



alteryx for good

STUDENT PLAYBOOK

WELCOME STUDENTS!

Welcome to the Alteryx for Good program; we're happy to have you on board!

Right now, we're in the middle of a [Digital Revolution](#) where data is the cornerstone, but even more important are the people behind it. To remain competitive, organizations across the world need a workforce that is ready and able to meet the high demand. That's why it's crucial for you, as a student, to develop the skills needed to fill these gaps.

The Alteryx for Good program is designed to equip students (and educators) with access to all the tools and resources needed to develop valuable skills in data science and analytics.

Now that you have your license, you'll have access to:

- **Concrete tools and applications** for hands-on learning and real-world application
- A **community** of industry professionals solving with Alteryx
- **Core Certification** in Alteryx Designer to showcase your Alteryx expertise

Once you have gained a thorough knowledge of data science and analytics — and the tools that power them — you can enter the world prepared with a skill set that makes you all the more desirable to potential employers.

Happy solving! We're excited to hear how Alteryx makes an impact on your studies and in your lives.

-THE ALTERYX FOR GOOD TEAM

"Alteryx is disrupting the way we think about analytics on a global level. As a student, it is up to us to usher in the change that businesses and our communities need to create a new world full of endless possibilities for greatness. The future of data analytics is being created by those who prepare for it today — by taking that first step and learning Alteryx." — **JACOB MIKNUK, INFORMATION AND SYSTEMS MARKETING MAJOR - CALIFORNIA STATE UNIVERSITY, FULLERTON** ALTERYX CEO

NOW THAT YOU HAVE YOUR LICENSE

You and your student are eligible to receive a free, Alteryx Designer license, given in 1-year increments. Now that you have your license, you have access to skilled Alteryx users through the [Alteryx Community](#). Click [here](#) to post discussion questions and find out more about the Alteryx For Good Program.

If you have questions about downloading or activating your license, visit our [FAQ](#).

ALTERYX DESIGNER FOR STUDENTS: GETTING STARTED

BUILDING YOUR ALTERYX ARSENAL

The following resources can be are designed to help you develop the skills you need to become a successful Alteryx Designer user. Explore the various options and choose what you feel you need to supplement your studies or extend your knowledge beyond the classroom.

DIY: LEARNING THE ALTERYX PLATFORM

These long-form program options are designed specifically to give you access to the resources, skills, and tools you need to become certified in Alteryx Designer.

- **CORE CERTIFICATION**

All students can become certified in Alteryx Designer — which is **free** for our Core and Advanced exams. Upon completion, you'll receive a certificate to include on LinkedIn or your resume. You can also connect with industry professionals in our [Community](#) and showcase your knowledge and understanding of Alteryx Designer —an impressive marketable skill and a great way to network with future employers.

To Learn More:

[Alteryx Certification Program Guide](#)

[Certification Program Prep Guides](#)

- **NEW! LEARNING PATH:** Our Learning Paths provide exercises rich in media content, and introduce users to tools and fundamental concepts while tracking their progress. Users can leverage industry-specific practice exercise to develop more familiarity around each tool in Alteryx Designer.

The learning paths you can choose from include:

- **GENERAL PATH:** Exercises around customer information, transactions, and sales
- **HR PATH:** Exercises relating to employee hire dates, role names and changes, and benefit eligibility and contributions
- **TAX AND AUDIT PATH:** Features datasets that work with financial accounts, year-over-year calculations for tax increases, and validations across multiple accounts
- To complete the Learning Paths, plan on **20-30 hours** of video-based and hands-on instruction with additional time needed for practice exercises, studying, and general prep for the exam.

ADDITIONAL RESOURCES TO GIVE YOU AN EDGE

Here are resources that can be found throughout the [Alteryx Community](#) — all in one place for easy reference. Use this content to develop skills in specific areas and broaden your understanding of what Alteryx can do. We encourage you to engage and interact with our Community — ask questions, post comments, and share your knowledge with others. **Make sure to set up your account using the same email address as your Designer license!**

ALTERYX FOR GOOD

For all information about the [Alteryx For Good](#) program, visit our space in the Alteryx Community. Post discussion questions, connect with other students, share your story, and read about how others are making an impact all in one place. All resources you need to get started with your student license can be found here as well.

INTERACTIVE LESSONS

Dive into new analytics techniques by watching videos, participating in hands-on activities, and completing quizzes to assess your knowledge.

The [Getting Started](#) course is a great place to start. We've organized the lessons in the order that they should be taken so that you essentially "build" a workflow throughout. This first course runs through about 11 tools from the Favorites tool palette in Designer, which is a running start to explore many of the other tools in the Prep, Parse, Transform, and Join tool palettes. Lesson progress is logged and recorded if you have a Community username/password.

VIDEOS

This whole section includes videos of recorded instructor-led sessions, ranging from beginner to advanced. Most (if not all) sessions include an attached workflow to follow along with the session. Good places to start:

Good places to start:

- [Getting Started with Alteryx Designer](#)
- [Understanding Data Types](#)
- [Core Certification Prep Series](#)

USE CASES

Alteryx customers love to share their stories of how Alteryx workflows have helped them create efficiencies that have a real impact. We have some really great stories in here which you can filter by industry.

User stories we think students will find most interesting:

- [KPMG Netherlands is Digitizing Auditing with Alteryx](#)
Learn how Alteryx is able to handle large and diverse data-sets.
- [Utica College Empowers Students with Alteryx](#)
See how Alteryx was incorporated into the MS in Data Science courses at Utica Colleges to help students gain data skills.
- [Predicting and Trading on the Cryptocurrency Markets using Alteryx](#)
Discover how Predict Crypto created an automated system to produce predictive models on a daily basis to execute real trades.
- [Off the Grid: Using Location Intelligence to Place Solar Panels in Rwanda](#)
Using Alteryx to identify the best locations to maximize impact of providing power to local Rwandan communities.
- [The Space Between Us: Using Alteryx to Plan Your Night](#)
Inspired by the TV show "Friends", one analyst used Alteryx to find the best place for friends to meet that works for everyone.
- [Dairy Queen's Automated Spatial Analysis Saves \\$700K Over Time](#)
See how Dairy Queen used Alteryx Spatial tools to determine which vendors were closest to each store location.
- [Virgin Atlantic's Marketing Team Delivers Value](#)
Discover how the marketing team at Virgin Atlantic was how to create deeper insights about their customers to deliver target email campaigns.

ALTER-EVERYTHING PODCAST

Learn about data science and analytics on the go! Here's a few to start:

- [Life After Higher Education](#)
Drexel University alumni share a chat about their experiences navigating the higher education world, and life afterwards as they carved out their career paths in analytics
- [Dr. Michio Kaku on the Future of Data and Analytics Jobs](#)
Dr. Kaku is one of the most globally recognized figures in science today. Here he chats about the future of data and analytics, and what lies ahead for data scientists
- [Efficiency vs. Athleticism in Basketball with Stan Van Gundy](#)
Stan Van Gundy, former head coach and president of basketball operations for the Detroit Pistons and analyst for the NBA, chats about the past, present, and future of basketball analytics
- [No \(Wo\)man is an Island](#)
Linora D'Souza, Senior Director at Hilton, discusses risk-taking and the future of careers in analytics for the iPhone generation
- [It's Like Playing 'Eruption' by Van Halen](#)
Andrew Derbak talks about how his musical background led to a career in analytics
- [Something That Fundamentally Changes You](#)
Alteryx ACEs discuss National Volunteer Week, Alteryx for Good, and making an impact in your community through analytics.

Hands-On Experience:

WEEKLY CHALLENGES

Another great way to learn is through our Weekly Challenges — and we consistently hear that it's a favorite. These challenges range from beginner to advanced, and each week, we post a problem for our users to solve. We provide the question and any necessary inputs, as well as the final solution. It's up to you to put the pieces together in between to get the correct answer. Top challenges include:

- [Challenge # 138](#) – World Series Wins
- [Challenge # 120](#) – Popular Baby Names
- [Challenge #102](#) – Tabulating Flu Data
- [Challenge #35](#) – Data Cleansing Practice
- [Challenge #2](#) – Preparing Delimited Data

NETWORKING RESOURCES

Alteryx User Groups

- User Groups are independent volunteer organizations created, organized and run by Alteryx customers who get together locally and virtually throughout the year to share ideas, experiences and best data practices. Our user group members love to give back — and often show interest in being guest speakers for your class. They can share practical examples from an industry perspective and encourage your students in careers in data science and analytics. It's also a great networking place for students to search for employment opportunities, including internships.

Become an Alteryx For Good Ambassador

Alteryx is proud of the students who are choosing to connect with nonprofits to share their skills. Whether through student club initiatives or on your own, we encourage you to reach out to local nonprofits to lend your expertise in data science and analytics, gain hands-on experience, and make an impact. Not only are you doing good, you'll have great experience to showcase on your resume. Click [here](#) to learn more.