

# PLEASE JOIN US ON VIDEO

NORTHAMPTON / COVENTRY USER GROUP

# Alteryx Community Updates

Samantha Hughes (ACE)

Analytics Innovation Manager, Avon

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

# AGENDA


- Community Updates
- ChatBox
- Avon
- Pic-alter-nary
- Sainsburys
- Shout out to ChatBox
- CACI
- Surprise Guests
- Quiz Time
- BREAKOUT Rooms / Networking time if available.

Community | Data Science Portal | Alteryx.com

Participate ▾ | Learn ▾ | Support ▾ | Groups & Events ▾ | Use Cases ▾


# Alteryx Community

Search the Community



### Academy


Learn new skills and find your footing in analytics, data science, & more



### Discussions

Find answers to your biggest questions or s

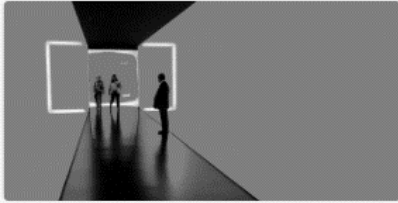
## Featured



#### Challenge #266: Mother's Day Bouquet

by AYXAcademy • in Weekly Challenge

A solution to last week's challenge can be found here. Source:...



#### FIRESIDE CHAT (2 of 3) - Virtual Healthcare Delivery...

by ChrisS • in Industry

Welcome to the Alteryx fireside chat series where we cover a broad span of data and...

# Alteryx Community

community.alteryx.com

Also available in | [Français](#) | [Português](#) | [Español](#) | [日本語](#) | [Deutsch](#)

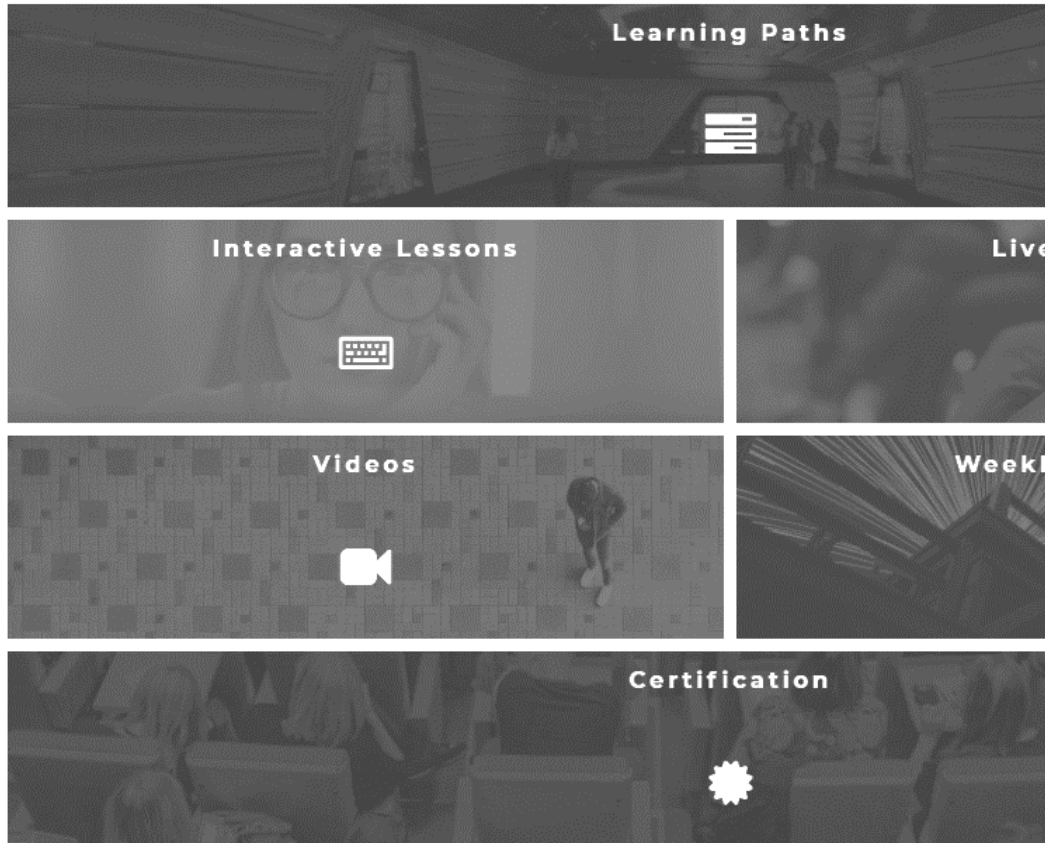
- Find answers quickly
- Share your knowledge
- Connect with peers
- Discover new Alteryx use cases
- Submit your bright ideas
- Read insightful blogs
- Develop tools, macros, and apps

## Alteryx Academy

Dive deeper into solving problems with Alteryx, explore new frontiers in your analytics journey, and push your skills with our Certification Program.

Also available in | [Français](#) | [Português](#) | [Español](#) | [日本語](#)

Community > Learn > Academy



# Alteryx Academy

Also available in | [Français](#) | [Português](#) | [Español](#) | [日本語](#)

## Learn

- **Learning Paths** – Keep up the pace of your learning with guided curriculum
- **Interactive Lessons** – Lessons that incorporate videos, hands-on activities, and quizzes to access your knowledge
- **Videos** – Hours and hours of videos on topics ranging from beginner to advanced
- **Weekly Challenge** – Solve the challenge, share your solutions, and summit the ranks of Community!
- **Certification** – Prove your skills and become Alteryx Certified

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# Release 2021.3

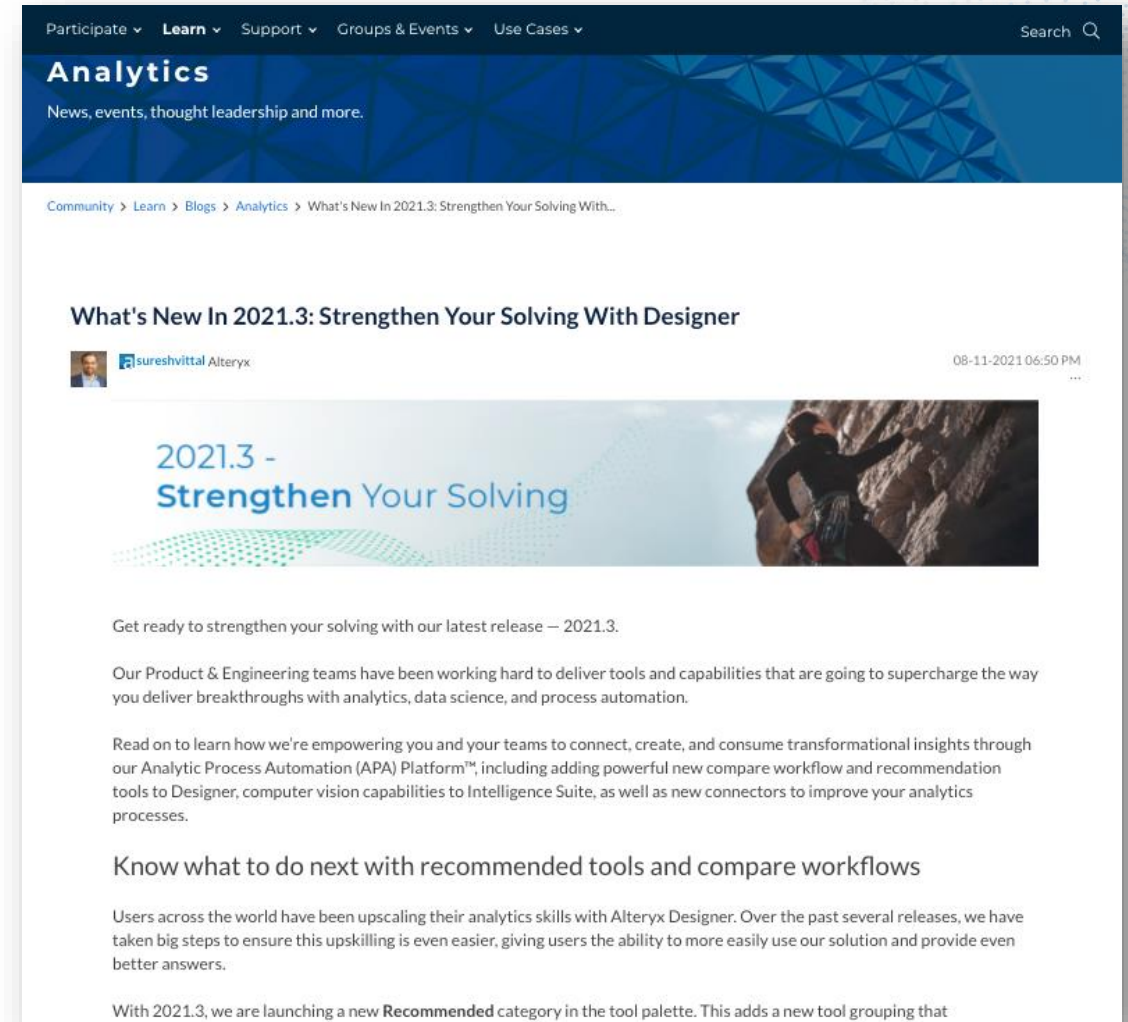
## What's New In 2021.3: Strengthen Your Solving With Designer

### Check out all about the new release 2021.3

- Know what to do next with recommended tools and compare workflows
- Bring image recognition and analytics into your workflow
- Strengthen your Connections

⇒ [Upgrade to 2021.3 today](#)

[German](#), [French](#), [Spanish](#) and [Portuguese](#) versions are also available.



The screenshot shows a web page from the Alteryx Analytics blog. The page title is "What's New In 2021.3: Strengthen Your Solving With Designer" by Suresh Vittal. The main image features a person climbing a rock face with the text "2021.3 - Strengthen Your Solving". The content discusses the new release, highlighting improvements in workflow comparison, image recognition, and recommended tool categories.

Participate ▾ Learn ▾ Support ▾ Groups & Events ▾ Use Cases ▾ Search 🔍


## Analytics

News, events, thought leadership and more.

Community > Learn > Blogs > Analytics > What's New In 2021.3: Strengthen Your Solving With...

### What's New In 2021.3: Strengthen Your Solving With Designer

 [sureshvittal](#) Alteryx 08-11-2021 06:50 PM



## 2021.3 - Strengthen Your Solving

Get ready to strengthen your solving with our latest release – 2021.3.

Our Product & Engineering teams have been working hard to deliver tools and capabilities that are going to supercharge the way you deliver breakthroughs with analytics, data science, and process automation.

Read on to learn how we're empowering you and your teams to connect, create, and consume transformational insights through our Analytic Process Automation (APA) Platform™, including adding powerful new compare workflow and recommendation tools to Designer, computer vision capabilities to Intelligence Suite, as well as new connectors to improve your analytics processes.

### Know what to do next with recommended tools and compare workflows

Users across the world have been upscaling their analytics skills with Alteryx Designer. Over the past several releases, we have taken big steps to ensure this upskilling is even easier, giving users the ability to more easily use our solution and provide even better answers.

With 2021.3, we are launching a new **Recommended** category in the tool palette. This adds a new tool grouping that

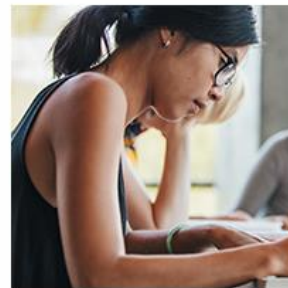


[alteryx.com/sparked](https://alteryx.com/sparked)  
[sparked@alteryx.com](mailto:sparked@alteryx.com)

## Data analytics education program for schools, colleges, universities, and individual learners.

*Expanded from Alteryx For Good into its own program under Libby Adams.*

Designer education licenses → Faculty training → Teaching tools →  
Learning content → Community of support → Certifications → Job Board



### Student

Stand out from the crowd.

Included at no cost:

- 1-year Designer license
- Learning resources
- Certifications

Secondary Ed

Higher Ed

### Educator

Empower students with data skills.

Included at no cost:

- 1-year Designer license
- Teaching curriculum
- Teacher collaboration community

Teaching Resources

### Career Changer

Gain a competitive edge.

Included at no cost:

- For reskillers
- 3-month Designer license
- Certifications

Get Started

### Supporter

Join our efforts.

Spread the word:

- Share the program
- Make connections
- Submit ideas

Let's Connect

# What You Can Do

## HELP US GROW!

- Visit our [SparkED-in-a-Box page](#)
- Download a customizable email
- Send it to your alma mater or other education contact
- Set up a quick call to share slides about SparkED (also in the toolkit)
- If they are interested, pass them along to the SparkED team for further nurturing



## Thanks for being a SparkED advocate...

Our outreach toolkit is designed to help Alteryx associates and supporters everywhere share the SparkED education program with their own education connections, like their alma maters, professional data analytics organizations, local education advocates, etc.

Earn rewards like SparkED t-shirts, stylus/highlighter pens, and community recognition. Learn more below. Have questions? [Send email!](#)



SparkED shirts and stylus pens

## SPARKED-IN-A-BOX GUIDELINES AND REWARDS!

### What is SparkED-in-a-Box?

- A toolkit assembled to enable Associates and other advocates to reach out to their education connections (alma maters, professional or municipal education orgs, online programs, nearby campuses, kids' colleges, etc.) *Note: our high school option will be available in Fall 2022; SparkED is currently only available for community colleges, universities, and online programs, globally*
- Slides are simple, and many include talking points in the Notes below the slide
- If your contact is interested, the SparkED team will step in with further support/setup



[www.alteryx.com/sparked/in-a-box](http://www.alteryx.com/sparked/in-a-box)





# Alteryx Data Science Portal

- For the data scientist, both current and aspiring!
- Curated Community content that is data science focused

[alteryx.com/data-science](https://alteryx.com/data-science)


Community | **Data Science Portal** | Alteryx.com

Courses ▾ Careers ▾ Open Source ▾ Solutions ▾

## Data Science Portal

Alter how you think about data science.

### Recommended






#### Accomplish More with Automated Machine Learning

Posted 07-21-2021

Automated machine learning can help us all accomplish more. Learn more about autoML and how our open-source Python library EvalML makes it easier to explore that potential.

[Read ->](#)

### Blog Posts



[SUBSCRIBE](#)

# EXPERT EXAM

The Expert exam is a performance-based assessment that allows you to get certified by doing what you do best: building awesome solutions in designer!

## Expert Exam Snapshot (High-level):

**Exam Delivery:** Delivered in a proctored virtual environment

**Exam Format:** Performance-based assessment

**Questions:** 7 practical application scenarios

**Price:** USD \$150

**Exam Time:** 3 hours

Questions? [academy@alteryx.com](mailto:academy@alteryx.com)



# INNOVATOR PROGRAM : Alteryx Customer Rewards Portal

The screenshot displays the Alteryx Customer Rewards Portal. At the top, there is a navigation bar with 'Community', 'Data Science Portal', and 'Alteryx.com'. Below this is a secondary navigation bar with 'Participate', 'Learn', 'Support', 'Groups & Events', and 'Use Cases'. A search bar is located on the right. The main content area features a 'Join the Alteryx Innovator Program' section with a user profile for 'ThalitaC Alteryx'. A process flow diagram shows five steps: 'SIGN UP', 'COMPLETE ACTIVITIES', 'EARN POINTS', and 'REDEEM GIFT CARD'. Below this, a paragraph describes the program as a collaborative network. Three sections follow: 'HOW TO JOIN THE PROGRAM?' with a list of steps, 'I JOINED THE PROGRAM, NOW WHAT?' with a list of benefits, and 'WHO CAN BE AN INNOVATOR?' with a list of criteria. On the right, a 'REGISTER' form is shown with fields for 'First Name', 'Last Name', 'Company Name', 'Company Email', 'Country', and 'Password'. It also includes checkboxes for 'I work for a government body', 'I have an active Alteryx Designer License', 'I am not a member of the ADAPT Program', and 'I have verified that my employer allows participation in Customer Rewards programs'. A 'REGISTER' button and a link for 'Already a member? Login here' are at the bottom of the form.

- Discover the brand-new [Alteryx Customer Rewards Portal](#) that gives passionate customers another positive way to engage with Alteryx. The portal, with its modern user experience, presents customers the opportunity to sign up for the [Innovator](#) program.
- Wondering what's in it for you? Networking! Upskilling! Career Opportunities! \*Rewards! Public Recognition! Giving Back!
- [Register](#) today in the Customer Portal to become an Innovator



# ALTER EVERYTHING<sup>x</sup>

A podcast about data science and analytics culture

[community.alteryx.com/podcast](https://community.alteryx.com/podcast)

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

# CHAT BOX



TEAM INNOVATION

WATCH US WIN

AVON

# FROM THE UK TO WESTERN EUROPE

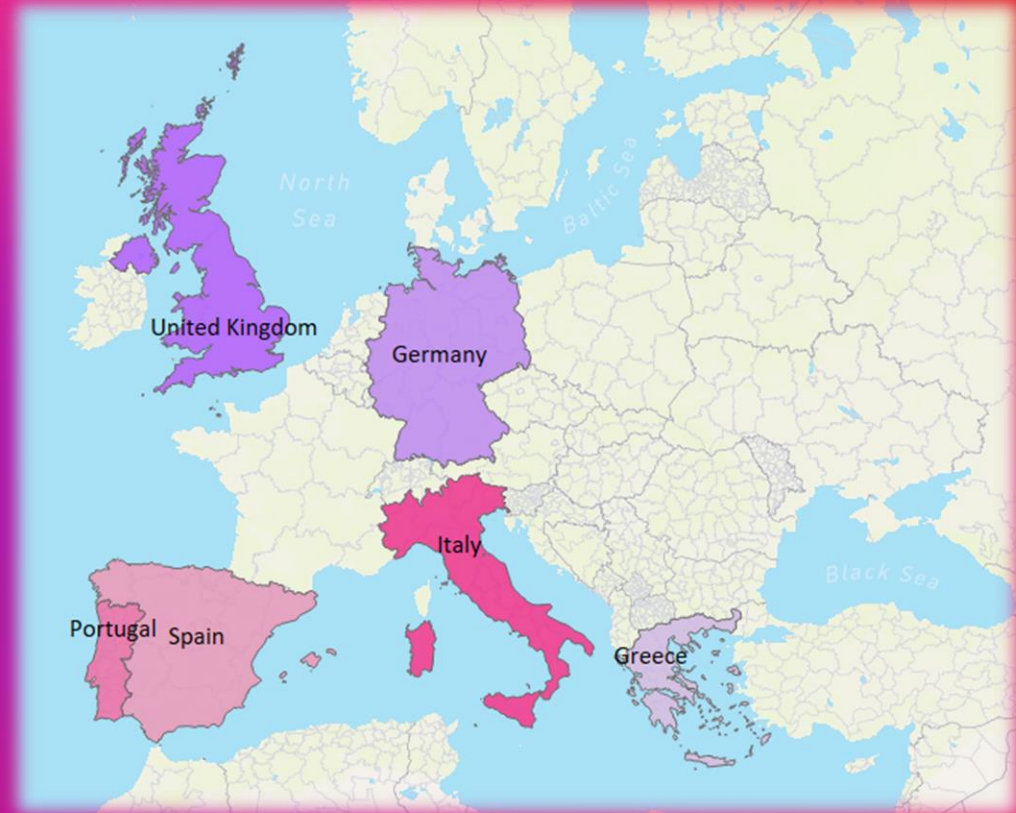
In one year we were able to turn the UK data around, from untrusted reporting layer, which meant people only would accept data from the source database to trusting the data pushed into Snowflake and using it to build reports.

We have trained all the analysts to ensure that they could understand how to get the best from the data in Snowflake and use Tableau to enable self-service across the business.

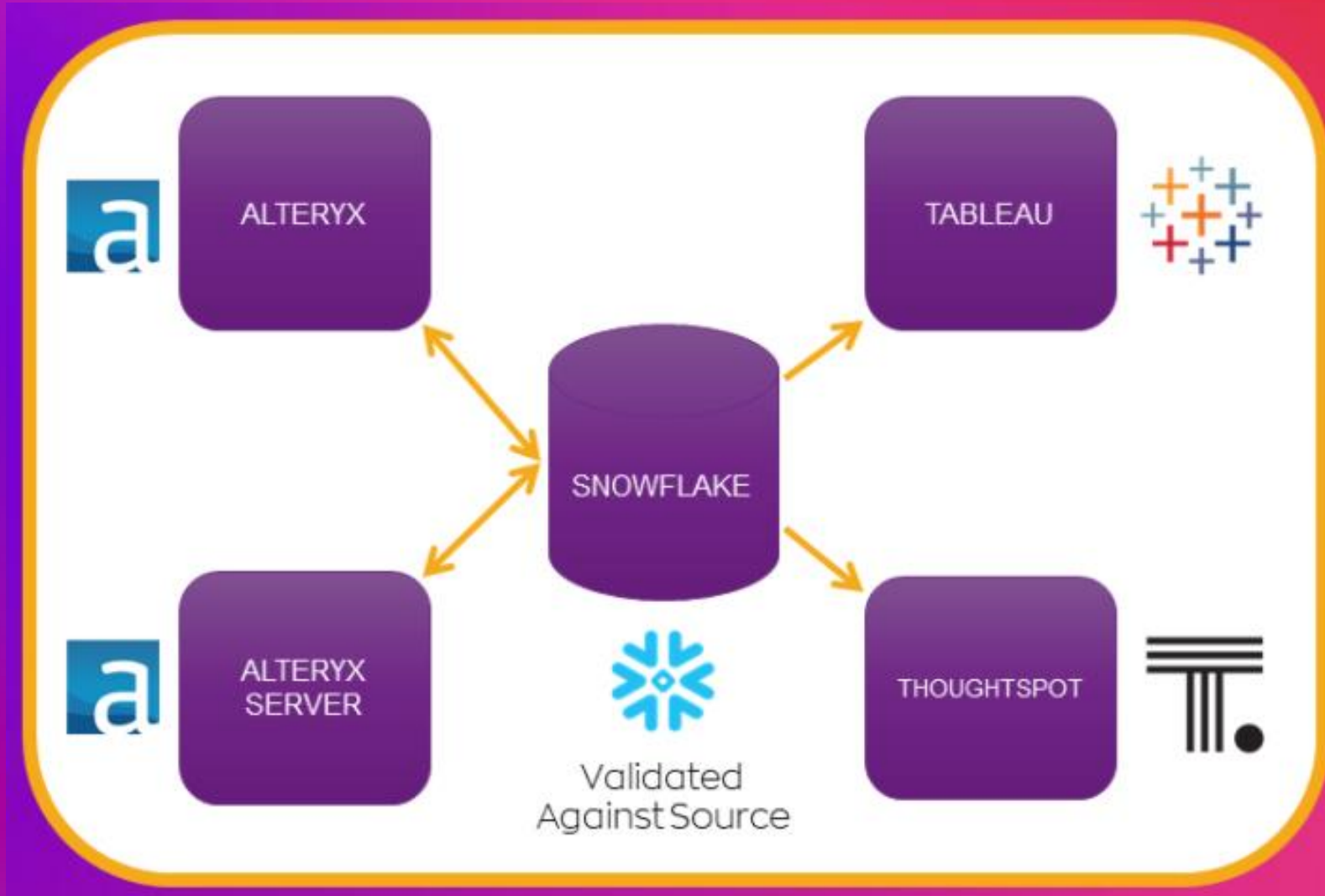
## OUR REMIT HAS GROWN

From our success we now have five further markets to manage within the Data Innovation Team as we take on Western Europe data.

Biggest key of success in this is consistency!  
Alteryx has supported us on our journey.



# OUR TECHNOLOGY



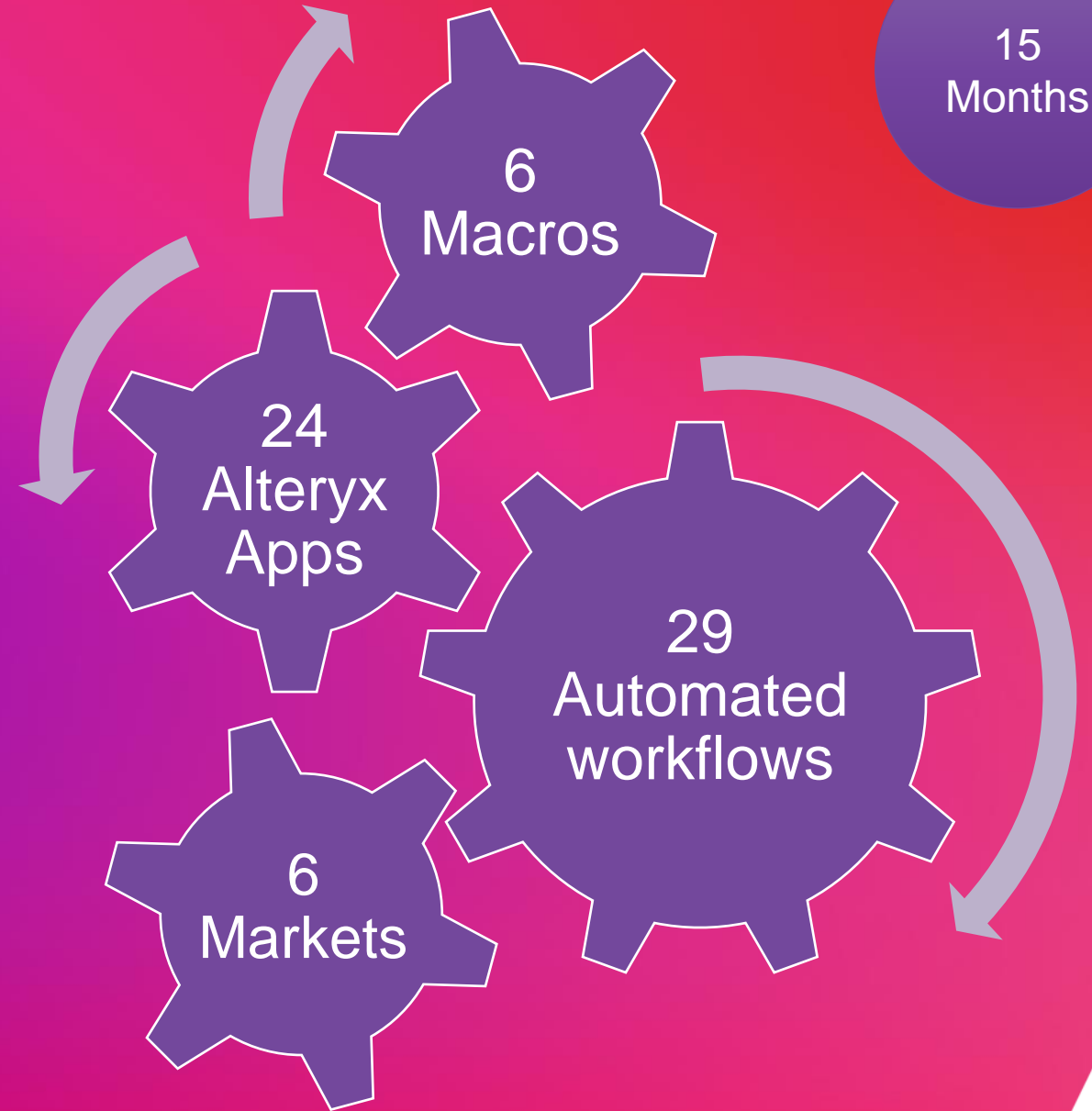




1  
ALTERYX  
SERVER



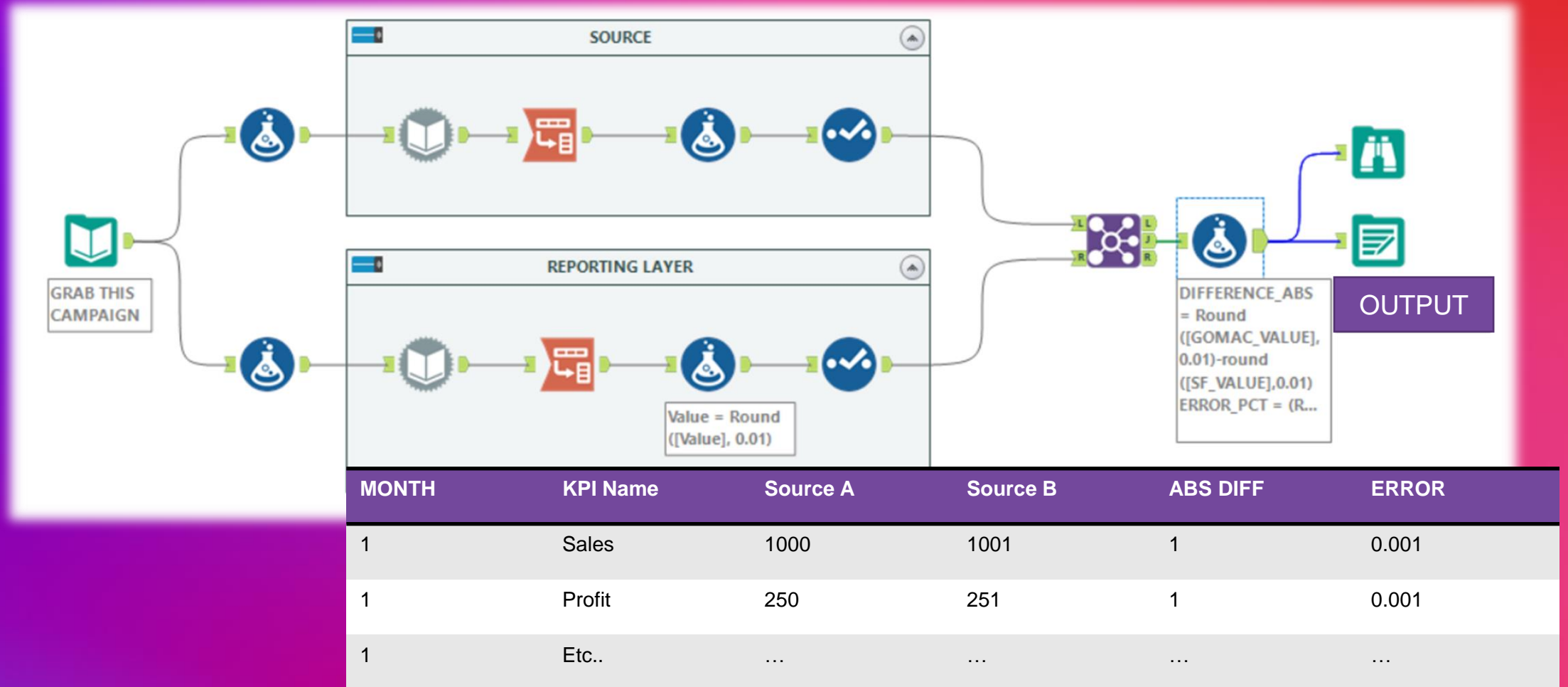
7  
ALTERYX  
DESIGNERS



15  
Months



# PATTERN - DATA VALIDATION



Saw it here first 😊

# PIC-ALTER-NARY

# SAINSBURY'S

Sometimes web-scraping facilities or points can be tricky. In this solution Iain develops an iterative macro with some recursion to solve a tricky web-scrape

# Scraping ATMs

## A recursive, iterative macro

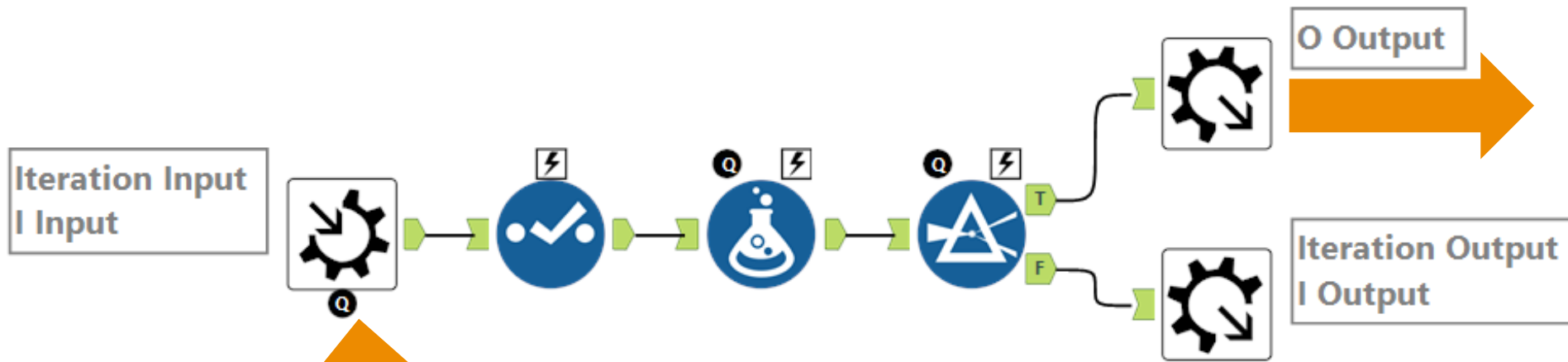
Iain Sterland

Alteryx User Group  
Coventry-Northampton  
29 Sept 2021



**Sainsbury's**  
Helping everyone eat better

# Iterative macros?



```
do {  
    //code goes here  
}  
while  
iteration < max_iter  
&&  
iteration_records > 0;
```

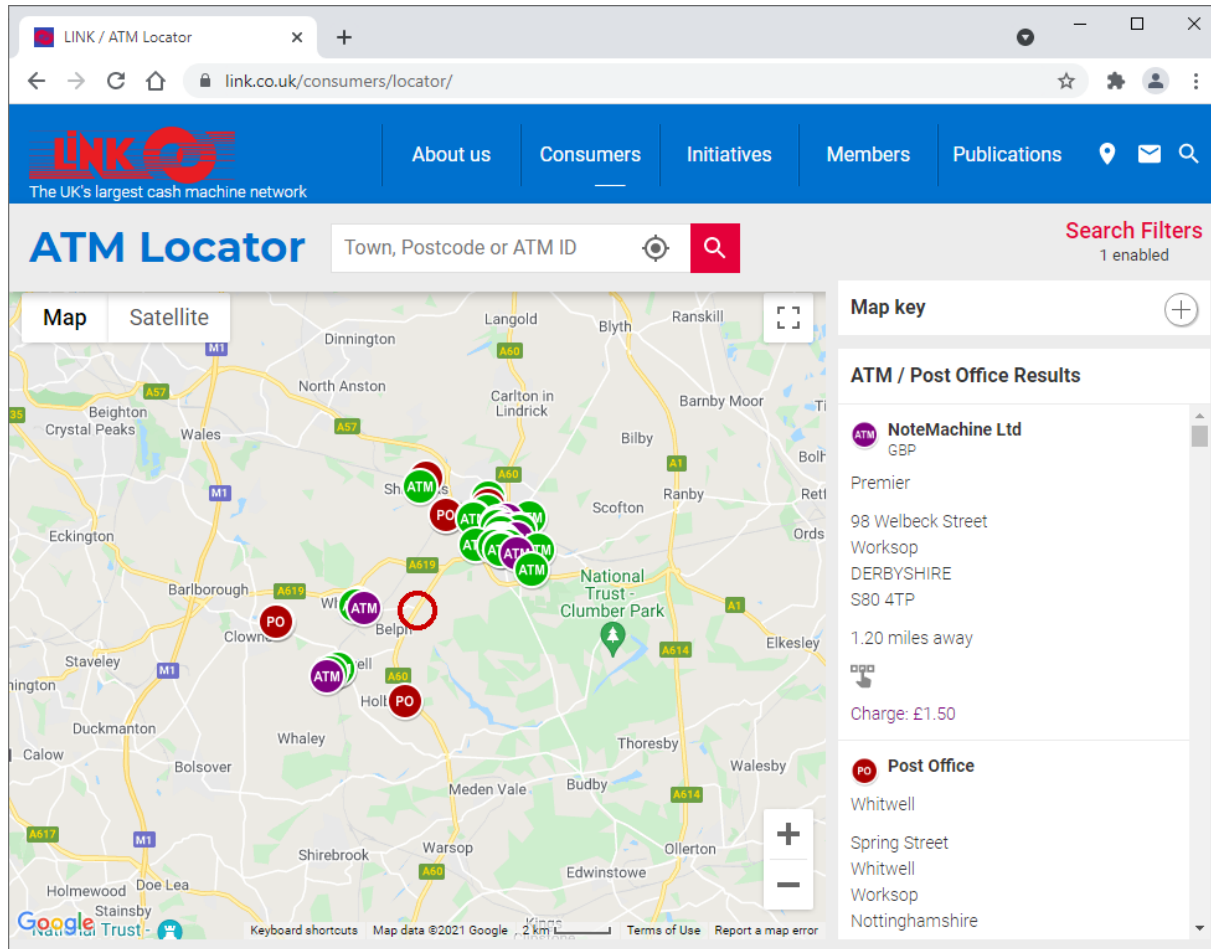


# Recursion?

... a method of solving a problem where the solution depends on solutions to smaller instances of the same problem



# Scraping ATMs



<https://linkservicesapi.azurewebsites.net/api/atm/searcharoundpoint>

- Search around a point / bounding box
- Returns nearest 50 ATMs

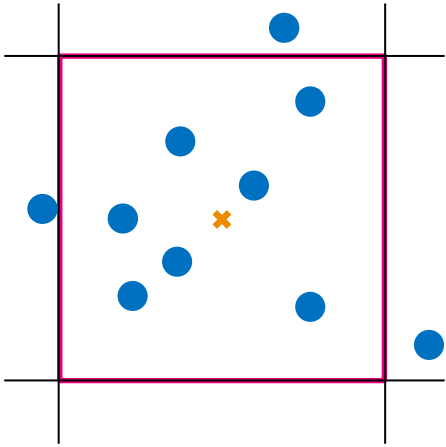
Problem to solve?

- How to efficiently get all ATMs from the api?





# Grid-search

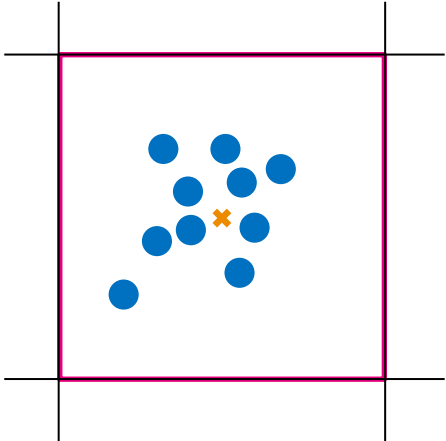


### Case #1

- Some / all ATMs fall outside search box
- Search-box adequate
- Send points falling inside the box to Output

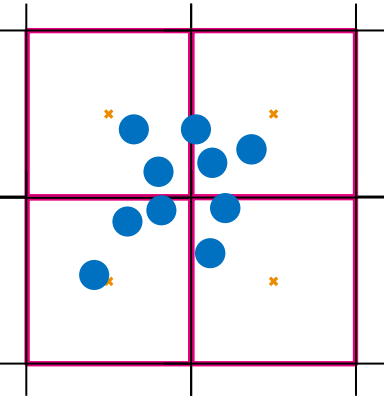


0 Output



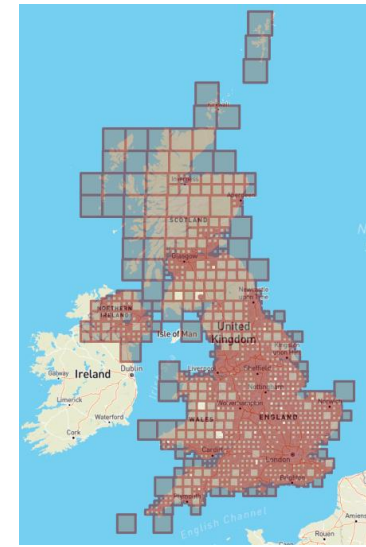
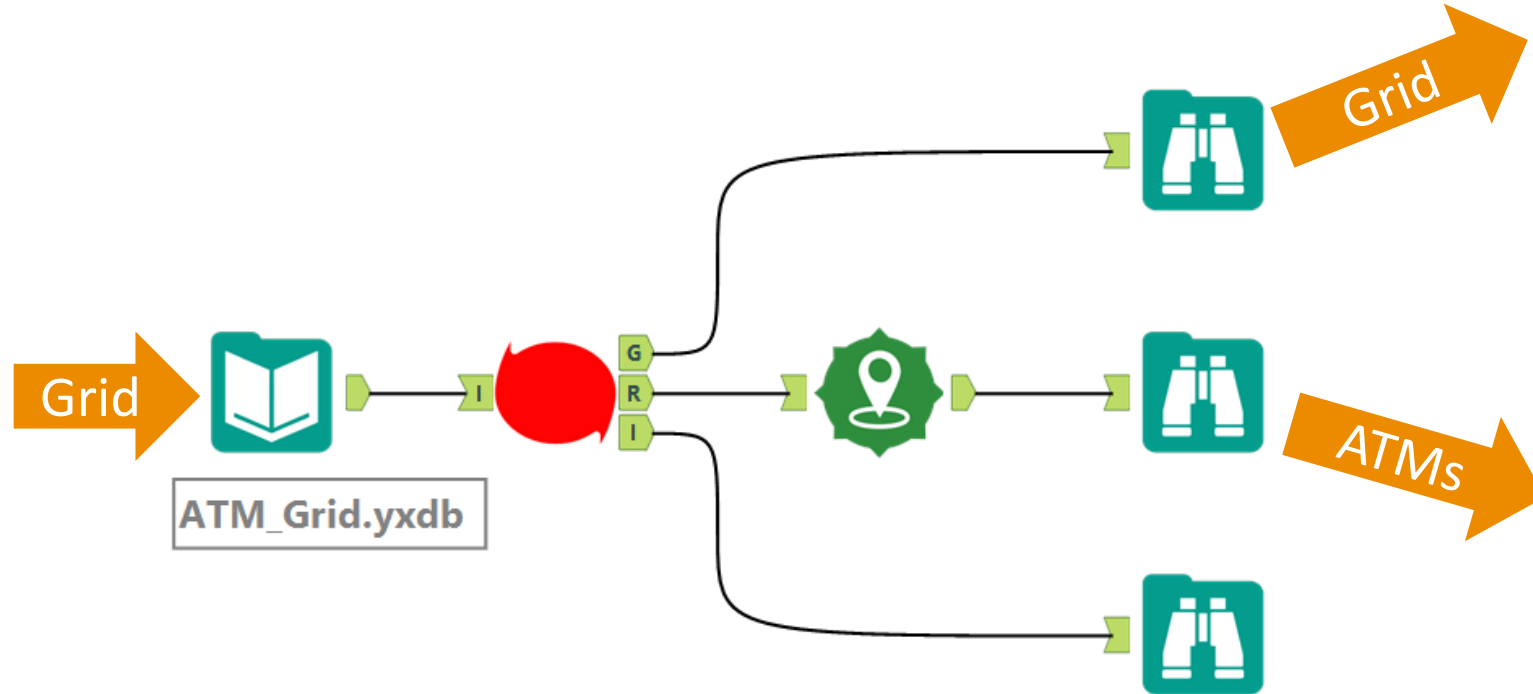
### Case #2

- All ATMs fall inside search box
- Search-box possibly too large
- Sub-divide search-box and iterate



Iteration Output  
1 Output

# The Solution



- 50 km grid (174 squares) input
- 9 iterations
- 3948 grid-squares through recursion
- 43,256 ATMs



# Thank you



# CHAT BOX

# CACI

Chris Smith is going to show us what CACI have been doing with Hex Mapping. Got to love a HEX map. 😊

# SURPRISE GUESTS

# Introducing datacurious.ai



# About Us



**Shaan Mistry**



**Nick Jewell, Ph.D.**

**Alteryx Alumni: 2015 – 2021:** Customer Success, Product Management & Product Marketing



**2019**



**2017**



**2018**



**2019**



**2018 2020 2021**



**Alteryx for Good  
Champion  
2016**



**Alteryx Excellence  
Award  
2017**





# Alter:U Founders Club



50% Discount code (50seats):

**AUG\_MIDLANDS\_FOUNDERS\_50**

Visit [datacurious.ai](https://datacurious.ai) and use the code



# Alter:U Complimentary Access



Buying **new** Alteryx licenses?

Complimentary access via your  
**Alteryx Account Manager!**

Upskill your team for **free!**



# KAHOOT

# BREAKOUT - NETWORKING