

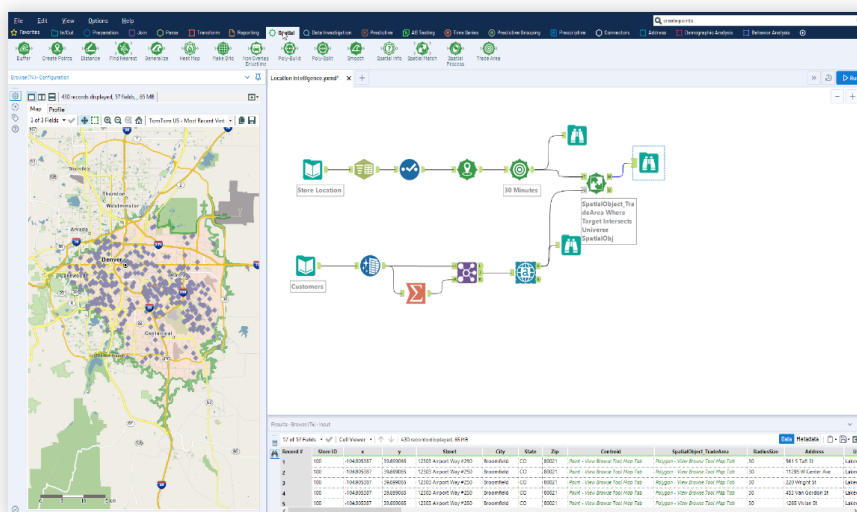
# AMPLIFY YOUR X AND WHY

## ALTERYX LOCATION & BUSINESS INSIGHTS

### TRANSFORM YOUR ORDINARY ANALYSIS TO 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.
- **Flexibly reveal and deliver insights:** 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 solution:** Prepackaged and ready to use datasets from trusted providers removes the need to source, license and process the data on your own.

To make the best, most informed business decisions, you need access to all relevant data at your fingertips. Enrich every analysis with trusted location, consumer and business data to make decisions with real-world context.



### 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 for you to immediately transform any ordinary analysis to extraordinary.

Quickly access, combine and analyze your internal data with these 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, custom map reports or output to commercial software applications to further enhance your maps and visualizations.

## ALTERYX DATASET AVAILABILITY

### Location Insights:

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

### Business Insights:

- Canada
- United States

## 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 deeper understanding of your customers and locations. No specialized expertise is required with code-free, 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 1 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



## 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 to target them with precision and optimize marketing spend. Alteryx Business Insights includes the Location Insights dataset but goes beyond standard demographic data with behavioral and retail purchasing information to create that in-depth view you need for successful marketing strategies. You will be the superhero of the office by segmenting your B2B customers by sales volume or determining ideal new markets or sites as you watch your marketing ROI soar.

- **Know your customers:** Understand current and projected lifestyle, behaviors, attitudes, buying preferences, media interaction and much more
- **Investigate and explore:** Discover new target customers or variables for a complete picture
- **Trusted and comprehensive:** 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 you need to propel your organization to success
- **Transform your insights into action:** Build models in Alteryx using our code-free advanced analytics suite

### About Alteryx

Alteryx offers an end-to-end, analytics platform which empowers people to break data barriers, deliver insights, and experience the thrill of getting to the answer faster. Business analysts and data scientists alike can discover, share and prep data, perform analysis, and deploy and manage analytic models. Enterprises all over the world rely on Alteryx to deliver actionable insights daily.

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