



alteryx for good

EDUCATOR PLAYBOOK

WELCOME EDUCATORS!

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 your students to develop the data science and analytics skills needed to fill these gaps.

The Alteryx for Good program is designed to help you integrate data science and analytics into your curriculum and equip students with access to all the tools and resources needed to develop these valuable skills.

As an educator, you hold the keys to empower your students through hands-on activities with leading analytics solutions and a supportive, resource-rich Community.

We are thrilled to count you among this inspiring group and look forward to hearing how Alteryx makes an impact on your work and in the lives of your students.

- THE ALTERYX FOR GOOD TEAM

"Higher education institutions are at the forefront of technical innovation and have an immense responsibility to empower the success of our future workforce."

– **DEAN STOECKER**, 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 [Co-Lab volunteer](#) network and online resources and templates to incorporate Alteryx into class curricula.

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

Lab licenses may be provided upon request. Email amais@alteryx.com for more information.

ALTERYX DESIGNER IN THE CLASSROOM: RESOURCES TO DEVELOP YOUR SYLLABUS AND DESIGN LESSON MODULES

The following resources can be integrated into existing curriculum across various fields of study. Individual modules can also be created to help supplement existing content depending on the amount of time your syllabus allows. We recommend previewing the material so that you can determine what makes the most sense for your students based on their level of experience.

PLUG & PLAY:

Complete Learning Module Options

These long-form module options were designed to give users access to the learning, skills, and tools they need to become a certified Alteryx Designer user. Educators have used these modules as capstone projects, as requirements for final exams, and even as extra credit to encourage students to pass the certification exercises.

- **CORE CERTIFICATION**

Your students can become Core Certified in Alteryx Designer— a **free** resource for Core and Advanced exams. Upon completion, students will receive a certificate to document their skills. This can be included on their resume and LinkedIn profile, giving them a competitive edge.

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 students to tools and fundamental concepts. Along the way, their progress is tracked. Users can leverage industry-specific practice exercises to develop more familiarity around each tool in Alteryx Designer.

Additionally, there are various learning paths to choose from:

- **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
- The Learning Paths are designed to provide **20-30 hours of instruction** for participants and prepare them for Core Certification. If taking the Core Certification exam, additional time will be needed for practice exercises, studying, and generally prepping for the exam.

Targeted Content to Supplement Existing Curriculum

Here are some great resources that can be found throughout the Alteryx [Community](#) — all in one place for quick access! These work well as supplemental materials for existing coursework. We also encourage you to explore online, engage and interact with others, and share the resources you find most helpful.

INTERACTIVE LESSONS

Interactive lessons are great plug-and-play options you can incorporate into your curriculum depending on the goals of your individual class. Here you can dive into new analytics techniques by watching videos, completing hands-on activities, and completing quizzes to assess 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 through your syllabus. 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 students have a Community username/password.

VIDEOS

This section includes hours of on-demand 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:

- [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. This is a great place to point students to so they can develop an understanding of data science and analytics across the industry and learn how Alteryx Designer is used at various organizations.

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 able to create deeper insights about their customers to deliver target email campaigns.

ALTER-EVERYTHING PODCAST

A podcast about data science and analytics culture you and your students can listen to on the go.

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

Resources That Provide Hands-On Experience:

WEEKLY CHALLENGES

Another way for students to learn is through our Weekly Challenges. These range from beginner to advanced and give students the opportunity to put their acquired knowledge into practice. 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 the individual to put the pieces together in between to get the correct answer. These are great supplemental exercises that can be assigned for homework or in-class practical application or use them to challenge your own knowledge.

Favorite 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.

The Alteryx For Good Co-Lab

- The Alteryx for Good Co-Lab is a volunteer network of Alteryx experts providing analytic expertise to nonprofits and educators. We encourage you to reach out to our network of skilled volunteers to help you with data sets, preparing exercises for your students, and guiding you with expertise so that you can focus on building your curriculum.