

New Jersey Alteryx User Group 2022 Q2 Meeting

06/29/2022

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

Agenda

- 5:00 – 5:05: Welcome & Introduction w/Jude Francis
- 5:05 – 5:45: Alteryx Intelligence Suite - Computer Vision & Text Mining w/
Melissa Demcsak, Strategic Customer Success Manager at Alteryx
- 5:45– 5:55: Announcements
- 5:55 – 6:00: Q&A and Wrap up



NJ Alteryx User Group
Alteryx Intelligence Suite

Melissa Demcsak | Customer Success Manager

FOR ALL

alteryx

Melissa Demcsak

ALTERYX USER SINCE (2016)

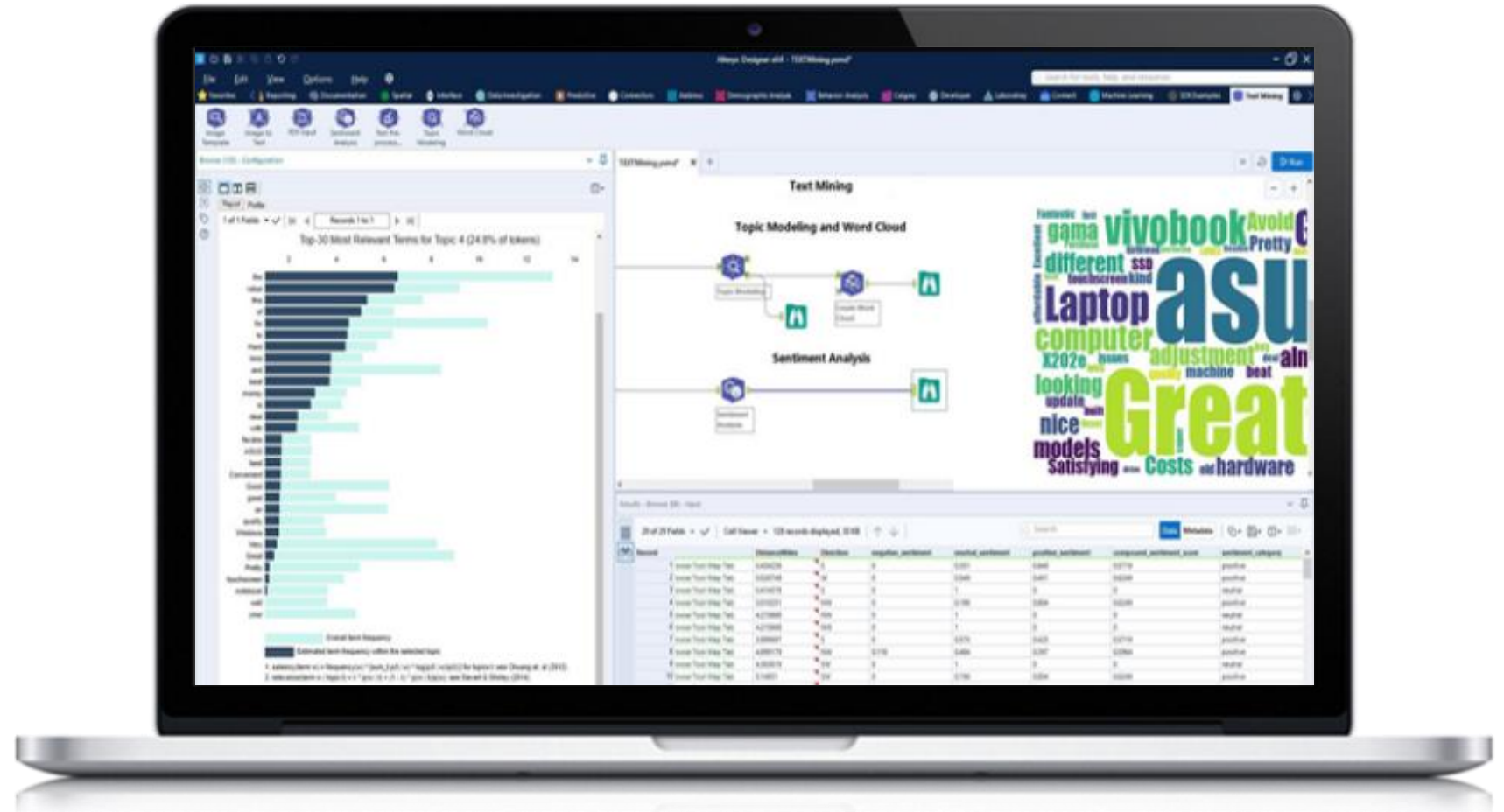
My career has been focused on data and I have used many tools to transform data into insights. Using Alteryx makes me feel empowered and I take delight in sharing my *passion* and *knowledge* of Alteryx!



What is Alteryx Intelligence Suite (AIS)?

Computer Vision, Text Mining, and Assisted Modeling made simple

- Low Code add-on tools for Alteryx Designer
- Extract data from the hardest to reach places





Why Alteryx Intelligence Suite?

Unlock data from PDFs and images

Augment Designer with Optical Character Recognition (OCR) capabilities

Generate **insights** with best-in-class Natural Language Processing (NLP)

Why Alteryx Intelligence Suite?

Save hours of manual work

Automated text extraction from images and PDFs with Image to Text tool

Scale efforts

Use the Image Template Build tool and process multiple documents at a time

Build **models in minutes**, not days



Text Mining and Computer Vision Use Cases



> Invoice Processing Automation

> Social Media Sentiment Analysis

> Financial Document Image
Data Extraction



> Product Defect Detection

> Insurance Claim Validation

> Insurance Claim Classification

Text Mining



TEXT MINING

Easy to use platform

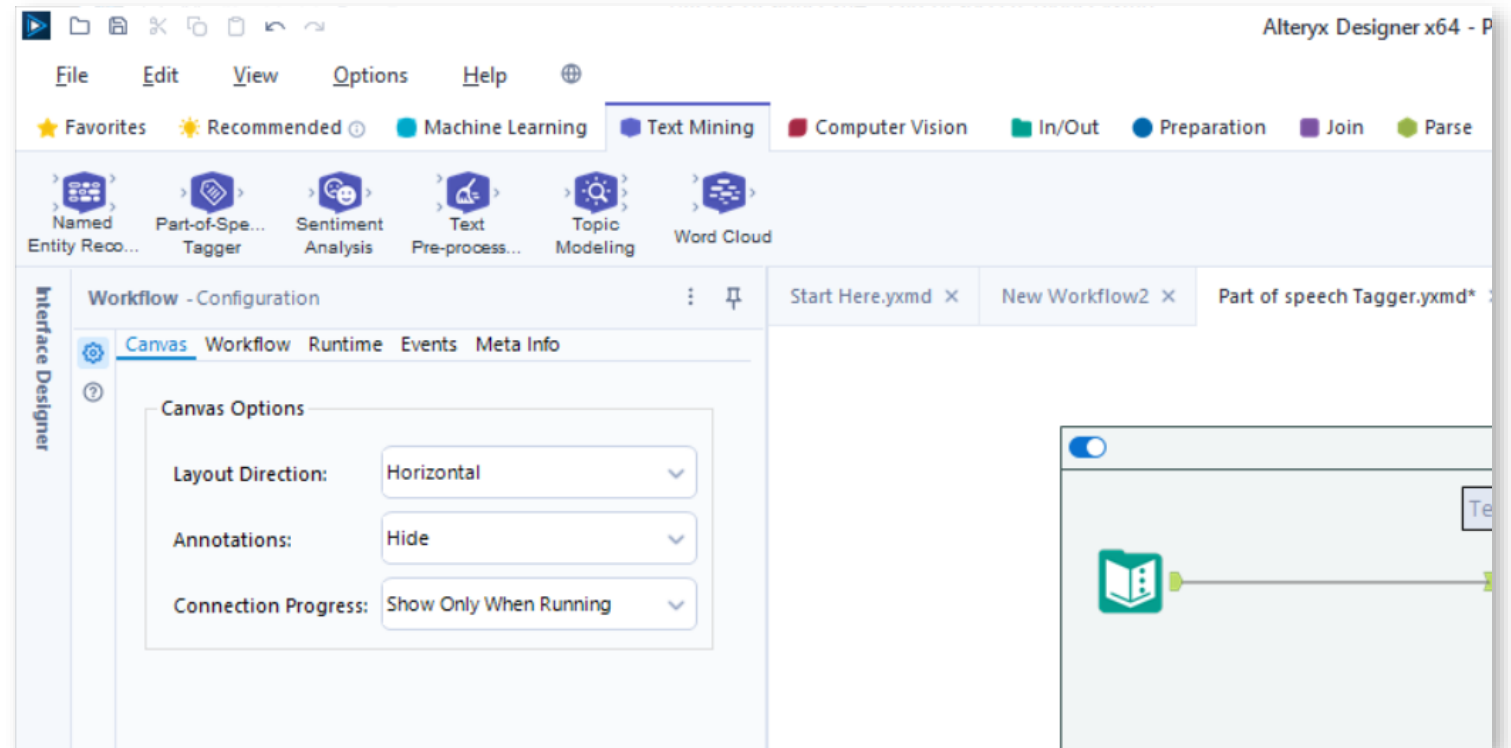
Speed text mining and analytics with drag-and-drop automation building blocks

Topic Modeling

Understand and extract concepts in your data with topic modeling.

Sentiment Analysis

Gain insight into the emotion behind your data with sentiment analysis and share insights with others by creating word clouds.



ASSISTED MODELING



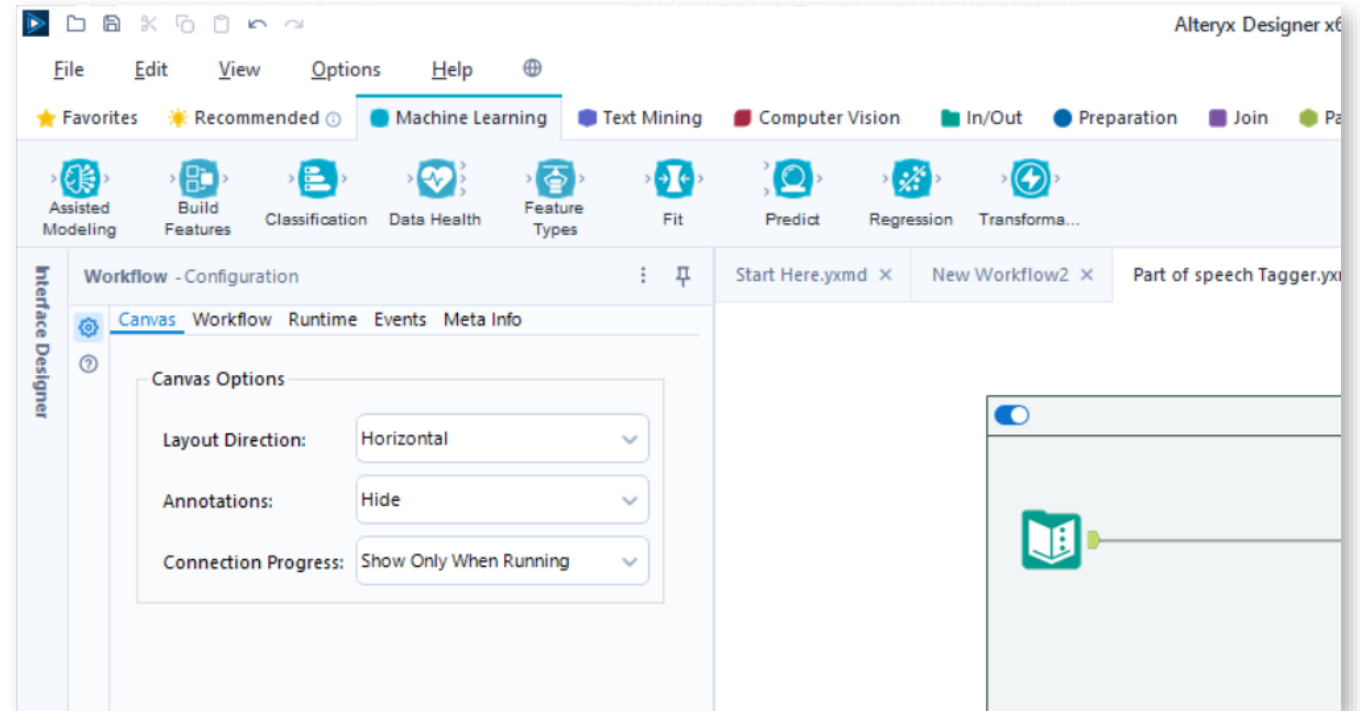
ASSISTED MODELING

Machine Learning Models

Intuitively create sophisticated ML pipelines in fully-automated, assisted, or expert mode. Whether you're a beginner or expert, you can use innovative methods like XGBoost, Elastic Net, Random Forest, and others, which compete to provide the best solution to drive your business forward.

Automated Data Health Check

Leverage automated data health checks to better understand and cleanse your data before creating robust, optimized models.



Computer Vision



COMPUTER VISION

Image Quality Enhancing

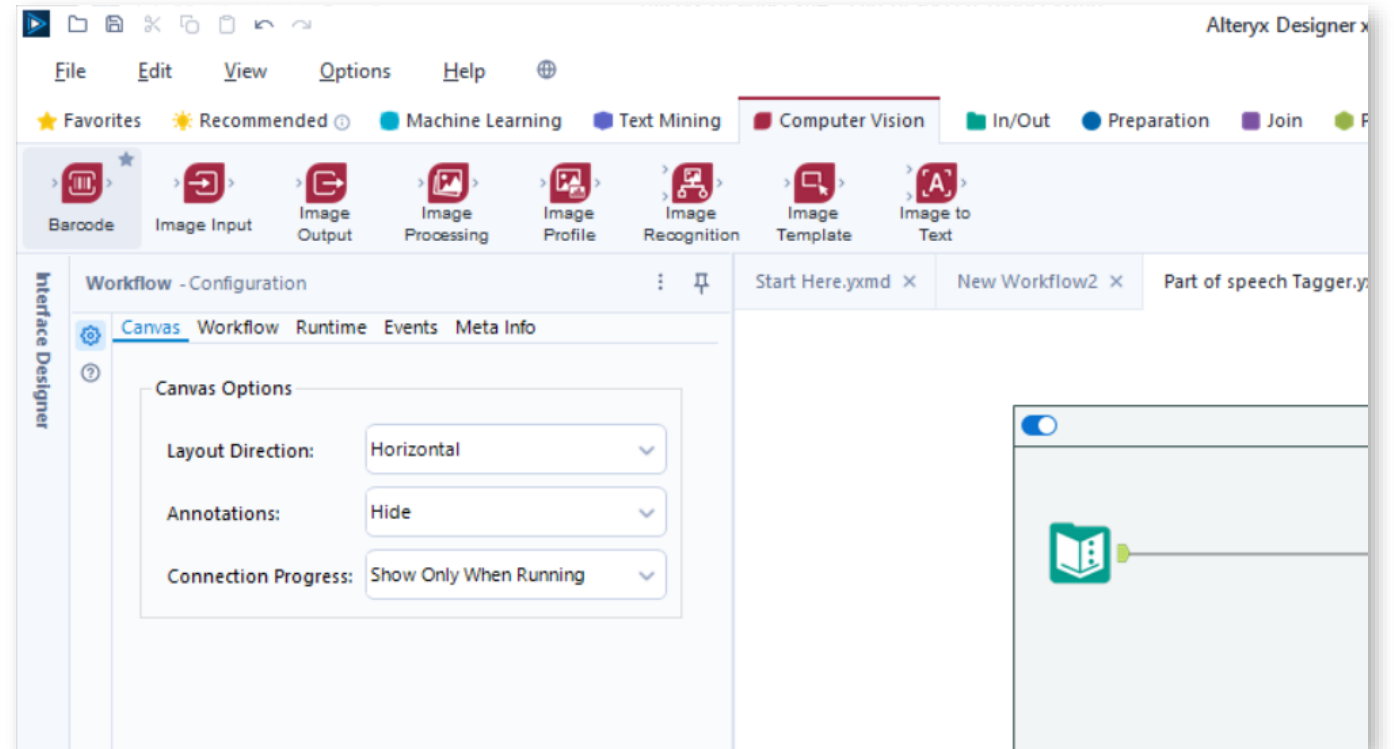
Use built-in algorithms to enhance or balance images, getting them ready for modeling. Take advantage of optical character recognition and transform images or PDFs into structured data.

Auto Table Detection

With Auto table detection in PDFs, it's now faster than ever to instruct the data you need, and perform any additional calculations and analysis.

Image Recognition

Build a machine learning model that can classify images by group. You can use your own data and labels to train a new model, or you can use one of the pre train models that we provide, whether you're trying to identify traffic light images machine breakdowns or different models of cars.



New Computer Vision Features



Key Value Pair Tool

Alter Furniture Company <i>The Thrill of Ergonomics</i>	INVOICE: 502 DATE: 11/29/21
3345 Michelson Drive, Suite 400 Irvine, CA 92612 Phone: +1 888 836 4274 FAX: +1 714 516 2410	
TO: Marcus Anders Ryx Data Solutions 12303 Airport Way, Suite 250 Broomfield, CO 80021	SHIP TO: Kayla Lee Ryx Data Solutions 12303 Airport Way, Suite 250 Broomfield, CO 80021



Barcode Reader Tool



Intelligence Suite Specific Use Cases

Text Mining or Computer Vision Core to Solution

1 Finance

- Invoice Processing
- Bank Letter Processing
- Bank Statement Processing
- Purchase Order Processing
- Document Reconciliation Automation
- Receipt Image Processing
- Asset Warranty (Investment Banking)
- Tax Document PDF Reading

2 Supply Chain

- Utility bill consolidation and optimization
- Validate Invoices at Risk
- Product Defect Detection (Steel Warranty)
- Invoice Processing

3 Marketing

- Topic Modeling of Product Reviews
- Social Media Sentiment Analysis
- Customer Success / Service Analysis

4 HR

- Analyze Candidate Resume and predict success with company
- Employee Feedback Sentiment Analysis

5 Other

- Insurance Claim Classification
- Oil & Gas Image Recognition
- Dental Coverage Documentation
- Legal Document data extraction (General)
- Insurance Claim Fraud Detection
- eDiscovery (Legal)
- Automated Redaction of Personal Information

Product Demo

ANALYTICS

FOR
ALL

alteryx

Resources

[Alteryx Intelligence Suite Tools Help Main Page](#)

[Alteryx Intelligence Suite Learning Path](#)

[Alteryx Intelligence Suite Starter Kit | Alteryx](#)

[The Computer Vision and Text Mining toolkits for Alteryx Intelligence Suite make extracting data from financial statements easy.](#)

[Alteryx Community Weekly Challenges](#)

Recent Blogs

[Image-Classification-without-code-with-Alteryx-Intelligence](#)

[Efficient-Extraction-of-Company-Insights-10-K-form-with-AIS](#)

[Using-AIS-Computer-Vision-Tools-to-Streamline-Purchase-Order](#)

[Extracting-Text-from-Tax-Forms-Making-You-Grow-Old-Come-to](#)

[Using-Alteryx-to-Extract-SEC-Form-10Q-Data](#)

[Using-Computer-Vision-to-Extract-Data-From-Nutrition-Labels](#)



alteryx
SPARKED



Global No-Cost Education Program

700+ universities in 40+ countries

Empowering learners, across every field of study with the skills to understand and solve with data.

FREE Designer licenses.

STUDENTS

Secondary Education
(beta testing)
Higher Education

EDUCATORS

Faculty who want to bring data analytics to their students

CAREER CHANGERS

Independent learners who want to acquire data analytics skills

See how SparkED is filling the analytics talent pipeline with data-enabled knowledge workers

alteryx.com/sparked

alteryx

THANK
YOU

Melissa Demcsak | Customer Success Manager
melissa.demcsak@alteryx.com

alteryx



The Alteryx logo, consisting of the word "alteryx" in a lowercase, blue, sans-serif font. To the right of the logo is a vertical orange bar.The book cover for "Data Engineering with Alteryx" by Paul Houghton. The top half is dark grey with the title in white. Below the title is a thin orange line, followed by the subtitle "Helping data engineers apply DataOps practices with Alteryx" in a smaller white font. The bottom half of the cover features a blue-tinted image of a person's hands interacting with a digital interface, overlaid with various data visualization elements like charts and graphs.

Data Engineering with Alteryx

Helping data engineers apply DataOps practices
with Alteryx

Recommendation for your
summer reading!

A smaller version of the book cover for "Data Engineering with Alteryx" by Paul Houghton, showing the same design elements as the larger cover above.

Paul Houghton



User Group Meeting Survey

