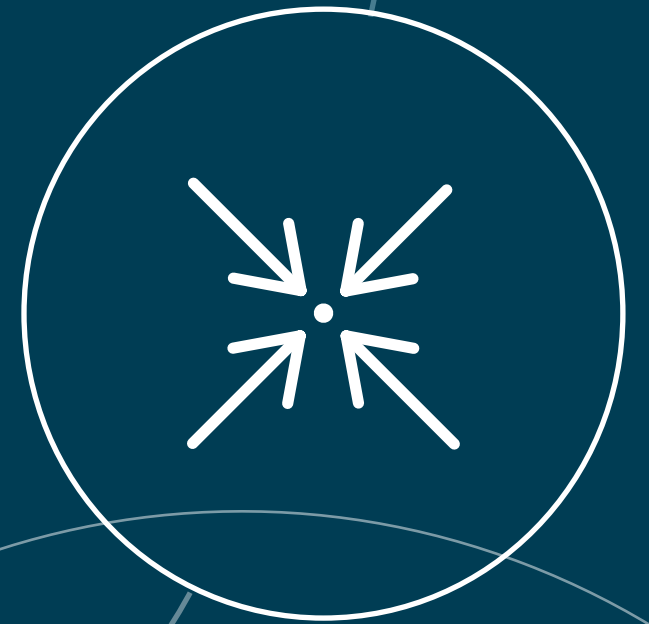


Accelerated Data Blending and Analytics for Microsoft Power BI with Alteryx



alteryx

The rise of self-service data analytics

Any good visual analysis starts with utilizing the right data, and getting that data in the right format is critical to the success of the analysis. Most analysts, however, spend too much time preparing data or relying on others to do it for them—and not enough time on visualizing the data to discover critical business insights.

By combining the power of Alteryx and Microsoft Power BI, analysts can:

- Deliver faster data blending for Microsoft Power BI visualizations
- Gain deeper business insights from advanced analytics
- Easily create and automate data tasks
- Build and share interactive visualizations, dashboards, and reports easily across the organization with Microsoft Power BI

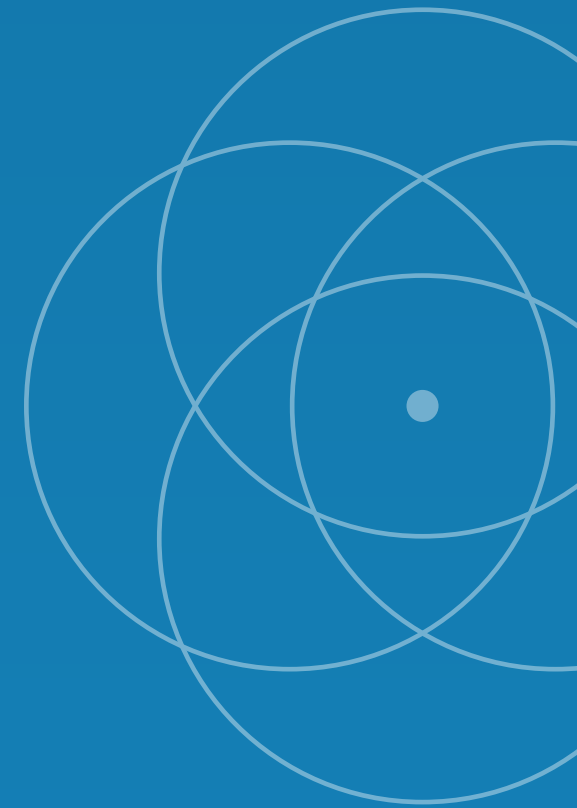
Deliver faster data blending for Microsoft Power BI visualizations

In a recent Alteryx survey, 40% of organizations use between 5 and 10 data sources and 13% use over 15 sources for general data analysis.

Blending a number of different data sources and formats in a visualization tool can be a massive or nearly impossible challenge.

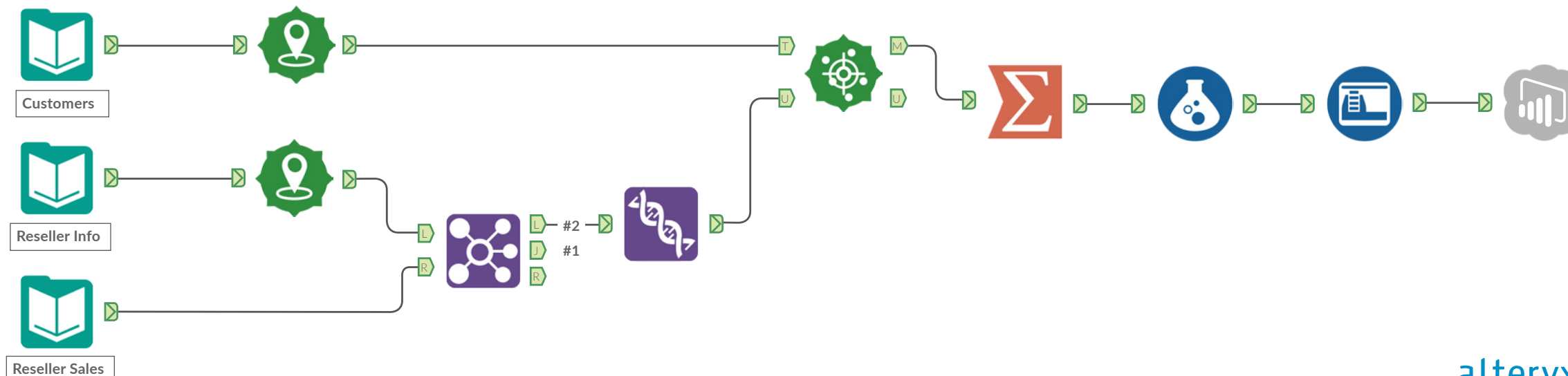
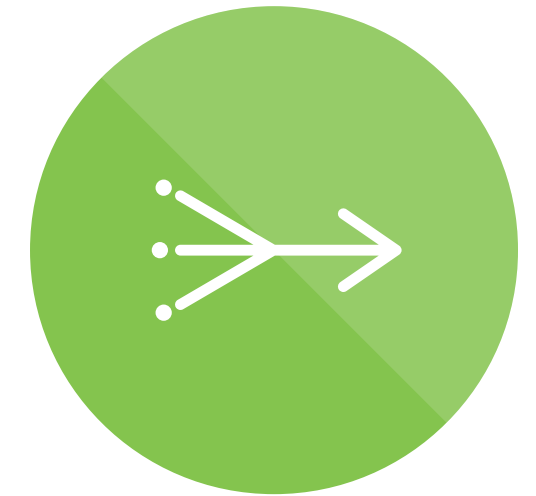
Utilizing Alteryx to blend data for Microsoft Power BI, analysts like you can:

- Reduce the time to integrate data from any source or format for visualization
- Simplify preparation, transformation, and enrichment of data
- Deliver new data solutions with in-database blending for Microsoft SQL Server



Speed integration of data from different sources

Using Alteryx, you can easily blend two, three, four, or even more different data sources regardless of the structure of the data, without writing VLOOKUPS or scripts. Alteryx eases the burden of dealing with multiple sources of data through an easy-to-use workflow that more efficiently creates a comprehensive dataset for business analysts, leading to faster insights.



Simplify data preparation, transformation, and enrichment

Data comes in all shapes and sizes, and Alteryx delivers a wide array of tools to cleanse, prepare, shape, and transform data regardless of its format. What's more, Alteryx includes packaged third-party data sources to enrich your internal data—enabling you to make even more informed decisions in Microsoft Power BI.

Gain deeper business insight from advanced analytics

Cutting-edge organizations like yours need advanced analytics to enable the kind of forward-thinking results that truly impact business. Thanks to Alteryx, the days of visualizations that are limited to forecasting and mapping capabilities are over.

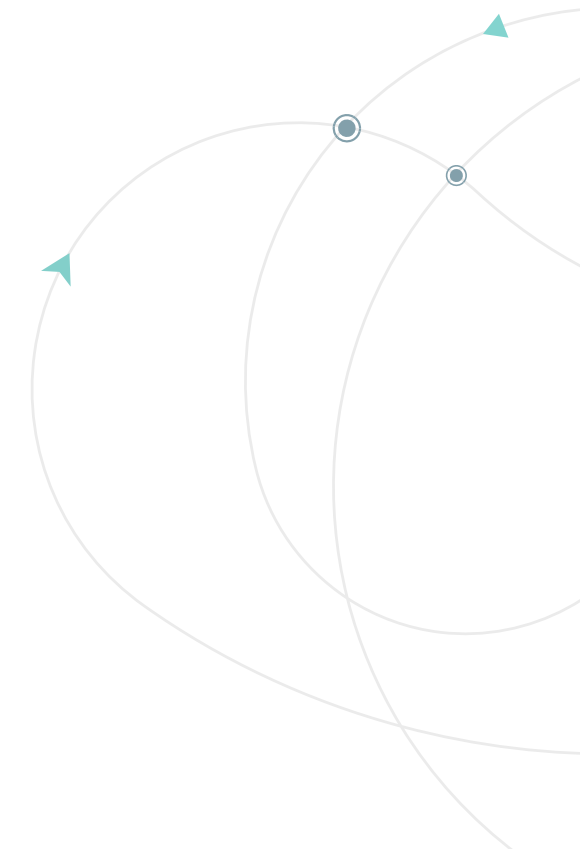
Alteryx helps you:

- Create predictive data models to drive new visualizations in Microsoft Power BI with no coding
- Model location data to drive more insightful spatial analytics



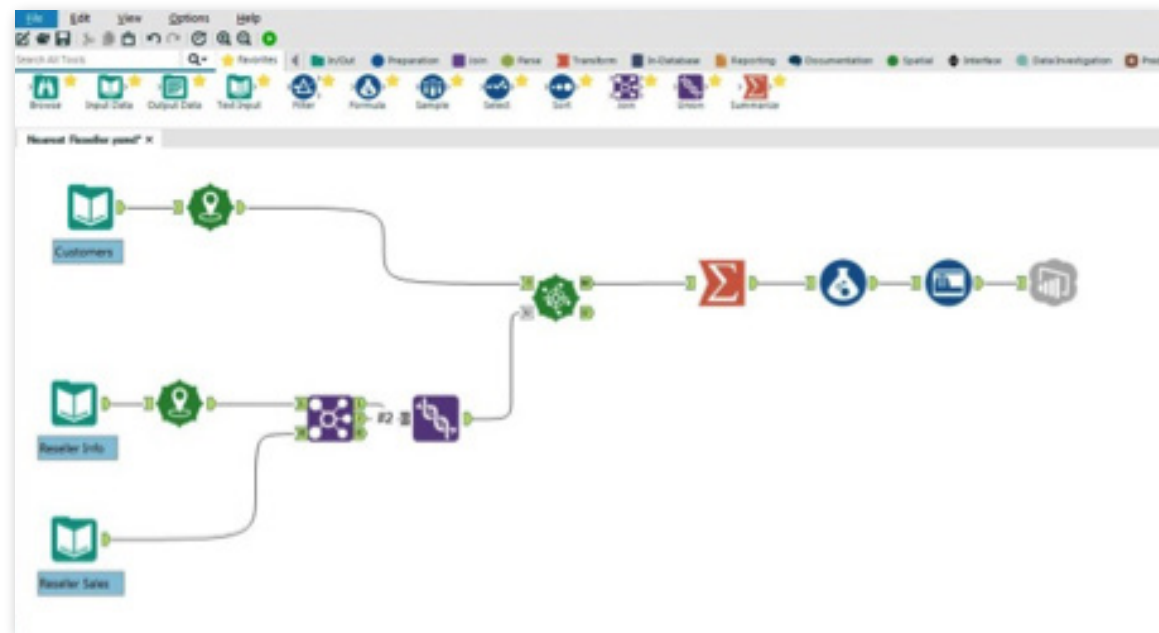
Create predictive data models to drive new visualizations

With the simple drag and drop tools in Alteryx, you can eliminate the need for data scientists or sophisticated tools. It's easy to create predictive models that can provide the deeper, forward-looking analytical insights many business decisions require—all in a powerful Microsoft Power BI visualization.



Model location data

Using Alteryx spatial capabilities to deliver insight into drive-time analysis, trade area creation, and spatial matching, you can go beyond simply putting points on a map and create impactful visualizations that give you a new perspective.



Easily create and automate data tasks

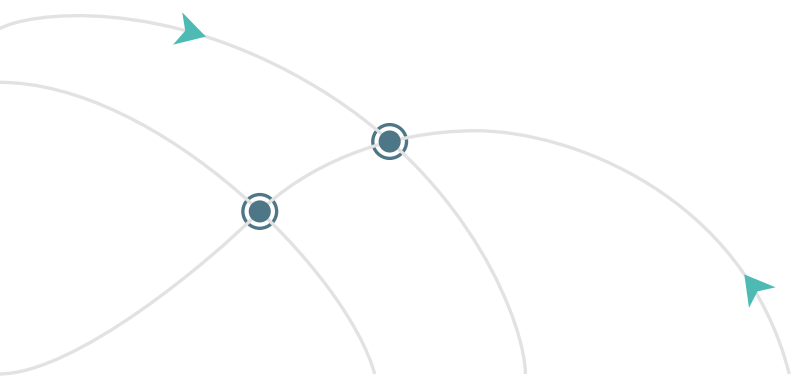
Once you've built an analytical process in Alteryx, now what? You have to get the data into Microsoft Power BI—and you have to do it seamlessly, especially if you want to make the process repeatable and share your results with others. Automating this process in other applications can require creating a macro, calling a Visual Basic routine, or even manual intervention.

With Alteryx, however, you can easily:

- Build repeatable and sharable workflows for data blending
- Create audit ready workflows that reduce errors and improve visual outcomes
- Automate the creation of analysis ready data for Microsoft Power BI

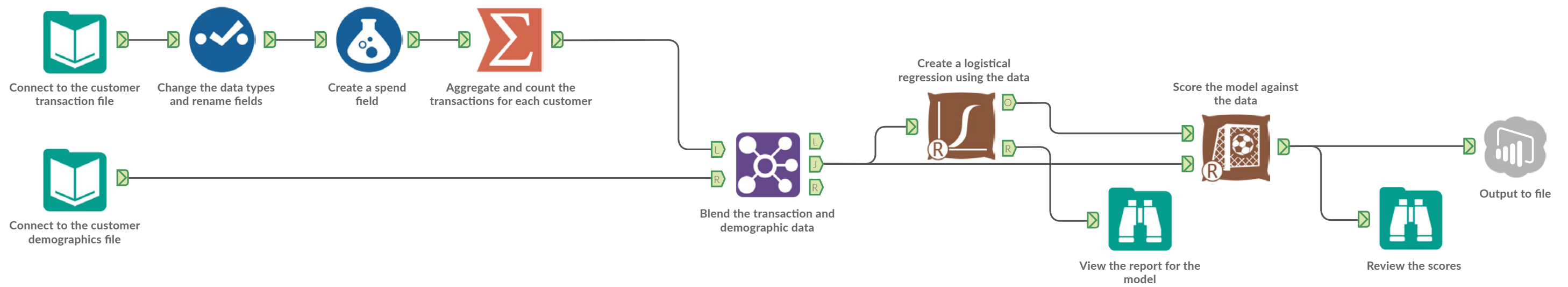
Build repeatable and sharable workflows for data blending

Once you create an Alteryx workflow, you can save it, share it in a public or private Alteryx Analytics Gallery, or deliver it as a repeatable process for creating the right analytic dataset for Microsoft Power BI. The result? You save time and improve consistency.



Create audit-ready workflows

By using a process that traces each step in the workflow, Alteryx improves the consistency of both your data and the visual analysis, reducing errors, improving visual outcomes, and giving you more confidence in your decisions.



Automate creation of analysis-ready data for Microsoft Power BI

With Alteryx scheduling capabilities, you can eliminate the need for manual processes and schedule your workflows to run whenever data updates occur—automatically refreshing your Microsoft Power BI visualizations.



Build and share interactive visualizations, dashboards, and reports with Microsoft Power BI



Easily build what you need in a cloud-based environment

Quickly and easily build out custom visualizations, dashboards, and reports in a cloud-based, drag-and-drop environment to enable the publication and consumption of analytics across the organization.



Get answers quickly with question-based analysis

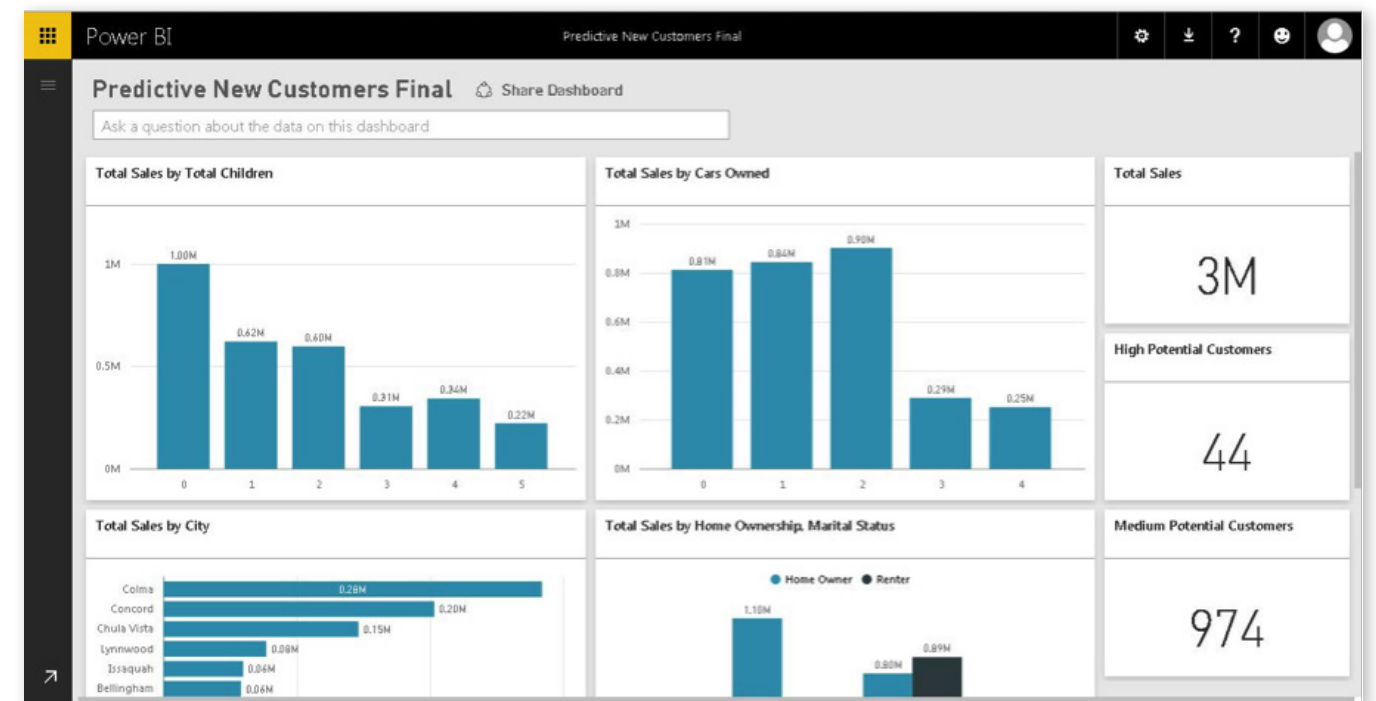
Utilize natural language query for intuitive data analysis within Microsoft Power BI dashboards to get instant answers in the form of a visualization, chart, or table for faster decision-making.

Build and share interactive visualizations, dashboards, and reports with Microsoft Power BI



Share and collaborate across the organization

Easily share and manage dashboards and reports in a consistent, secure environment with all relevant stakeholders within your organization.



Use Case: Predicting prospective customers for target marketing

Retailers must understand customer buying patterns to gain insight into those who are most profitable. With Alteryx, it's simple to do.

Using Alteryx, analysts can easily combine data from their CRM system with data from a list of prospects. Once the data is combined, retailers can develop a predictive model—in the same workflow—to discover and understand correlations between common characteristics and total sales in the current customer dataset.

Use Case: Predicting prospective customers for target marketing

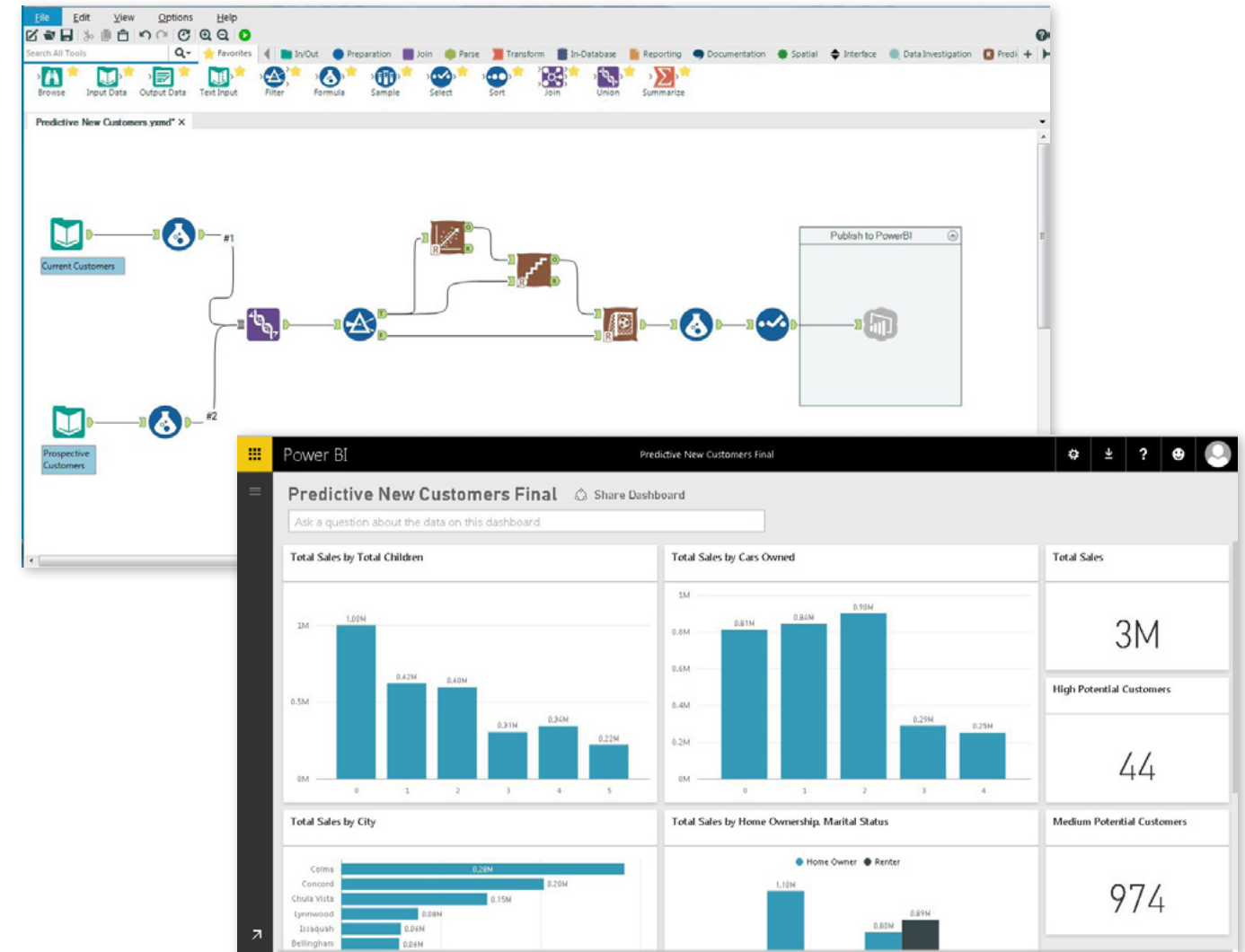
Then, retailers can output the dataset directly into Microsoft Power BI, where they can confirm who they should focus their sales efforts—and through which channel. Utilizing Microsoft Power BI's interactive visualizations and flexibility, retailers can drill down and target specific segments as well as customers in those segments. Then, they can share the dashboard and reports with sales representatives in the field for consumption.

Conclusion

Getting past the barriers that handcuff you in your ability to deliver consistent and sophisticated data analyses can be a significant challenge. The combination of Alteryx and Microsoft Power BI allows you to streamline your self-service analytics initiative as well as an end-to-end data access, preparation, analysis, visualization, and consumption process.

THE RESULT:

Faster and easier decision-making throughout your organization.



Learn more about how Alteryx and Microsoft Power BI help drive analytic consumption



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