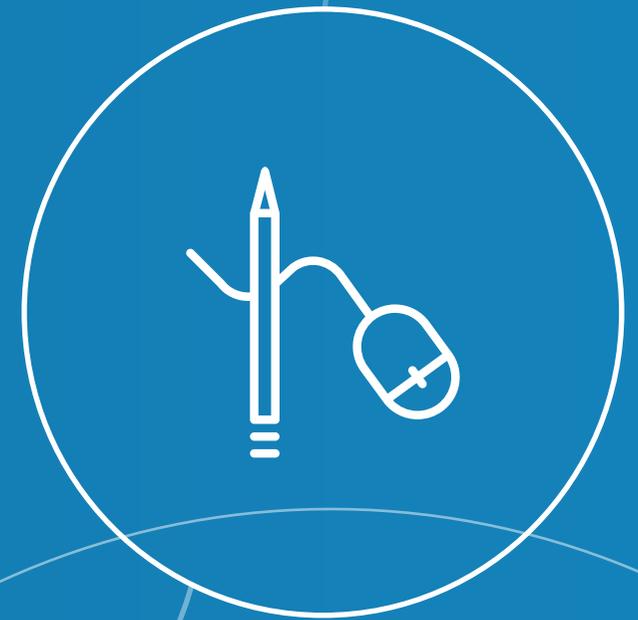


The Definitive Guide to Preparing Your Data for Tableau



alteryx

Speed Your Time to Visualization

If you're like most data analysts today, creating rich visualizations of your data is a critical step in the analytic process. Visualizations let you uncover the opportunities hidden in your data so you can find the answers you need—and make the right data-driven decisions for your business.

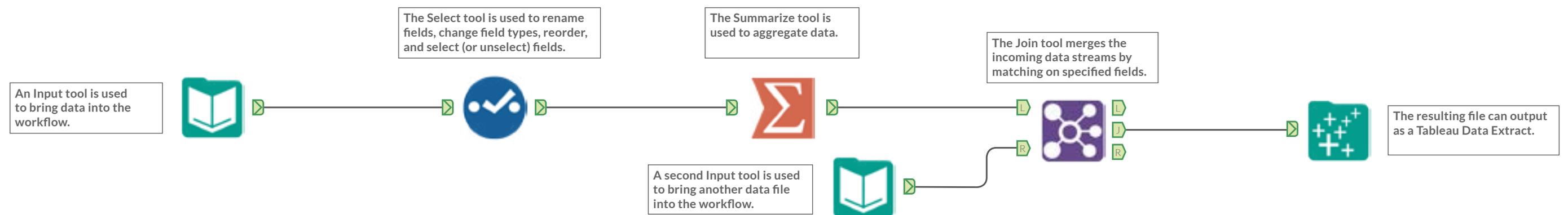
But creating effective data visualizations requires a significant amount of behind-the-scenes work to prepare the data—work that can take longer than creating the visualizations themselves.



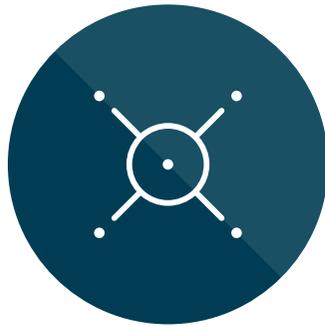
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Alteryx enables faster data blending

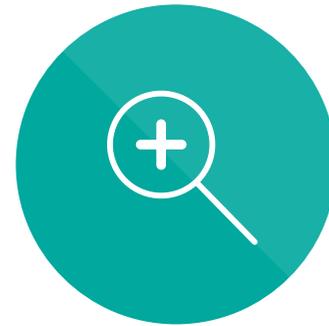
In order to create visualizations that lead to answers quickly, you need to prepare your data the right way. Alteryx enables data analysts with quick, self-service data blending in an intuitive drag and drop workflow. Using Alteryx, you can prep, blend, and shape your data, and output it directly to Tableau using the Tableau TDE file format.



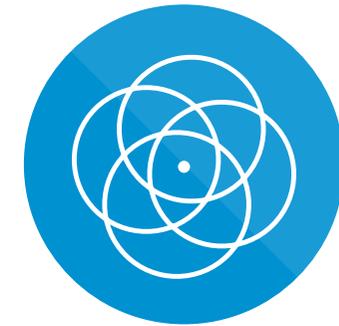
Before you visualize your data you first need to:



Join and clean data from an ever-growing number of disparate sources



Enrich your internal data with third-party data sources, and then run sophisticated spatial or predictive analytics.



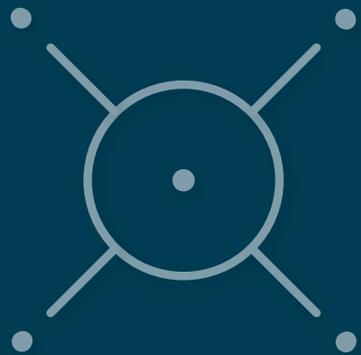
Reshape data so that it is easily consumable for visualization in Tableau

“Alteryx is the best tool for analysts to use in regards to transforming, cleaning, calculating, joining and preparing data for Tableau. Alteryx can power through any amount of data and export that final product as a TDE for visual analysis and make the findings transparent, secure and dynamic for an entire organization.”

– Paul Mathewson, Business Intelligence Consultant, InterWorks

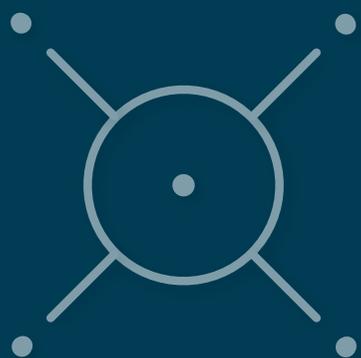


Join and clean your data



Alteryx makes it simple to quickly blend your data in a repeatable drag-and-drop workflow, without needing any special tools or programming skills. Join data from multiple, disparate data sources—from Excel to data warehouses, from social media-app and cloud-app data to Big Data sources. Then, in the same workflow, clean your data with tools that automatically de-duplicate, parse, and eliminate extraneous data.

Join and clean your data



You can also use Alteryx in this step to ensure the data fits your specific purpose, whether you plan to run predictive models or generate rich data visualizations.

For example, predictive modeling requires a narrow data set with just a few specific variables to establish causality and then use to predict future outcomes. In contrast, when creating a visualization, you want as much data at-hand as possible so you can recombine, compare, and view the data from different perspectives: by gender, by income level, by geography, by purchase level, and more.

Enrich your data



Often your internal data needs more context. With the third party data that's available in Alteryx, you can get the big picture in minutes.

Need to determine how your customers stand out from the rest of the population? Use Experian Mosaic categories in Alteryx to segment your customers. Then match your customers to these categories so you can target prospects with similar attributes.

Which potential store locations will be the most profitable? Using the Experian data in Alteryx, you can answer that question by discovering how many customers live within drive time from the store.

Run powerful predictive analytics



Conventional wisdom says that only highly trained data scientists and programmers can run predictive analytics, however Alteryx enables the data analyst with powerful predictive analytic tools. Market basket analysis, linear regression, A/B testing, decision trees, and forest models are just a few of the tools that enable self-service analytics.

What's more, any predictive analytic model can be easily represented and visualized in Tableau. You can use bar charts to represent treatment vs. non-treatment items in A/B tests. Or use bubble charts to represent market basket analysis and show how a customer's purchase of one item can influence their purchase of others.

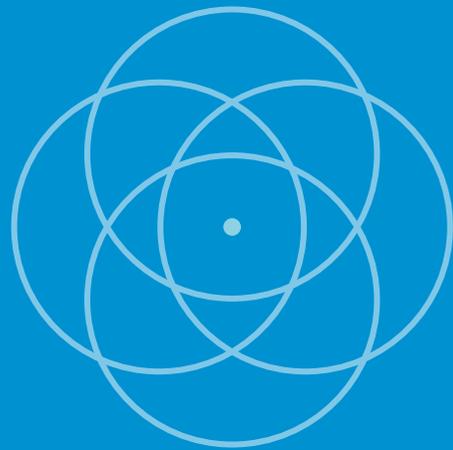
Leverage spatial analytics



Alteryx allows the data analyst to leverage spatial analytics through drag and drop tools. With spatial analytics you can track the physical location of a buyer when she makes a mobile purchase, perform retail location analysis and more.

If you are planning to create any type of map in Tableau, Alteryx spatial analytics helps you create the relevant data set for your business decision. Using Alteryx, you can create polygons that capture data within a specific area and then output that data directly to Tableau for visual representation in a drive-time map, cell tower coverage area, disease outbreak area, flood zones, and more.

Shape your data

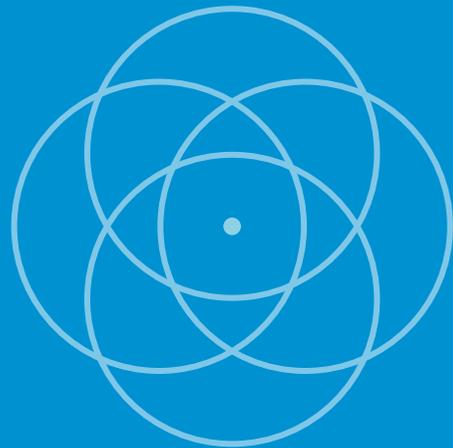


Using Alteryx, you can shape your data to make it easily consumable in Tableau. Even though you've blended your data, it might not be in the right format for visualization. You may need to transpose rows and columns or regroup the data in a different way.

For example, many companies work with survey data, which is generally stored in long rows of responses per respondent. If you try to use survey data in this format for a visualization, you'll end up with gibberish. Instead, visualizing survey data requires a reshaping of the data into columns that relate to each question.

Alteryx makes this type of reshaping easy and automatic, eliminating hundreds, or even thousands, of hours manually reformatting the data for Tableau.

Automate the data preparation process



With the ability to output TDE files directly to Tableau, Alteryx enables a near-instant iteration process. Just add a new data source, run Alteryx, and view the results in Tableau. Or change your analytics model, run it in Alteryx, and visualize and discover the results in Tableau. It's that simple. No need to re-cleanse and reshape your data every time you update—it's all automated and repeatable.

Alteryx can launch Tableau Workbooks, which also use Tableau TDE files. This means you can not only launch your Tableau file when you update your content, but also you can launch it in the context of your Tableau Workbook and see how it impacts existing formatted visualizations.

Spend less time preparing data and more time visualizing data

Creating visualizations are a big part of data analysis and it is only becoming more important. But if you are spending 50–75% of your time preparing your data for visualization instead of creating the visualization itself, you're not giving users what they need to pinpoint trends, discover risks, and take advantage of time-critical opportunities when they need it. To create the rich visualizations that lead to answers quickly, you need Alteryx and Tableau.



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