

MONTREAL ALTERYX USER GROUP

Q3 2019 | Thursday, September 19, 2019



alteryx
MONTRÉAL
USER GROUP

MONTREAL ALTERYX USER GROUP EQUIPE LEADERSHIP TEAM



William Chan

Business Analyst –
Distribution &
Payments
Air Canada



Freddy Colina

Manager of
Analytics
Vision Group
Canada



Scott Carr

Manager - Forensic
KPMG



Mehdi Mahdaoui

BI/Dev Consultant
KEYRUS

AGENDA

ACCEUIL ET BIENVENUE

17h30 - 18h05

ANALYTICS LANDSCAPE

Scott Carr, KPMG

18h05 - 18h20

CLASSIFICATION PREDICTIVE MODEL

Rheaume Gagnon, Molson Coors

18h20 - 18h50

ASSISTED MODELLING DEMO

Chris Smallwood, Alteryx

18h50 - 19h20

INSPIRE 2019 RECAP

Molson Coors, Air Canada

19h20 - 19h30

Q&A ET RESAUTAGE

19h30+

**BON
ANNIVERSAIRE!**

**HAPPY 1 YEAR
ANNIVERSARY!**



**NOTRE PREMIERE
RENCONTRE CHEZ
KEYRUS!**



**OUR 1ST MEETING
AT KEYRUS!**

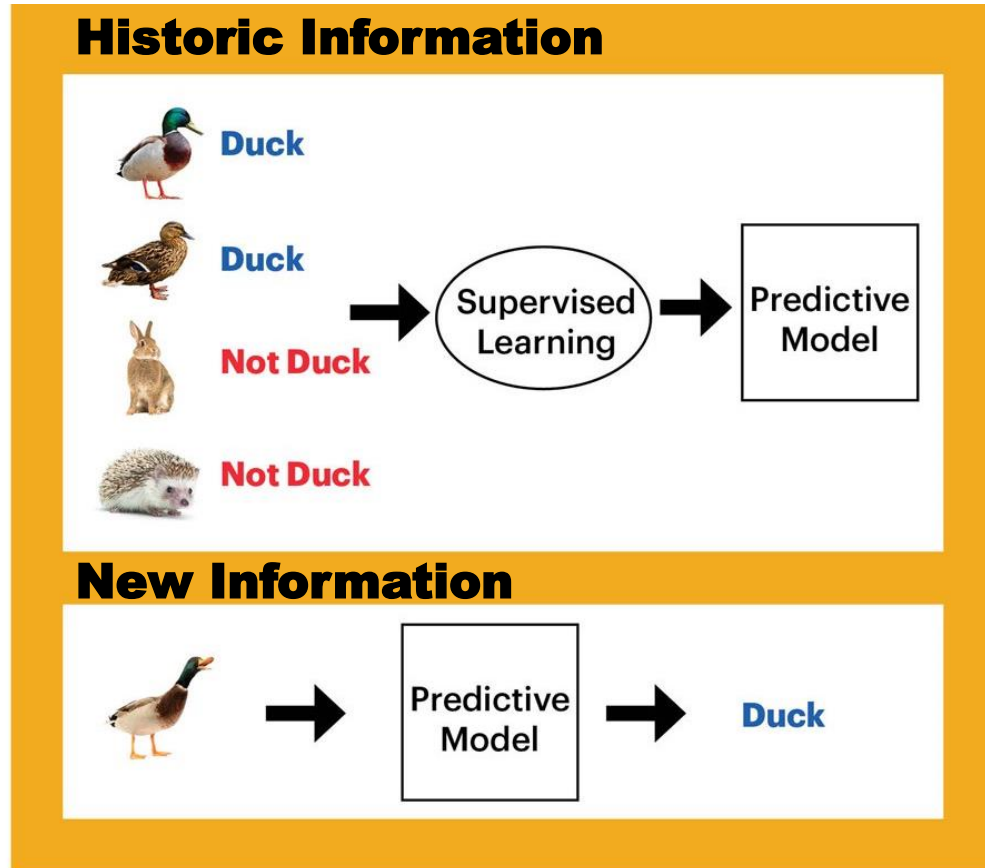
ANALYTICS LANDSCAPE



Scott Carr



Predictive Analytics – Supervised Learning



Product Recommendation

Pricing

Customer Churn Analysis

Product Success Prediction

Fraud Prevention

Predictive Maintenance

Market Forecasting

Sports Betting

Sales Lead Prioritization

Election Prediction

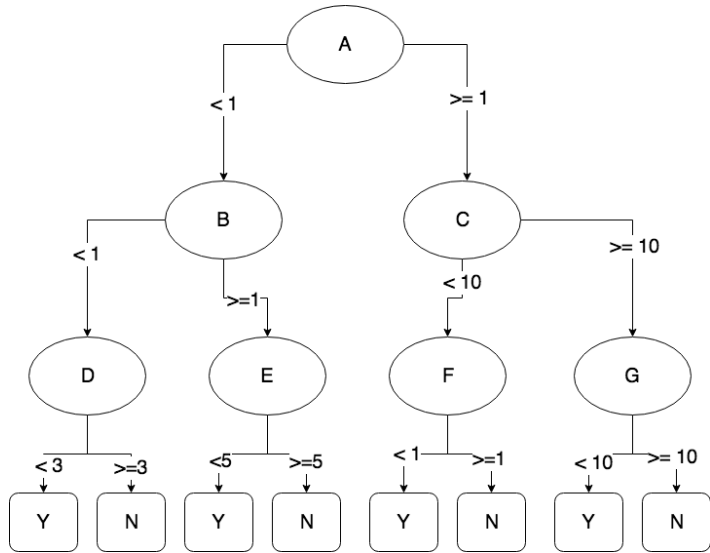
“

Virtually every aspect of data management, analytics content, application development and sharing of insights is using machine learning techniques to automate or augment manual tasks, analytics processes and human insight to action.

”

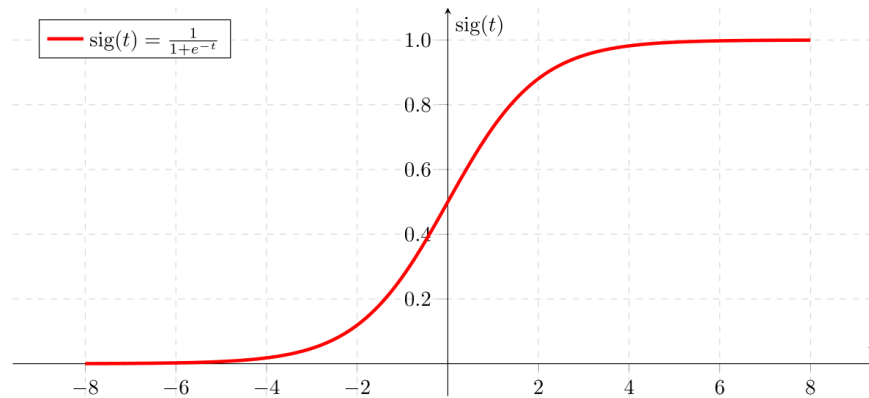
– Gartner, Top 10 Data & Analytics Technology Trends That Will Change Your Business

Do you recognize any of these models?



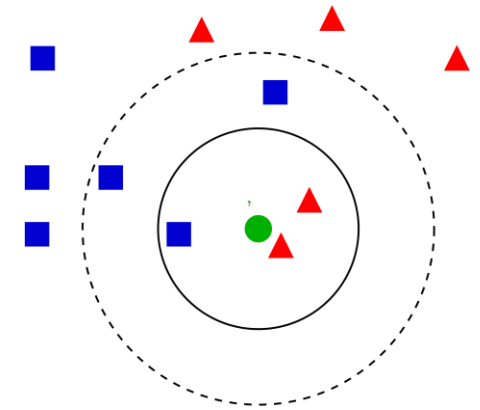
Decision Trees

J. Ross Quinlan 1975



Logistic Regression

**Joseph Berkson
(1944)**



K-Nearest Neighbor

Fix & Hodges, 1951

What is changing?

3 Major Factors:

More and Better Data

Improved Processing Power

Democratized Information and Tools

Figure 1. Magic Quadrant for Data Science and Machine Learning Platforms



Source: Gartner (January 2019)



Rheaume Gagnon

GETTING READY FOR DRAFT SEASON

CUSTOMER PRIORITIZATION
USING PREDICTIVE MODELING



RHEAUME.GAGNON@MOLSONCOORS.COM



NAME: Rheaume Gagnon

ABOUT ME: Proud Dad of Twin kids & Twin Dogs.

CAREER:

12 Years in Finance & Revenue Management at Molson Coors.

WITH ALTERYX I CAN...

Dampen the “noise” and focus on what matters.

WHEN I USE ALTERYX, I FEEL...

I activate my Citizen Data Scientist Super Powers! Let’s do this!

2019 ALTERYX GOALS:

Achieve Core Certification – DONE!

BONUS: Squeeze in an Advanced Certification for Christmas!

Typical Context



WE'RE NOT THE A'S BUT...

PROBLEM

- Need to secure commercial agreements to secure sales.
- Our key customers get offers from competition.
- Limited Resources:
 - Time : Reps & Prospection Hours
 - Financial: Revenue & Profits Targets
- Prospect evaluation mostly based on intuitive/biased data.
- Big Names cost Big Money, but don't perform equally
- **NO OTHER ALTERNATIVE:**
Must replace Star Player by another Star Player

SOLUTION

- Build quantitative prospect evaluation model.
- Identify higher potential prospects.
- Optimize resource allocation based on prospects prioritization.

...PROJECT X-RAY WILL HELP!

INPUTS

- **Government Licensees Database**
- **CENSUS data.**
- **Internal Sales History Database**
- **Google Places API.**

PROCESS

- **Identify Model Benchmark**
- **Bring in predictive fields to Benchmark data (Census, RACJ Fields)**
- **Data Investigation**
- **Model Tournament & Selection**
- **New prospects scoring**
- **Match best prospects to active customers**

OUTPUTS

- **Prioritized customer list providing volume potential for specific location.**

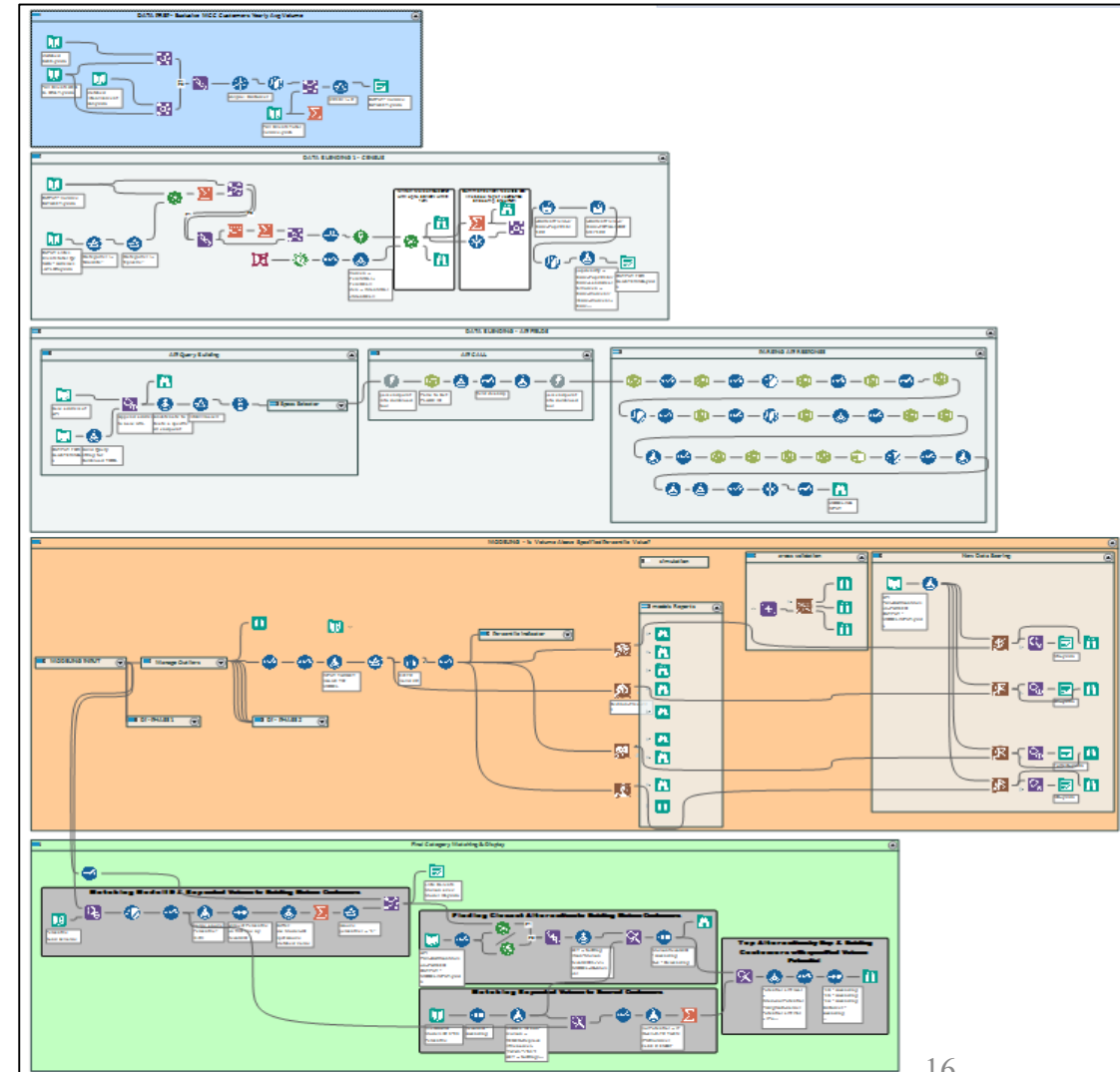
FROM PROCESS TO WORKFLOW

Identify Model Benchmark

Add predictive fields to Benchmark data
(Census, Gov, API)

Data Investigation
Model Tournament & Selection
New prospects scoring

Match best prospects to active customers

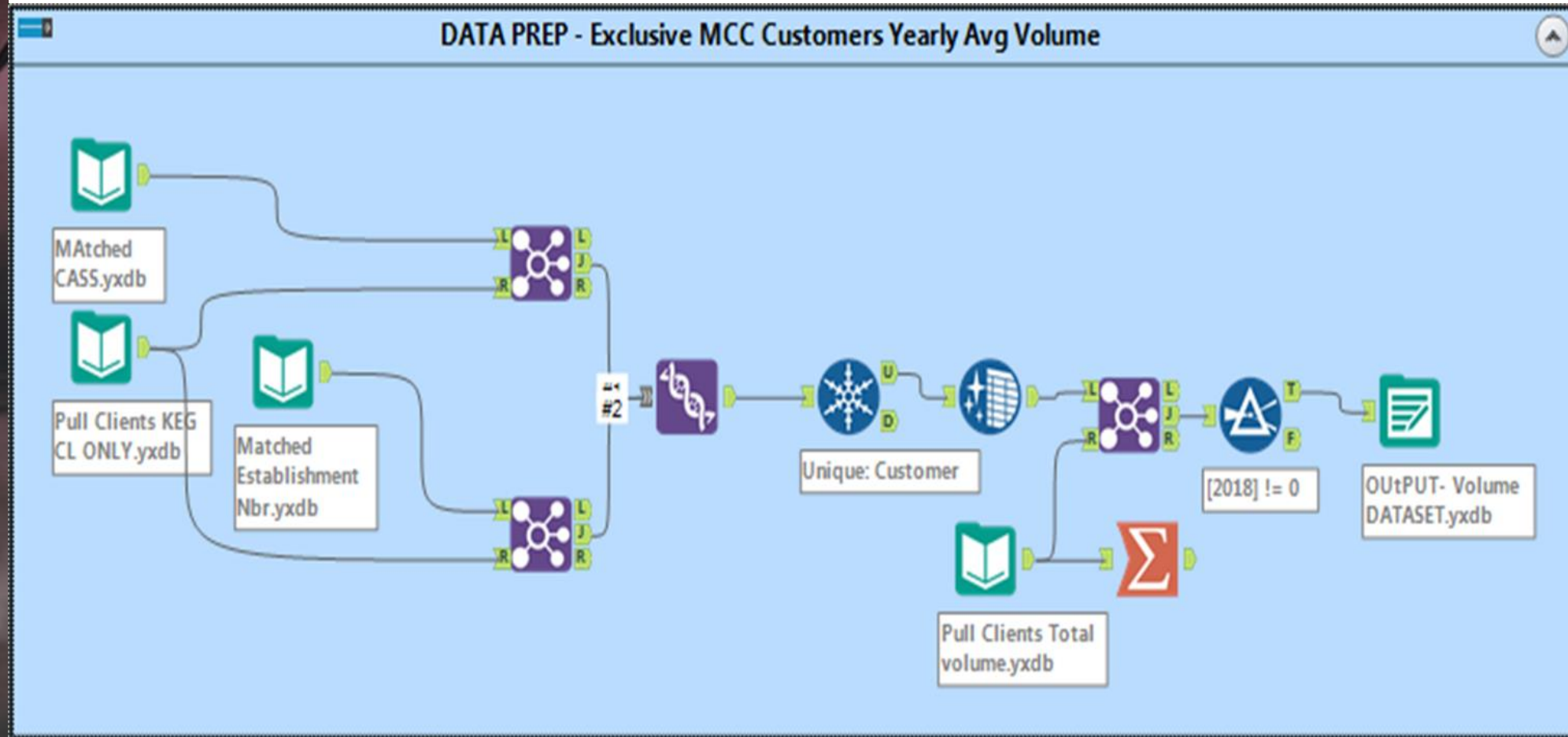


DEFINE PROXY FOR WHAT YOU DON'T KNOW

KEY LEARNING 1:

FINDING EXISTING & MEANINGFUL DATA TO BE USED AS A STARTING POINT COULD BE HARD TO FIND.

CLEARLY IDENTIFY THE FIELD YOU WANT TO PREDICT & SHARE YOUR ASSUMPTIONS WITH SME, SEE IF YOU CAN FIND A WAY TO INTEGRATE THEIR INSIGHT INTO YOUR MODEL.



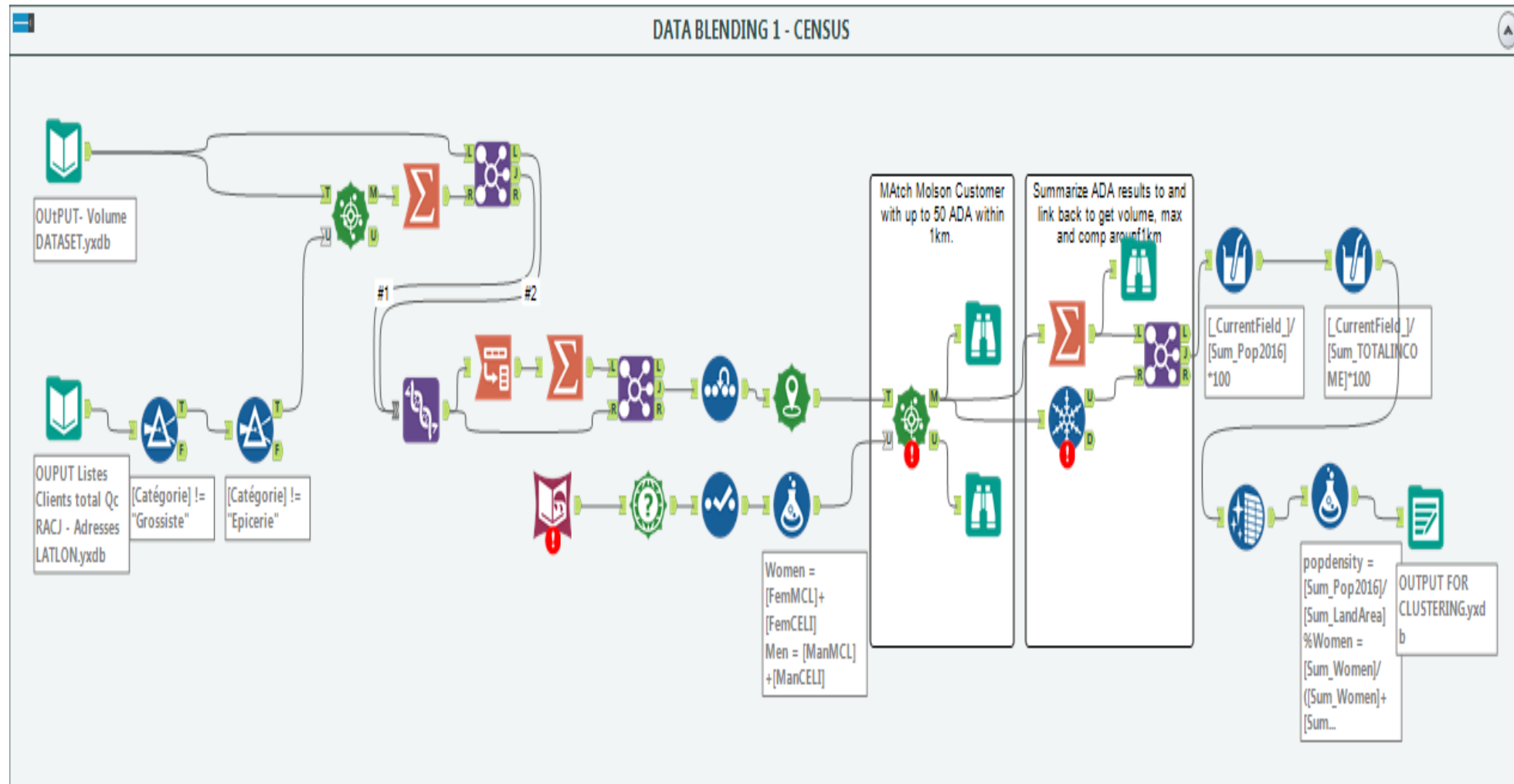
FEEL THE POWER OF DEMOGRAPHICS

KEY LEARNING 2:

ALTERYX DEMOGRAPHIC ANALYSIS PACKAGE MAKES IT EASY TO INPUT CENSUS DATA, BUT YOU CAN ALSO CREATE YOUR OWN CENSUS TOOL.

KEY LEARNING 3:

WORKING WITH TARGETS & UNIVERSE PREFIX CENTROIDS CAN BECOME HARD TO FOLLOW... RENAMING YOUR TARGETS AND UNIVERSE FIELDS CAN HELP YOU SEE MORE CLEARLY!



DON'T BE AFRAID, MAKE THAT CALL!

KEY LEARNING 4:

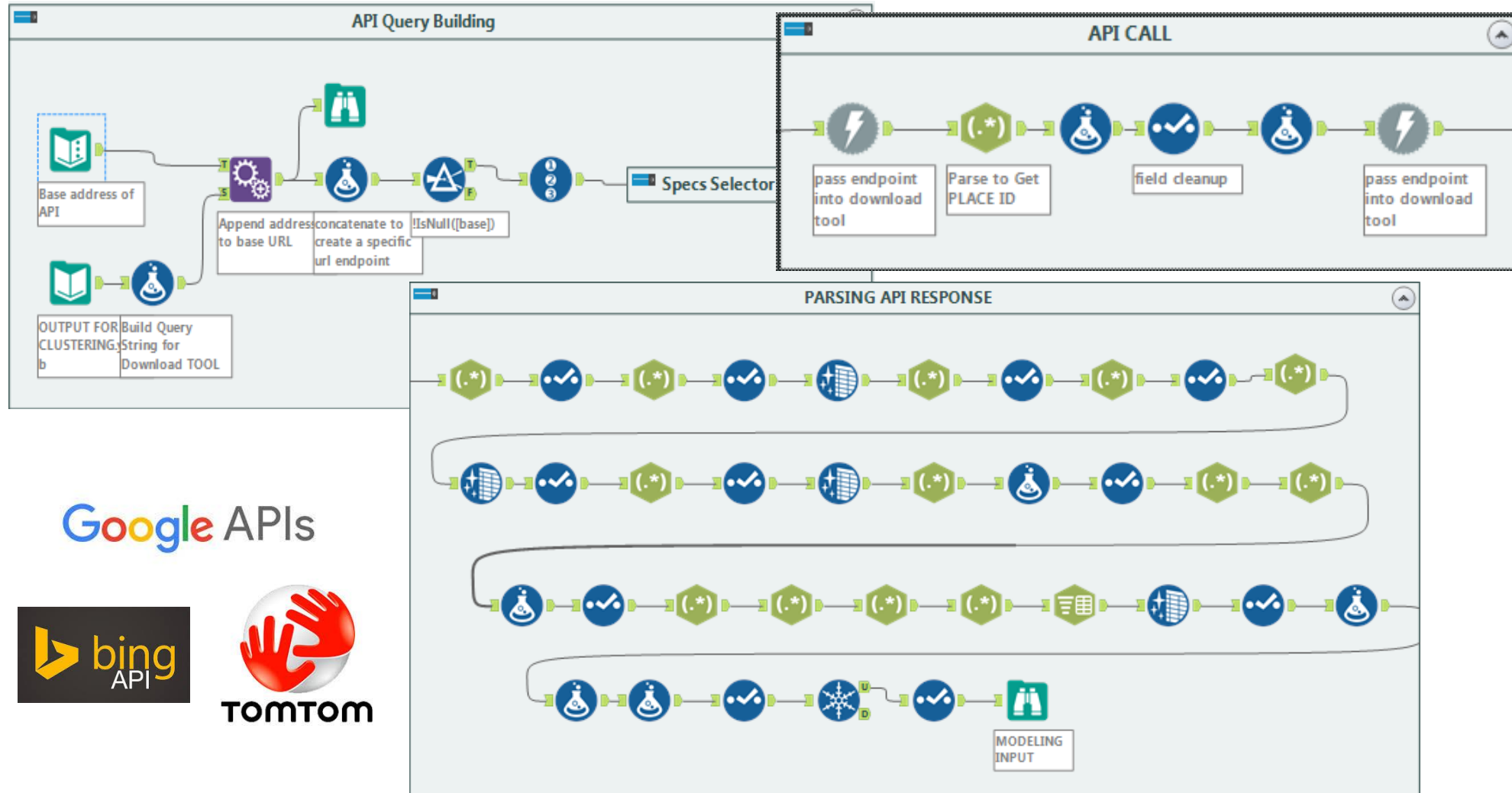
PARSING SECTION WAS FUN, UNTIL...



RUINED. EVERYTHING.

KEY LEARNING 5:

USING API SEEMS INTIMIDATING, BUT START WITH SIMPLE GET REQUEST USING YOUR FAVORITE SOURCE, IT FEELS GOOD!



Google APIs



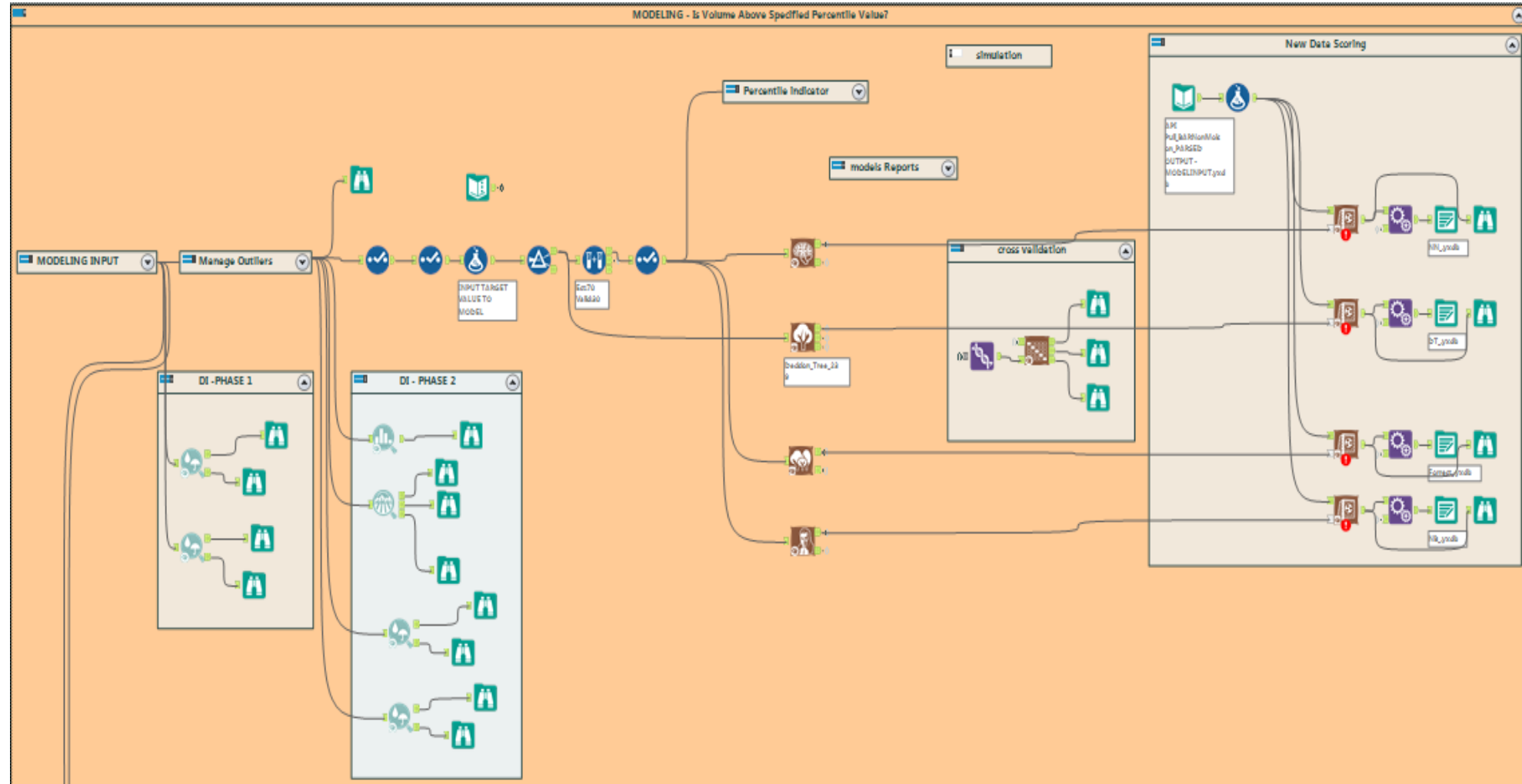
NOW THE FUN PART: DI / MODELING / SCORING

KEY LEARNING 6:

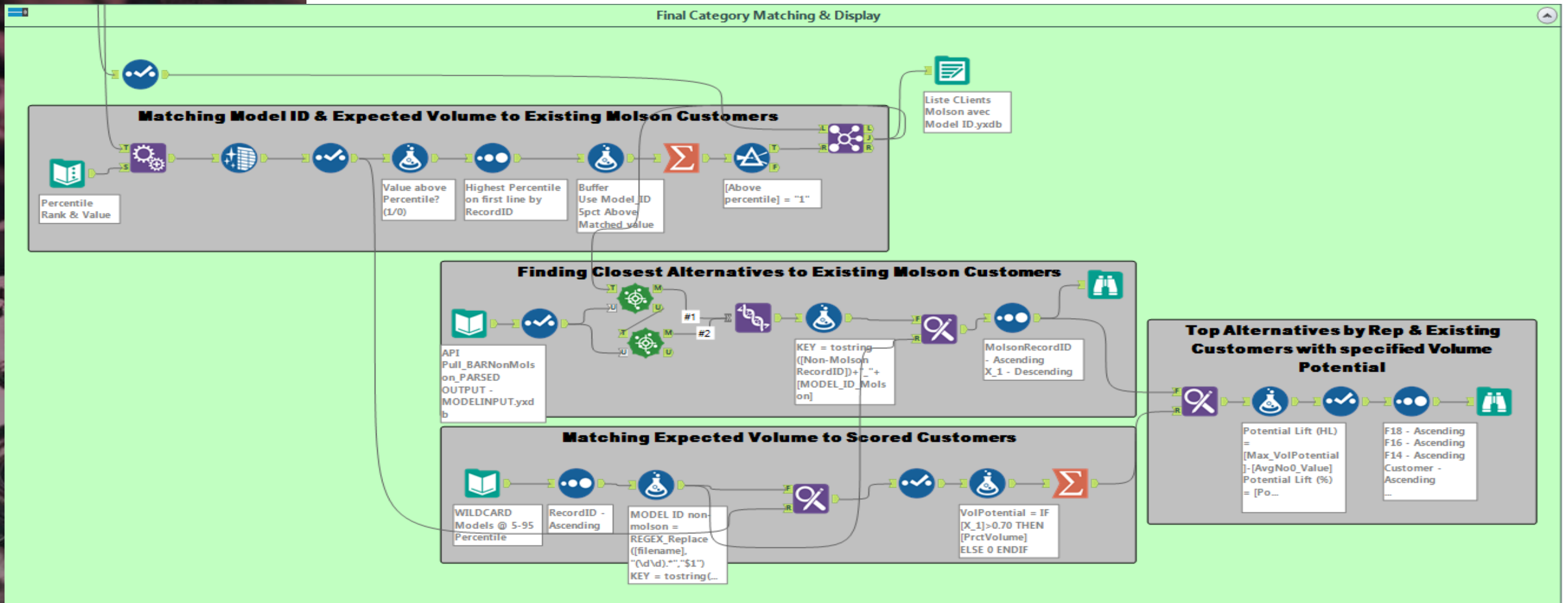
I'M NOT SAVING LIVES HERE, SO LOOKING AT SPEARMAN AND PEARSON CORRELATION WAS ENOUGH TO IDENTIFY KEY VARIABLES IN THIS CASE.

KEY LEARNING 7:

CROSS VALIDATION TOOL IS AWESOME, BUT DON'T FORGET IT CAN RUN FOR A VERY LONG TIME.



ADDING MORE SPATIAL BECAUSE I CAN



TAKEAWAYS



MOLSON *Coors*

- **Predictive modeling is not that hard sometimes... (I can do it)**
- **Define the variable to predict**
- **Seek support from SME to understand where to start from.**
- **Bonify starting dataset with potentially predictive fields using Demographics or the power of Internet through APIs.**
- **Follow key DI process, make sure you understand outliers.**
- **Download and use the Cross-Validation Tool for stronger model confidence.**

- **Use YOUR Citizen Data Scientist Super Powers to make a difference within your organization.**



CHEERS!

ASSISTED MODELLING DEMO

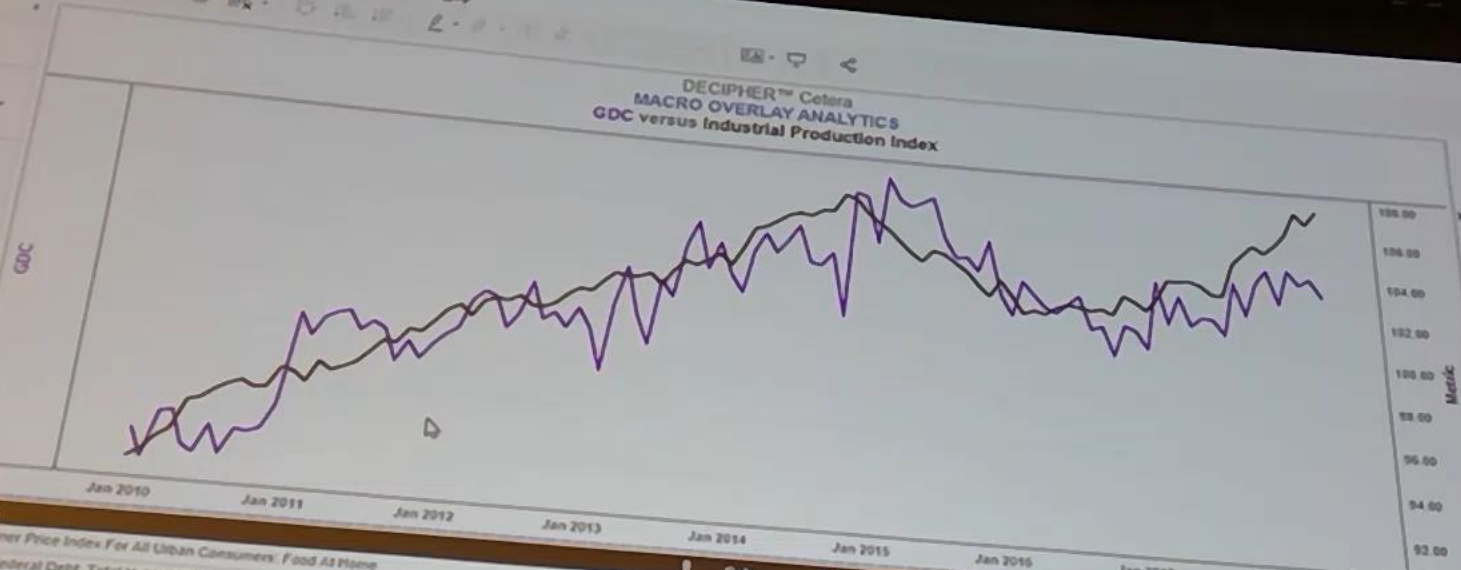
Chris Smallwood
Sales Engineer
Alteryx

INSPIRE NASHVILLE 2019

Air Canada, Molson Coors



DECIPHER™ Colera
 MACRO OVERLAY ANALYTICS
 GDC versus Industrial Production Index



KPI Moving Average Months

 Metric Lead Months

 Jan 2010 Jun 2018

Name	Calc	Pos_Neg	Correl Rank	Lead Months	Correlation	Coefficient
Consumer Price Index For All Urban Consumers: Food At Home	As Is	Positive	1			
Gross Federal Debt: Total Held By The Public	YOY	Negative	2	0	63.5449%	1,600,427
Industrial Production Index	As Is	Positive	3	0	61.4712%	-206,866,666
Net Loan Losses / Average Total Loans For All U.S. Banks (Ratio)	As Is	Negative	4	4	61.4368%	3,149,791
Industrial Production: Mining	As Is	Positive	5	0	61.2877%	-16,902,277
Industrial Production: Manufacturing (Mnacs)	As Is	Positive	6	5	79.0009%	1,105,131
Gross Federal Debt: Federal Reserve Banks	As Is	Positive	7	4	76.9100%	3,949,153
Delinquency Rate On Commercial Real Estate Loans	As Is	Negative	8	0	76.6895%	17,932
Exports Of Goods And Services (Billions Of Dollars)	As Is	Positive	9	0	75.9065%	-4,730,309
Total Vehicle Sales	As Is	Positive	10	7	75.2022%	68,787
Light Weight Vehicle Sales: Autos And Light Trucks	As Is	Positive	11	0	74.6423%	5,695,683
Merchant Wholesalers Inventories	As Is	Positive	12	0	73.8357%	5,831,246
4-week Moving Average Of Continued Claims (Insured Unemployment)	As Is	Negative	13	0	73.7728%	188
Continued Claims (Insured Unemployment)	As Is	Negative	14	0	73.3257%	-15

Pos_Neg

 Lead Months

 Correlation

Objects

- Horizontal Web Page
- Vertical Blank
- Text Button
- Image Extension

Tiled Floating

Show dashboard title

ALTERYX COMMUNITY UPDATES

ALTERYX
INSPIRE
YOU • AMPLIFIED • 2019

REGISTRATION IS OPEN

LONDON
14-17 OCT

[ALTERYX.COM/INSPIRE-EUROPE-2019](https://www.alteryx.com/inspire-europe-2019)

Inspire: Grand Prix Europe



We need your help to get our best European users [registered to compete in a preliminary race](#) (see [Community Blog](#))

The Grand Prix is back at Inspire 2019 in London!

- Prelims will be held virtually the week of [September 2nd](#)
 - One hour webex
 - Similar format to the Weekly Challenges on community
 - Encourage all of your colleagues and User Group members to give it a shot – nothing to lose and glory to gain!
- Top 4 racers will compete in an elimination style Final on [Thursday, October 17th](#)
 - No Aces or Partners (UG leaders are not excluded!)
 - There is a chance for Ace/Partner participation - contact GrandPrix@alteryx.com if you're interested!

SHARE YOUR ALTERYX USE CASES

2019 ALTERYX

ANALYTICS EXCELLENCE AWARDS

Your story. Your impact. Rewarded.



HOW TO PARTICIPATE

1. **Login** to the Alteryx Community
2. **Navigate** to Alteryx Use Cases
3. **Submit Your Use Cases** by **April 30th 2019** to qualify for an Award
4. **Include** supporting workflows, apps or macros to increase your chances to win!
 - **May 15th** > Final winners selection
 - **June 10-14th** > Winners announced at Inspire 2019 in Nashville



COLLECT THE REWARDS

Grand Prize
Winners

- Free pass to Inspire Europe 2019 or Inspire US 2020
- Award presented on main stage
- Excellence Awards Hall of Fame
- Exclusive Community Badge
- Pick from the Alteryx Swag store

Questions? advocacy@alteryx.com

alteryx

The Thrill
of Solving

SIGN IN. GEEK OUT.



[COMMUNITY.ALTERYX.COM](https://community.alteryx.com)

- Find answers quickly
- Share your knowledge
- Connect with peers
- Discover new Alteryx use cases
- Submit your bright ideas
- Read insightful blogs
- Develop tools, macros, and apps

*This meeting is being recorded and will be shared on the User Group page.

KNOWLEDGE IS POWER



ALTERYX ACADEMY

- Interactive lessons
- Live training
- Weekly challenges
- Product certification – **Now on demand!**

community.alteryx.com/training

GOT A WEEKLY CHALLENGE IDEA?



SUBMIT YOUR IDEAS!

We're always looking for new challenge ideas. If you've got one, we'd love to hear it.

Send your ideas to:

ACADEMY@ALTERYX.COM



A large group of diverse people, including men and women of various ethnicities, are gathered in a room with bookshelves. Many of them have their hands raised in the air, suggesting a lively and engaged community meeting. The scene is lit with a warm, reddish-orange glow.

LEARN LOCAL

LOCAL USER GROUPS

- Meet your local Alteryx community
- Build your network
- Share ideas with your peers
- Learn tips and tricks

Events calendar:

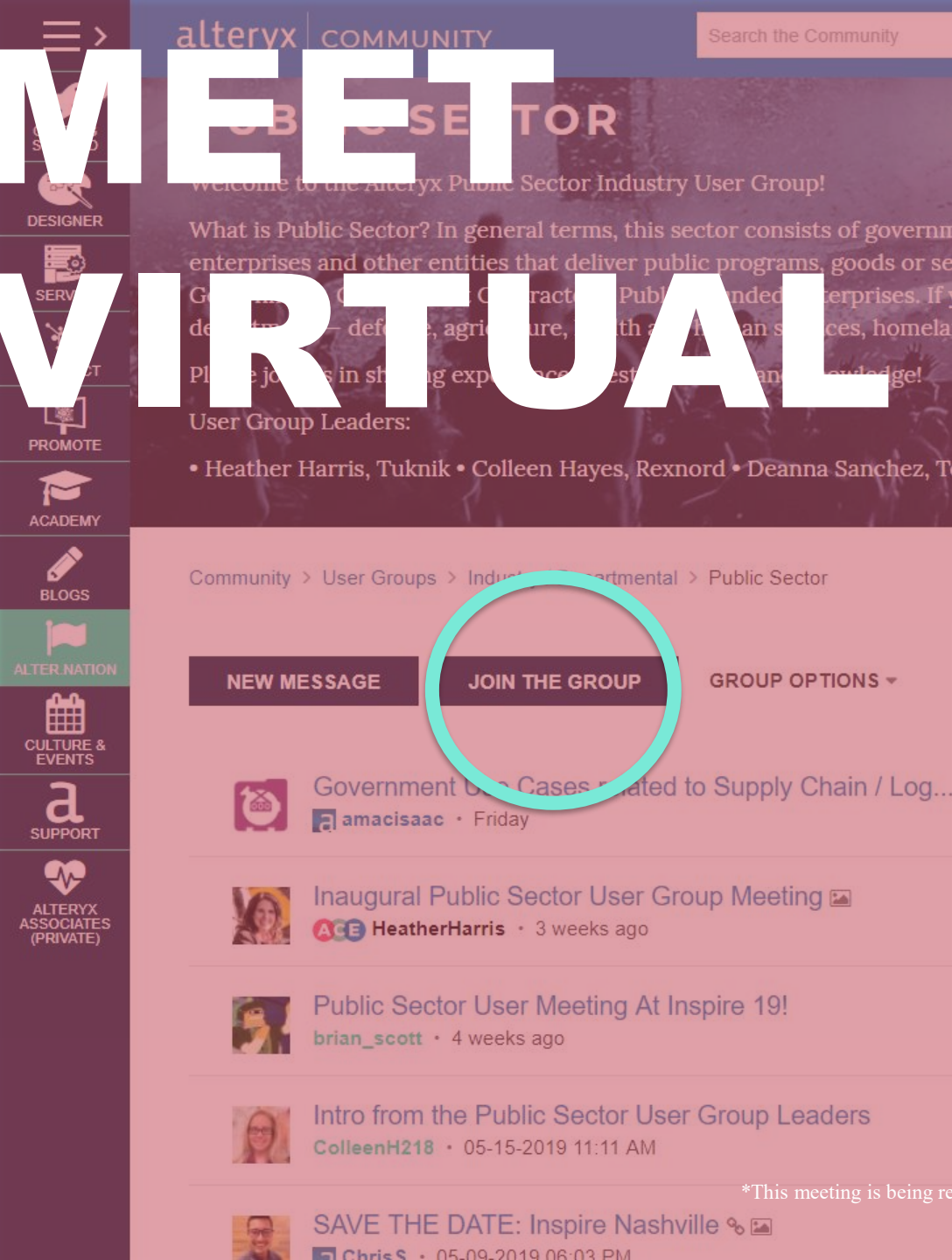
community.alteryx.com/usergroups

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MEET VIRTUAL

INDUSTRY DEPARTMENTAL USER GROUPS



- Join & subscribe
- Customer use cases
- Alteryx scalability
- Follow discussions
- Post on the page

Contact for more details:
cshernaman@alteryx.com

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MEETING ROUND UP IS LIVE!



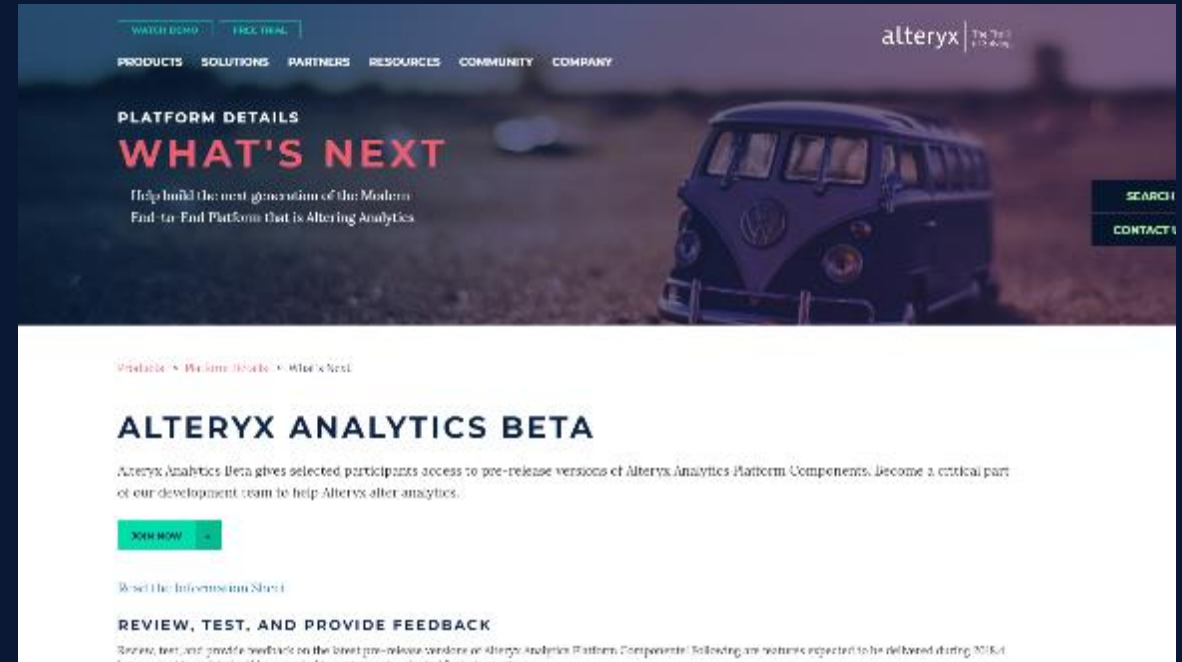
- Catch up on missed meetings!
- Share content with colleagues!
- Discover what other User Groups are up to!

The screenshot displays the Alteryx Community homepage. At the top, there's a navigation bar with the Alteryx logo, a search bar, and a user profile for 'LaurenU'. Below the navigation bar is a banner with the text 'ALTERYX YOUR POTENTIAL' and a sub-header 'Connect with a community of data science and analytic experts to discover new solutions to complex challenges, contribute fresh ideas, and gain valuable perspective on the rapidly developing industry.' An announcement banner below the main banner reads: 'Announcement | We're thrilled to announce our newest Alteryx Designer Expert Certified users! Learn more.' The main content area is divided into several sections: 'DESIGNER' (15.3K Posts | 7.7K Solutions), 'SERVER' (937 Posts | 304 Solutions), 'CONNECT' (60 Posts | 11 Solutions), and 'PROMOTE' (23 Posts | 1 Solution). Below these are sections for 'ACADEMY' (294 Posts), 'BLOGS' (1.2K Posts), 'ALTER.NATION' (1.9K Posts), and 'CULTURE & EVENTS' (255 Posts). On the right side, there's a 'COMMUNITY ACTIVITY' box showing 118407 Posts, 68971 Stars, and 8757 Solutions. Below that are sections for 'PARTNER COMMUNITY', 'ALTERYX USE CASES', and 'LATEST PHOTOS'.

ALTERYX ANALYTICS BETA PROGRAM

REVIEW, TEST, AND PROVIDE FEEDBACK

- Become a critical part of our development team!
- Try the latest features and give feedback to help Alteryx deliver the best versions of our product!



Join now: <https://community.alteryx.com/t5/Join-Beta-Program/tkb-p/beta-programs>



ALTER EVERYTHING_x

A podcast about data science and analytics culture

community.alteryx.com/podcast

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Q&A

NEXT STEPS

Meeting dates:

- Mid-November 2019

Be on the look out for the meeting
recap!