ORANGE COUNTY ALTERYX

USER GROUP

Q1 2020 | February 26th, 2020

LEADERSHIP TEAM:

Sarah Barr

Orange County Leader
Voxx Analytics
Project Lead

Cat Martinez

User Group Coordinator
Alteryx

AGE-NDA

Check-In/Networking   5:00 PM

Partner Spotlight   5:30 PM

    Michelle Reed and the Compellon Team

Farmers Insurance   6:00 PM

    Olga Kholhlova, Investigative Analyst

Closing Remarks   6:30 PM

    Refreshments and Networking

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

Revolutionizing Digital Transformation
with Smart Plug and Play AI

Our Mission

Reduce the complexity and increase the value of delivering AI solutions to solve complex business problems.

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Why We Exist

THROUGH 2022

20%

of analytic insights will deliver business outcomes.
(GARTNER 2018)

THROUGH 2020

80%

of AI projects will remain alchemy, run by wizards whose talents will not scale in the organization.
(GARTNER 2018)

McKINSEY FOUND

8%

of companies had achieved success in scaling analytics out of 1,000 with more than $1 billion in revenue.
(McKINSEY 2018)

Current Approach is Failing to Deliver Value

Solutions **+** Time & Resource Intensive **+** Operationalizing

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Our Approach

We developed an approach that eliminates the shortcomings in traditional analytics and truly focus on the business problem.

We just need data, target, and business expert – No "drivers license" needed.

Plug and Play AI

- Assumption-Free
- Autonomous
- Invent Solution for the Business Problem

Time to Value

- Reduce Human Capital
- Remove Complex Analytical Process
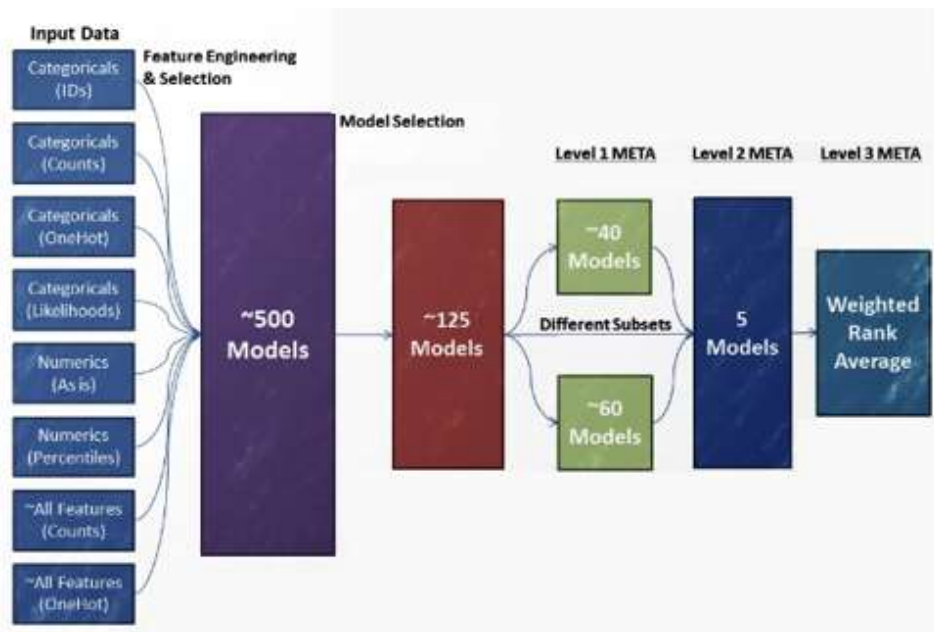- Compellon provides solutions that move faster than the business

Operationalize

- Clear-Box
- Complete end-to-end business solution that can be directly deployed into business
- All in Business Terms, for the Business Expert

From Subjective to Objective

Traditional – Hypothesis Based Approach

Input Data
- Categoricals (IDs)
- Categoricals (Counts)
- Categoricals (OneHot)
- Categoricals (Likelihoods)
- Numerics (As is)
- Numerics (Percentiles)
- ~All Features (Counts)
- ~All Features (OneHot)

Feature Engineering & Selection

Model Selection

~500 Models → ~125 Models → ~40 Models / ~60 Models (Different Subsets) → Level 1 META → 5 Models (Level 2 META) → Weighted Rank Average (Level 3 META)

Time Spent: 2-3 months

Results

Model Accuracy: 91.3% Forward Test Accuracy: 89.1%

Compellon – Direct Approach

Feedback

Domain Expert

Question - Buy   Data

Insights   Solution

Self Diagnose & Improve
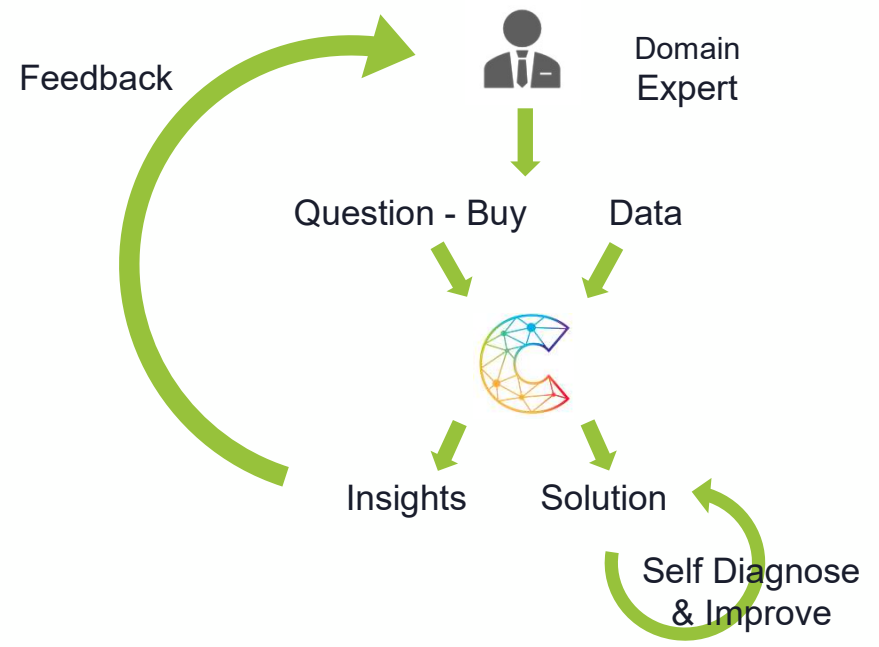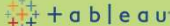
Time Spent: 2 Days
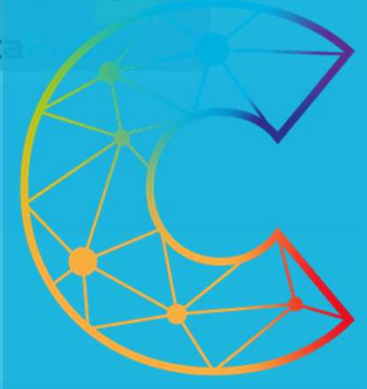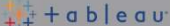
Results

Model Accuracy: 90% Forward Test Accuracy: 90.3%

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Current Marketspace

Roles	Data Prep & Catalog	Descriptive & Diagnostic	Predictive & Prescriptive
Data Scientist	python, R	Apache Spark	databricks
Citizen Data Scientist	Paxata		KNIME, H₂O.ai, DataRobot
Data Engineer	alteryx (The Thrill of Solving), snowflake, talend, TRIFACTA		
Business Analyst		tableau, DOMO, SISENSE	
Domain Experts		ThoughtSpot, Qlik Q, Power BI	

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Disruptive Positioning

Roles	Data Prep & Catalog	Descriptive & Diagnostic	Predictive & Prescriptive	Solutions
Data Scientist	Python, R, Apache Spark		databricks	
Citizen Data Scientist	Paxata		KNIME, H₂O.ai, Data...	
Data Engineer	alteryx The Thrill of Solving, snowflake, talend, TRIFACTA			
Business Analyst		tableau, SISENSE, DOMO		
Domain Experts		ThoughtSpot, Qlik, Power BI		

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The Compellon Product Family

Bringing you the fastest time to business value.

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Iris Pro

An Analytics Advisory Tool

Stop wasting resources on bad data.

Iris Pro takes the guesswork out of your analysis – giving you *confidence* that you are investing in projects that will provide *trusted answers*.

* Macro for Alteryx Designer

Compellon 20|20

The Clear-Box Analytics Platform

No code. No PhD. Just Business

Compellon 20|20 empowers your business team to easily advance from descriptive to prescriptive analytics without the need to become citizen data scientists.

* Data Connector for Alteryx Designer
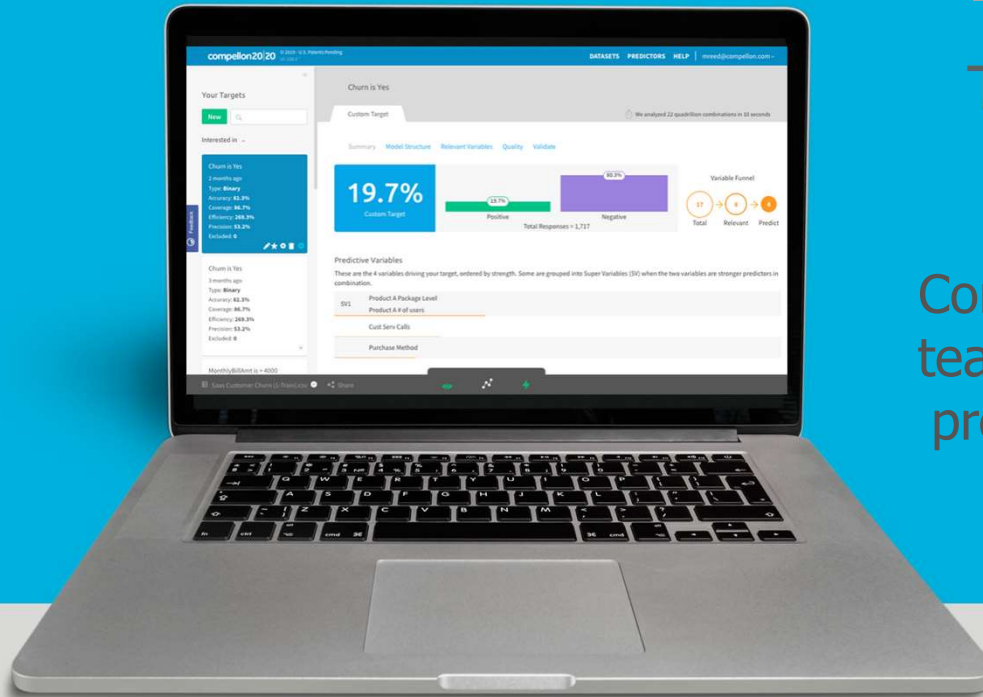
Successful Projects Across Multiple Verticals

1800 CONTACTS

WD

CNA

TATA

国泰金控
Cathay Financial Holdings

SPINS

Humana

Hallmark

BMW

Sempra Energy

MetLife

dish NETWORK

ReShape Medical

FRANKLIN TEMPLETON

AMERICAN BATH GROUP

TRIDENT UNIVERSITY TUI

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Olga Khokhlova
SIU Project Analyst,
Farmers Insurance

NYPD DATABASE SPATIAL ANALYSIS

ACCIDENT FREQUENCY ANALYSIS BY ZIP CODE

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NYPD Database Spatial Analysis

PROBLEM

- Automobile accident fraud (f.e. so called staged accidents)

SOLUTION

- Analyze NYPD spatial data to determine areas that have higher frequency of accidents, especially during after work hours.
- Analysis to be used as a pro-active tool (for example to set an alert for new claims in identified high accident frequency areas)
- Disclaimer: not all accidents that happened in the high frequency areas are fraudulent

NYPD Database Spatial Analysis

INPUTS

- NYPD collisions database (cvs - in future might change to shapefile)

- List of NY Zip codes by Borough (xlsx)

- Zipcodes (shapefile)

PROCESS

- Draw a grid, 0.1 mile/ 0.1 mile

- Plot accidents within the grid sections

- Time analysis: 8 pm – 5 am/ 5 am – 8 pm

- Determine rating :
  - Low =< Median
  - Medium =< average + 1 StdDec
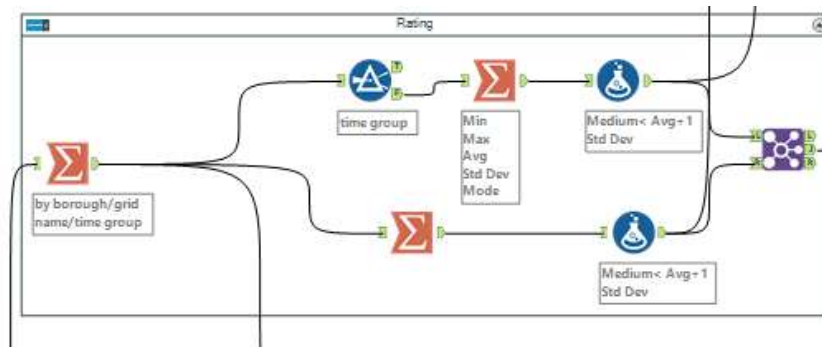 - High = everything else

OUTPUTS

- 5 pdf documents consisting of
  - ✓ Borough map and legend
  - ✓ Accidents frequency analysis by ZIP

- Reference excel document containing list of ZIP codes, and list of hotspots with accident rating and total accidents at night/ 24 hour
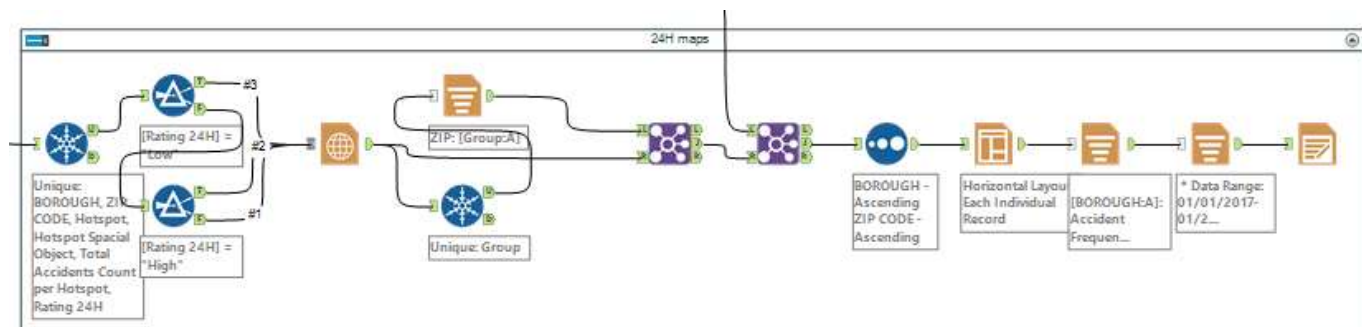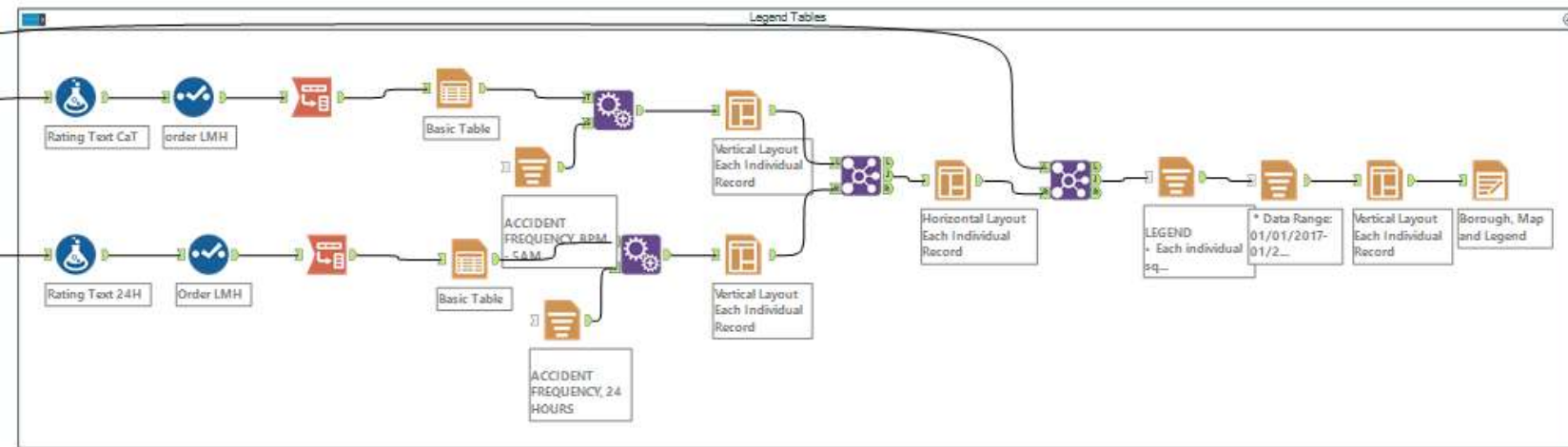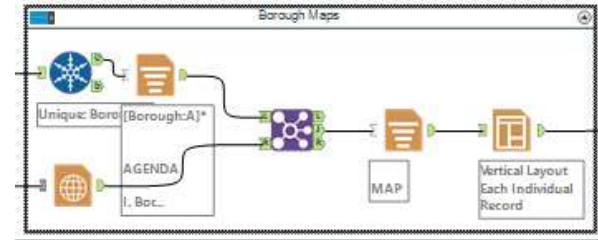
Spatial Analysis
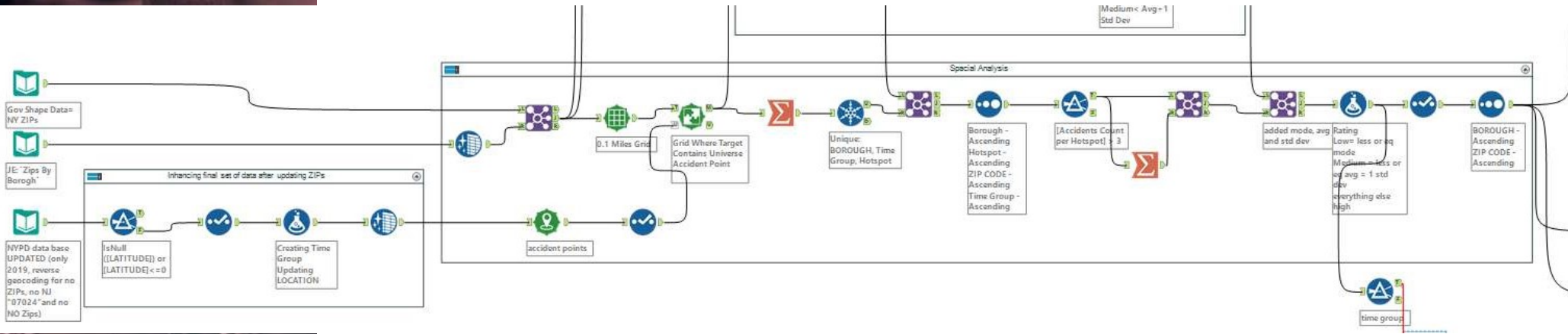
Rating

Creating Reports

Thank You!

ALTERYX COMMUNITY UPDATES

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Grand Prix Interest Form

Think you have what it takes? Complete the ultimate in bragging rights, the Alteryx Grand Prix. Complete this form and we will follow up with more details.

GRAND PRIX

Email Address *

Your email

First Name / Given Name

Your answer

Last Name / Family Name *

Your answer

Company *

Your answer

Are You an Alteryx Partner? Unfortunately Partners are not eligible for Grand Prix. *

○ Yes

ACCEPTING REGISTRATIONS TODAY

Apply here

SIGN IN. GEEK OUT.

COMMUNITY.ALTERYX.COM

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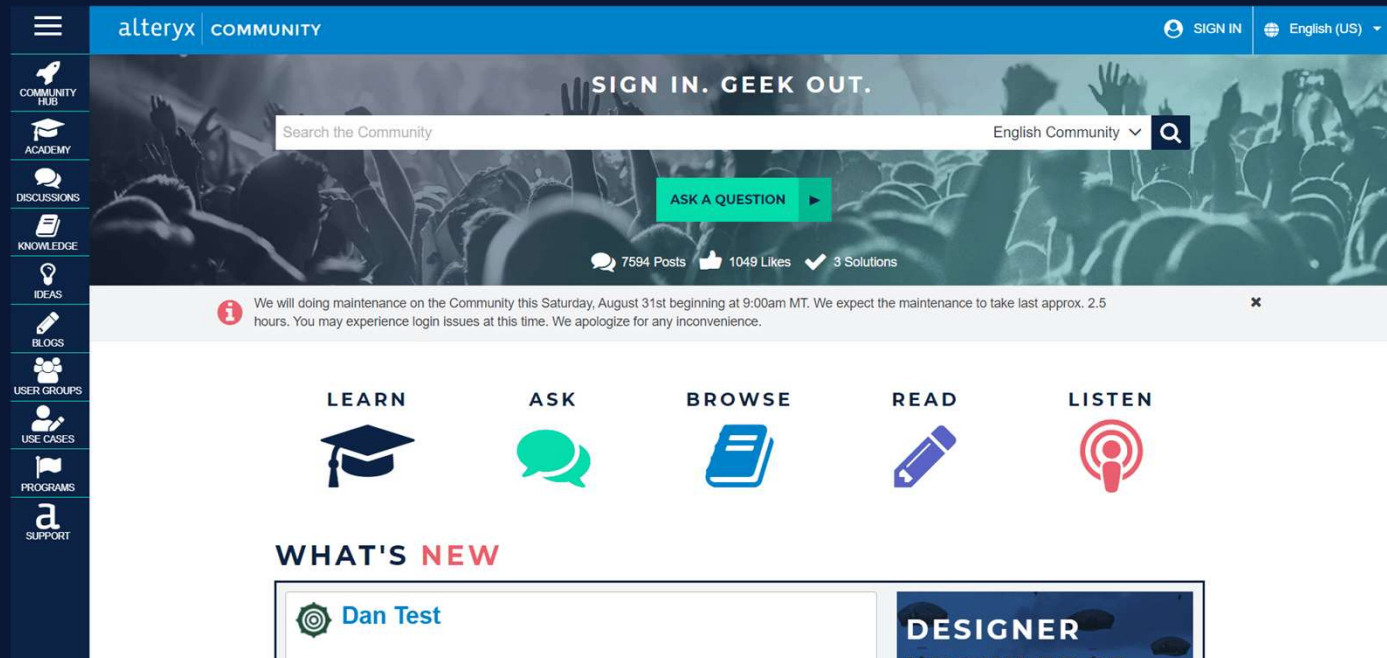- Read insightful blogs
- Develop tools, macros, and apps

NEW COMMUNITY SEARCH

RELEASING TODAY

- New Search Features!
  - Create search bookmarks
  - Search by language
  - New filters (type, category, place, label, author, and more!)
  - Search by Community, Help Doc, YouTube, etc.

Click on magnifying glass to get started.

KNOWL-EDGE IS POWER

ALTERYX ACADEMY

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

community.alteryx.com/training

NOW AVAILABLE

DATA SCIENCE LEARNING PATH

This learning path focuses on predictive modeling and includes interactive lessons on:
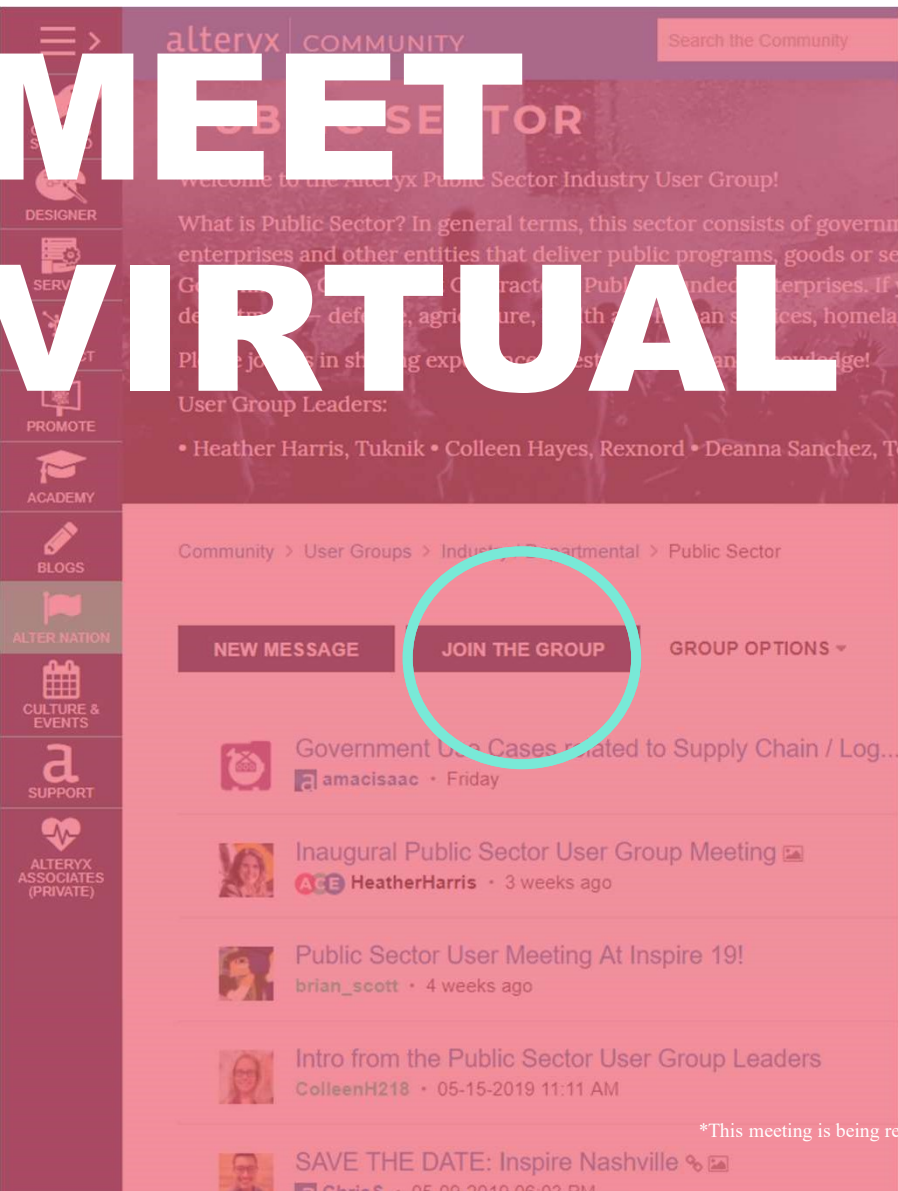
- The modeling process
- Key statistics concepts
- Data investigation techniques and strategies
- The most commonly applied predictive modeling algorithms in Designer

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

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
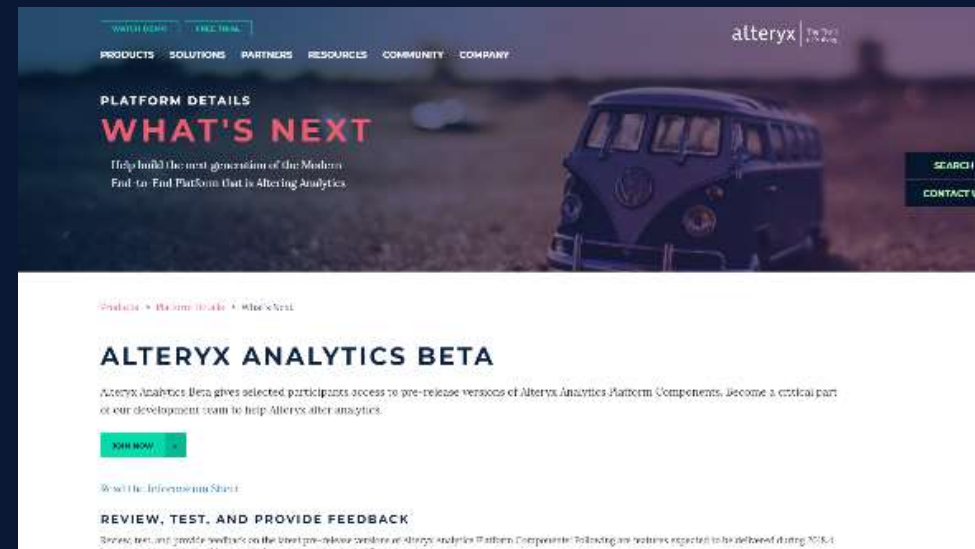
ALTER EVERYTHING
X
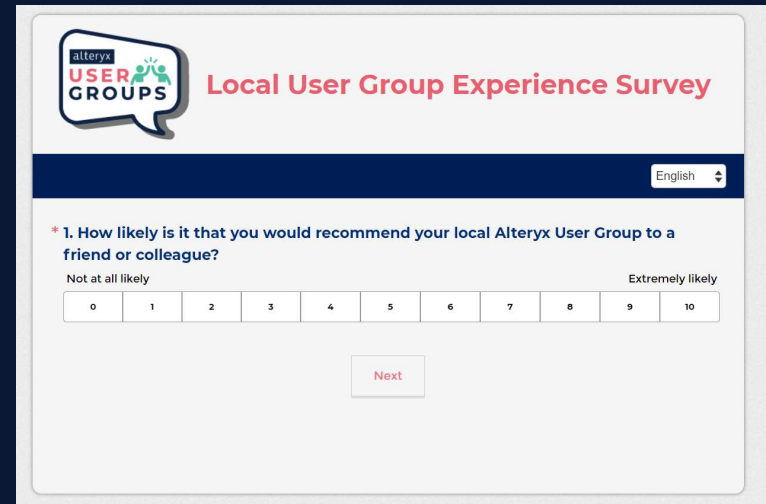
A podcast about data science and analytics culture

community.alteryx.com/podcast

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

2020 UGS EXPERIENCE SURVEY

HELP US WIN A PIZZA PARTY!

- **Challenge:** User group with the most survey entries wins a pizza party from Alteryx!
- **WHY:** We want to hear from you how our meetings are doing!
- **WHEN: TODAY** to end of March (Q1)
- **HOW:** Scan the QR code & take survey!

Q&A

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FARMERS INSURANCE

NEXT STEPS

- Join the **Orange County** User Group page
- Want to help the group? Become a leader and help plan meetings!
- Reach out to the User Groups Leaders if you are interested in presenting/host
- Continue the conversation at GameCraft Brewing down the street!

- THANK YOU FOR ATTENDING!

Be on the look out for the meeting recap!

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