CYBAGE

Delivering Value. Scientifically.

Instructor Lead Training

Brief: This was a customized ILT session, supported by handouts and user guides, to equip both instructors and learners.

Tools & Technologies:

Acrobat PDF

Microsoft PPT

Alteryx ETL for Amazon Redshift

This presentation will showcase the Alteryx ETL tool utilize AWS Redshift to acquire, extract, transform and build reporting tables which will be consumed by Tableau.

https://www.youtube.com/watch?v=57qwPqubW78

https://help.alteryx.com/current/index.htm

https://www.youtube.com/watch?v=UhQjSzdlO_g

http://docs.aws.amazon.com/redshift/latest/mgmt/welcome.html

Demonstration Context and Objectives

This demonstration intends to showcase:

Data acquisition from custom and third party API based sources.

Various ETL tools to create, manage, and execute different data management flows.

Storage repositories on the AWS infrastructure.

Ad-hoc reporting and data visualization.

Use Case

We choose a simple use case to demonstrate this solution:

Email

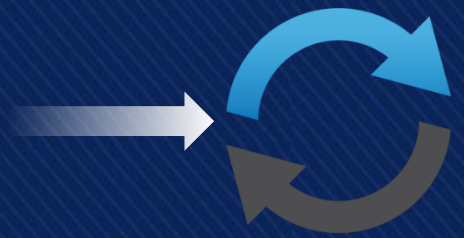
Pulls Datamart production inventory details from the file received over email

FTP

Pulls Datamart stage inventory details from the file received over FTP

FB API

Pulls client popularity metrics from Facebook

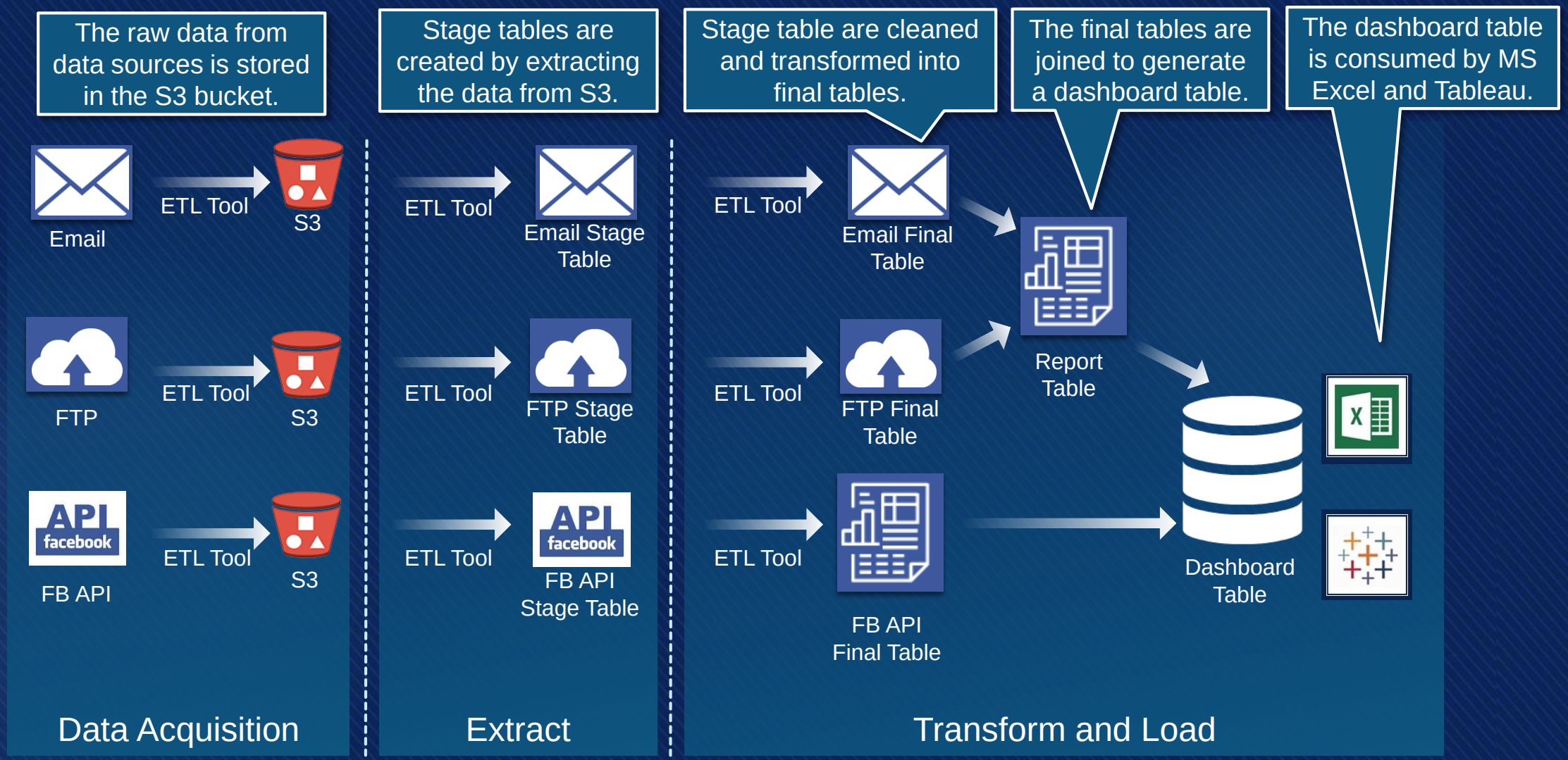


Transforms and cleans acquired data

Dashboard Table

Populates user metrics to show reporting table

Data Flow



Alteryx Product Lines

Alteryx is a licensed tool that is installed on Windows OS. It comprises of four major product lines:

- Alteryx Designer - helps you design your workflows
- Desktop Automation - helps you create and control scheduling from a desktop
- Alteryx Server - helps you schedule the workflows in a timely manner from a server
- Alteryx Analytics Gallery - helps you run and view the created workflows

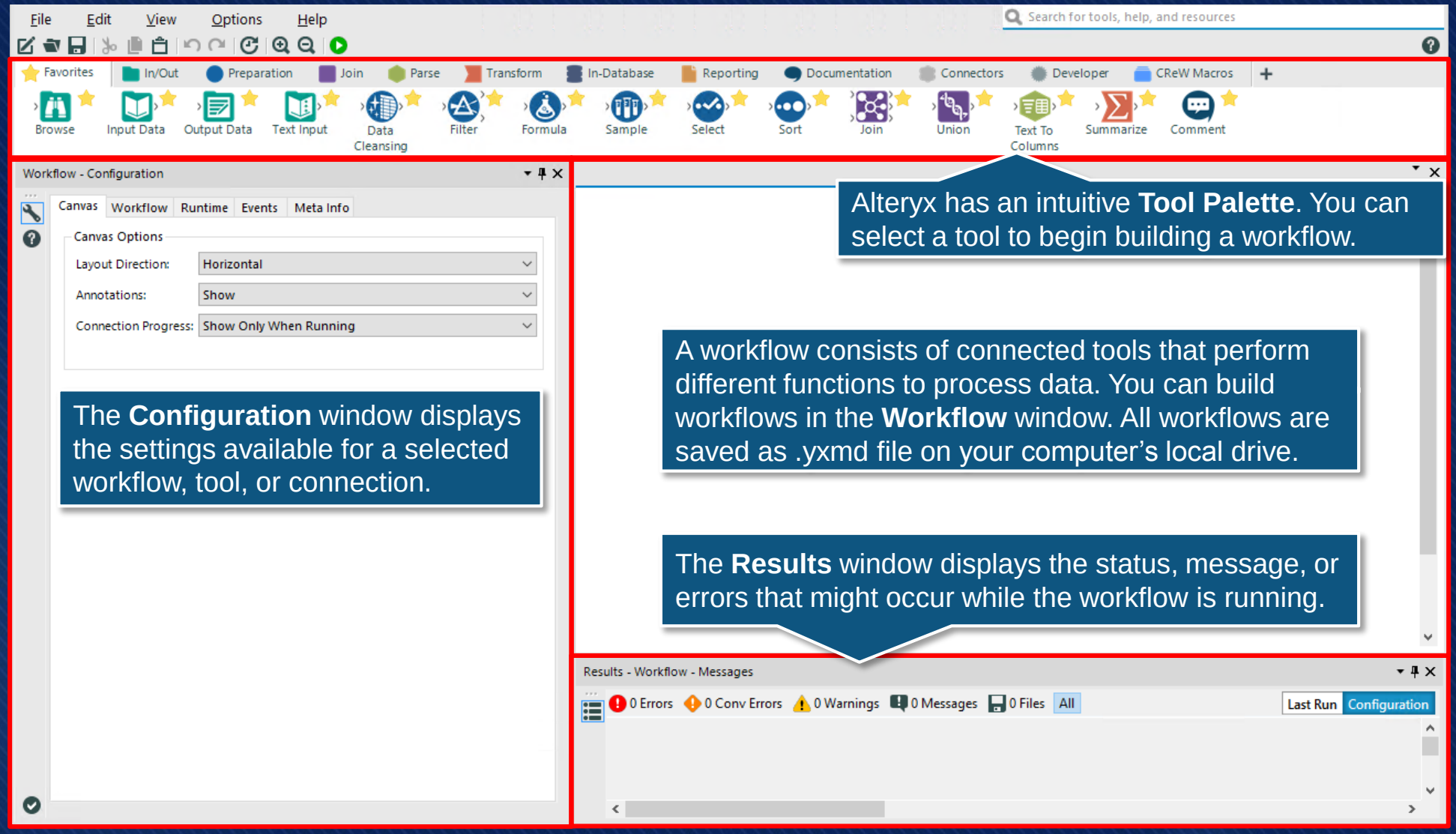
Annual pricing is based on subscription model: 1 year and 3 year

Sr. No	Description	1 Year Price ($)	3 Year Price ($)
1	Alteryx Designer	5195	3995
2	Desktop Automation (add-on)	6500	5000
3	Alteryx Server *	58500	45000
4	Alteryx Analytics Gallery	1950	1500

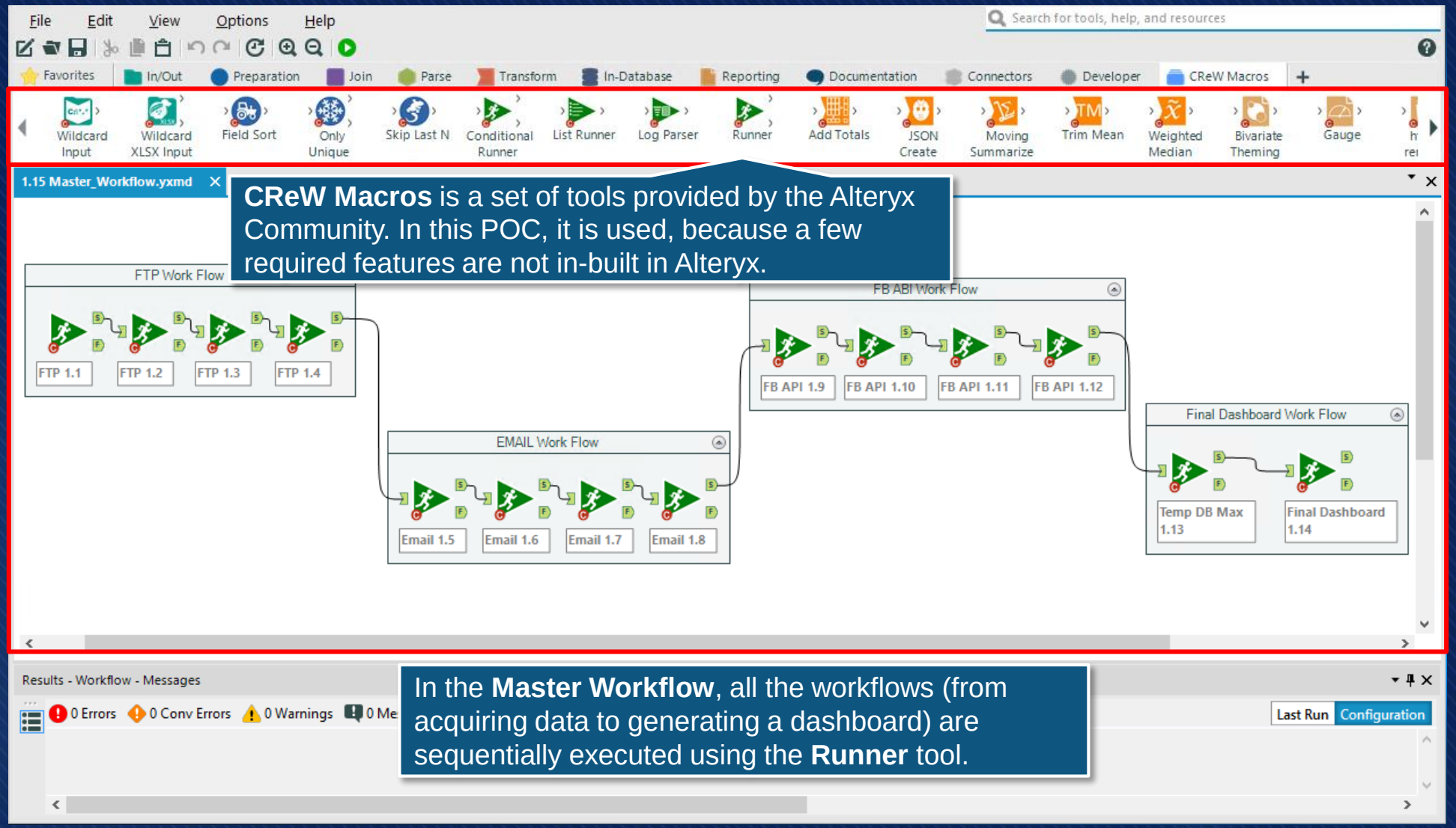
* Alteryx Server is also available on AWS marketplace as an EC2 AMI -
Prices starting from $8.02/hr. or $58,500.00/yr. + AWS usage fees

P.S. Additional details about Alteryx is available in the Overview presentation.

Alteryx Designer Interface



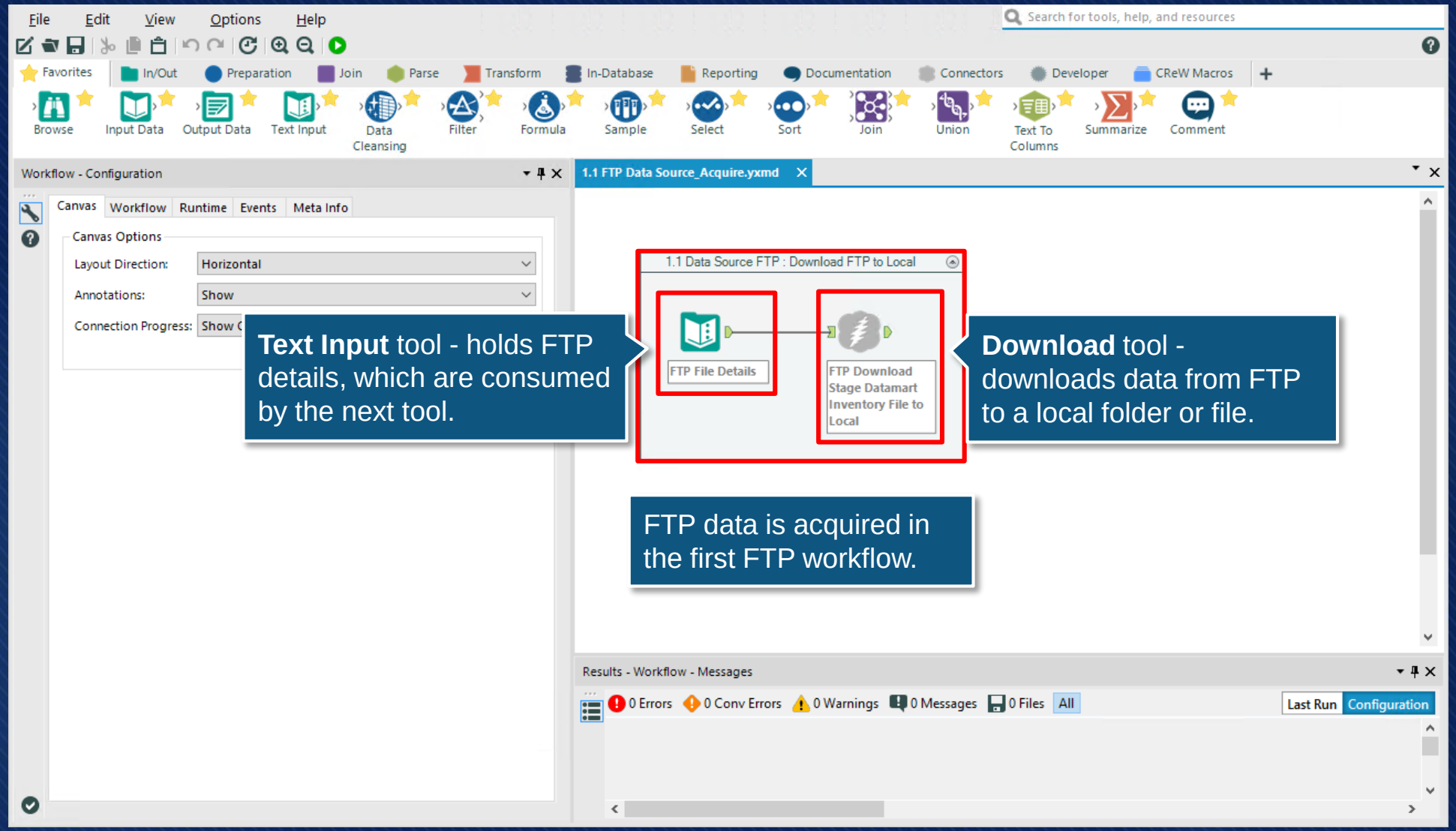
Master Workflow



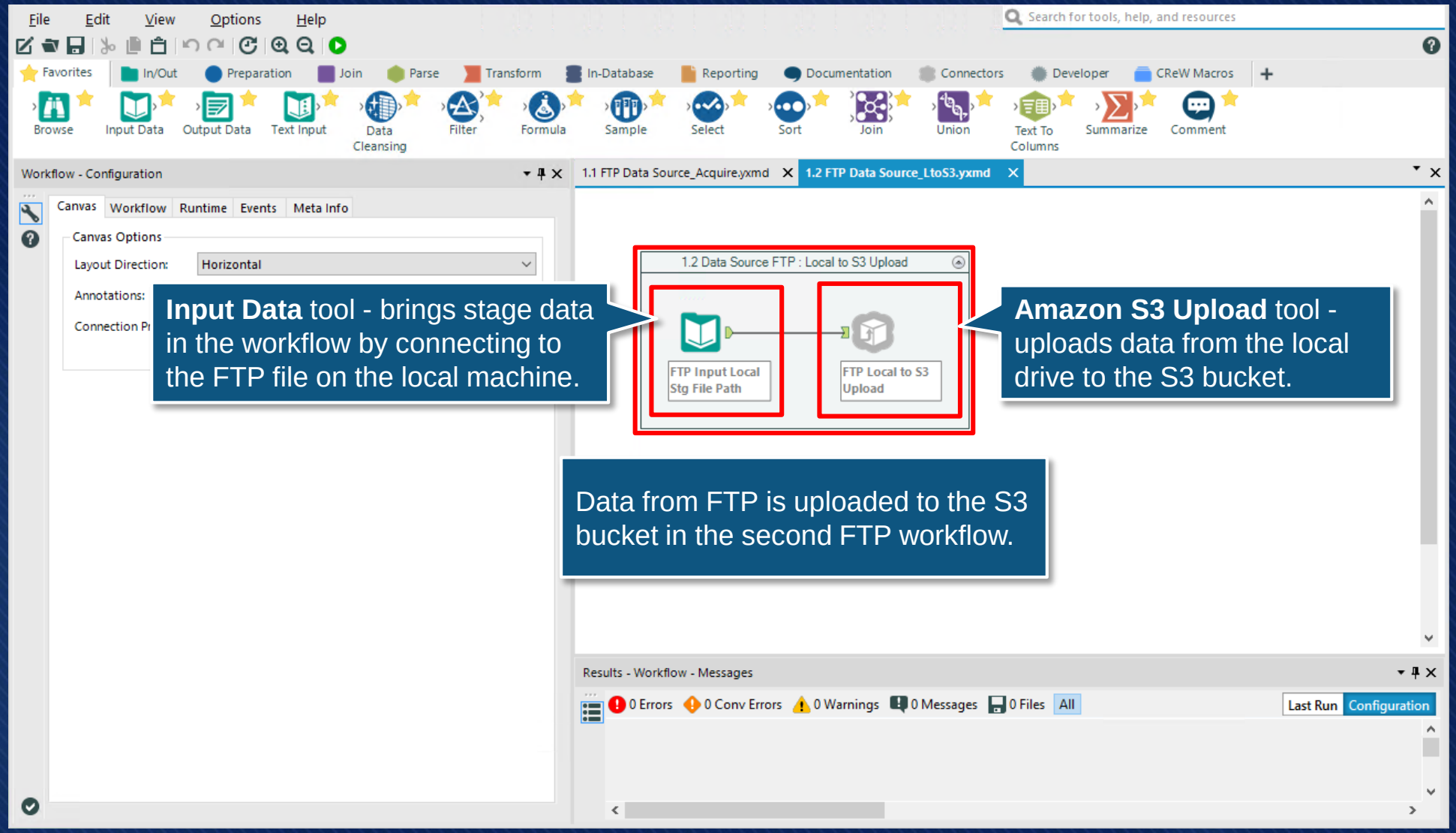
Stage Inventory Extraction from FTP

Let’s see how data is extracted by Alteryx

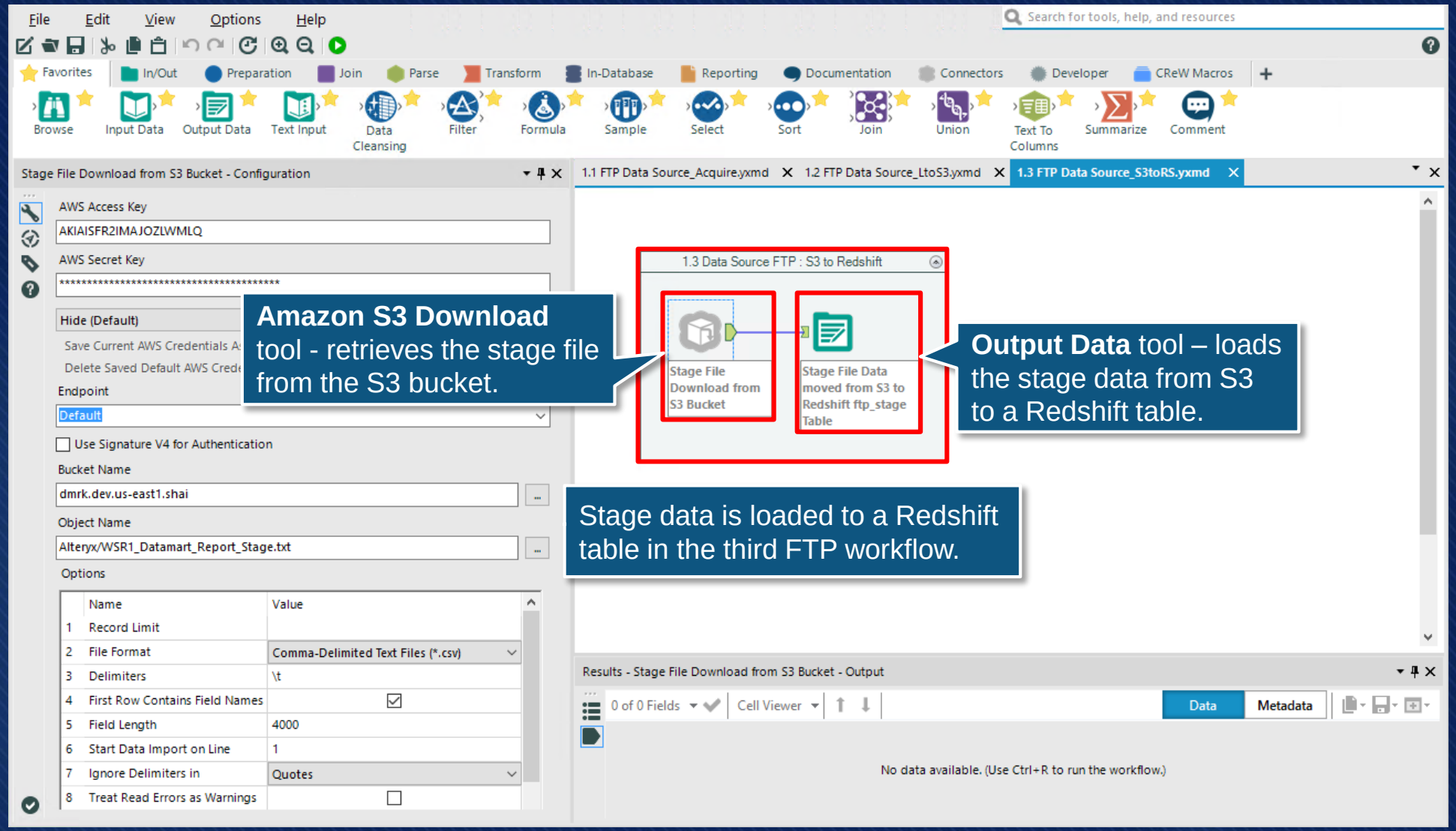
Data Extraction: FTP 1.1



Data Extraction: FTP 1.2



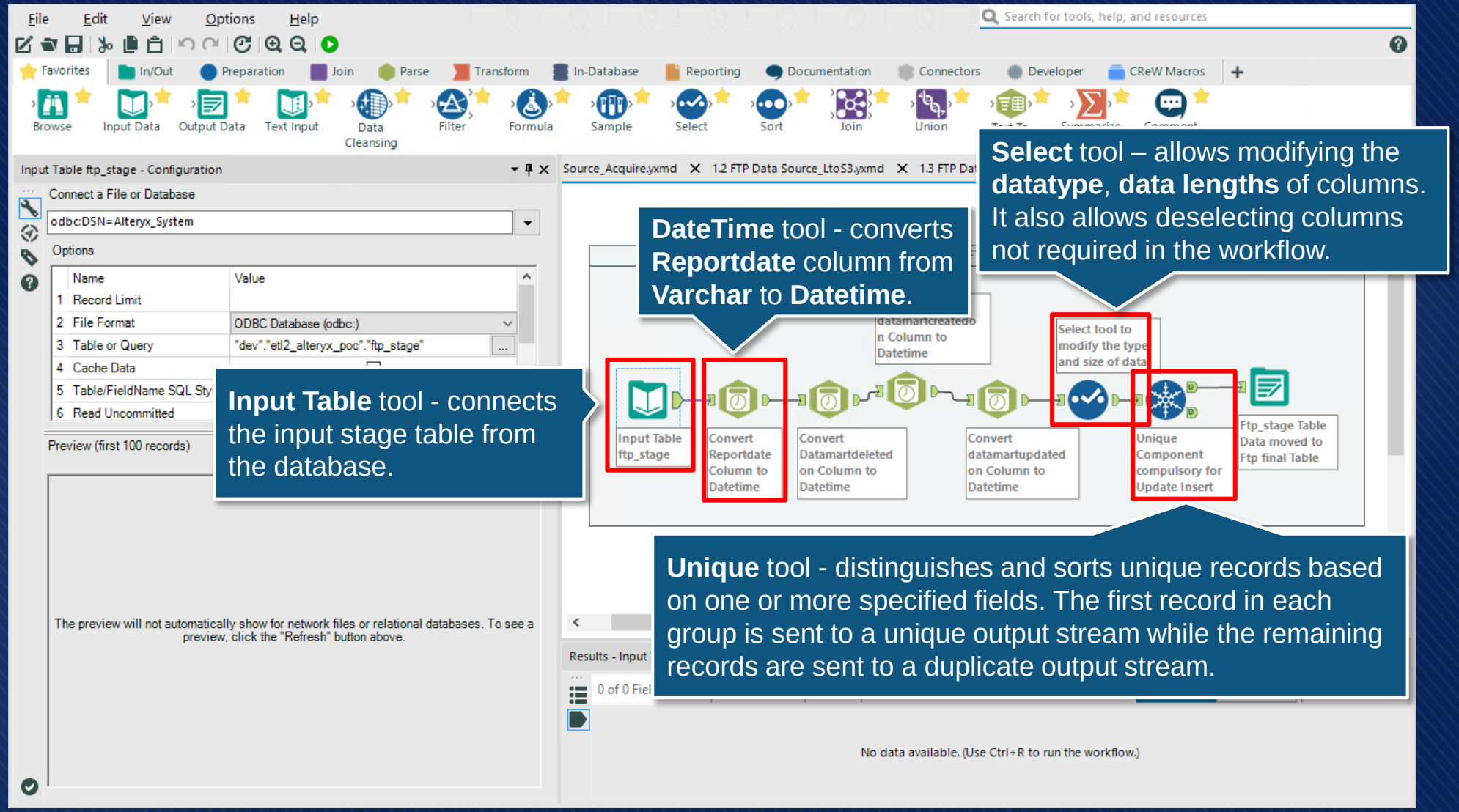
Data Extraction: FTP 1.3



Stage Inventory Transformation from FTP

Let’s see how data is transformed by Alteryx

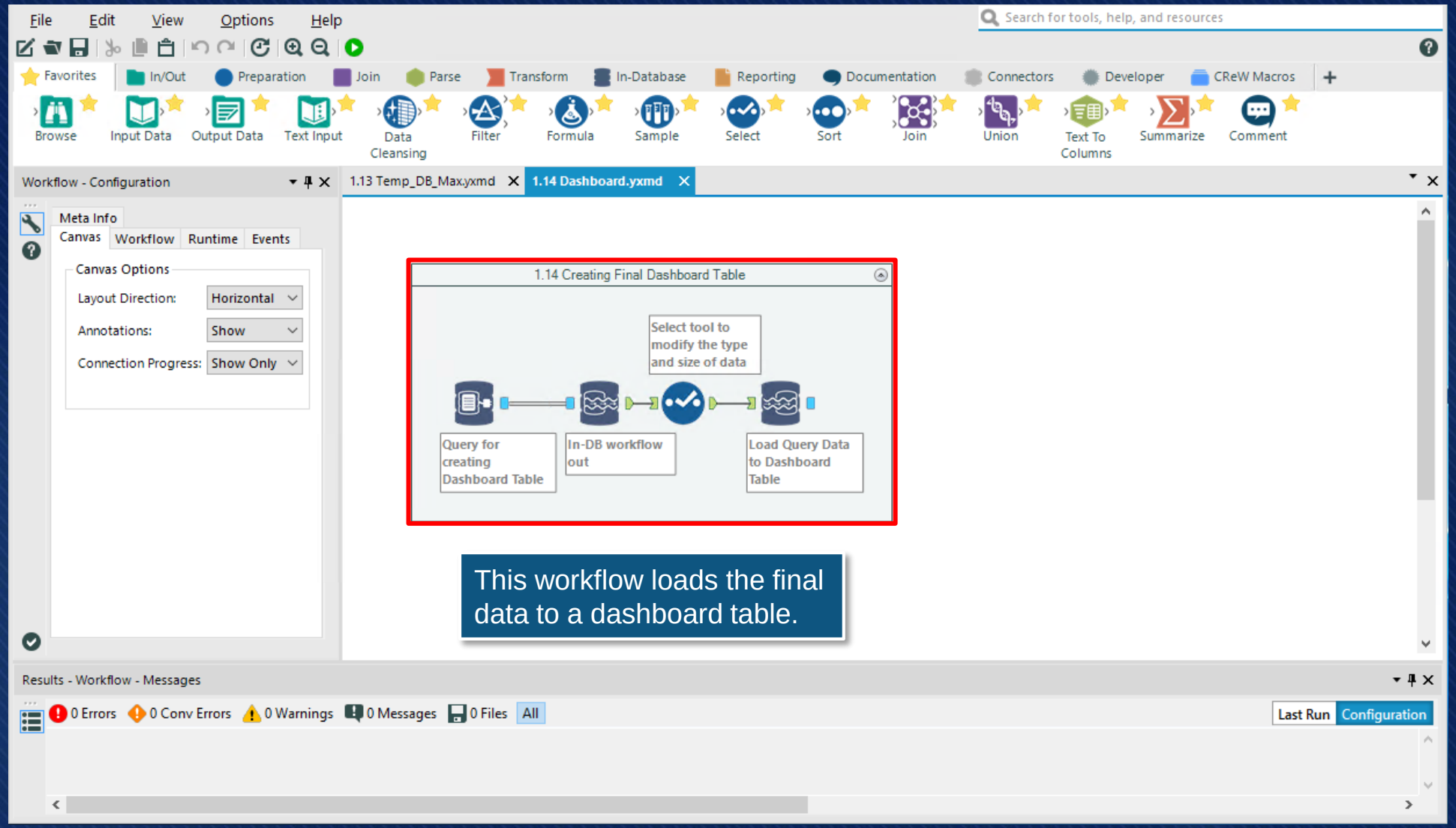
Data Transformation: FTP 1.4



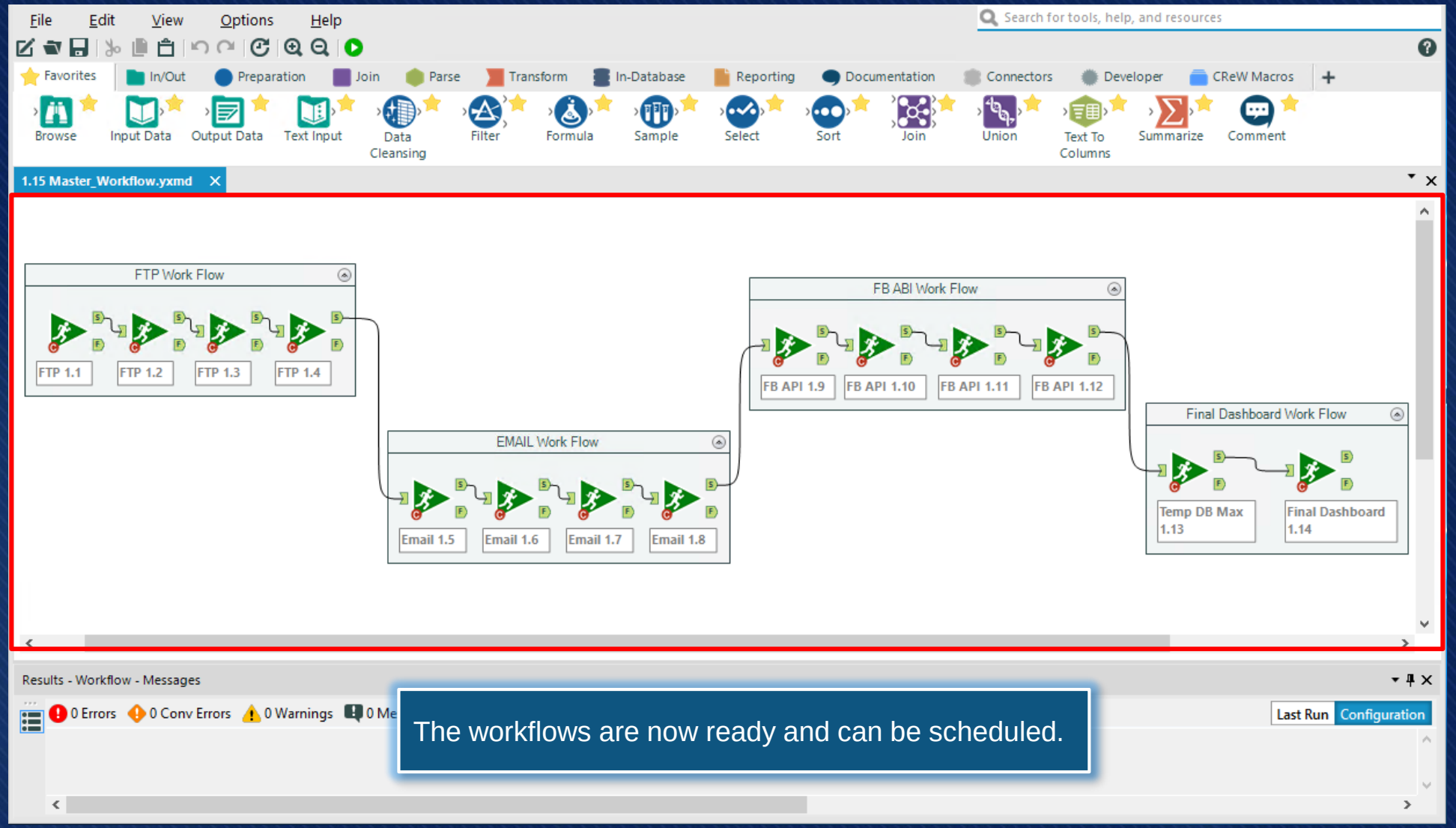
Dashboard Table Creation

Let’s see how Dashboard Table is created in Alteryx

Dashboard Table Creation 1.14



Dashboard Generation 1.15

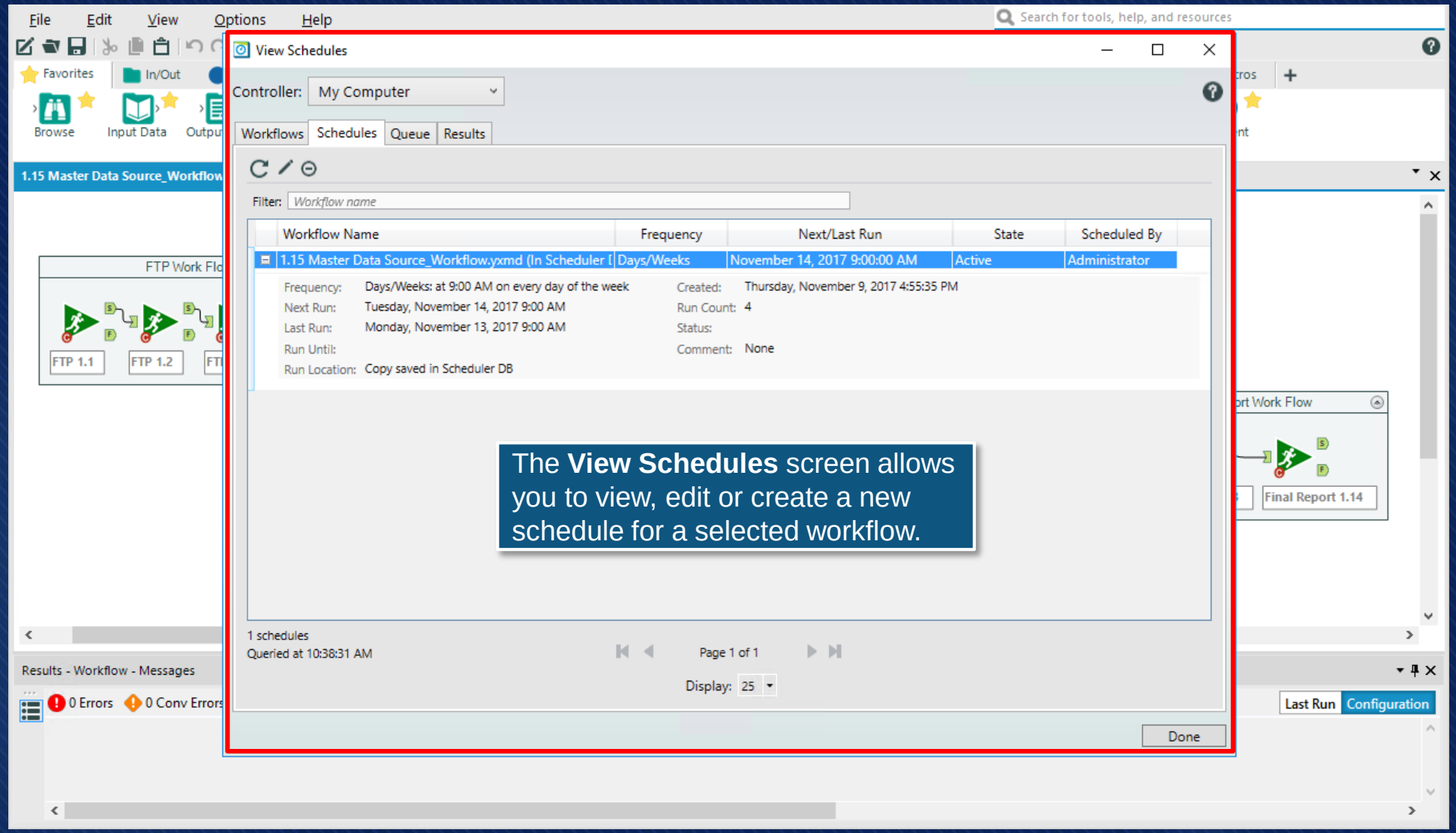


The workflows are now ready and can be scheduled.

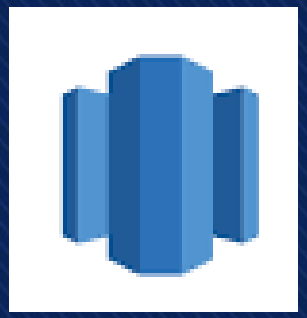
Scheduler

Let’s see how workflows are scheduled in Alteryx.

Managing Schedules



Integration of BI Tools with Redshift



AWS Redshift can be accessed by BI and other advanced analytic tools.

Power BI

tableau

Dashboard Table on Tableau