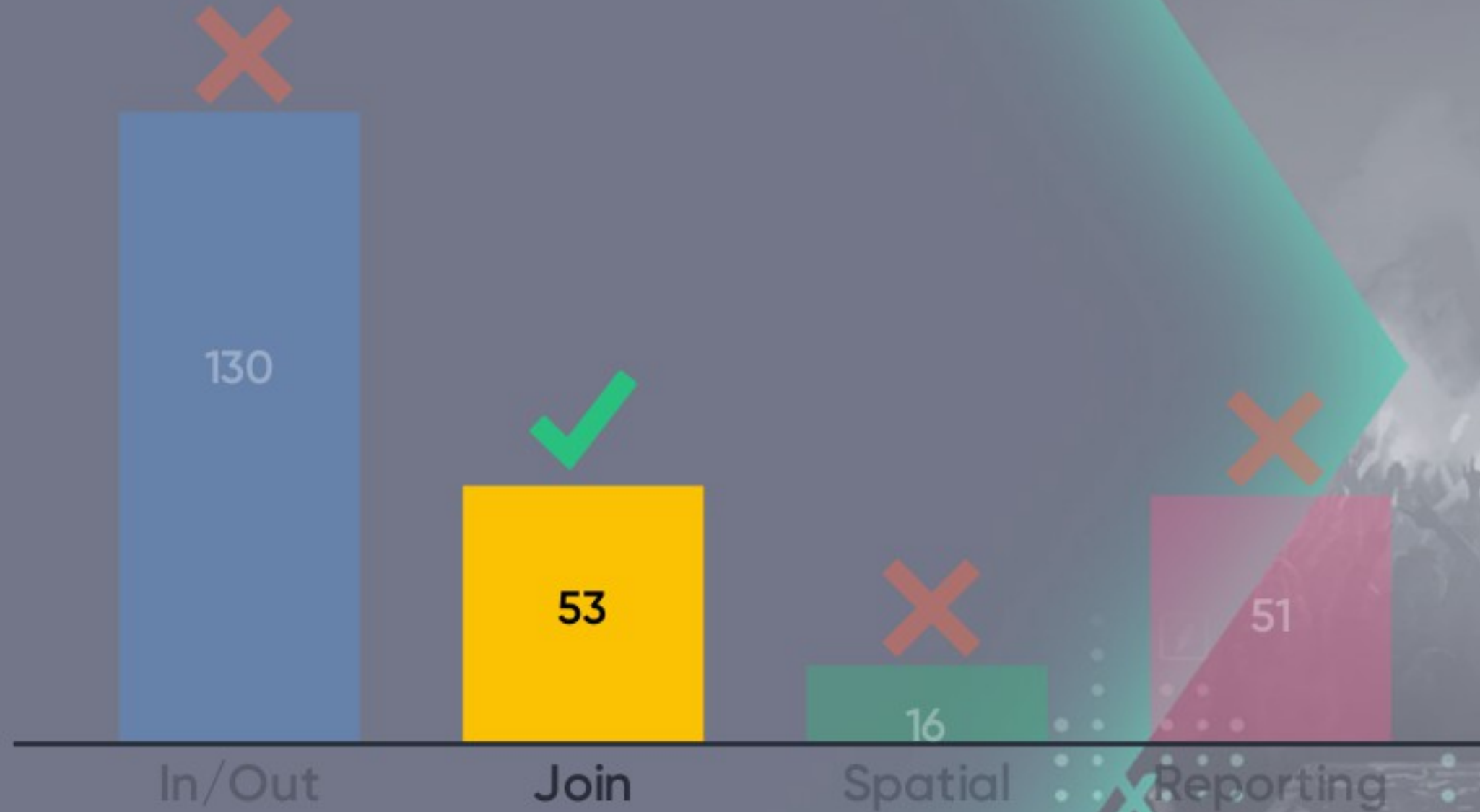
What two tools have been combined in the image?



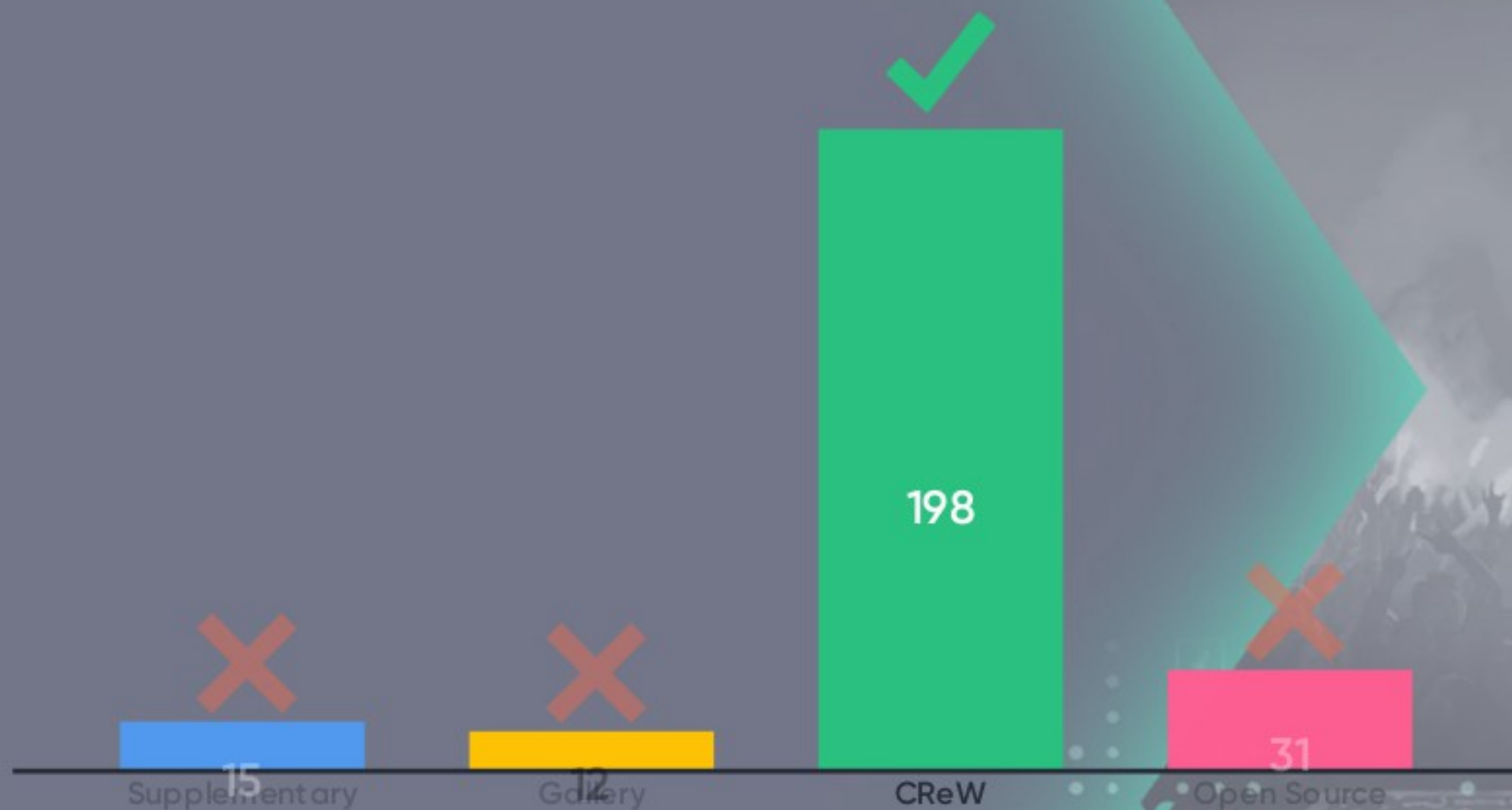
Leaderboard

986 p			Ryan R <i>fastest</i>
976 p			Esther
975 p			Runjan Jain
972 p			ACEBen
971 p			Tony Bastidas
971 p			Will
967 p			John Martone
966 p			Jon 
966 p			LucasMoura
966 p			SquigglesmcGiggles

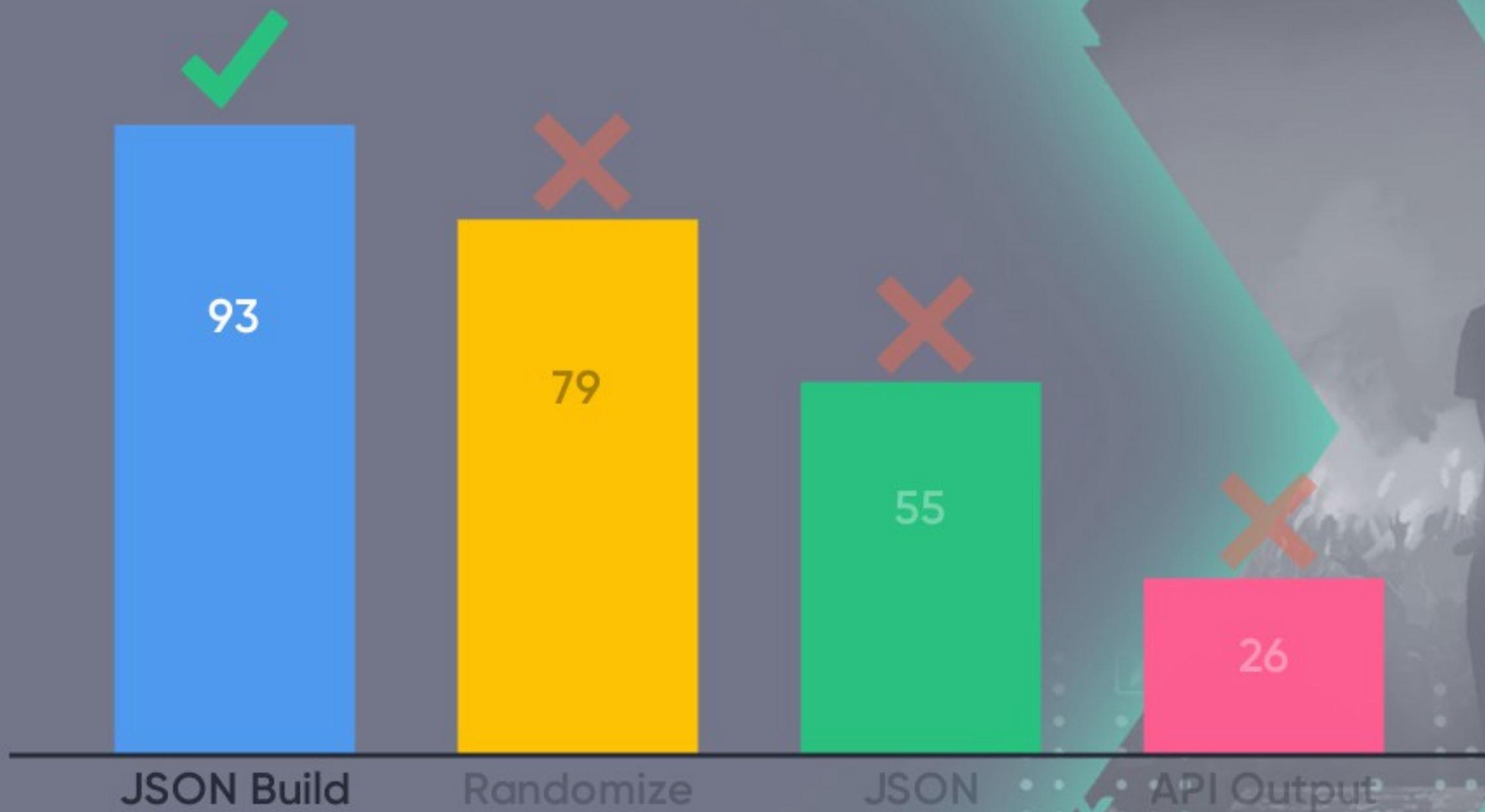
Which of the following tool categories has NO tools that are macros?



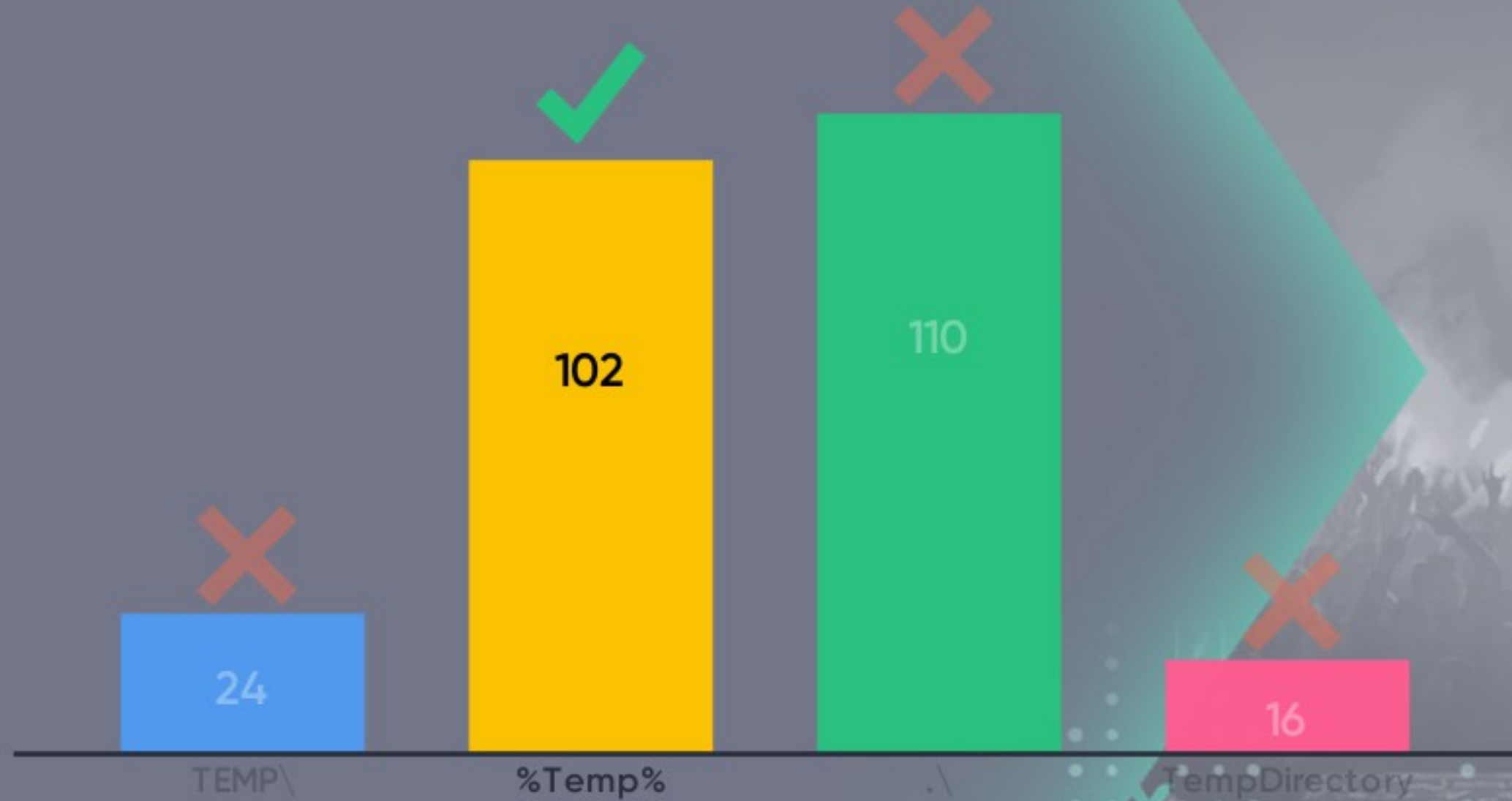
Which collection of community sourced macros takes its name from an original Alteryx error message?



What tool do you see in the image?



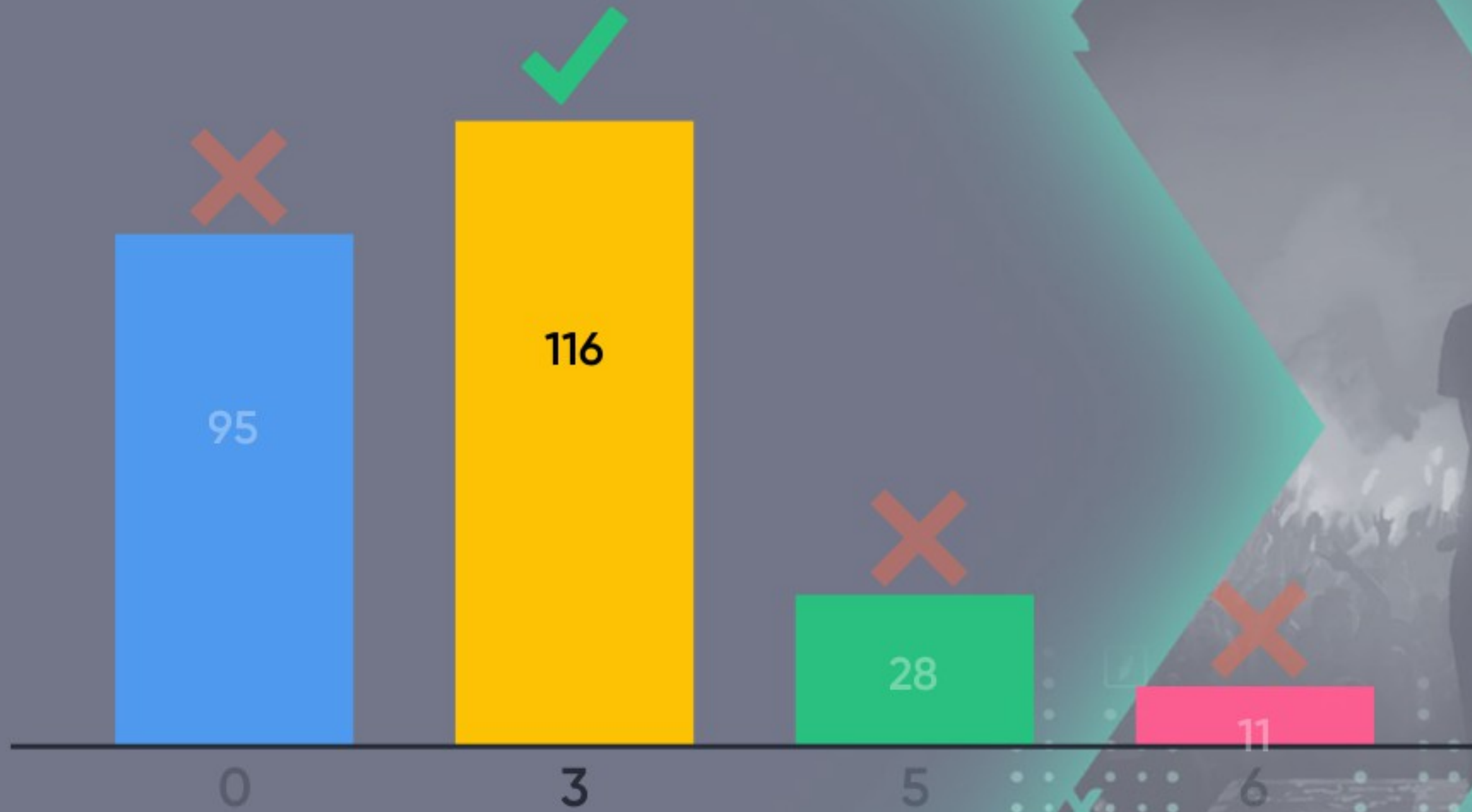
The temporary directory path of the current workflow can be referenced with which expression?



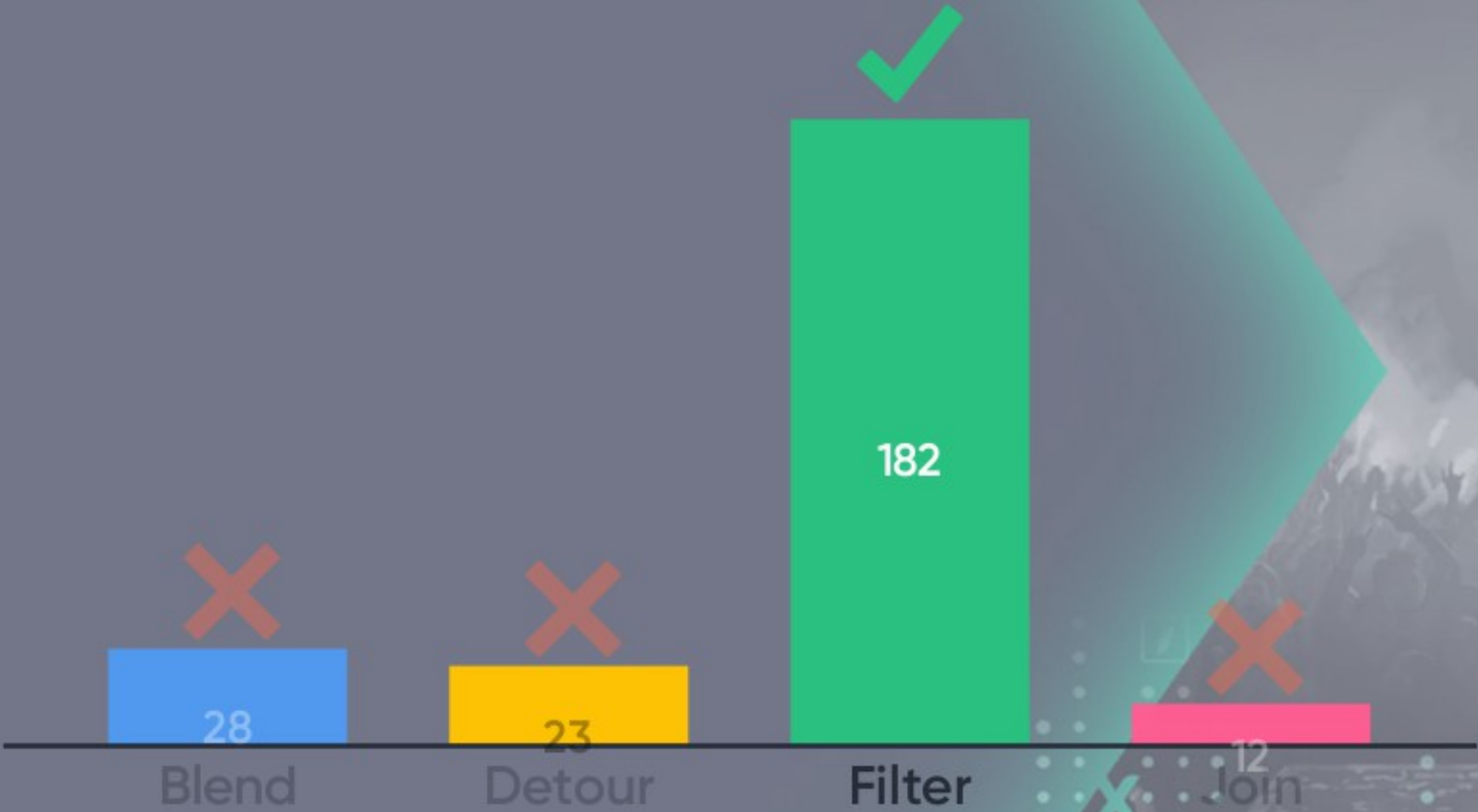
Halfway leaderboard



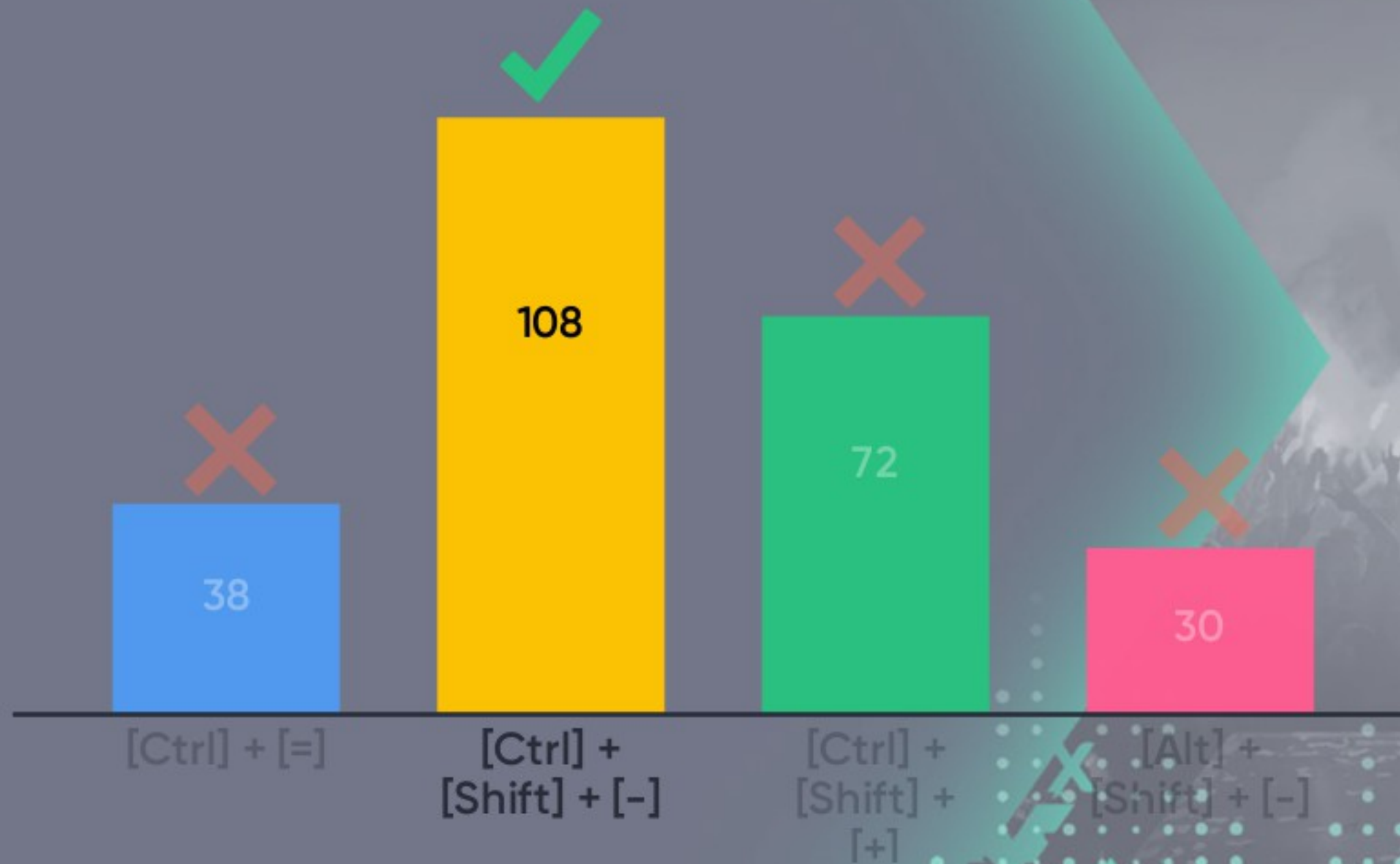
REGEX_CountMatches('A.G.T', '[a-z]') returns what?



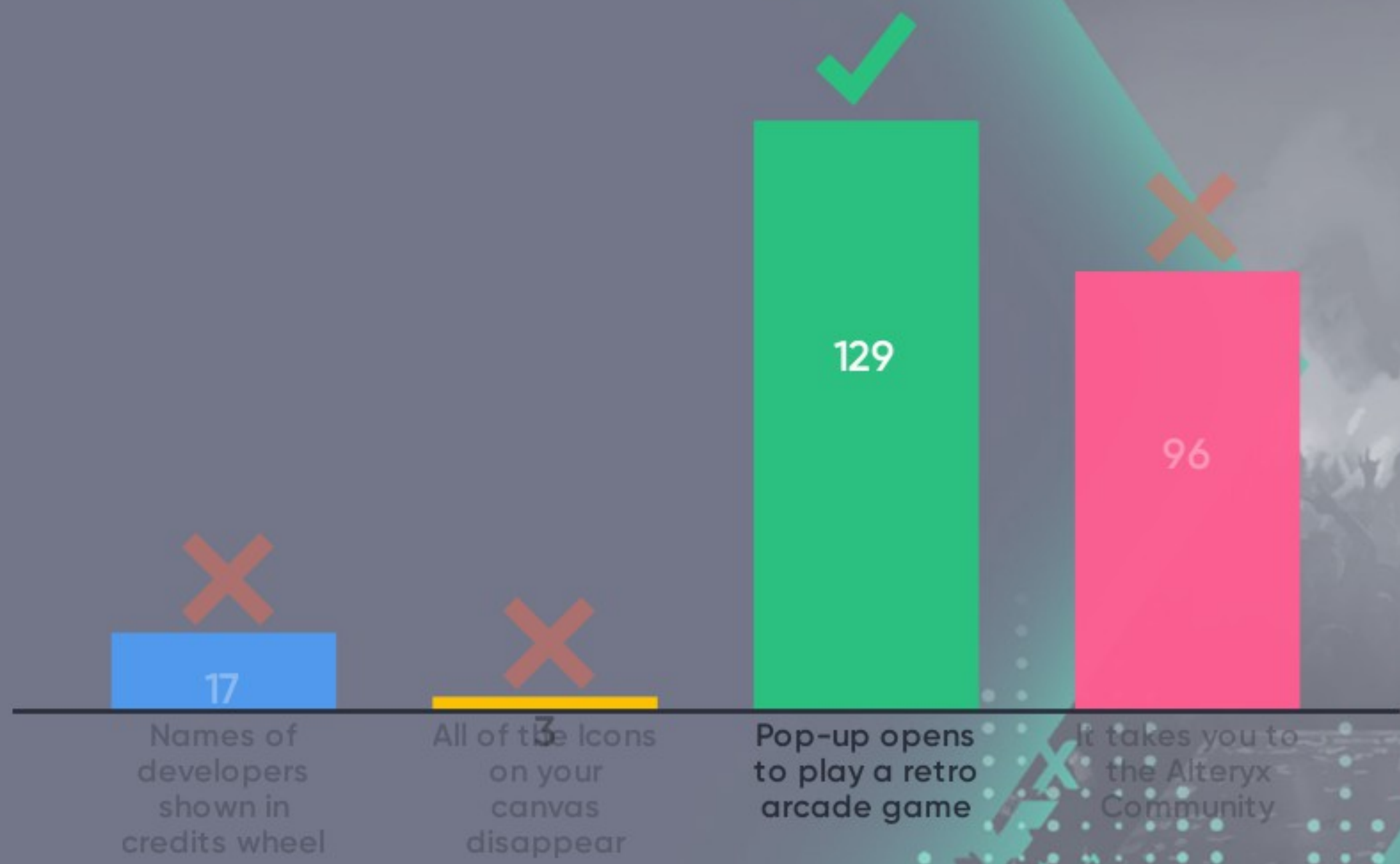
Prior to Alteryx 8.0 what tool does this icon represent?



What is the keyboard shortcut to align selected tools horizontally?



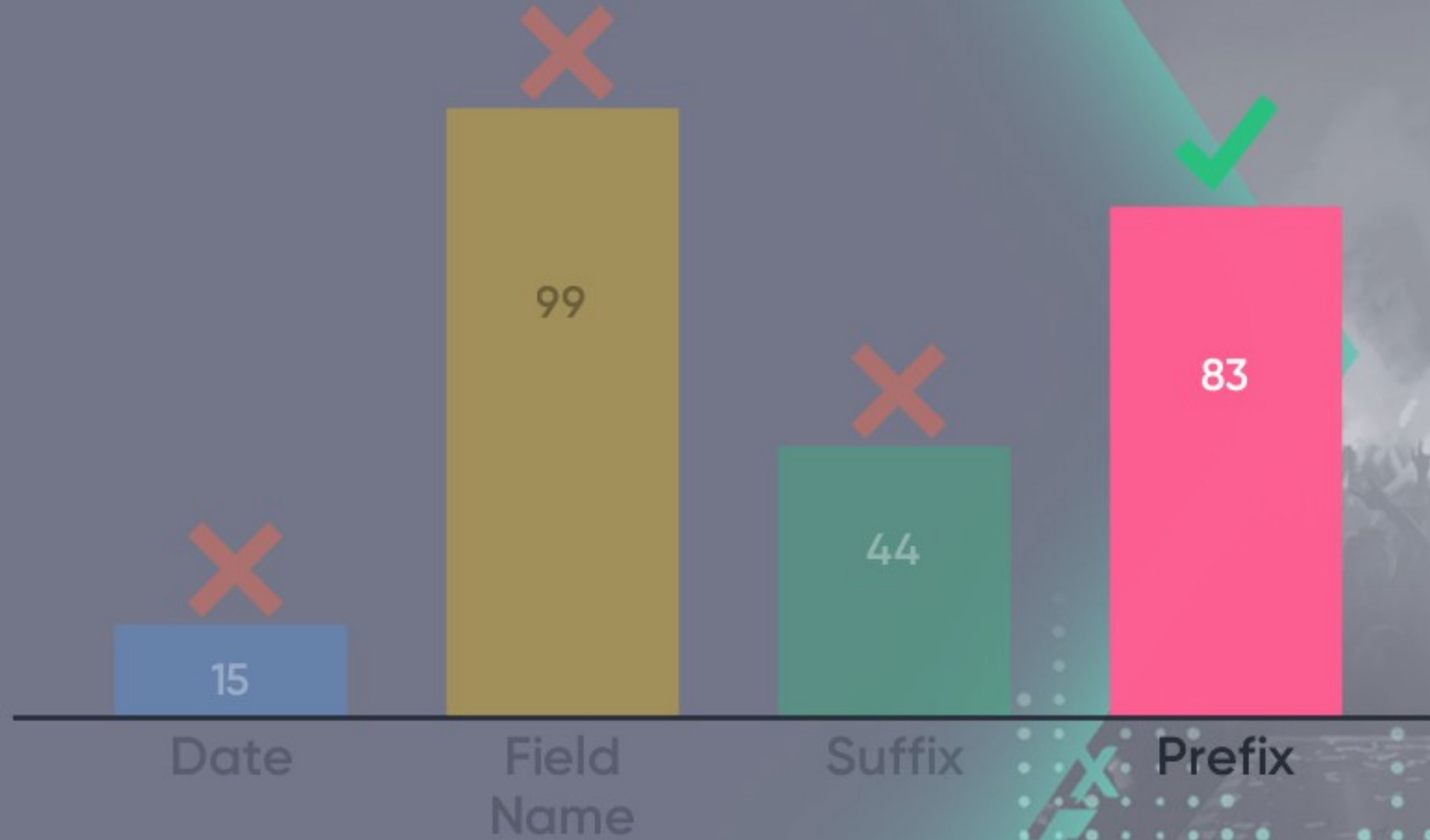
What happens when you double click the Alteryx Logo in the Help -> About section of designer (shown below)?



Penultimate leaderboard...



What's the blurred out DEFAULT option in the MultiField Formula?



AND OUR AGT CHAMP...



The FINAL Leaderboard

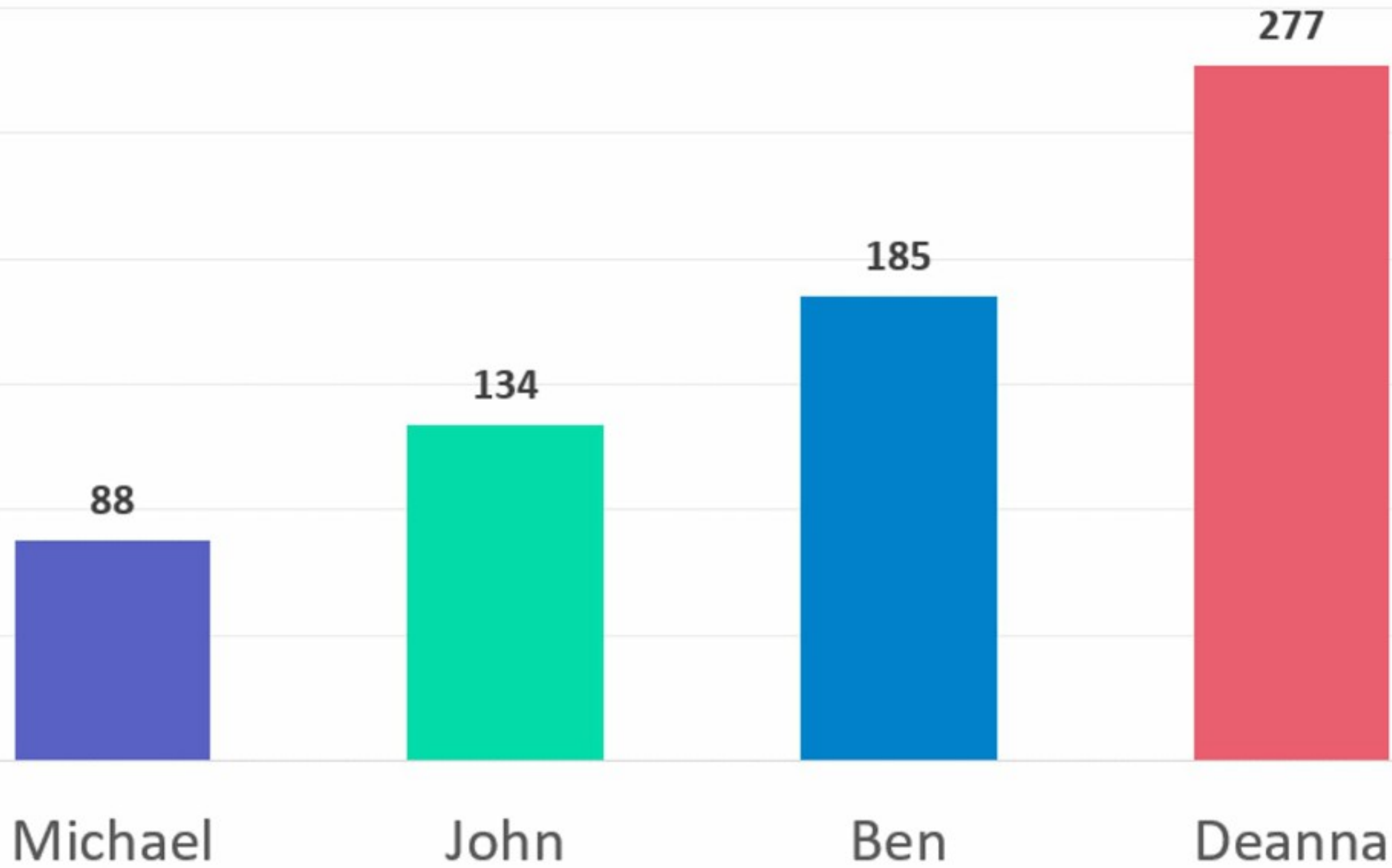


AND YOUR ACE OF ACES...



AND YOUR ACE OF ACES...





COME AND SPEAK TO US IN THE ACE HOME BASE

WE SHOULD ALL BE THERE FROM 4-5PM



ASK AN ACE ANYTHING!

ANYTHING ABOUT TODAY'S SESSION

OR

ANYTHING ELSE YOU WANT TO KNOW



BEFORE YOU LEAVE

ATTENTION

BEFORE YOU LEAVE ...

Please take a moment to complete your evaluation survey. Hand it to the room monitors on your way out.



THANK YOU

alteryx | The Thrill
of Solving

FROM THE ALTERYX ACES



**JOE
LIPSKI**



**MICHAEL
BARONE**



**JOHN
HOLLINGSWORTH**



**DEANNA
SANCHEZ**



**BEN
MOSS**