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# FIVE REASONS SPREADSHEET USERS WILL LOVE CLOUD ANALYTICS

Leandro L.  
Alteryx user since 2020

## Five Reasons Spreadsheet Users Will Love Cloud Analytics.

Have you ever worked with data and thought, “There’s got to be a better way than these complicated tools or learning how to code, right?” Yes, there is! Finding insights from data doesn’t have to involve painful hours of getting your data sets to play nicely together or that anxious feeling that maybe your data isn’t as accurate as you thought it was.

Explore five ways Alteryx Designer Cloud powered by Trifacta will help you accelerate towards insights and take back your time.

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# #1 Inputting Data From Multiple Sources

**400 sources =**  
Average number  
of data sources  
orgs pull from<sup>1</sup>

<sup>1</sup>"How is growth affecting real-world enterprises? 4 key findings," datanami

## Inputting Data From Multiple Sources

When it comes to data, the new norm is collecting as much data from as many sources as possible. Sound extremes but these zettabytes of data are important. If companies only look at one source of data, they'll miss out on seeing the whole picture.

### COMMON ISSUES:

- Data from disparate sources can involve **incompatible file types and structures**
- It's difficult to take advantage of all data because it's **complex, labor-intensive, and time-consuming** to make files conform to a spreadsheet
- Employees may require **specialized skills like coding and specific tools**

### ALTERYX DESIGNER CLOUD POWERED BY TRIFACTA

Designer Cloud powered by Trifacta can connect to any data source, run on all major cloud data platforms, and integrate seamlessly into your existing data stack. This makes it easy to combine and transform data from disparate sources and varying file formats. Connectivity is also extended with REST, XML, and JDBC frameworks.

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**92%** reduction in turnaround time for clinical studies

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## #2 Data Profiling

Bad data costs the  
**US \$3 trillion/year<sup>2</sup>**

<sup>2</sup>"Bad Data Costs the U.S. \$3 Trillion Per Year,"  
Thomas C. Redman, HBR

Isacar R.  
Alteryx user since 2018

## Data Profiling

Good data profiling helps you easily determine how accurate, complete, and valid any dataset is and discover, understand, and organize data by identifying its characteristics and assessing its quality. The process can catch errors and unusual patterns, determine usability, and enable companies to make more accurate analyses.

### COMMON ISSUES:

- Trying to understand each field in every data set manually **can take a huge amount of time and significant effort**
- Sometimes only a subset of attributes and rows will get tested which means a **decrease in accuracy**
- Data profiling **may require specialized skills like Structured Query Language (SQL)**

### ALTERYX DESIGNER CLOUD POWERED BY TRIFACTA

Active and visual data profiling in Designer Cloud makes it easy to explore and assess the content and quality of any data set — without any specialized skills. Designer Cloud automatically profiles data by structure, content, and relationship to identify data set formats, schemas, specific attributes, and relationships across attributes and data sets, along with associated metadata for each data set.

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**92%** reduction in time spent  
accessing and prepping  
data

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# #3 Cleaning Data

“80% of the work in  
any data project is in  
cleaning the data.”

— DJ Patil, Former US Chief Data Scientist

## Cleaning Data

If your data is full of errors, can you really trust your analysis? Data cleaning — removing duplicates, outliers, and irrelevancies and handling missing data and structural errors — is critical because wrong data leads to wrong decisions.

### COMMON ISSUES:

- In spreadsheets, cleaning is manual, mundane, and so time-consuming that **analysts barely have enough time or energy left for analyses**
- Cutting, pasting, removing white space, changing data types, and other manual processes can lead to **miscalculations, mental errors, and duplicate records**
- **Maintaining data integrity** throughout the process is a challenge

### ALTERYX DESIGNER CLOUD POWERED BY TRIFACTA

Designer Cloud features a visual “guide and decide” interface that provides predictive suggestions to help users clean and transform their data. Missing or mismatched values are automatically identified, making it easy to find the data that needs to be cleaned. All you need to do is select the dirty data and Designer Cloud will intuitively suggest options to clean your data that you can apply in a single click.

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**70%** reduction in reporting time

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## #4 Joining Data Sets

33%

of the time data workers are unsuccessful in data prep<sup>3</sup>

<sup>3</sup>Data and Analytics in a Digital-First World," IDC InfoBrief sponsored by Alteryx

Catherine L.  
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## Joining Data Sets

By bringing together data sets from disparate sources, you'll start to see relationships you might have missed before.

### COMMON ISSUES:

- Using VLOOKUPS, scripting, and multiple spreadsheets for constructing data sets can be **clunky and time-consuming**
- Once you start layering in multiple fields and sheets you **might accidentally damage your data set**
- Utilizing manual processes or relying on data scientists to build analytical data sets **isn't scalable as ad-hoc requests increase**

### ALTERYX DESIGNER CLOUD POWERED BY TRIFACTA

Easily join, blend, or union data of any type using entire data sets or just the individual fields you want. In a single click, standardize your joined data sets with intuitive suggestions. Leverage fuzzy matching to handle data fields with non-exact matching, such as customer names or addresses, or add in spatial context without specialized tools.

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90% increase in media impact for clients

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# #5 Analytics Automation

# 27%

of data workers' time is spent  
repeating tasks in spreadsheets<sup>3</sup>

<sup>3</sup>"Data and Analytics in a Digital-First World,"  
IDC InfoBrief sponsored by Alteryx

## Analytics Automation

Once you've built your data set, applied formulas to get insights, and created reports — it's time to do it all again. Many of the same analyses need to be performed at regular intervals with new or updated data.

### COMMON ISSUES:

- Even when the same analysis is frequently repeated, spreadsheets have **very little reusability**
- **Small changes in data still require a lot of time** when you need to manually upload, transform, and apply formulas
- When real-time insights are needed, lengthy analytic processes can lead to **missed opportunities, increased risk, and costly mistakes**

### ALTERYX DESIGNER CLOUD POWERED BY TRIFACTA

Designer Cloud workflows are reusable and automatable, reducing repetitive tasks and allowing you to update your data on a consistent schedule with no additional work. After building a data transformation recipe in Designer Cloud, your entire data pipeline can be automatically executed and loaded into the destination of your choice (such as a data warehouse, data lake, or external application) as often as you like. Now, you can have up-to-date data in your reports and dashboards with a few simple clicks.

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# 66%

faster reporting

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