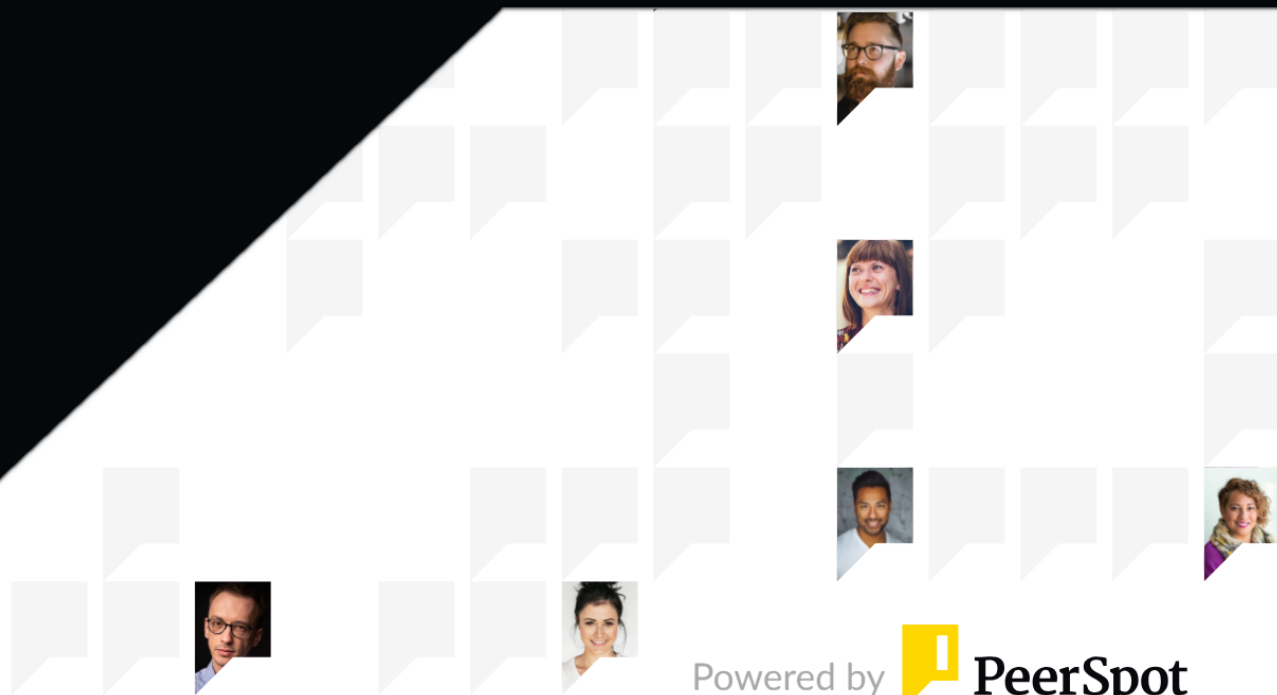


aws marketplace

Alteryx

Reviews, tips, and advice from real users



Powered by  PeerSpot

Contents

Product Recap..... 3 - 4

Valuable Features..... 5 - 11

Other Solutions Considered..... 12 - 14

ROI..... 15 - 17

Use Case..... 18 - 21

Setup..... 22 - 24

Customer Service and Support..... 25 - 26

Other Advice..... 27 - 29

Trends..... 30 - 31

About PeerSpot..... 32 - 33

Product Recap



Alteryx Recap

Alteryx provides user-friendly, no-code tools for data blending, preparation, and analysis. Its drag-and-drop interface and in-database capabilities simplify integration with data sources while maintaining data integrity.

Alteryx offers a comprehensive suite for automation of data workflows, reducing manual tasks and enhancing processing efficiency. Known for robust predictive and spatial analytics, it effectively handles large datasets. The platform's flexibility allows for custom script deployments, supported by a strong community. However, Alteryx faces challenges with high pricing, lack of cloud support, and limited data visualization tools. Users express a need for more in-built data science functionalities, improved API integration, and a smoother learning curve. Connectivity and documentation gaps, along with complex workflows, are noted concerns, suggesting areas for enhancement. Alteryx is widely used for tasks like ETL processes, data preparation, predictive modeling, and report generation, supporting functions like financial projections and spatial analysis.

What features define Alteryx?

- **Data Blending:** Combines data from multiple sources.
- **No-Code Tools:** User-friendly drag-and-drop interface for ease of use.
- **Automation:** Streamlines workflows and reduces manual tasks.
- **Predictive Analytics:** Offers advanced forecasting capabilities.
- **Spatial Analytics:** Processes geospatial data effectively.

What benefits should users consider?

- **Reduced Manual Labor:** Automation minimizes repetitive tasks.
- **Data Integration:** Seamlessly connects to various data sources.
- **Customization:** Flexibility to deploy custom scripts.
- **Scalability:** Quickly processes large datasets.
- **Community Support:** Strong network for troubleshooting and guidance.

Alteryx is implemented across industries for diverse needs such as anomaly detection in finance, customer segmentation in marketing, and tax automation in auditing. Teams leverage its capabilities for data blending and predictive modeling to enhance operational efficiency and address specific business needs effectively.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “The positive impact Alteryx has had on our organization includes our ability to automate quite a few complex ETL or data integrations, reducing coding by around 75 to 80 percent.”



Manoj Behera

Senior Staff Cyber Security Cloud Data Architect at GE Healthcare

- ✓ “Alteryx has positively impacted my organization by saving time, improving accuracy, and enabling better decision-making.”



Verified user

Senior Rpa Consultant at a computer software company with 51-200 employees

- ✓ “Before using Alteryx, I used Excel and another tool called Quest for creating reports, which took more than one or two hours to generate just one report, but now with Alteryx, it takes just five minutes.”



Aditi Sharma

Senior Analyst at Guardian India Operation



“I have been pretty satisfied with Alteryx's data blending feature as it is quite easy to use as a non-code platform.”



Verified user

Senior Consultant at a consultancy with 201-500 employees



“The main benefits that Alteryx provides for me are that it is easier to use, I do not have to code anything, so it is a non-coding tool, and it saves my time in that aspect.”



Snehaa Selvakumaran

Development Lead at a energy/utilities company with 10,001+ employees



“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

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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“I have been pretty satisfied with Alteryx's data blending feature as it is quite easy to use as a non-code platform. One of its benefits is that it's a drag-and-drop system. Analysts who do not have any coding experience can still work on the transformation and preparation of data, which is quite useful.

“The way Alteryx's automation capabilities have contributed to my organization's workflow efficiency depends very much on the project we work on..”

Verified user

Senior Consultant at a consultancy with 201-500 employees

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“The features in Alteryx that I find most valuable are the connectors they have provided, which are really helpful for me, and I am able to connect to databases easily, so that is helpful.

The data blending feature does help improve my data preparation process.

Because I am using Gallery as well, I find that some of the processes we are running are able to be automated, so it is useful and simplifies my workflow.

The main benefits that Alteryx provides for me are that it is easier to use, I do not have to code anything, so it is a non-coding tool, and it saves my time in that aspect..”

Snehaa Selvakumaran

Development Lead at a energy/utilities company with 10,001+ employees

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“What I appreciate the most about Alteryx is that while we could also create similar workflows in Tableau, every change in Tableau requires deployment from a different team, but with Alteryx, everything is dependent on us, allowing us to create manually and send files without impacting outputs whenever changes are made. The speed is also very good, especially when processing large datasets.

“The benefits I have seen from using Alteryx include processing data much faster than previous methods, which took too long in Excel or other formats; Alteryx dramatically improves speed and accuracy, with many features that make data transportation easier, making it a standout tool for us..”

AditiSharma

Senior Analyst at Guardian India Operation

[Read full review](#) 

“Some of the best features Alteryx offers are its no and low-code capabilities. It delivers massive time-saving and includes spatial and predictive analysis. Alteryx includes built-in tools such as drive time analysis and linear regression, which are much harder to achieve in standard BI tools such as Power BI or Tableau.

“In addition to these features, Alteryx provides built-in spatial tools that can calculate drive time and location-based insights with minimal effort through drag-and-drop spatial tools, low complex coding, faster, and more accurate results. Linear regression predicts sales based on marketing spend, estimates costs based on usage, and identifies trends in historical data.

“Alteryx has positively impacted my organization by saving time, improving accuracy, and enabling better decision-making. Using Alteryx, complex tasks such as data cleansing, joining datasets, drive time analysis, and linear regression can be done much faster compared to manual Excel or SQL work. This reduces dependency on manual effort and lowers the risk of human error. Drive time analysis helps my organization make better location-based decisions, such as identifying optimal service areas or improving customer reach..”

Verified user

[Read full review](#) 

Senior Rpa Consultant at a computer software company with 51-200 employees

“The best features Alteryx offers include quite a lot of areas. Typically, some of these core areas include the drag-and-drop data preparations that we are getting here. We also get the Generative AI and LLM integrations. Automated reporting is another area where it provides built-in dynamic dashboards which can be created for generating insights. Being from an analytics background, I benefit from the spatial and advanced analytical features provided by Alteryx, which perform location-based mapping, logistic optimizations, and predictive and machine learning algorithms. I find seamless data blending, which easily combines disparate data sets from spreadsheets, clouds, various applications, and APIs as well.

“From a Generative AI perspective, we are using it for quite a few documentation purposes related to the data. We have also integrated quite a few of this prompt engineering in order to define the workflows. From an organizational perspective, we heavily rely on OpenAI. The integration that Alteryx provides securely connects to OpenAI, where we are running our massive data sets along with PDX and patient care systems integrations. From a data preparations point of view, using the drag-and-drop features, we utilized over 50 automated tools to clean and transform the structured data without complex scripting, which got rid of quite a few messy scripts.

“Alteryx integrates very well with other tools and platforms in our environment such as ServiceNow, SAP, and Salesforce. We have a large number of applications defined using those platforms, and we haven't experienced major issues integrating them with Alteryx. There are built-in APIs and connectors provided by Alteryx that facilitate seamless connections, and we rarely see production outages, maintaining an SLA of more than 99.999 percent. The integrations don't require much time and are very seamless..”

ManojBehera

Senior Staff Cyber Security Cloud Data Architect at GE Healthcare

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Other Solutions Considered

“I evaluated other options before choosing Alteryx, looking from a price perspective. If any product has a lower price and better results, then I will look for that..”

Verified user

Senior Rpa Consultant at a computer software company with 51-200 employees

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“Before using Alteryx, I used Excel and another tool called Quest for creating reports, which took more than one or two hours to generate just one report, but now with Alteryx, it takes just five minutes..”

AditiSharma

Senior Analyst at Guardian India Operation

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“Before Alteryx, I worked with either direct data transformations in Python or working through tools such as Power BI and the Power Query functions. In general, I think those tools perform similar functions even though there might be some differences. I generally had a better experience with those tools which come at a lower cost..”

Verified user

Senior Consultant at a consultancy with 201-500 employees

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“Prior to choosing Alteryx, we evaluated other options such as DataStage, Databricks, Integrate.io, Pentaho, and Talend, but ultimately selected Alteryx from that pool of tools..”

ManojBehera

Senior Staff Cyber Security Cloud Data Architect at GE Healthcare

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“Based on my experience, I would say the main competitor for Alteryx is Python, actual coding.

For me, it would always be Alteryx, but considering the licensing cost, if someone knows how to code in Python, that is preferred. However, for me, it would be Alteryx because it is already provided by the organization..”

Snehaa Selvakumaran

Development Lead at a energy/utilities company with 10,001+ employees

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“We were using Informatica before adopting Alteryx.

“The switch from Informatica to Alteryx was primarily based on usability, cost, and features. We found excellent use cases for automation through Alteryx, which provided the means to reduce operational costs and streamline the build of ETL pipelines without extensive coding..”

ManojBehera

Senior Staff Cyber Security Cloud Data Architect at GE Healthcare

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ROI

Real user quotes about their ROI:

“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

Technical Director 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

Finance Manager at a financial services 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

[Read full review](#) 

Tax Manager at a financial services firm with 201-500 employees

“The impact on my team after switching to Alteryx includes significant time savings and an improvement in ROI. After implementing Alteryx, we calculate our ROI to be more than 25 to 30 percent. From a time-saving perspective, we saved 60 to 75 percent of the human workforce needed and eliminated other disparate ETL tools, ultimately saving us over 600,000 dollars, which is a significant benefit from implementing Alteryx..”

ManojBehera

[Read full review](#) 

Senior Staff Cyber Security Cloud Data Architect at GE Healthcare

“I have seen a return on investment from using Alteryx. It has delivered a strong return on investment for my organization by significantly reducing manual effort in data preparation, reporting, and analytics. Tasks that earlier took hours in Excel or SQL are now completed in minutes. This results in time-saving, improved data accuracy, and better productivity. Despite the higher licensing cost, the overall business value and efficiency gain justify the investment..”

Verified user[Read full review](#) 

Senior Rpa Consultant at a computer software company with 51-200 employees

“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[Read full review](#) 

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

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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“In my organization, I am creating workflows in Alteryx, so I am using this tool for creating the workflows as my organization is using this.

“We usually use Alteryx for big workflows; our data is stored in different tables, and we combine those tables into one tool to create a workflow and generate one output, such as a daily report that we format and apply conditional formatting to before generating the report. With this report, we can also create dashboards, and Alteryx allows us to create TWBX and Excel files, making it a very useful tool for complex data processing through simple drag and drop..”

AditiSharma

Senior Analyst at Guardian India Operation

[Read full review](#) 

“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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“Alteryx's main use case is its no-code capability, allowing me to build complex data pipelines using a drag-and-drop interface. If I can draw a flowchart, I can use Alteryx, which provides massive time-saving. Tasks that take a week in SQL or manual Excel work can often be automated in Alteryx.

“I primarily use Alteryx for data preparation, cleansing, and transformation. For example, I use it for removing duplicates, handling missing values, formatting data and numbers, and joining multiple datasets in my daily work.

“Regarding my main use case for Alteryx, I am using it primarily for time-saving..”

Verified user

Senior Rpa Consultant at a computer software company with 51-200 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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“My main use case for Alteryx is to automate quite a few ETL workloads, and Alteryx provides a great platform in bringing those data integration aspects. We have been using Alteryx as a self-service data and self-usability data integration tool as well.

“A quick specific example of an ETL workload I automated with Alteryx is the recent automation of the PDX and patient care systems data coming out from some legacy ecosystems that are built in-house through Alteryx. This was a modernization aspect wherein we created a brand new ETL workplace and workflow, which got rid of Informatica and then brought Alteryx in that place in order to modernize the entire framework.

“My main use case with Alteryx also includes working on another area where we are trying to bring in quite a few telemetry information as well. This has been a core centralization tool. The data we are bringing is from a diversified set of applications and sources, which includes several cloud sources such as Azure, as well as on-premise sources such as Salesforce and the information that we are getting from ServiceNow and SAP as well..”

ManojBehera

Senior Staff Cyber Security Cloud Data Architect at GE Healthcare

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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 ease of learning and adopting Alteryx by my team has been quite friendly. Alteryx provides various resources including its own library and documents. It relies more on tools than on coding, making it pretty much easy for my team to learn and implement simultaneously. Learning has been a very positive experience so far..”

ManojBehera

[Read full review](#) 

Senior Staff Cyber Security Cloud Data Architect at GE Healthcare

“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

[Read full review](#) 

Technical Director at Kinyit

“The initial setup process involved our organization purchasing Alteryx, providing us with a license key that we use to run Alteryx. The key is for one year and needs to be renewed annually, and we only need to enter the key along with our name to activate it. We also create a connection with ODBC for setup between Alteryx and SQL.

“I found the initial setup straightforward without any challenges, requiring just the activation key to get it working..”

AditiSharma

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Senior Analyst at Guardian India Operation

“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

[Read full review](#) 

Tax Manager at a financial services firm with 201-500 employees

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

[Read full review](#) 

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

“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

[Read full review](#) 

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

“I utilize manuals and guidance provided by Alteryx; however, I have not read them fully as I learned from seniors, but they do have a website for resolving doubts and accessing helpful resources, including various tools and filters..”

AditiSharma

[Read full review](#) 

Senior Analyst at Guardian India Operation

“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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“I haven't received any support from Alteryx, so I can't speak much about their technical support.

“I didn't need to contact Alteryx support. I have found that the training resources online are okay. They could be improved with more examples of use cases, but they are fit for purpose..”

Verified user

Senior Consultant at a consultancy with 201-500 employees

[Read full review](#) 

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

[Read full review](#) 

“I believe Alteryx is a strong solution because it is easy to understand and use, allowing us to teach anyone; the speed is another excellent feature since my organization handles complex and massive datasets, so using Alteryx has proven to be one of the best options available for processing big data effectively. I would rate this solution an eight out of ten..”

AditiSharma

Senior Analyst at Guardian India Operation

[Read full review](#) 

“My advice for others looking into using Alteryx is that for time-saving, it is the main purpose for any tool. If they use it to save time, they can use Alteryx. It is quite low-code, so anyone can use it with just drag and drop and minimal logic without managing heavy coding. I would rate this product nine out of ten..”

Verified user

Senior Rpa Consultant at a computer software company with 51-200 employees

[Read full review](#) 

“For those looking into using Alteryx, I advise that if you want to automate and bring in AI-powered data integration workflows, Alteryx can be a good product. It supports a wide range of easily integrated data sets and offers built-in custom APIs for legacy applications. From a pricing perspective, it is very cost-effective, especially for designing workflows from scratch using built-in tools. This makes large-scale data transformations much more manageable.

“Alteryx is doing an amazing job of providing world-class integration tools and enhancing digital features on AI-powered workflows. I would like to see further improvisations in future releases and platform upgrades that Alteryx is regularly undertaking. I would rate this review a 9 out of 10..”

ManojBehera

Senior Staff Cyber Security Cloud Data Architect at GE Healthcare

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“I do not focus on the integration with third-party vendors, and since my company takes care of all the licensing, I do not have to worry about the cost or budget in that aspect, so I really do not know and cannot comment on the costing model.

Alteryx indeed saves my time.

I would recommend Alteryx; if licensing has already been taken care of, it is a great product to use, but if you are worried about the cost, it is definitely high, as the costs are a bit high for Alteryx, so if Alteryx could reduce its cost or licensing to make it more affordable, it would be a great tool to use.

I would rate this product a nine out of ten..”

Snehaa Selvakumaran

Development Lead at a energy/utilities company with 10,001+ employees

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“I am generally satisfied with Alteryx.

“I'm not the best person to discuss the pricing of Alteryx, as I'm not involved with that.

“The tools I tried to integrate Alteryx with are in-house tools and solutions, where I faced problems.

“Based on my experience, I would not recommend Alteryx to others. I would encourage developing internal capabilities over using Alteryx as a solution.

“My thoughts on the ease of use, interface, and implementation process of Alteryx are that it's easy to use for non-coders, but for anyone who has ever coded before, it's really frustrating to use. There is a balance as it is very easy to use, but there is also no way of easily streamlining workflows or reviewing them.

“I'm not sure whether it was bought from the [AWS](#) marketplace.

“I can't think of any specific examples of benefits at the moment.

“On a scale of 1-10, I rate Alteryx a 6..”

Verified user

Senior Consultant at a consultancy with 201-500 employees

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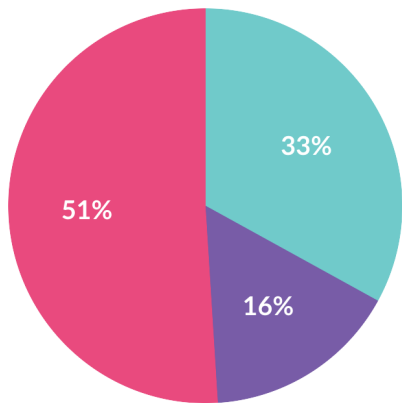
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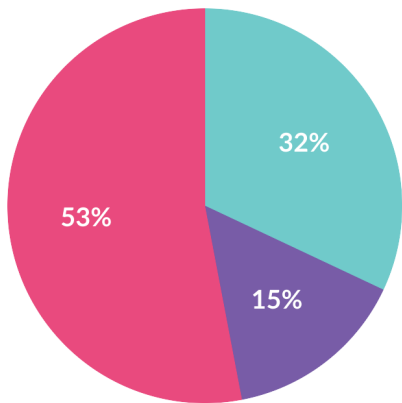


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsized Enterprise Small Business

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244 5th Avenue, Suite R-230 • New York, NY 10001

reports@peerspot.com

+1 646.328.1944