



Alteryx Data Preparation Analytics and Visualization Training Course

4 – 8 July 2027
Marbella

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Ref: 782_159495 **Date:** 4 – 8 July 2027 **Location:** Marbella **Fees:** 5700 Euro

Overview

Alteryx Data Preparation Analytics and Visualization Training Course is a five-day intermediate-to-advanced course for data analysis, business intelligence, reporting, finance, and operations functions who leave with a Governed Alteryx Analytics Workflow Portfolio. Participants connect data preparation, blending, cleansing, transformation, repeatable automation, spatial and predictive tools, analytic apps, visual outputs, validation, and deployment controls. Agile Leaders Training Center develops practical Alteryx data preparation, analytics, and visualization capability.

Who Should Attend

- Data analysis functions responsible for repeatable preparation and analytical workflows
- Business intelligence functions responsible for reusable datasets and reporting outputs
- Reporting functions responsible for controlled refresh and distribution processes
- Finance analysis functions responsible for reconciled analytical models
- Operations analysis functions responsible for location, process, and performance insights

The course assumes participants can work with tabular data, apply basic analytical logic, and interpret workflow outputs, and leaves out introductory computer use, software administration, coding-heavy machine learning, and certification exam preparation.

Departments and Industries

The course supports departments and industries that automate data preparation and analytical delivery.

- Banking finance and risk analytics
- Retail customer and location analysis
- Healthcare operations reporting
- Manufacturing quality and process analytics
- Logistics network and route analysis

Learning Objectives

By the end of this course, participants will be able to:



- Build reusable data preparation and blending workflows
- Apply transformation, parsing, and quality tools
- Use spatial and predictive analysis components
- Build macros and parameter-driven analytic apps
- Diagnose workflow errors and validate outputs
- Build a governed analytics workflow portfolio

Course Agenda

Day 1: Prepare and Profile Data

- Input Data and Connection Configuration
- Browse Tool Data Profile Review
- Select and Auto Field Type Control
- Data Cleansing and Missing-Value Rule Set
- Formula and Multi-Field Transformation Pattern

Day 2: Blend and Reshape Data

- Join and Union Workflow Decision Map
- Find Replace and Fuzzy Match Pattern
- Cross Tab and Transpose Reshaping Method
- Summarize Tool Aggregation Design
- Source-to-Output Reconciliation Record

Day 3: Automate Reusable Workflows

- Workflow Container and Dependency Map
- Batch Macro and Iterative Macro Pattern
- Interface Tool Parameter Configuration
- Analytic App Action and Update Logic
- Workflow Scheduling and Error Handling Plan

Day 4: Extend Analytics and Outputs

- Spatial Match and Trade Area Analysis
- Predictive Tool Feature and Target Setup
- Model Evaluation and Score Output Review
- Reporting Layout and Render Tool Chain
- Workflow Documentation and Deployment Checklist



Day 5: Practice Governed Analytics

- Exercise: Reconcile a Preparation Workflow
- Exercise: Diagnose a Blend and Reshape Error
- Exercise: Configure a Parameter-Driven Analytic App
- Exercise: Validate Spatial and Predictive Outputs
- Capstone: Governed Alteryx Analytics Workflow Portfolio

Practical Exercises

The course uses suggested activities based on banking, retail, healthcare, manufacturing, and logistics datasets.

- Suggested activity: profile, cleanse, type, transform, and reconcile source data through a reusable workflow.
- Suggested activity: blend multiple sources and reshape outputs for reporting and analysis.
- Suggested activity: configure macros, interface parameters, validation checks, and error handling.
- Suggested activity: assemble spatial, predictive, reporting, documentation, and deployment evidence into the final portfolio.

FAQs

Who suits Alteryx data preparation and analytics training, and what does it assume?

Data analysis, business intelligence, reporting, finance, and operations functions suit the training; it assumes experience with tabular data, basic analytical logic, and interpreting workflow outputs.

How does Alteryx workflow automation differ from introductory data preparation training?

Alteryx workflow automation connects reusable blending, macros, analytic apps, spatial and predictive tools, validation, and deployment controls, while introductory training focuses on basic inputs, cleansing, and simple outputs.

When should analysts use an Alteryx macro?

Analysts should use a macro when repeatable workflow logic needs reusable inputs, configurable behavior, batch processing, iterative processing, or controlled reuse across multiple analytical processes.

How should Alteryx workflow outputs be validated?

Alteryx outputs should be validated through row counts, field profiles, control totals, exception records, source reconciliation, expected ranges, model evaluation measures, and documented review evidence.



What makes an Alteryx analytic app governable?

An Alteryx analytic app becomes governable through defined inputs, constrained parameters, documented actions, validation rules, controlled dependencies, version records, access decisions, output reconciliation, and deployment approval.

Conclusion

Participants take back a Governed Alteryx Analytics Workflow Portfolio linking preparation, blending, automation, macros, apps, spatial and predictive analysis, visual outputs, validation, documentation, and deployment. It changes disconnected analyst tasks into reusable workflows. The portfolio supports coordinated work across data, reporting, finance, operations, and governance functions.