

alteryx

AMPLIFY YOUR X AND WHY

ALTERYX LOCATION AND BUSINESS INSIGHTS

Make better business decisions with access to all the relevant data you need at your fingertips. Add a real-world outlook to every analysis through trusted location, consumer, and business data.

TRANSFORM YOUR ORDINARY ANALYSIS INTO EXTRAORDINARY

Quick and easy: Uncover key insights in minutes using drag-and-drop tools before putting your report on cruise control with built-in repeatability.

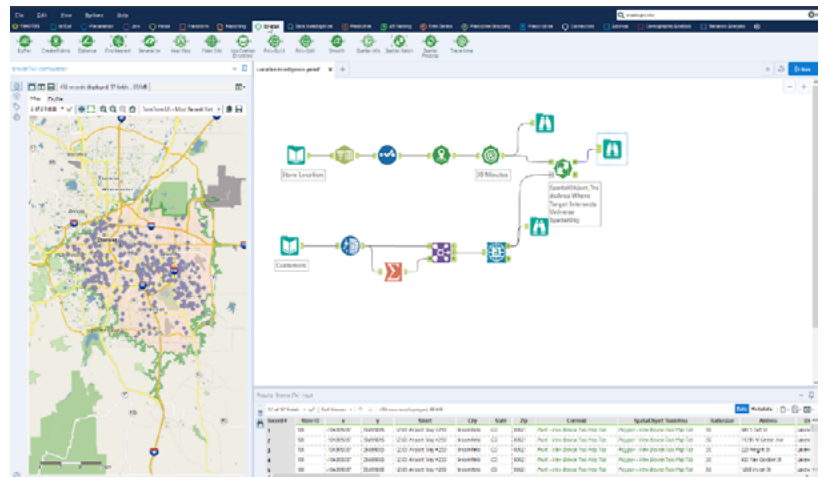
Flexible: Access and combine all your data sources and share those insights in the format that fits you best, including commercial GIS formats and visualization vendors.

Turn-key: Prepackaged and ready-to-use datasets from trusted providers remove the need to source, license, and process the data on your own.

Location & Business Insights Overview

Using internal data alone can bias your perspective and leave analyses lacking depth to act on insights. Alteryx Location and Business Insights are prepackaged datasets from trusted market providers that help you immediately transform any analysis.

Quickly access, combine, and analyze your internal data with valuable datasets via drag-and-drop tools to easily reveal key location, consumer, and business insights without needing advanced expertise. Bring those insights to life for people of all levels in your organization by creating actionable models, customer profiles, and custom map reports and outputting to commercial software applications to further enhance your maps and visualizations.



Location Insights

Location transcends beyond latitude and longitude points on a map. It's a critical factor that impacts decisions such as new site locations, understanding service coverage areas, optimizing marketing campaigns, mitigating claims risk, and much more. Alteryx Location Insights empowers you to enrich your analysis with maps, address solutions, drivetime capabilities, and a deeper understanding of your customers and locations. No specialized

ALTERYX DATASET AVAILABILITY

Location Insights

- Australia & New Zealand
- Brazil
- Mexico
- Canada
- Europe
- UK & Republic of Ireland
- United States

Business Insights

- Canada
- United States

ABOUT ALTERYX

Alteryx (NYSE: AYX) powers analytics for all by providing the leading Analytics Automation Platform. Alteryx delivers easy end-to-end automation of data engineering, analytics, reporting, machine learning, and data science processes, enabling enterprises everywhere to democratize data analytics across their organizations for a broad range of use cases. More than 8,000 customers globally rely on Alteryx to deliver high-impact business outcomes.

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expertise is required with no-code, low-code, drag-and-drop tools that help you open location-based opportunities in minutes.

Plot your customers on maps: Explore where your customers are located on detailed street maps or overlay satellite imagery down to one meter.

Cleanse and standardize addresses: Increase marketing delivery rates by standardizing your US & Canadian addresses in minutes.

Create actionable trade areas: Understand the time-distance relationship between your sites and customers using the built-in drivetime capabilities powered by trusted traffic data.

Build baseline customer profiles: Know the basics of your customers with 2010 US Census demographic data.

dun & bradstreet

experian.

TOMTOM

mapbox

Business Insights

It's important to know the basic demographics of your customers, but the most successful organizations understand their customers at a personal level — targeting them with precision and optimizing marketing spend. Alteryx Business Insights goes beyond standard demographic data with behavioral and retail purchasing information. Easily segment your B2B customers by sales volume or determine ideal new markets or sites and create the in-depth and projected lifestyles, behaviors, attitudes, buying preferences, media interactions, and more.

Investigate and explore: Discover new views you need for successful marketing strategies.

Know your customers: Understand current target customers or variables for a complete picture.

Leverage trusted, comprehensive data: Access information from over 235 million consumers, 113 million households, and 125 million global business records.

Drag and drop your way to insights: Uncover key location, consumer, and business information for deeper insights.

Transform your insights into action: Build models in Alteryx using our low-code, no-code advanced analytics suite.