Big Data, Public Data & the Consumerization of Analytics

Dean Stoecker / Chairman & CEO / Alteryx, Inc.
Alteryx Opens Big Data-Analytics Apps Studio For The Rest Of Us

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Alteryx has opened a big data analytics apps studio for software providers who do not necessarily have a deep knowledge of data science. The studio is available as part of Alteryx 8.0, and is intended to make data analytics accessible to business analysts or end users who may not be data scientists themselves.

The studio is designed to be simple and easy to use, with a drag-and-drop interface that allows users to create custom algorithms for data analysis. The studio includes a variety of tools for data visualization, data cleansing, and data mining, as well as pre-built models for forecasting and predictive analysis.

In an effort to spur investment in data science, Alteryx has also launched a data science competition to encourage the development of new algorithms and models. The competition is open to all developers, and the winner will receive a prize of $10,000.

The studio and competition are part of Alteryx's effort to make data analytics more accessible to businesses of all sizes. By providing a simple and easy-to-use interface, Alteryx hopes to help companies unlock the value of their data and make better decisions based on that data.
What are the most important decisions you will need to make tomorrow, next week, next quarter, next year?

Challenge: Answer Contemporary Strategic Questions with Complete, Contemporary Data and Analytics

Expanding your business with confidence

Driving more revenue from your existing business
Value Chain in BI & Big Data Analytics

Hindsight  
Insight  
Foresight
‘Big Data’ Genesis

1790 - Creation

1890 - Tabulation

1950 - Computing

1980 - Data Delivery

1990 - Spatial Data

2000 - Software

2010 - Analytics
BIG DATA
Big Data is the New Raw Material for Business
Big Data is the New Oil
The Data Scientist is the New Sexy
Performance

innovation
finance
strategy
teamwork
vision
business
plan
marketing
goal
investment
partner
operation
‘Data Artisan’
"Obviously, the amount of human involvement increases as we move along this continuum of data-information-knowledge."

*Information Ecology*

*Thomas Davenport; 1997 Oxford University Press*
Gosh, this used to be easy!

Business Support Systems
- Supply Chain
- Customer Mgmt.
- Revenue Mgmt.

Local Data

Operational Support Systems
- Store/Market Planning
- Store Operations
- Asset Mgmt.

Device Generated Data

Cloud Applications

Social Media
- twitter
- yelp
- facebook
- LinkedIn
- Pinterest
- foursquare
- YouTube
"Given that information often conveys power, rarity may make all the difference to a given piece of information's value."

Information Ecology
Thomas Davenport; 1997 Oxford University Press
Monolithic Hardware

Distributed Hardware

Traditional Relational Database

Analytical Database

Massive Parallel Processing

Hadoop

Direct Record Access/Queries

MapReduce Programs

New Stack

Old Stack
The ability to:

- Understand *any shape* of data
- Pull in data from *any source*
- Define data relationships
- Keep your data clean & credible
- Overlay all this different content
- Visualize relationships between the data
- Build repeatable analytic apps for specific decisions
- Humanize ‘Big Data’
Liberate Analytics

Humanize Big Data
analytics
### Big Data Analytics Affect Everyone

**Marketing Service Providers**
- Experian
- ACXIOM
- IRI
- SNOP
- Accudata
- EnviroMedia Analytics
- ENTIERA

**Restaurants**
- McDonald’s
- Yum!
- Bloomberg
- Chipotle
- Dunkin’ Donuts
- Bloomin’ Brands
- Optimum Lightpath

**Cable/Broadband**
- Cablevision
- Time Warner Cable
- Cox
- DIRECTV
- Spectrum

**Retail**
- Walmart
- CVS/Pharmacy
- Sterling Jewelers
- Toys R Us
- Best Buy
- Yankee Candle

**Telecom**
- Verizon
- AT&T
- T-Mobile
- Cricket Communications
- CenturyLink
- Sprint
- U.S. Cellular

**Media**
- NOVUS
- Valassis
- WPP
- Apple
- Clear Channel Outdoor
- Geomomentum
- RentRak

**Real Estate**
- Marcus & Millichap
- Pulte Homes
- Cushman & Wakefield
- CBRE
- CB Richard Ellis

**Consumer Products**
- Levi’s
- VF
- JOS A. Bank
- Coca-Cola
- Cabi
- Peets Coffee
- United States Census 2010

**Government**
- City of Oakland
- Santa Ana
- Sites on Texas

**Financial**
- Charles Schwab
- HSBC
- Citi

**Auto**
- Ford
- Motorcraft
- AutoZone

**Other**
- CHA Colorado Hospital Association
- Kaiser Permanente
- Medical Protective
- BCG Deloitte
Liberate Analytics

Humanize Big Data

Democratize Decisions
QUESTION?

ANSWER
Big Data, Public Data &
The Consumerization of Analytics
Big Data Blending

Hadoop
NoSQL

Alteryx Solution

Analytics

Statistical

Predictive

Spatial

No PHD Required

Business Output

Analytic Apps

Enriched Data

Visualize + Explore

One Workflow

BIG DATA In Context

Single Platform for Big Data Analytics
Learnings and Cautions

• Big Data does not have to be a Big Hassle
• Big Data does necessarily require a Big Budget
• Move as much as possible to Line of Business
• There are not enough Data Scientists to Save the World
• Big Data success as much about people as technology
• More capabilities in fewer tools is the modern stack
• Everything Happens Somewhere so spatial is good
• Small bytes of Big Data for quick wins
• Big Data Analytics should be the focus of everyone
Thank You

Alteryx.com
Gallery.Alteryx.com