

alteryx

Terrible Coffee and Analytics

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Technical Product Marketing



A person is walking from left to right, carrying a large suitcase. The image is a monochromatic blue overlay on a lighter background. The person is wearing a light-colored shirt and dark pants. The text "For the love of coffee." is centered over the image.

For the love of coffee.

Stats to Sip to

- Most popular drinks in the world
 1. Water
 2. Tea
 3. Coffee
- Market valued at \$465.9B USD (as of 2020)
- 400 Million cups of coffee consumed in the US per day
- Finland consumes 12kg of coffee per capita

12kg = Adult Woolly Spider Monkey



A Dummies Guide for Making Good Coffee

1. Google question
2. Find credible source
3. Replicate provided steps
4. Profit (?)

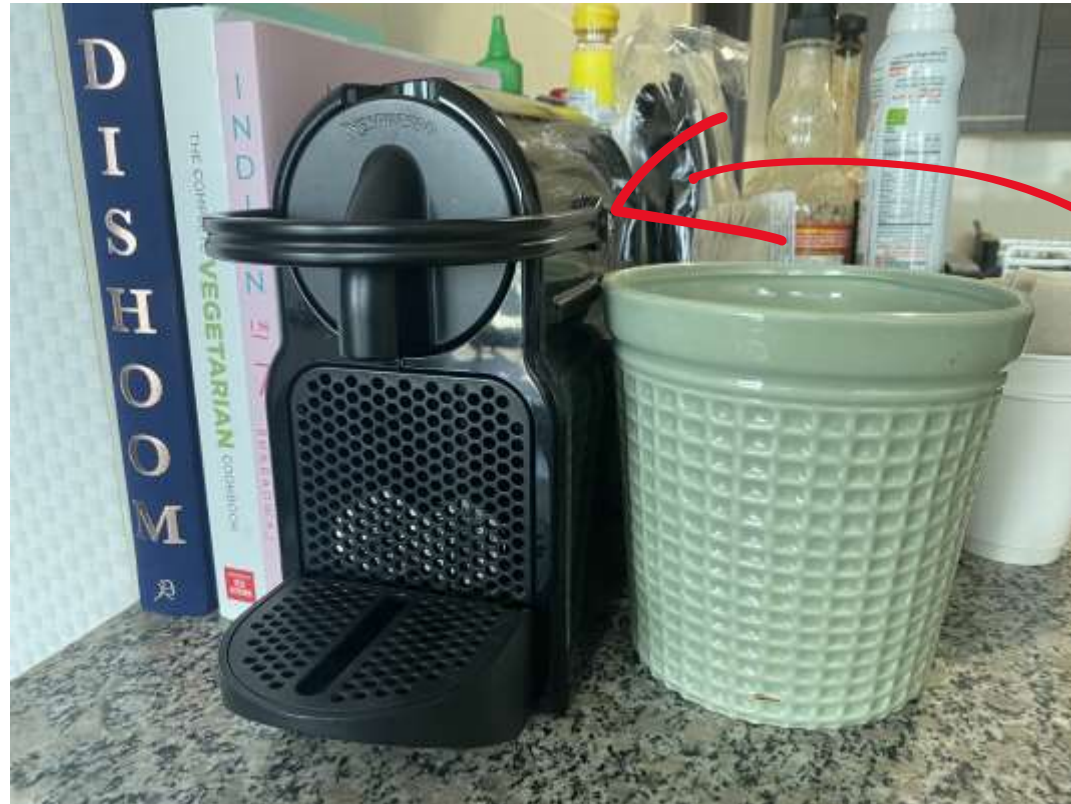
The Approach



Common Coffee Making Mistakes

1. Using water that's not cold enough
2. Mismeasuring grounds
3. Using the wrong size grind
4. Using pre-ground beans
5. Getting the water to coffee mix wrong

Push to Caffeinate

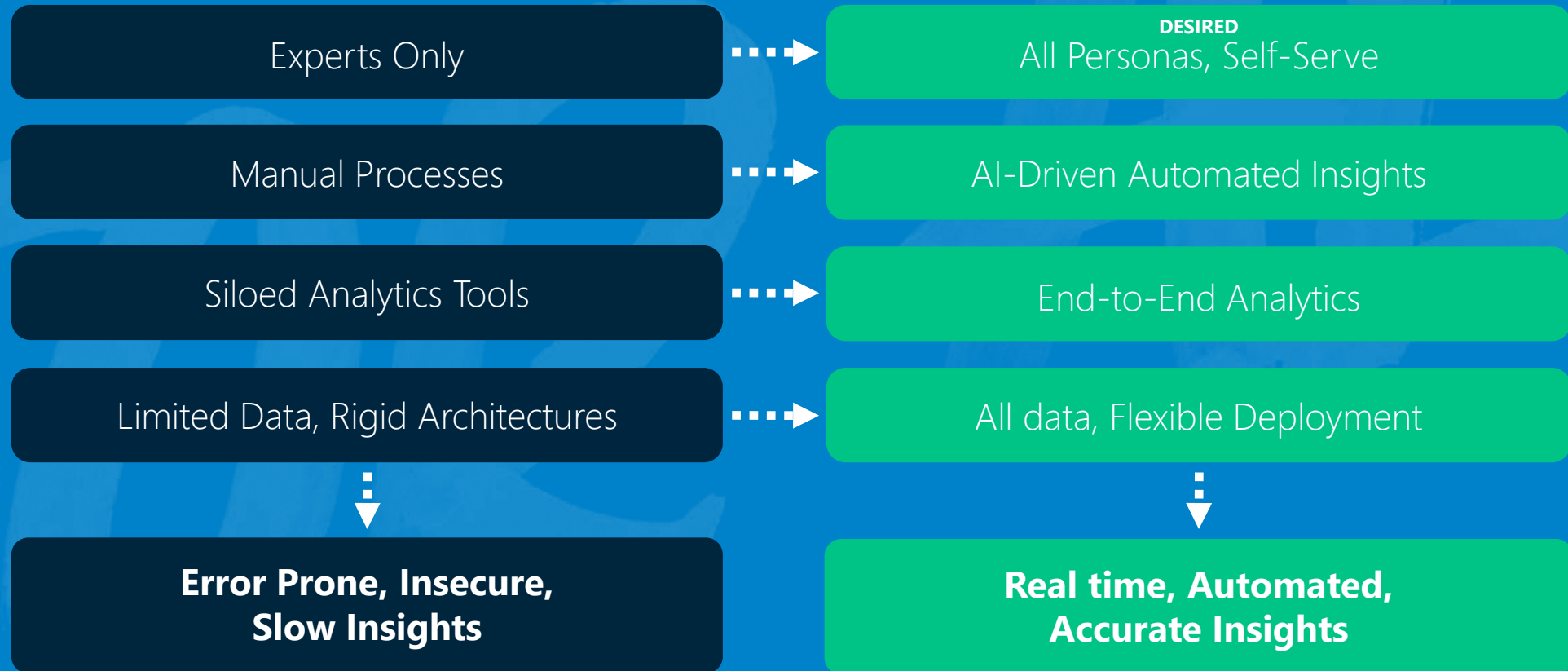


MINE!

Isn't this presentation supposed to be
about Data and Analytics...?



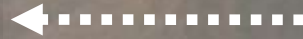
Analytics Approaches **Need to Change**



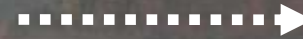
Enterprises are Investing in Analytics, but **The Analytics Gap** is ONLY Widening

92%

of organizations
continue to **invest
heavily** in AI and
analytics*



The Analytics Gap



19%

feel that they're truly
being **data driven***

Alteryx Analytics Automation Platform



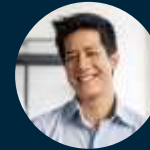
IT



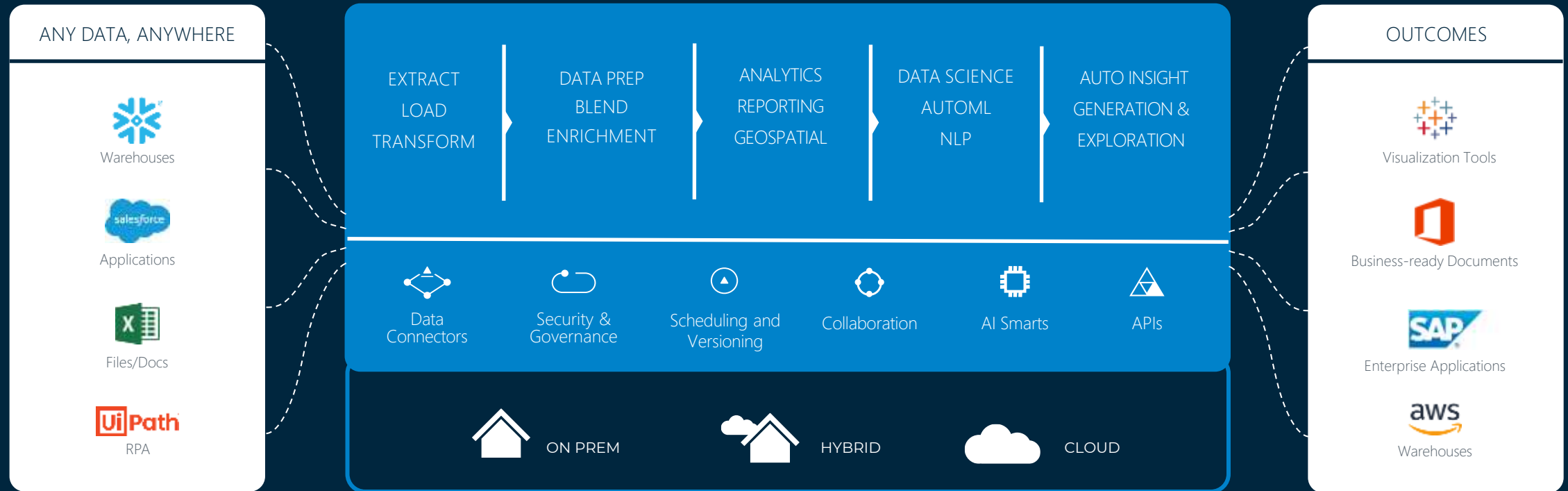
DATA ENGINEER



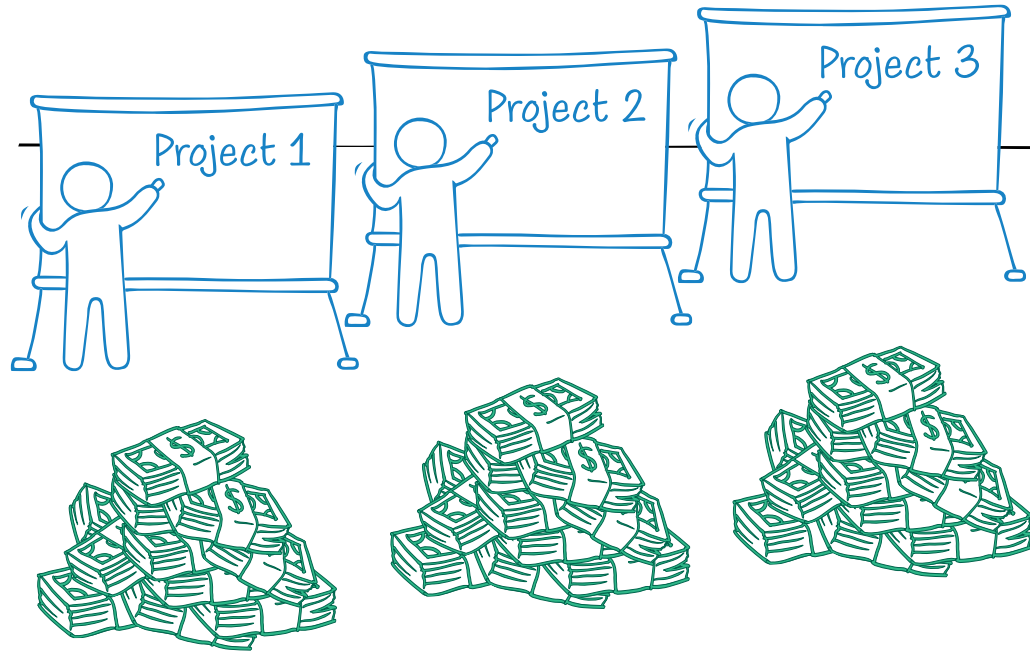
ANALYST



BUSINESS USERS

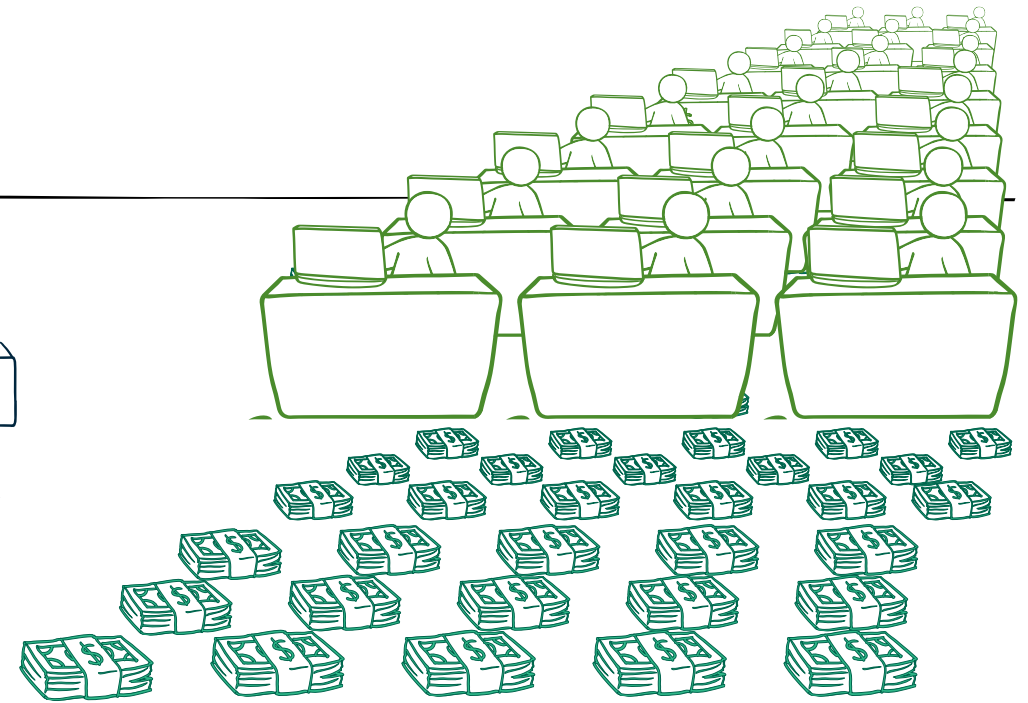


Data Scientists



ROI

Knowledge Workers



ROI

Key Takeaways

- 01 Analytics *really is* for all
- 02 Advanced Analytics != Code
- 03 SMEs are everywhere – use their potential
- 04 Enjoy low hanging fruit
- 05 Let the experts focus on the edge cases

Questions

Thank You

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