

# Table of Contents

<b>Preface</b>	1
<b>Chapter 1: Getting Started with Alteryx</b>	7
Installation and setup	8
The Alteryx Designer architecture	13
Introduction to Alteryx Designer	16
An overview of the workflow configurations	17
Exploring the Tool Palettes	22
The Favorites tools	24
Summary	24
<b>Chapter 2: Workflow Optimization</b>	27
Resource optimization and speed processing	28
Resource optimization	28
Resource optimization best practices	31
Speed processing	32
Performance Profiling	34
Connecting to data	35
Input Data	36
Text Input	37
Map Input	38
Connect In-DB	39
Alteryx file types	41
Summary	43
<b>Chapter 3: Data Preparation and Blending</b>	45
Data preparation	46
Data cleansing	57
Filtering	60
Join and union	64
Join	64
Join multiple	67
Union	70
Summary	74
<b>Chapter 4: Writing Fast and Accurate Expressions</b>	75

Formula	75
Multi-Row Formula	94
Multi-Field Formula	98
Summary	100
<b>Chapter 5: Transforming Data</b>	<b>101</b>
Transforming data	101
Summarizing and aggregating data	109
Running total	117
Weighted average	119
Summary	122
<b>Chapter 6: Data Parsing Techniques</b>	<b>123</b>
Text to columns	123
Converting strings to dates and dates to strings	130
Regular expressions	140
Summary	143
<b>Chapter 7: Creating Data-Driven Custom Reports</b>	<b>144</b>
Data Table	144
Charting	163
Reporting layout	168
Sharing the report	172
Summary	175
<b>Chapter 8: Using Macros in Workflows</b>	<b>177</b>
Standard Macro	177
Batch Macro	184
Summary	190
<b>Chapter 9: Sharing Your Insights</b>	<b>191</b>
<b>Alteryx Server</b>	191
Enterprise scalability	192
Ultimate flexibility and scalability	193
Scheduling and automating workflow execution to deliver data whenever and wherever you want	194
Sharing and collaboration	195
Analytic governance	196
<b>Alteryx Analytics Gallery</b>	197
Summary	198
<b>Chapter 10: Best Practices</b>	<b>201</b>

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<b>The ultimate guide to workflow design</b>	201
Workflow layout	201
Autosave workflows	203
Data profile information	205
Explorer box	206
<b>Tips and tricks</b>	206
Browse data	207
Data organization	208
Tool alignment	208
Time savers	210
<b>Summary</b>	211
<b>Index</b>	213

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Apart from being user friendly, it's the efficiency of this platform that makes it one of the leading business intelligence platforms in the world at the moment. What makes Alteryx attractive as a data intelligence platform? Well, this platform will help you to derive insights from data, which means a huge volume of data and also how to share these derived insights without any coding.

## What this book covers

Chapter 1, *Getting Started with Alteryx*, introduces us to Alteryx as a platform and also shows how to download and install the Alteryx Designer. It looks inside the Alteryx Designer architecture and helps us understand how the Alteryx Engine drives data processing in a repeatable workflow.

Chapter 2, *Workflow Optimization*, focuses on workflow optimization concepts and gives us information about best practices for the application of runtime selections and to speed up execution. Workflow design is vital to ensure that the workflow runs efficiently, allowing for optimum processing.

Chapter 3, *Data Preparation and Blending*, explains the processes of data preparation, blending, and joining, which are the most powerful capabilities of Alteryx. Data analysts have found themselves struggling to get the best results from their data using Microsoft Excel or other tools. You'll be sent on a journey to discover self-service analytics and build a quick and reliable dataset for business decision making.