

Insight that delivers a return – with Alteryx & Experian

Blend and analyse almost unlimited data sets to drive insight and strategy

What is Alteryx?

Alteryx brings you powerful, sophisticated and easy to use analytical capabilities – with an intuitive workflow for blending internal, third-party and cloud data. It is a flexible software tool that enables your business to use data and advanced analytics to make improved business decisions. It joins disparate data sets and formats efficiently and with relevance, focused on your business needs. It can process complex data into trends and segments, and quickly clean and format large sets of data. The original 'Big Data' manipulation tool, Alteryx can input/output a range of different formats including spatially referenced data enabling it to work as a data machine for all internal departments.

Alteryx and Experian

Experian is a premier Alteryx partner in the UK. Combining the Alteryx tool with Experian data and insight delivers the perfect combination of analytical automation and accessibility, with unparalleled data capabilities, expert support and solutions that cross channels, span sectors and can support you across all your geographic markets.

Alteryx and Experian seamlessly supports your analytics across multiple use cases in a single tool:

- Predictive consumer analytics
- Customer segmentation
- Retail planning and location insight
- Data blending and transformation.

“The combination of Alteryx software with Experian content and analytics provide the accelerated insights businesses are seeking today. In today's Big Data world, the modern analyst needs the right software, the right data and advanced analytic know-how to remain competitive. The combined resources of the Experian/Alteryx relationship deliver on that promise.”

— **Dean Stoecker**, Chairman & CEO, Alteryx

Insight that delivers a return – with Alteryx & Experian

Alteryx – in action

A large Insight Group provides internal analytics to the businesses in their portfolio to deliver insight and cross and up-sell opportunities.

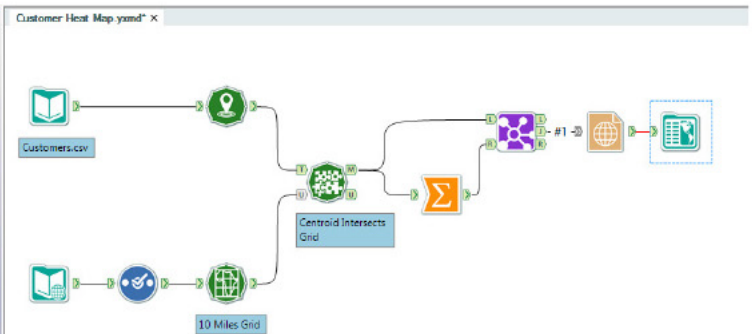
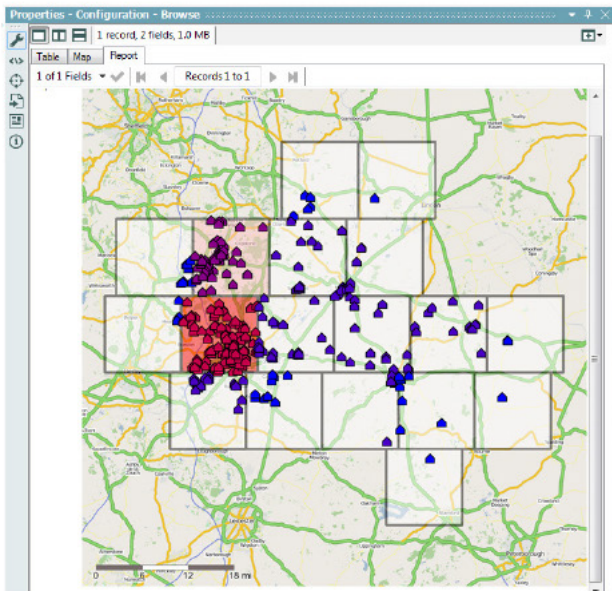
With so much data, the team found it difficult to combine silos from across the businesses and repeat successful analysis.

Providing the insight group with ConsumerView data, pre-loaded within Alteryx, the team is now able to quickly and easily create routines to get, keep and grow the customer base. Data is accessed easily, project turnaround is faster and reliably replicated across the businesses. Using databases from the Experian Micromarketer product, they are also able to build geographical insight into household targeting and better understand customer interactions with their locations.

Alteryx and Experian – in action

The Co-operative Group operates one of the largest and diverse retail estates in the UK and had an objective to open a significant number of new stores. The Retail Location Analysis (RLA) team needed to speed up planning, improve decision making and drive efficiencies. Any solution had to be compatible with the RLA team's existing databases and systems, including Experian's GIS solution Micromarketer Generation 3.

Experian deployed Alteryx into the Co-operative business, creating an analytical environment where a tailored sales forecasting model, that assesses sites consistently with little input from an analyst, was quickly implemented. The solution increased processing speed, saving many man hours on site assessments, delivered consistently accurate analysis, and encompassed a custom app for running OFT rules on acquisition targets.



Insight that delivers a return – with Alteryx & Experian

Alteryx and Experian – more intelligent customer interactions

By capturing, blending, analysing and predictively modelling customer data you can develop insights that ensure each customer interaction is relevant and maximises the value for your business.

Customer insight: segment your customers, identifying your most and least profitable, and the key metrics associated with each.

Predictive analytics: integration of R language provides an intuitive set of drag-and-drop tools that enable you to quickly build models, without the need for code.

Cross-channel insight: blend Experian's dynamic cross channel consumer data repository with your own customer data to help deliver a single view of each customer and identify any gaps in your data. Create new data segments based on response rates that help you target the right content to the right customer at the right time using the right channels.

Bringing multiple data sources together that span customer data, location data, market data, store data and more, and performing various analytical process to build catchments, metrics, models and forecasts will be a familiar story for those looking to make more informed location based decisions.

Alteryx does all of this in a single tool, handling most data formats (spatial and non-spatial).

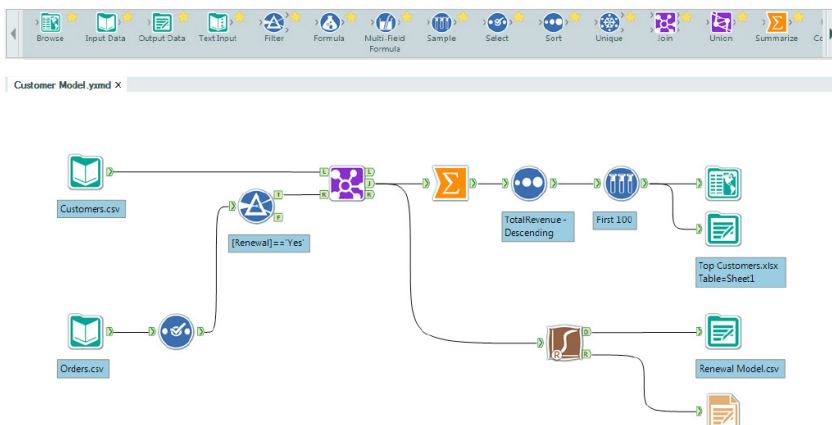
Anticipate demand: blend internal, transactional, demographic, behavioural, competitor, economic, seasonal and promotional data to accurately predict consumer demand across your markets.

Understand store performance: group stores based on like attributes. Assess sales performance by products and channels and combine trade area demographics, census and demand data and past sales history, to identify what is driving excellent and/or poor performance.

Location insight: quickly and easily bring data together for any set of geographies and deliver formatted insights into local demography, consumer demand, competitive landscape, catchment reach or other data of interest, internally or externally sourced.

Undertake many retail planning tasks in Alteryx:

- Build catchments and run drive times
- Segment your locations using advanced clustering tools
- Perform gap and headroom analysis of local markets
- Automate management reports.



Registered office address:
The Sir John Peace Building, Experian Way,
NG2 Business Park, Nottingham, NG80 1ZZ

T: 0845 234 0391
E: marketing.services@uk.experian.com
www.experian.co.uk/marketing

© Experian 2017.

Experian Ltd is authorised and regulated by the Financial Conduct Authority. Experian Ltd is registered in England and Wales under company registration number 653331.

The word "EXPERIAN" and the graphical device are trade marks of Experian and/or its associated companies and may be registered in the EU, USA and other countries. The graphical device is a registered Community design in the EU.

All rights reserved.