

alteryx



Who we are, What we do, What we do for R

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UseR! 2015

Who We Are

- Alteryx is a late stage startup in the business software sector that specializes in data blending and advanced analytics
 - Data Blending: Combining and manipulating data from multiple data sources
 - Advanced Analytics: Predictive (based on R) and geospatial analytics
- Major locations
 - Headquarters: Irvine, California
 - Development Center: Boulder, Colorado
 - Marketing and Advanced Analytics: San Mateo, California
- Our customers
 - Cover a large number of industry verticals
 - Are in a growing number of countries

A Sampling of Our 1000+ Customers

Retail	Restaurants	Consumer Products	Telecom	Cable/Media	Marketing Services
Real Estate	HCLS	Manufacturing	Financial	Professional Services	Technology

What we do

- Technically, Alteryx...
 - Is a data pipelining environment
 - Is a visual programming environment
 - Provides a platform to distribute analytical solutions across an organization
- Why does this matter?
 - Currently, business analytics is disjointed and complex



```
# Read the data into R
the.data <- read.Alteryx("#1")

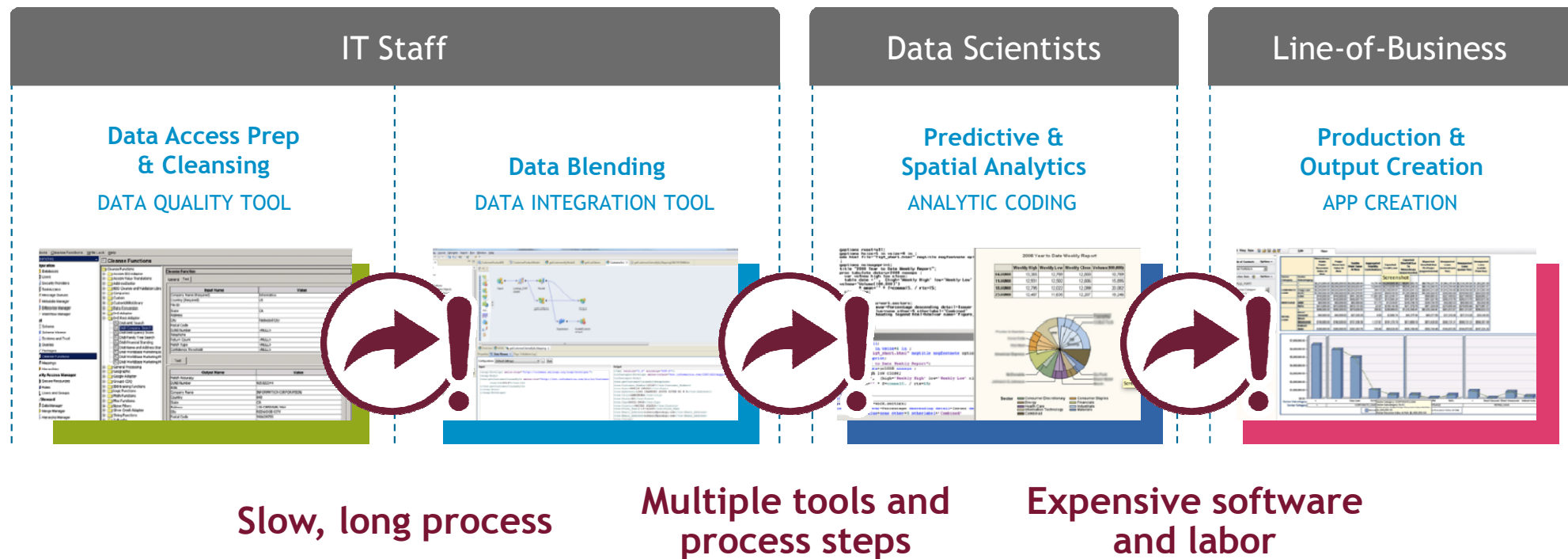
# Get the field names
name.y.var <- names(the.data)[1]
names.x.vars <- names(the.data)[-1]

# Boolean if weights are used
used.weights <- '%Question.Use Weights%' == "True"
# Adjust the set of field names to remove the weight field if we
if (used.weights) {
  use.probs <- '%Question.samp.probs%' == "True"
  the.weights <- names.x.vars[length(names.x.vars)]
  names.x.vars <- names.x.vars[1:(length(names.x.vars) - 1)]
  has.survey <- "survey" %in% row.names(installed.packages())
  if (has.survey && !is.XDF) {
    library(survey)
    the.design <- eval(parse(text = paste("svydesign(ids = ~1, w",
  } else {
    if (is.XDF) {
      weight.arg <- paste(", pweights = ", the.weights, "'", se
    } else {
      stop.Alteryx("Unable to find the survey package which is n
    }
  }
}
```

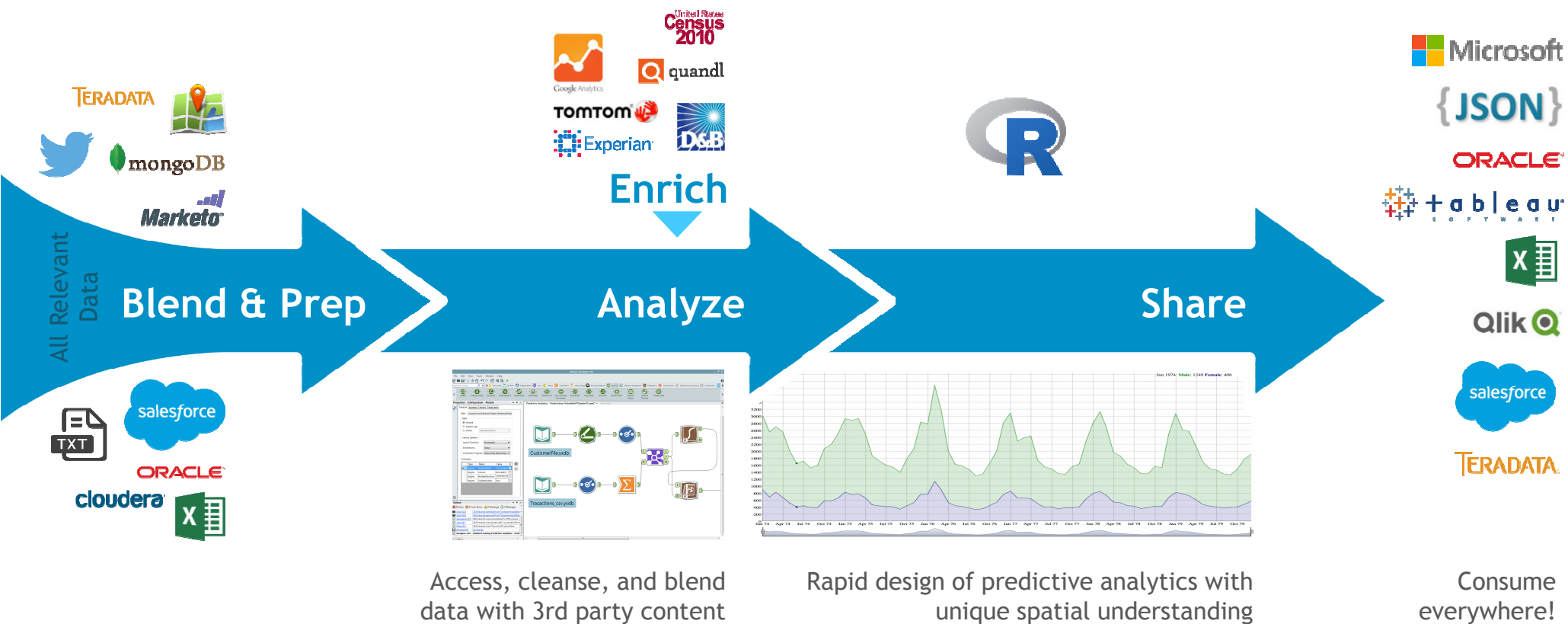
The screenshot shows the Alteryx Designer x64 BETA interface. The main window displays a workflow titled "New Workflow1" with the following steps: "Dr_Office_Visits.y xdb" (Input), "Count Regression (1)" (Tool), "Fit_Visits.yxdb" (Output), and "Browse" (Output). The "Count Regression (1) - Configuration" window is open, showing the following settings:

- Model Name:** NB_Visits
- Select the target variable:** Visits
- Select the predictor variables:** Visits, Hosp_Stays, Health, Num_Chron, Age, Gender, Married
- Model type:** Negative binomial
- The value of theta:** auto

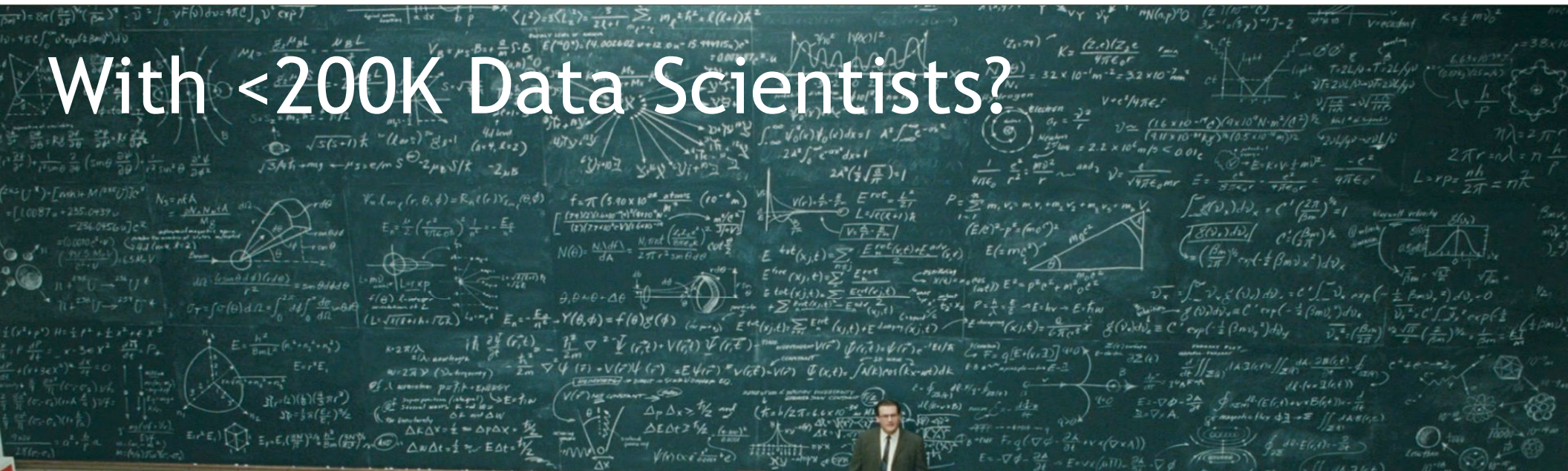
Today's Analytic Process is Broken



The Alteryx Solution For Analyst Enablement



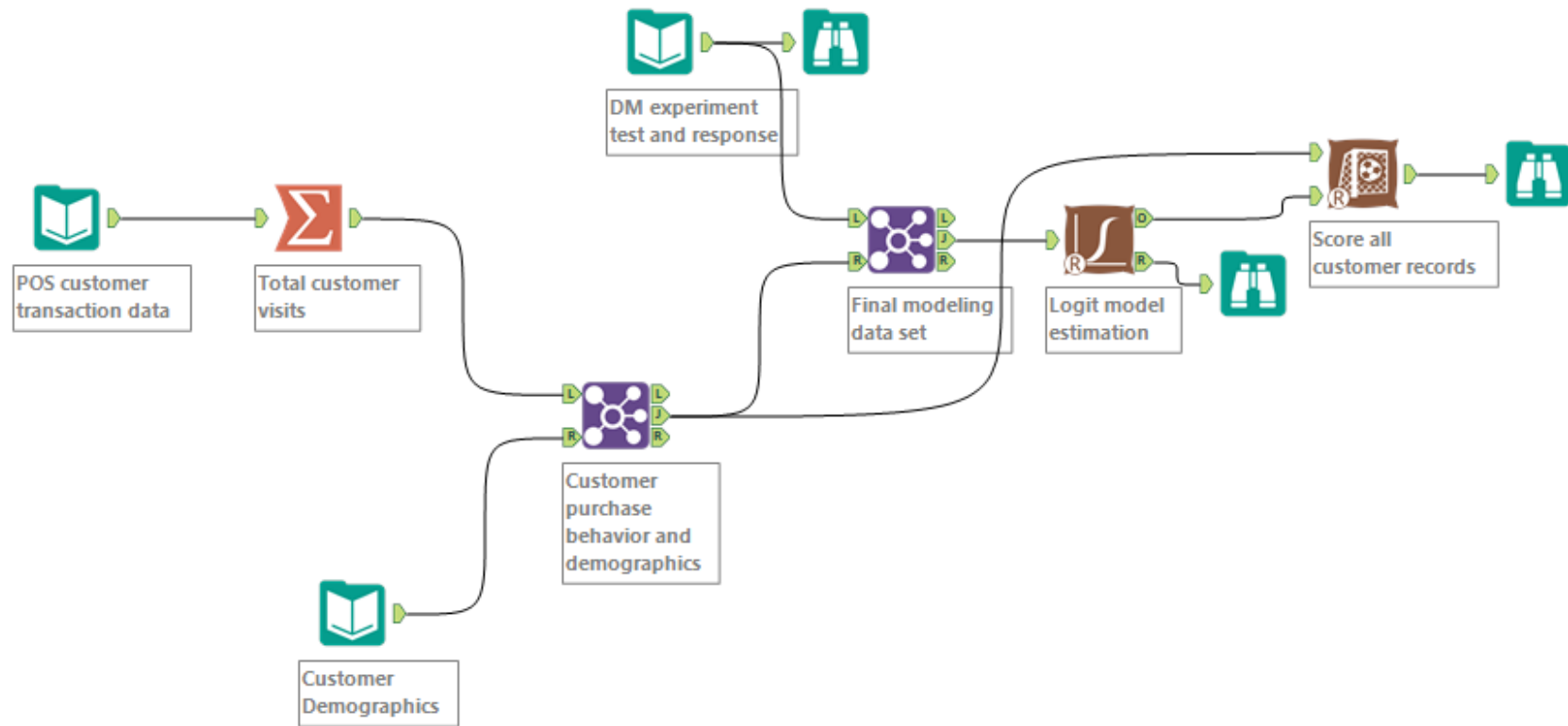
With <200K Data Scientists?



While >200M+ Data Workers are Underserved..



An Example Alteryx Workflow

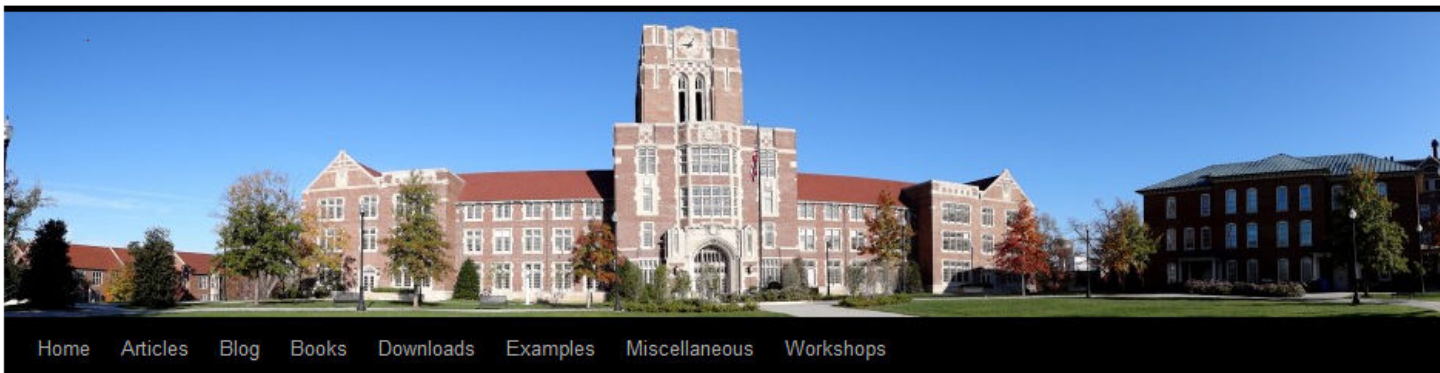


What we do for R

- Greatly expand the set of potential R users via Alteryx's visual programming framework
 - Bob Muenchen indicates that Alteryx is “What R has been missing”
- Supporting open source development of R related projects
 - htmlwidgets: <https://github.com/ramnathv/htmlwidgets>
 - SparkR: <https://github.com/amplab-extras/SparkR-pkg>
 - SparkGLM: <https://github.com/AlteryxLabs/sparkGLM>
 - ml-matrix: <https://github.com/amplab/ml-matrix/graphs/contributors>
- Financial support of the R project
 - Sponsorship of the UseR! Conference
 - A founding member of the R Consortium

r4stats.com

Analyzing the World of Analytics



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October 7-11

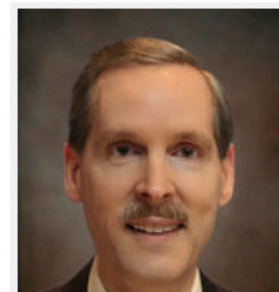
Knoxville R User's Group Meeting November 1 →

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What R Has Been Missing

Posted on [October 17, 2013](#)

While R has more methods than [any other analytics software](#), it has been missing a crucial feature found in most other packages. [SPSS Modeler](#) had it first, way back when they still called it Clementine. Then SAS Institute realized how crucial it was to productivity and added it to [Enterprise Miner](#). As its reputation spread, it was added to [RapidMiner](#), [Knime](#), [Statistica](#), [Weka](#), and others. An early [valiant attempt](#) was made to add it to R. [What is it? It's the flowchart-style graphical user interface. And it will soon be available in](#)



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