

Advanced Data Analytics Software

Alteryx: Retail and ecommerce analytics software from Javelin Group

BENEFITS AT A GLANCE

- Easy to use with little training required
- No programming skills needed
- Blend all data sources in one place
- Read from/writes to any database e.g. Mapinfo.TAB, ESRI.SHP, Google Earth.KML, XLSX, DBF, CSV, OLeDB, Tableau.tde
- Fastest data processing tool available
- Automate regular tasks (inc. mgmt reports)
- Publish modules to the web
- Runs on standard PCs or servers

DATA PROCESSING AT EXTRAORDINARY SPEED

- **Furniture sector:** With Alteryx, our client has automated production and dissemination of a weekly financial KPI report that previously took nine hours per week to produce and now takes 10 secs
- **Building/DIY sector:** Having delivered a single customer view across 15m transaction records using Alteryx, our client is now running ad hoc queries against the customer file which take seconds (vs. several hours using traditional methods)



To arrange a demonstration of Alteryx please contact Carl Bradbrook on +44 (0)20 7961 1328 or email carl.bradbrook@javelingroup.com or visit www.javelingroup.com.

Alteryx from Javelin Group is a high performance, flexible software tool revolutionising data analytics in the retail and ecommerce sectors. Multiple sources of customer, competitor, store, product and geographic data can be read and analysed at lightning fast speeds to produce data insight, thematic maps and management reports faster than any other software available in the marketplace.

Alteryx combines four key features in one, easy-to-learn user interface:

- **Data manipulation tool:** Format, clean and blend multiple data sources from across the enterprise (without impact on other teams or changes in IT infrastructure)
- **Analytic engine:** Analyse “Big Data” (e.g. individual SKU, customer and spatial data) with predictive analytics at super fast speeds
- **Mapping and spatial analysis:** Analyse store networks, competitors and customers using advanced mapping and drivetime technologies
- **Business reporting:** Automate any internal business reporting with permission levels set for different users (inc. web access)

APPLICATIONS FOR RETAIL AND ECOMMERCE BUSINESSES

Alteryx has wide application across the enterprise:

Function	Alteryx Capabilities (Illustrative Examples)
Finance	- Automate weekly/monthly financial KPI reports - Allow colleagues to run their own financial KPIs on the fly using sectioned apps - React quickly to ad hoc incoming analytical queries
Customer Insight & Marketing	- Customer segmentation (using advanced clustering) - Single customer view - Build and host customer retention/acquisition models
Buying & Merchandising	- Category performance dashboards - Markdown and price optimisation decision support - Macro and micro range and space planning
Operations	- Contact centre applications (e.g. optimised call routing, reporting dashboards...) - Warehousing applications (e.g. batch formation and pick location optimisation...) - Inventory KPI reporting (e.g. movements, stock cover, items ordered together etc.)
Location Planning & Property	- Automate board reports for new store sign off - Create and manage store estate database (addresses, landlords, lease details, performance KPIs, photos...) - Build and run sales forecasting models and cannibalisation analysis (regression, gravity, analogues...)
eCommerce & Multi-Channel	- Automate weekly and monthly performance dashboards - Automate web analytics routines - AB testing

FULLY FLEXIBLE AND CUSTOMISABLE

- Data and country independent (e.g. includes global street-level mapping)
- Build and run complex predictive models easily
- Create simple analytic apps to automate complex tasks
- Share apps via desktop or web
- Create highly visual automated reports

SUITABLE FOR:

- Location Planners
- Property Consultants
- Marketing Professionals
- Financial Analysts
- Customer Insight Managers
- Range Planners
- Data Artisans
- Database Managers