

aws marketplace

Alteryx

# Reviews, tips, and advice from real users



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# Product Recap



# Alteryx Recap

Alteryx can be used to speed up or automate your business processes and enables geospatial and predictive solutions. Its platform helps organizations answer business questions quickly and efficiently, and can be used as a major building block in a digital transformation or automation initiative. With Alteryx, you can build processes in a more efficient, repeatable, and less error-prone way. Unlike other tools, Alteryx is easy to use without an IT background. The platform is very robust and can be used in virtually any industry or functional area.

## With Alteryx You Can:

- Prep, blend, and analyze data
- Deliver faster, better business outcomes
- Automate analytics and data science
- Embed intelligent decisioning
- Deploy and share analytics in hours

## Alteryx Features Include:

Some of the most valuable Alteryx features include:

Scalability, stability, flexibility, fast performance, no-code analytics, data processing, business logic wrapping, scheduling, ease of use, data blending from different platforms, geo-referencing, good customization capabilities, drag and drop functionality, intuitive user interface, connectors, machine learning, macros, simple GUI, integration with Python, good data transformation, good documentation, multiple database merging, and easy deployment.

## Alteryx Can Be Used For:

- **Combining and manipulating data within spreadsheets:** Alteryx can be used in situations where complex data manipulation occurs. It can handle large data quickly, and the process is much simpler to see and understand.
- **Database access and supplementing SQL development:** Alteryx has several sets of database connectors and functions, including many functions that your average database does not. Alteryx can work with data from multiple databases or areas within a database. It allows users to filter, sort, calculate, etc. as they would commonly do in SQL or an ETL tool.
- **API, cloud, and hybrid access:** Alteryx can read and write data in databases, files, REST APIs, and a myriad of other locations (with the correct permissions). When a workflow is published, you can also call a workflow through a REST API to start it.
- **Data science:** Alteryx provides pre-built models that are extremely useful for data

scientists who may have limited programming skills and also gives you the ability to add R or Python code directly within a workflow.

- **Geospatial analysis:** Alteryx gives users drag-and-drop tools to geocode, plot, and map locations, customers, competitors, or anything that has a location (employee, truck, pipeline, etc.).
- **Reports and dashboards:** Alteryx provides built-in tools that enable the building of reports and dashboards.

## Alteryx Benefits

Some of the benefits of using Alteryx include :

- **Saves time:** Alteryx helps shorten the time required to start analyzing data and looking for insights, minimizing the tasks that do not add value to the business and maximizing the analysis phase.
- **Clear tool configurations:** Alteryx provides simple and concise tool configurations that are quick and easy to set.
- **Excellent workflow compatibility.**
- **Reduced development time:** Alteryx has an extensive gallery of user-developed analytic applications that helps to reduce development time.
- **Fast data loading:** Alteryx has tools that make it very effective when working with big data sets.
- **No-code, low-code analytic building blocks:** You can prep, blend, and analyze data to enable highly configurable and repeatable workflows.
- **Machine learning:** Alteryx allows you to quickly create properly trained algorithms that are ready to deploy.

## Reviews from Real Users

"[Automation](#) is the most valuable aspect for us. The ability to wrap business logic around the data is very helpful." - Theresa M., Senior Capacity Planner at a financial services firm

"Alteryx has made us more agile and [increased the speed and effectiveness of decision making](#)." - Richard F., Director, Digital Experience & Media at Qdoba Restaurant Corporation

"The [scheduling feature](#) for the automation is excellent." - Data Analytics Engineer at a tech services company

"The product is [very stable and super fast](#), five-star. It's significantly more stable than its nearest competitor." - Director at a non-tech company

"A complete solution with [very good user experience and a nice user interface.](#)" - *Solutions Consultant at a tech services company*

"There are a lot of [good customization capabilities.](#)" - *Advance Analytics PO at a pharma/biotech company*

# Valuable Features

Excerpts from real customer reviews on PeerSpot:



“It offered quick development, with the ability to process large datasets.”



**Theresa McLaughlin**

Senior Capacity Planner at a financial services firm with 10,001+ employees



“The drag and drop and layout is simple to understand, with intuitive names of features.”



**Fillipe Tahim**

Legal Coordinator at a transportation company with 10,001+ employees



“Alteryx offers a cognitive approach to better understand data and purposes.”



**Joseph VolkanOzcan**

Chief Information Officer at granistr



“Alteryx is user-friendly and allows easy creation of workflows compared to Informatica PowerCenter.”



**Verified user**

Software Engineer at a computer software company with 10,001+ employees



“I found Alteryx's ability to modify data on the fly, using in-memory processing, very useful.”



**Milind Shimpi**

Experience Technocrat driving IT initiatives at WISDOMBOWL



“Alteryx has a good UI. We use it frequently in our projects. The tool comes with drag-and-drop features and is easy to understand for business needs. One situation where Alteryx's advanced analytics capabilities were particularly beneficial for us was during a forecasting project. Unlike Python, which requires coding, Alteryx simplifies the process significantly. With Alteryx, users can adjust parameters within the user interface without writing any code.”



**Vivek Vaibhav**

Manager at Bain & Company



“The product's initial setup phase is simple and straightforward.”



**Hisyam Ahmad Suhaimi**

Data Analytics at Bank Islam Malaysia Berhad



## What users had to say about valuable features:

A standout feature is its management approach for logistics and supply chain. Alteryx not only represents data but also supports decision-making by suggesting the next steps. Additionally, Alteryx offers a cognitive approach to better understand data and purposes.

**Joseph VolkanOzcan**

Chief Information Officer at granistr

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“The product's most valuable features include its ease of use for non-technical users and machine learning capabilities. The flexibility to integrate custom code is also an important aspect of the platform for our use case..”

**Verified user**

Senior Vice President at a financial services firm with 10,001+ employees

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“The drag and drop and layout is simple to understand, with intuitive names of features. For example, to connect native connectors, usually, a fee is required for SAP connectors, however, the tool's flexibility in saving processes and using a vast amount of available memory has been extremely helpful..”

**Fillipe Tahim**

Legal Coordinator at a transportation company with 10,001+ employees

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“I found Alteryx's ability to modify data on the fly, using in-memory processing, very useful. This feature prevents the necessity to store data temporarily.

The tool also provides functionality for dashboarding, report bursting, and handling multi-currency and multi-language situations. It helps in managing delivery for large teams..”

**Milind Shimpi**

Experience Technocrat driving IT initiatives at WISDOMBOWL

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“It offered quick development, with the ability to process large datasets. It was easy to work with because everything was graphical, resulting in a quick development cycle. The ease of testing and producing what we needed quickly was invaluable. Once we got it in-house, I knew its value. It was easy to work with, and the graphical nature made it simple. I could develop quickly and did so for seven or eight years on different projects..”

**Theresa McLaughlin**

Senior Capacity Planner at a financial services firm with 10,001+ employees

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“Alteryx is user-friendly and allows easy creation of workflows compared to Informatica PowerCenter. The inbuilt functions are good, and it's useful for working with files. You can see the intermediate results in workflows, which is very helpful..”

**Verified user**

Software Engineer at a computer software company with 10,001+ employees

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# Other Solutions Considered

“I previously used Informatica PowerCenter but find Alteryx more user-friendly. In PowerCenter, building workflows is more difficult compared to Alteryx..”

## Verified user

Software Engineer at a computer software company with 10,001+ employees

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“I looked at Tableau Dataprep and other options yet did not find any as good as Alteryx. Microsoft started developing Power BI, which impacted our decision-making..”

## Theresa McLaughlin

Senior Capacity Planner at a financial services firm with 10,001+ employees

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“Different customers have different data tools like DataStage and Informatica. They also provide good data flow capabilities. Alteryx has a built-in robustness that I was very happy with..”

## Milind Shimpi

Experience Technocrat driving IT initiatives at WISDOMBOWL

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“I think that apart from Alteryx, I have had experience with a lot of other products, including Sagemaker. I had purchased a product for one of my customers, who then compared it with Alteryx. I also know about some products like Talend and Rapidminer. I didn't like Rapidminer's interface..”

**Hisyam Ahmad Suhaimi**

Data Analytics at Bank Islam Malaysia Berhad

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“It was Tableau Prep. It is a competitor to Alteryx, and initially, I considered going with Tableau Prep. However, the decision to choose Alteryx was made by higher-ups in my company. Upon further understanding, I found that Tableau Prep currently does not catch up to Alteryx in terms of features..”

**Victor Bethapudy**

Finance Manager at a real estate/law firm with 5,001-10,000 employees

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“I used KNIME and Power BI as alternatives. Power BI helped initially for smaller datasets. However, when expanding to large datasets, Power BI didn't suffice unless purchasing a premium license. Alteryx offers automated data flows and connections to cloud databases, which are beneficial..”

**Fillipe Tahim**

Legal Coordinator at a transportation company with 10,001+ employees

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# ROI

Real user quotes about their ROI:

“ROI is huge. There are some secondary benefits, like analysts getting their post 5 PM time back or the ability to shorten all closing processes to a half or less..”

**Alberto Guisande**

Director at Decision Science

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“The platform saves me several hours weekly in data preparation, which would require additional personnel. Although I have not calculated the exact figures, it breaks even for me. The return on investment can be substantial for customers, depending on their usage. .”

**FabioDoro**

Sales Manager at Kinyit

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“I have been using the solution in my current role for less than a year, and while I have yet to see a return on investment, I did observe ROI in my previous role. However, I see a clear path towards achieving a strong ROI in the current setting..”

**Victor Bethapudy**

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Finance Manager at a real estate/law firm with 5,001-10,000 employees

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“Alteryx is definitely worth the investment, but the price is too huge, especially in our geographical context. If there could be a consideration for adjusting prices based on varying currencies, aligning with their existing requirements, that would be more agreeable..”

**NagendraVuppala**

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Tax Manager at RSM

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“It has certainly paid for itself on a per-user basis. We haven't done a group ROI yet. But it more than pays for itself. Our "highlights" are quite powerful. The more prominent business cases are extremely compelling..”

**Verified user**

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Manager, Transformation & Hyperautomation at a real estate/law firm with 10,001+ employees

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“There have been cases where people were building some data pipeline manually or building some reports manually, and they used to take one month. After the implementation of Alteryx, the turnaround time has been reduced to 10 minutes or maybe in some cases, a couple of minutes. If the timeframe or effort is coming down from one month and with multiple persons working to a couple of minutes automated, there is a huge volume of ROI..”

**Verified user**

Practice Head, Analytics at a tech services company with 201-500 employees

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# Use Case

“I used Alteryx for a retail company's project. They wanted to generate quick results out of some analysis for their fast-moving products and manage customer profiles for starting campaigns only for these fast-moving items..”

**Milind Shimpi**

Experience Technocrat driving IT initiatives at WISDOMBOWL

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“Alteryx is primarily used for data transformation and ETL processes within our environment. We also utilize its machine-learning capabilities for regression and classification tasks. Our team leverages it for back-end calculations to enhance visualization performance..”

**Verified user**

Senior Vice President at a financial services firm with 10,001+ employees

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“My primary use case for Alteryx is ETL more than analytics. I mainly use it for loading data from one server to another and loading files to databases. It is good for data integration. I find it very user-friendly compared to tools like Informatica PowerCenter. It allows me to easily create workflows and deploy them..”

**Verified user**

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Software Engineer at a computer software company with 10,001+ employees

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“I use the platform for a variety of tasks. For example, I extract data from our Salesforce system and prepare it for analysis. It allows customized monitoring of the pipeline. I often prepare data to be imported into Power BI for further analysis. I also use it for personal data tracking and extracting data from our internal time-logging tool to monitor project progress with customers. It helps me stay updated without manually logging in and reviewing reports that may not contain the precise information I need..”

**FabioDoro**

[Read full review](#) 

Sales Manager at Kinyit

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“I used it every day for most of my day, developing different applications and ECLs, and I loved it. My background is diverse, with a variety of roles in my career. I have written the old style of ETLs with SQL, whether it be advanced SQL code for Oracle or using different programming languages to process data.

I stumbled on Alteryx when we were trying to build Tableau dashboards, and we were having difficulty loading them directly into Tableau. We needed something to preprocess the data for the dashboard. We were trying to process large datasets at US Bank, and that would help us with that preprocessing..”

**Theresa McLaughlin**

Senior Capacity Planner at a financial services firm with 10,001+ employees

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“I had a couple of experiences using Alteryx and KNIME for simple database relations. It provides some reports, develops some flows, and of course, extracts reports.

We do not have a native connector to SAP, however, I structured SAP ERP databases for basic tables from purchasing processes. I related these tables and made calculations. Due to the large number of rows, I converted files to a file type from Alteryx, speeding up the reading process from hours to seconds. During the flow, I saved the process and performed only the part not previously saved, processing thousands or millions of lines, and then built the output report with the required calculations.

For the basic processes, it's fast, however, learning the syntax for calculations takes time..”

**Fillipe Tahim**

Legal Coordinator at a transportation company with 10,001+ employees

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# Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

The setup is easy. I only needed to install the gateway, connect my datasets, and it automatically takes and converts data without the need for additional consultancy.

**Joseph VolkanOzcan**

Chief Information Officer at granistr

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“The setup was manageable. There was a learning curve initially, however, after six months, it became easy. It is different from traditional coding, so you have to retrain your brain..”

**Theresa McLaughlin**

Senior Capacity Planner at a financial services firm with 10,001+ employees

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“The initial setup is very simple and straightforward. I've used it for a long time and previously used it as a desktop application. While it was simple then, now that they've moved to the cloud, it's even easier. .”

**Sharath Chander**

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Business Transformation specialist at a tech consulting company with 10,001+ employees

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“In order to deploy it, you need to have Alteryx Designer. You have to have that installed on your machine. We have a yearly license and you just basically renew your license with Alteryx to keep it active.

In order to maintain our flows, there is very little maintenance needed. .”

**Verified user**

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Associate Managing Director at a financial services firm with 10,001+ employees

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“The initial setup was very straightforward. The community support, information on their website, training, and resources are excellent. Anyone can learn the basics in minutes and set it up easily.

It took less than an hour to deploy Alteryx. I handle maintenance on my own. There is no significant need for resources. When updates are required, I download and install them, which takes about 15 minutes..”

**FabioDoro**

Sales Manager at Kinyit

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“The initial setup is easy.

Moreover, deploying the solution on a gallery typically takes around five to ten minutes, perhaps even just five minutes. Most of this time is used to ensure that your dependencies are correctly saved in the designated path. That's the only check we need to perform. Otherwise, it's more or less straightforward.

It is deployed on the cloud. We have a remote tax team as well, so our users are tax professionals. The outputs are shared by these tax professionals with their clients..”

**NagendraVuppala**

Tax Manager at RSM

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# Customer Service and Support

“I haven't contacted technical support directly as we have a partner in Brazil who supports us with any doubts. Thus, I didn't have any issues with technical support..”

**Fillipe Tahim**

Legal Coordinator at a transportation company with 10,001+ employees

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“I have not contacted Alteryx customer service or technical support as I have been able to find solutions through available documentation and community support..”

**Verified user**

Software Engineer at a computer software company with 10,001+ employees


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“The customer service was not good because we weren't premium support users. If we reached the right people, it worked, however, our tickets often lingered without priority support. .”

**Theresa McLaughlin**

Senior Capacity Planner at a financial services firm with 10,001+ employees

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“The solution's technical support is okay. I posted a few queries and called up the support team for help. I felt that the support team was quick to respond and was also helpful. I rate the technical support a nine out of ten..”

**Hisyam Ahmad Suhaimi**

Data Analytics at Bank Islam Malaysia Berhad

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“The customer service and support are good. I've found that if I post a question on the Alteryx Community, I usually get a response within a day. I've only had one issue with the "Download Tool," but other than that, I've been very happy with the support..”

**NagendraVuppala**

Tax Manager at RSM


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“We've encountered challenges with their support. Alteryx Support could offer more hands-on assistance, allowing us to walk through the installation process and demonstrate how to connect to data securely. While acknowledging the importance of security considerations, simplifying the process with fewer navigation and layers would greatly improve the overall experience..”

**Victor Bethapudy**

Finance Manager at a real estate/law firm with 5,001-10,000 employees

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# Other Advice

My overall experience with Alteryx is rated nine. It is driven by AI, understanding data and causes of changes, and suggesting what actions should be taken.

**Joseph VolkanOzcan**

Chief Information Officer at granistr

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“Licensing negotiations were problematic, impacting our usage. I used to hold groups at the bank to discuss why I thought this product was good. It offers quick development and self-documentation. I would rate it a nine out of ten. It's a data blending tool that I personally found superior to others I've tried..”

**Theresa McLaughlin**

Senior Capacity Planner at a financial services firm with 10,001+ employees

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“[Make](#) sure to improve the documentation for recurring issues. Alteryx is somewhat user-friendly and easier to work with compared to Informatica PowerCenter.

I'd rate the solution eight out of ten..”

**Verified user**

Software Engineer at a computer software company with 10,001+ employees

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“Alteryx significantly reduces the time spent searching for specific information. It handles all my analytics tasks efficiently. Once the workflows are set up, it processes the data and outputs it for further analysis in Power BI. Without Alteryx, these tasks would take much longer.

The cloud version could be improved, as it is less capable than the desktop version. Overall, however, it is an excellent tool.

I rate it a nine. .”

**FabioDoro**

Sales Manager at Kinyit

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“Overall, I would recommend Alteryx for complex data analysis needs. We are considering moving to Tableau Prep.

The solution is great as a standalone product. However, there are certain add-ons provided by Alteryx that are very useful but come with additional costs on top of

the licensing fees. This aspect can be a bit of a downside. So, overall, considering this factor, I would rate Alteryx at around seven out of ten.

There are numerous benefits to using Alteryx. It's user-friendly and allows for data transformations, making tasks easy to understand. .”

**Vivek Vaibhav**

Manager at Bain & Company

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“I don't use the predictive analytics part in Alteryx.

I am not sure about the data blending part of the tool.

It is easy to integrate and set up the product with other third-party solutions or hardware. The biggest challenge with the integration is probably the need to get approvals and follow up with the organization. I think the process is quite easy.

My company has not had the opportunity to integrate Alteryx with AI tools.

I recommend the tool to others.

I rate the tool a nine out of ten..”

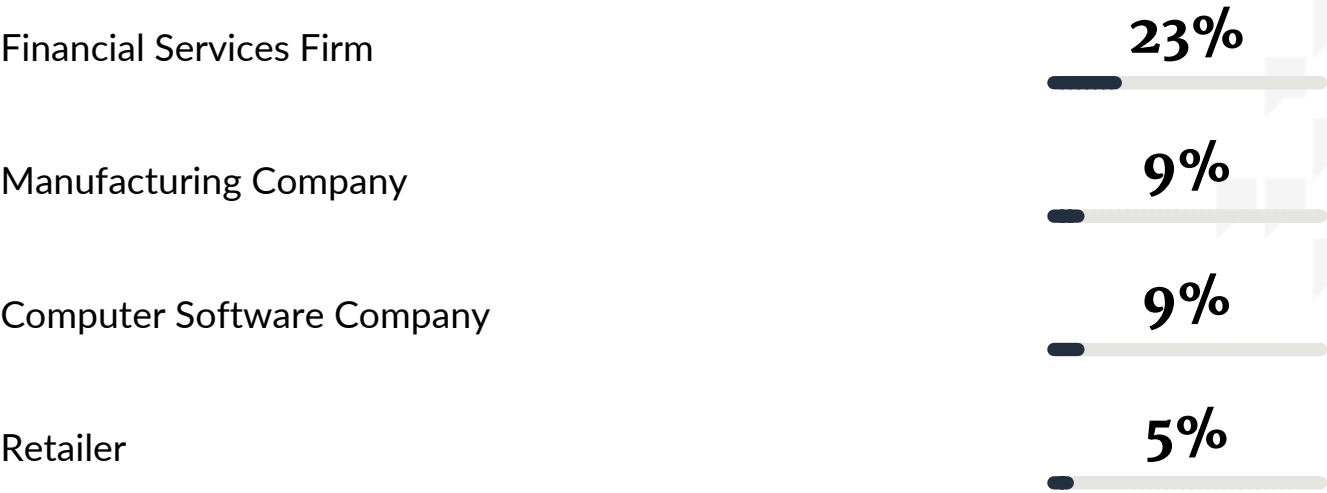
**Hisyam Ahmad Suhaimi**

Data Analytics at Bank Islam Malaysia Berhad

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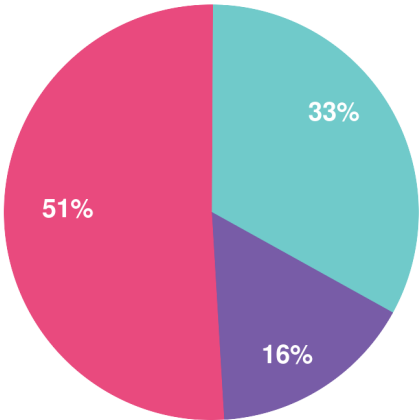
# Top Industries

by visitors reading reviews

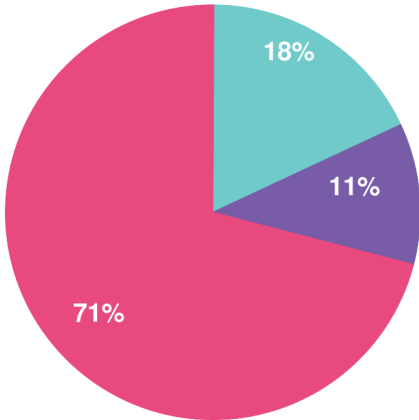


# Company Size

by reviewers



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Large Enterprise      Midsized Enterprise      Small Business

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