

MARCH 2023

# DATA ANALYTICS EDUCATION

Pathway to Alteryx Core Micro-Credentials Results  
in Alteryx Core Certification

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# ALTERYX – THE ANALYTICS AUTOMATION COMPANY

**Our mission:** to enable every person to transform data into a breakthrough.

83000+

Customers

47%

Global 2000

#1

Gartner Peer Insights

320k+

Community Members

25 Years

Experience

2,300+
















































































Employees





# A Global Customer Base - Enterprise

8,300+ customers in every industry

Top Line Growth		Bottom Line Return		Efficiency Gains		Risk Reduction		Fast Workforce Reskilling			
Retail		Food Services		Consumer Products		Telcom/Cable		Media/Entertainment		Professional Services	
<div><div>Walgreens</div><div>AutoNation</div><div>ROSS</div><div>DRESS FOR LESS®</div><div>amazon services</div><div>WORKWEAR GROUP</div><div>M&amp;S</div><div>EST 1884</div><div>Kingfisher</div><div>NORDSTROM</div></div>		<div><div>Kraft Heinz</div><div>THE KRAFT HEINZ COMPANY</div><div>OXXO</div><div>Kellogg's</div><div>Campbell's</div><div>Kroger</div><div>Nestlé</div><div>DANONE</div><div>coles</div></div>		<div><div></div><div>COLGATE-PALMOLIVE</div><div></div><div>Stanley Black &amp; Decker</div><div></div><div>Advance Auto Parts</div><div></div><div>P&amp;G</div><div></div><div>Unilever</div><div></div><div>SHISEIDO</div><div></div><div>ESTÉE LAUDER COMPANIES</div><div></div><div>BAYER</div></div>		<div><div></div><div>NTT</div><div></div><div>swisscom</div><div></div><div>Bell</div><div></div><div>BT</div><div></div><div>telenor</div><div></div><div>KDDI</div><div></div><div>vodafone</div><div></div><div>Claro</div></div>		<div><div></div><div>WARNER MUSIC GROUP</div><div></div><div>NETFLIX</div><div></div><div>Omnicom</div><div></div><div>UNIVERSAL UNIVERSAL MUSIC GROUP</div><div></div><div>LIONSGATE</div><div></div><div>FOX</div><div></div><div>IMG</div></div>		<div><div></div><div>ups</div><div></div><div>HAKUHODO</div><div></div><div>MEDIABRANDS</div><div></div><div>MOL 商船三井</div><div></div><div>IQVIA</div><div></div><div>HCL</div><div></div><div>CGI</div><div></div><div>SKANSKA</div></div>	
Energy & Utilities		Healthcare & Insurance		Manufacturing		Financial Services		Travel & Hospitality		Technology	
<div><div></div><div>Chevron</div><div></div><div>TEPCO Energy Partner</div><div></div><div>Semptra Energy®</div><div></div><div>PETROBRAS DISTRIBUIDORA S.A.</div><div></div><div>أرامكو السعودية saudi aramco</div><div></div><div>ENBRIDGE</div><div></div><div>LUZ DEL SUR</div><div></div><div>World Fuel Services</div></div>		<div><div></div><div>Abbott</div><div></div><div>ASSURANT®</div><div></div><div>Novo nordisk</div><div></div><div>AMERICAN FAMILY INSURANCE®</div><div></div><div>Queensland Government Queensland Health</div><div></div><div>MSIG</div><div></div><div>Allianz</div><div></div><div>SUNCORP</div></div>		<div><div></div><div>PORSCHE</div><div></div><div>gm</div><div></div><div>MARS INTERNATIONAL</div><div></div><div>DAIKIN</div><div></div><div>INTERNATIONAL PAPER</div><div></div><div>HEIDELBERGCEMENT</div><div></div><div>SIEMENS</div><div></div><div>VW</div></div>		<div><div></div><div>VISA</div><div></div><div>BANCO BMG</div><div></div><div>البنك السعودي Banque Saudi Fransi</div><div></div><div>JBIC</div><div></div><div>Itaú</div><div></div><div>SOCIETE GENERALE</div><div></div><div>HSBC</div><div></div><div>AM EX</div></div>		<div><div></div><div>PALMS CASINO/RESORT/SPA</div><div></div><div>Holland America Line DUNKERQUE - ROTTERDAM</div><div></div><div>Marriott INTERNATIONAL</div><div></div><div>ANA</div><div></div><div>expedia group</div><div></div><div>AVIS®</div><div></div><div>Royal Caribbean CROCIERE</div><div></div><div>TOLL</div></div>		<div><div></div><div>Meta</div><div></div><div>salesforce</div><div></div><div>DELL</div><div></div><div>NEC</div><div></div><div>IBM</div><div></div><div>Micron</div><div></div><div>mongoDB</div><div></div><div>twitter</div></div>	

47% of the Global 2000

Customers as of Q4 2022

# ALTERYX ACROSS INDUSTRIES

Leading organizations worldwide rely on Alteryx

 **7 of the 10**

largest airlines in  
the world

 **16 of the 20**

largest automotive  
industry companies

 **8 of the 10**

largest  
manufacturing  
companies

 **8 of the 10**

largest telecom  
companies

 **19 of the 20**

largest banks

 **15 of the 20**

largest management  
consulting firms

 **10 of the 10**

top consumer packaged  
goods companies

**IAG** INTERNATIONAL  
AIRLINES  
GROUP

**ANA**

  
**HYUNDAI**

  
**NISSAN**

  
**PORSCHE**



 **general motors**







  
**P&G**

  
**Unilever**

  
**ABInBev**

  
**L'ORÉAL**

  
**JBS**

  
**Nestlé**

  
**Roland  
Berger**

  
**BAIN & COMPANY**

  
**OliverWyman**

  
**LEK**

  
**ITW**

  
**DANAHER**

  
**EATON**  
*Powering Business Worldwide*

  
**NORTHROP  
GRUMMAN**

  
**HSBC**

  
**ICBC**

  
**中国建设银行**  
China Construction Bank

  
**RBC**

  
**Scotiabank**

  
**NTT**

  
**orange**

  
**vodafone**



**“Data, analytics, and AI** are the foundations of a digital technology platform necessary for achieving **digital resiliency across ALL dimensions** of an organization – whether it be operations, finance, customers, ecosystems, or even its leadership”





# ALTERYX DESIGNER ANALYTICS AND AUTOMATION PLATFORM

Easy-to-use, drag-and-drop, no-code, and code-friendly

## Automate each step:

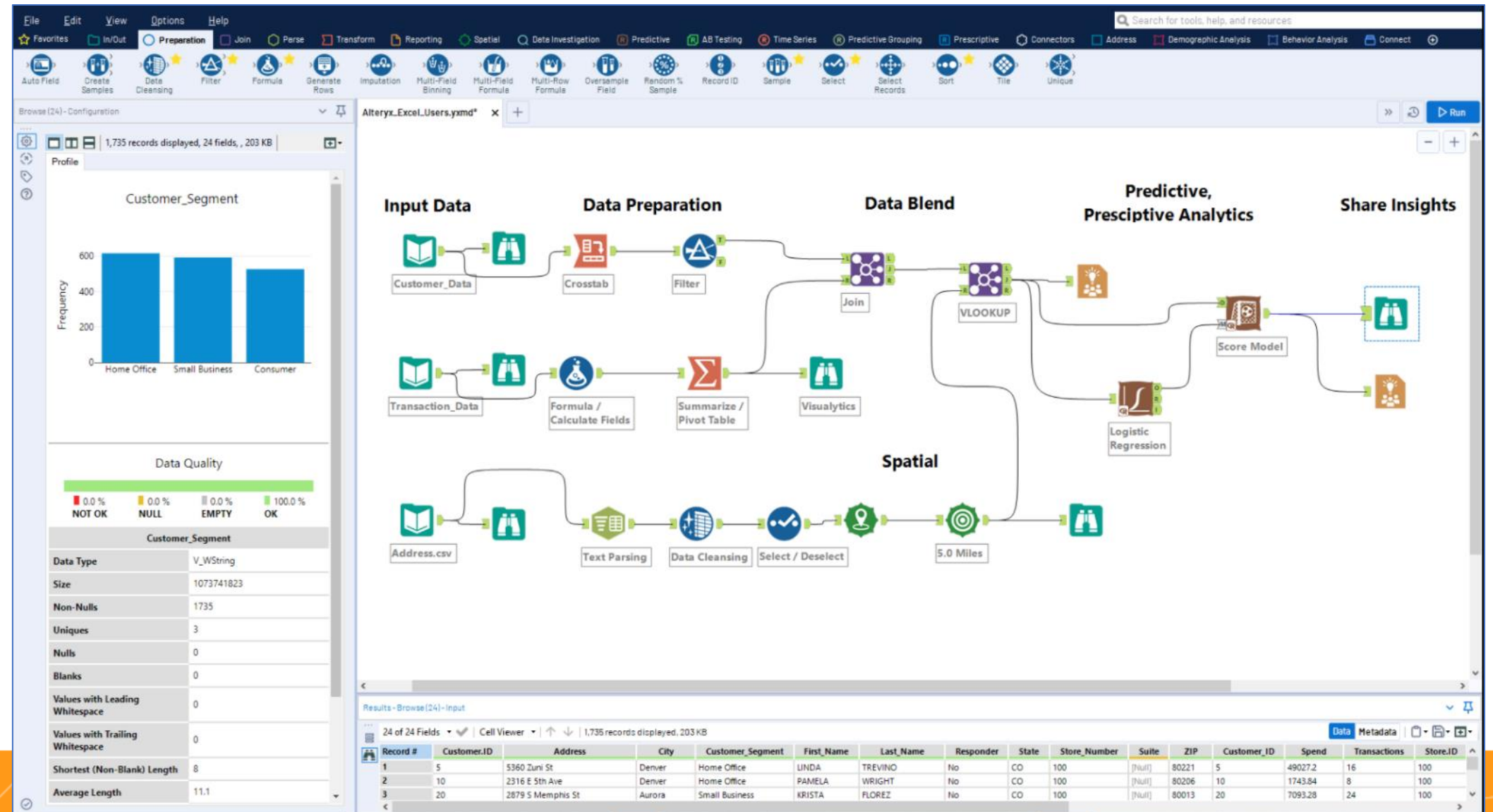
Data input, prep, blend, predict, visualize, geospatial, insights, and more

## Access any data source:

File, application, type

## Self-service tools:

Drag-and-drop building blocks



# WHY ALTERYX?

1

Empowers users who are **NOT** programmers to automate processes and analyze data

3

Provides **DEEPER DATA INSIGHTS** using visualization & interactive dashboards

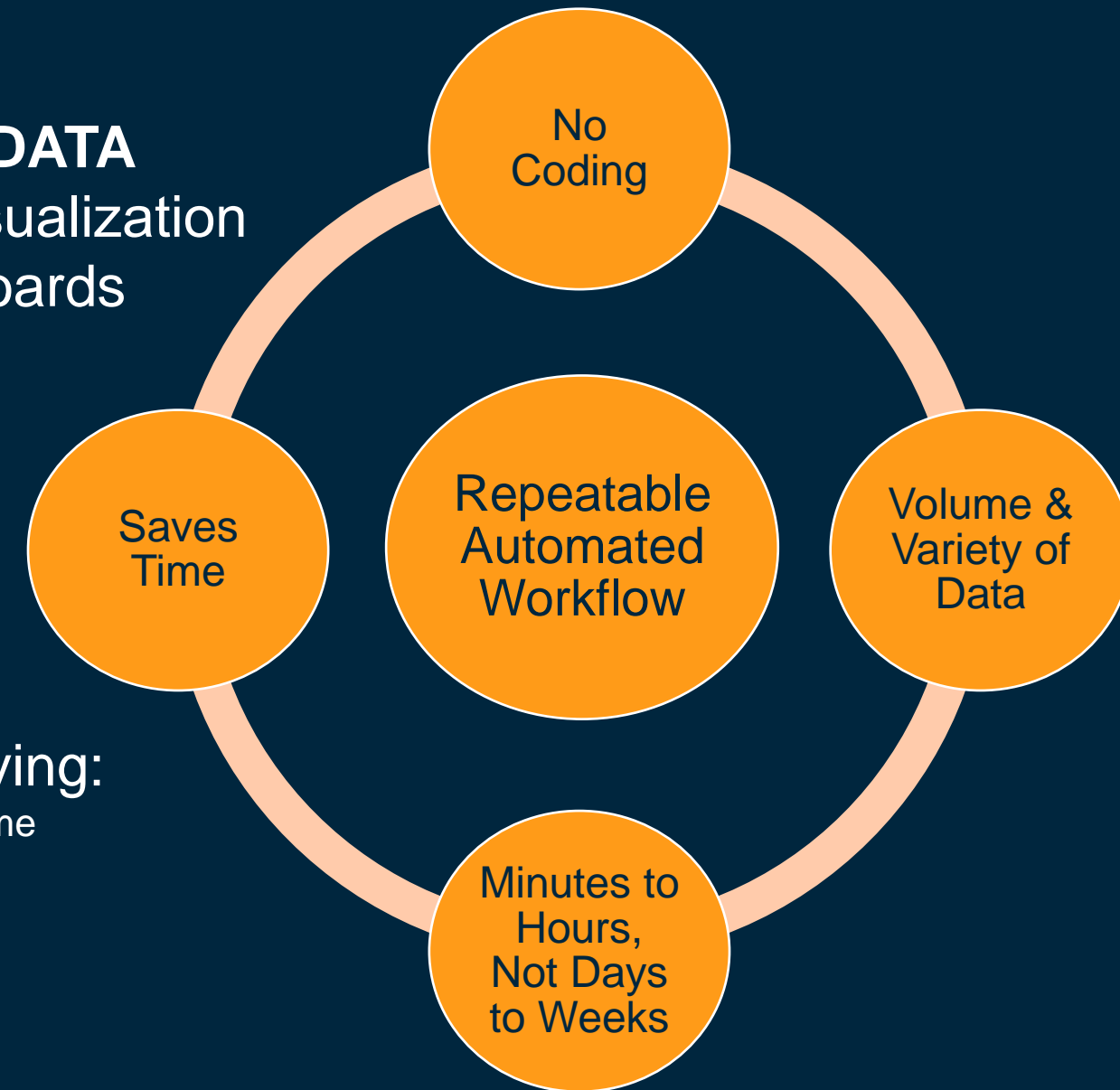
2

Makes processes **FASTER**, increasing productivity and saving time

4

Ideal For Processes Involving:

- Big data sets, high transaction volume
- Process occurs frequently (i.e., Hourly/Daily/Weekly, etc.)
- Repetitive and/or manual tasks
- Joining multiple data sources
- Connecting to databases



# Unlock Career Opportunities with Alteryx Designer

- Alteryx Skills are **in high demand** and will continue to increase as more organizations invest in digital transformation and data-driven decision making
- Individuals who know Alteryx make an **immediate and significant impact** on team efficiency and effectiveness
- Education in Alteryx provides **a competitive edge** in the job market





# Take Certification One Step at a Time with: Alteryx Designer Core Micro-Credentials



Alteryx Designer Core Micro-Credential: General Knowledge

Free

Beginner

30 Minutes

20 Questions

Prep Guide

TAKE EXAM

Alteryx Designer Core Micro-Credential: Data Preparation

Free

Beginner

45 Minutes

40 Questions

Prep Guide

TAKE EXAM

Alteryx Designer Core Micro-Credential: Data Manipulation

Free

Beginner

45 Minutes

30 Questions

Prep Guide

TAKE EXAM

Alteryx Designer Core Micro-Credential: Data Transformation

Free

Beginner

1 Hour

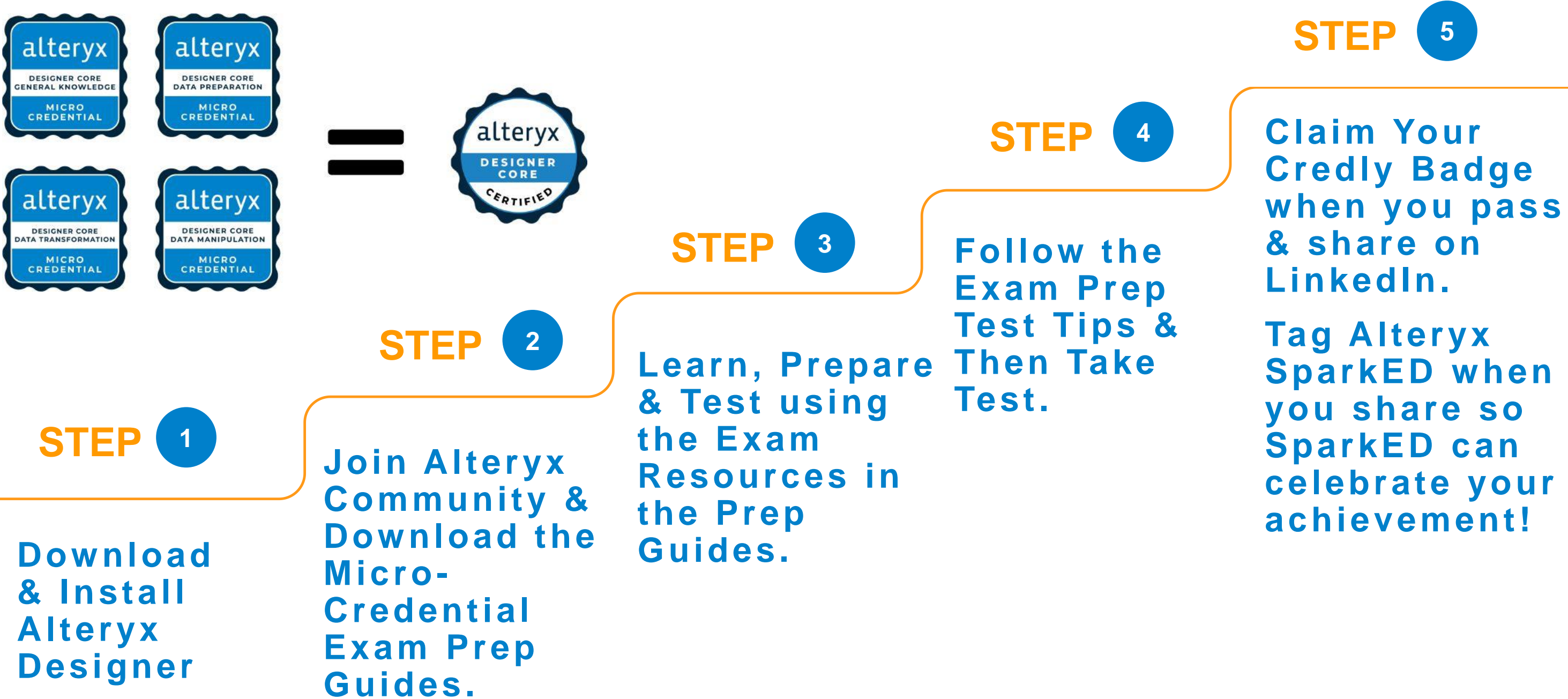
30 Questions

Prep Guide

TAKE EXAM

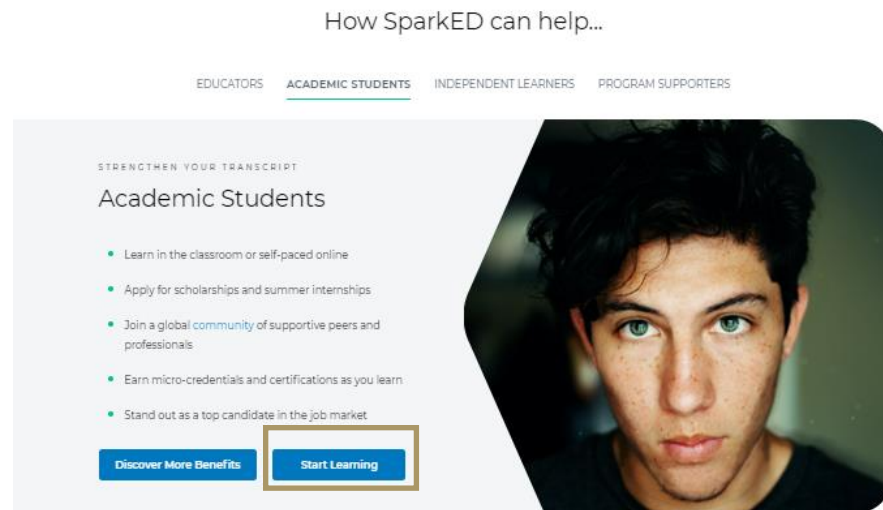
- Tests the basic features of Designer such as canvas, file formats and workflow optimization.
- Tests the Input/Output and Preparation toolset including Data Cleansing, Filter, Formula , Sample, Select, Select Records, Sort & Unique tools.
- Tests the Join and Parse toolset. These are the tools used most often to blend data together or parse it out and are fundamental to data prep and analysis.
- Tests the Transform toolset and your ability to apply your knowledge to change the direction of the data and summarize the data using the Transpose, Summarize & Cross Tab tools.

# Journey to Alteryx Core Certification via Micro-Credentials



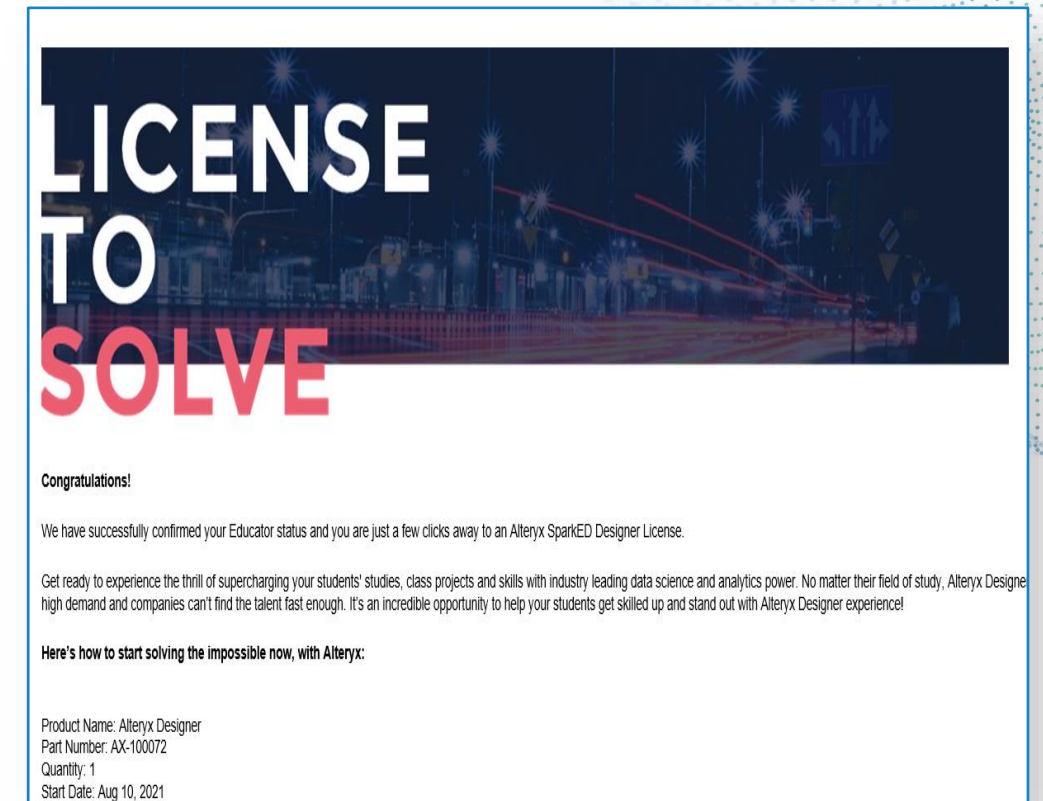
# Download & Install Alteryx Designer

Renewable education licenses for educators and students at no cost



1. Go to: [www.alteryx.com/sparked](https://www.alteryx.com/sparked) .
2. Click on “Academic Student” below “How SparkED can help . . .”
3. Click on “Start Learning” to get your license.

4. Complete the “Verify Student Eligibility” form using your .edu or regional educational email.

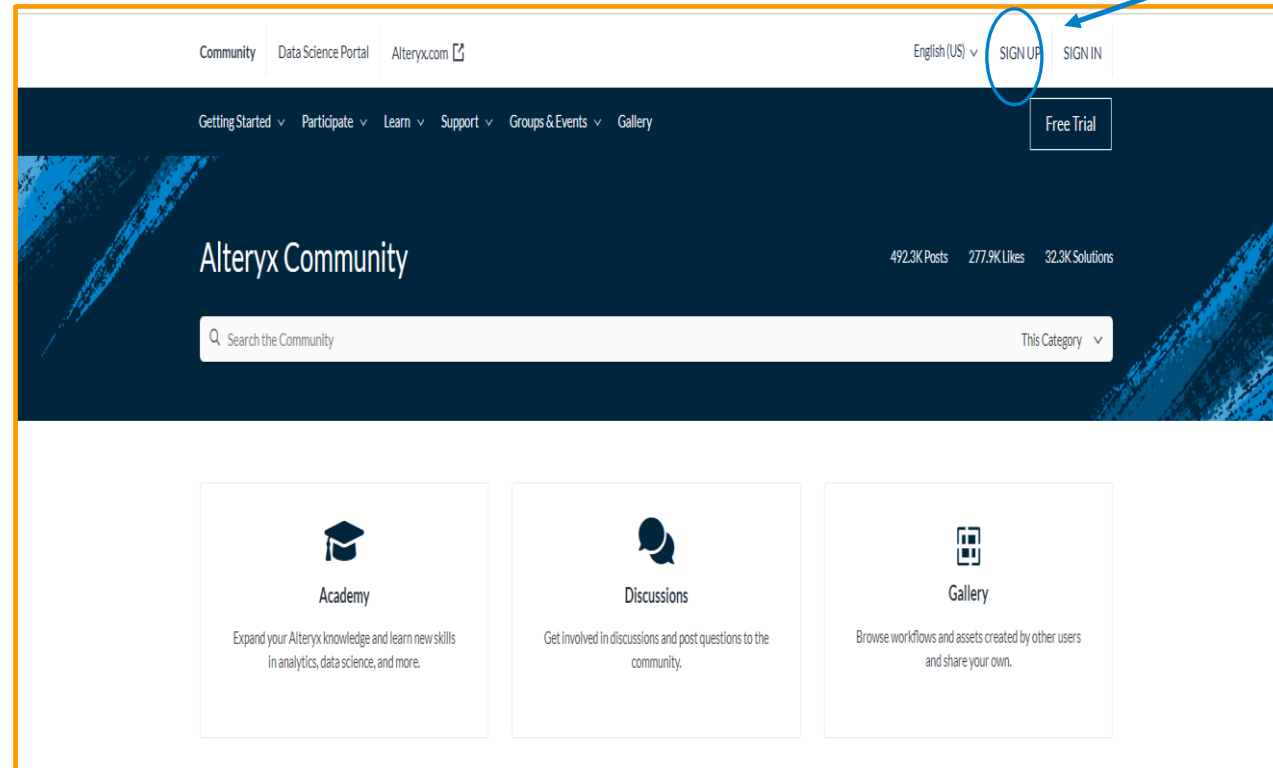


5. Receive your Alteryx Designer education license via email.

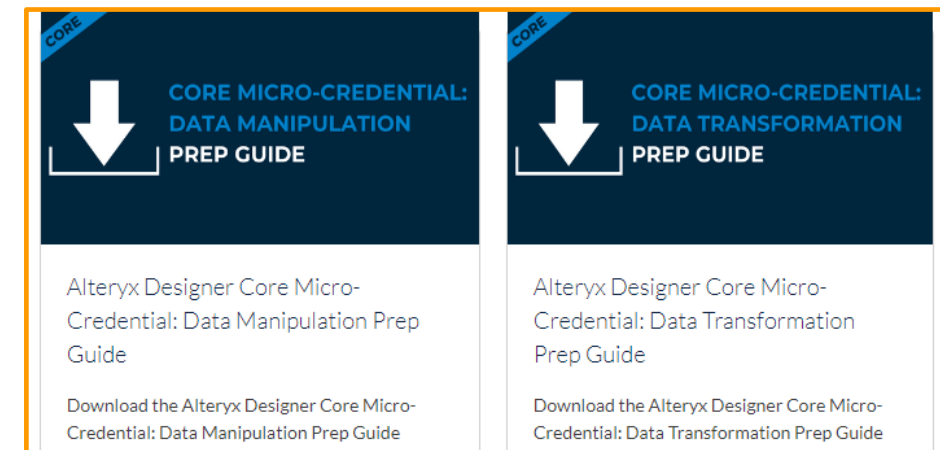
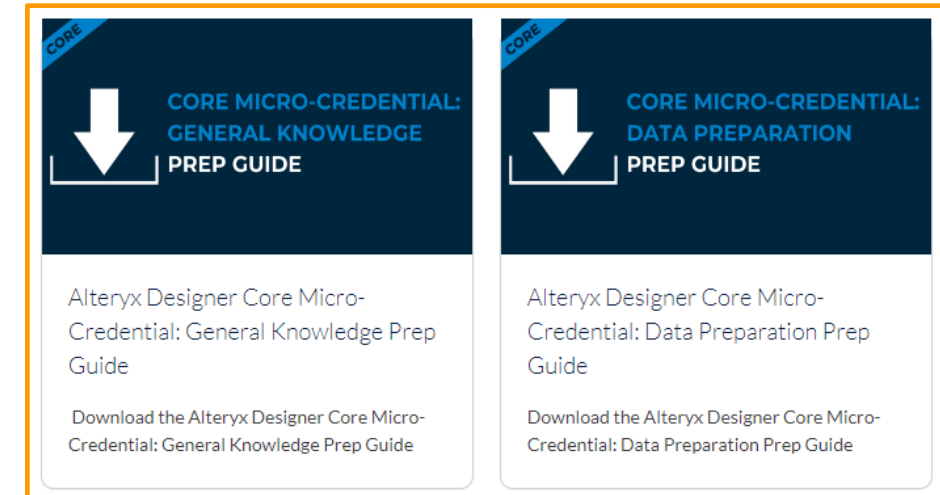


# Join the Alteryx Community & Download the Core Micro-Credential Exam Prep Guides

Sharing resources, guidance and inspiration



1. Go to: [community.alteryx.com](https://community.alteryx.com).
2. Click “SIGN UP” in the top right corner
3. Enter the required information, and under “Job Title”, select “Student”.



4. Download the [Alteryx Core Micro-Credential Exam Prep Guides](#).

# Follow These Exam Prep Tips & Take Test!

1



Read each question carefully. The details matter!

2



Use your resources to search for answers like the Alteryx Community.

5



[Take Micro-Credentials](#)

3



Pace yourself. Spend up to 75 second on each question.

4



Answer Every Question.

# Claim Credly Badge and Share on LinkedIn so SparkED Can Celebrate Your Achievement



Promote skills and certifications via social media.



## Achieve your professional goals.

- Search for job opportunities that match your technical skills.
- Include badges in your resume.
- Enable potential employers to verify your skills and certifications in real time and online.

- [Badge Earner Guide](#)
- [Credly FAQs](#)
- [5 Ways to Make Yourself Discoverable on Credly](#)



# THANK YOU

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alteryx