



alteryx

Beyond the Dashboard:

Answer any question about your data in minutes.

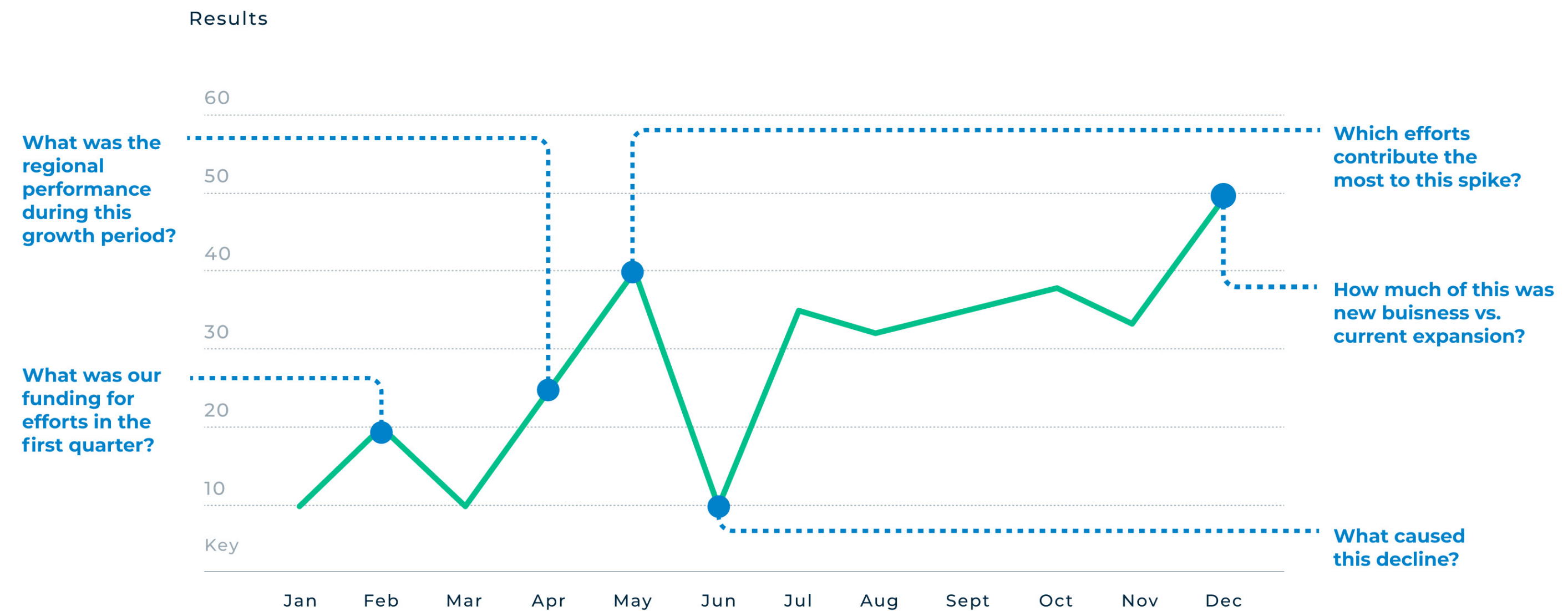
Let's cut to the chase — dashboards are limited.

They're great when you need to present information in an easily digestible format, provide high-level answers to questions, and make information visually appealing for presentations.

But they're bad when you need answers for:

- What changed?
- What caused the change?
- What do we do about the change?

It's not the dashboard's fault. It wasn't originally designed for answering those questions.





Despite that, so many people depend on dashboards to make business decisions. You probably do, too. So do many people at your organization.

And that leads you and everyone else to:

- **Miss out on key factors or make the wrong assumptions**
- **Make poor decisions that lead to less revenue and profit**
- **Devote time and budget to the wrong campaigns and initiatives**

It's not your fault. You're limited by the dashboard. So, when revenue is down, and someone asks:

- **What changed?**
- **What caused the change?**
- **What do we do about it?**

You're stuck trying to come up with the answer.

But finding the answer to those questions is time consuming and resource intensive.

And you often only have so long. Sometimes the end of the week, the end of the day, or, even worse, by the end of the meeting.

You do one of two things: (1) Make the best decision you can based on your experience and the limited information

you have or (2) place an urgent request for more analysis, creating bottlenecks and rushed results.

Then, something bad happens.

Because you and the rest of the organization needs answers to these questions that are asked over and over again, you do the same thing — you create more dashboards.

There are only three ways to go about this, too:

- 1. Hire more talent to increase analytic output**
- 2. Outsource the work to a third party**
- 3. Increase the demand on your current workforce**

None of these solve the actual problem of surfacing insights. None of the dashboards do a good job of helping you answer:

- **What changed?**
- **What caused the change?**
- **What do we do about it?**

What if you could still use dashboards to do the things they were designed to do well, but complement them with technology that could do the things that dashboards don't do well?

And you could do it all without having to use more of your analyst time, build complex models, or a single line of code?

What you would have is something like this:

What you see in the image is AI automatically digging into your data and surfacing the information you need — in minutes.

Without code.

Without more work for your analytics team.

Without complicated processes.

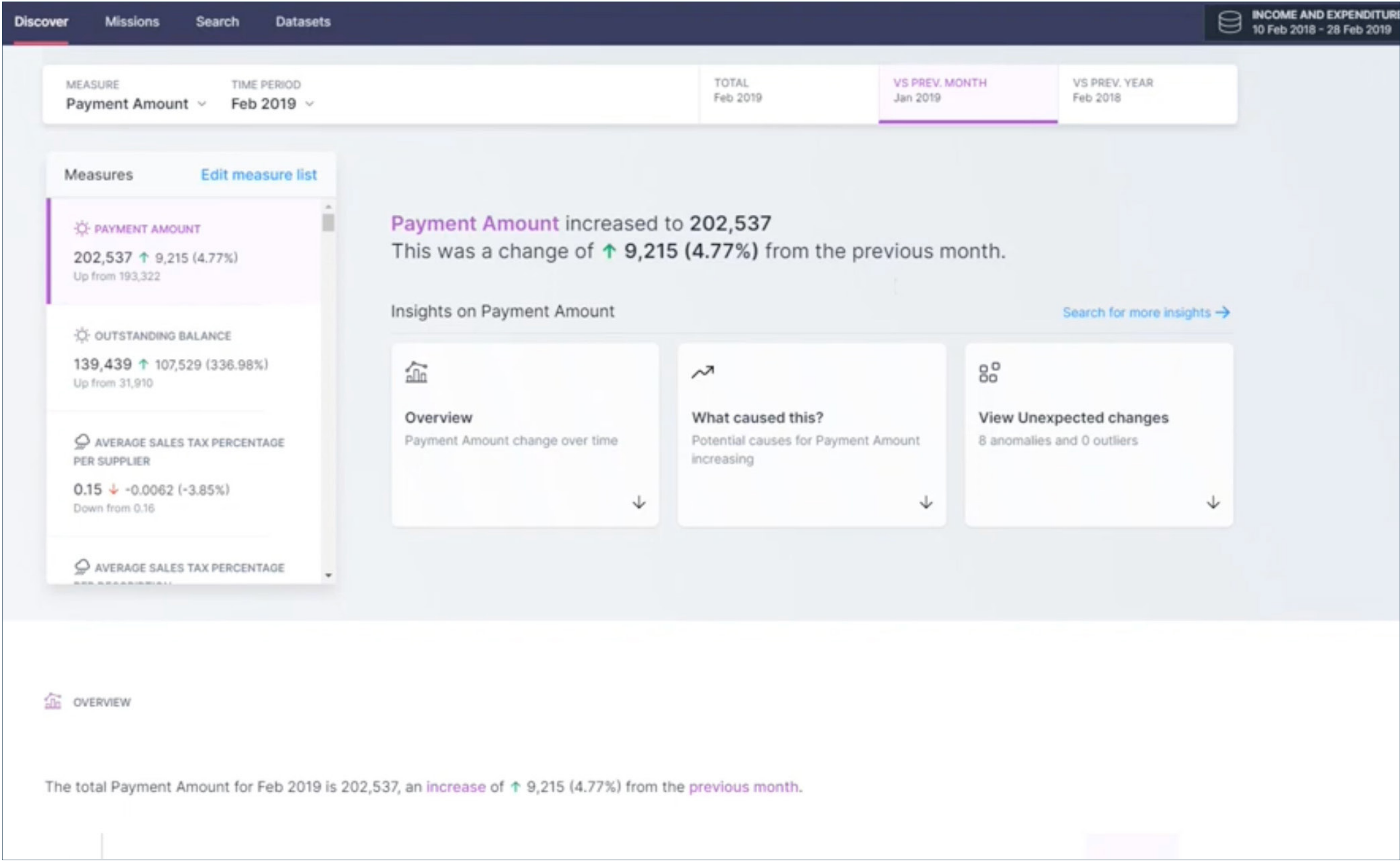
It's AI using the data you provide it from the cloud or your desktop to give you the answers you need.

It's so quick that you or anyone else can explore the data before or during a meeting and get the information you need to answer questions and make informed decisions.

In seconds, it does the work that analysts typically take hours to perform, leaving them available to dedicate more time to other important projects.

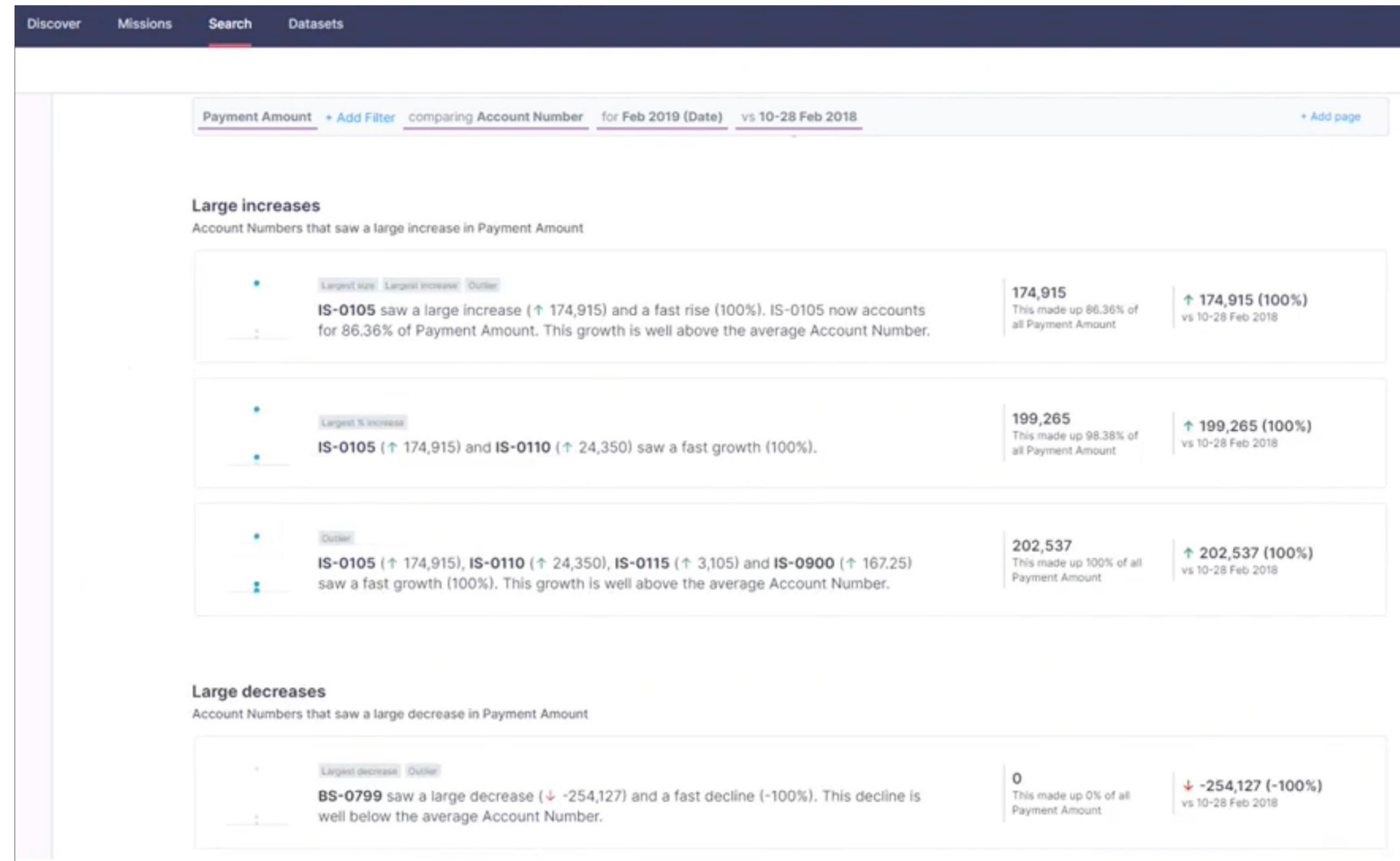
And it does all of this with any datasets you have ready to go.

And it helps you answer three big questions.



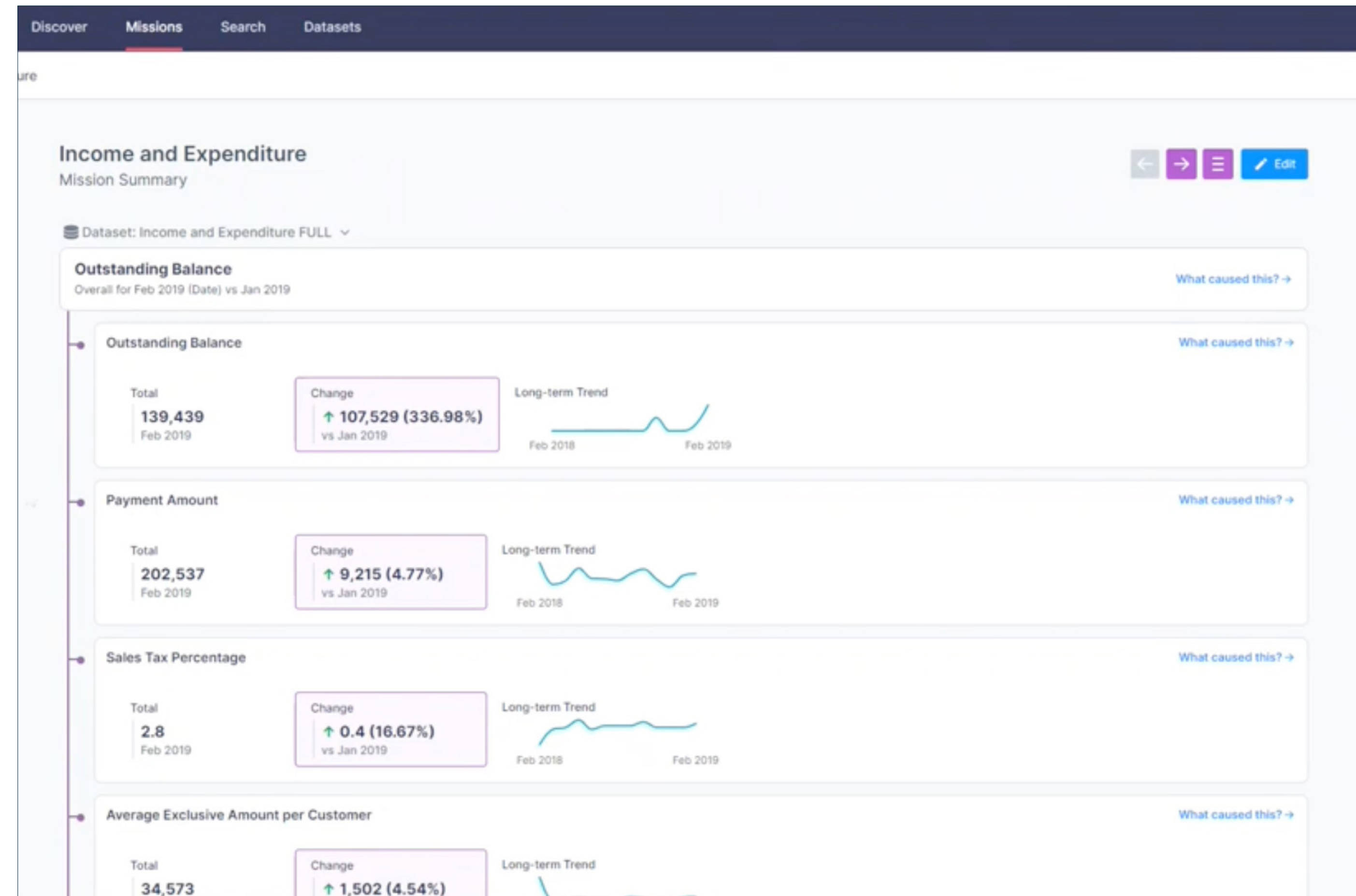
1. What changed?

If something changes, the AI automatically finds out for you. It runs thousands of data combinations to find hidden anomalies and outliers.



2. What caused the change?

If there's a sudden decline in sales, the AI can find the factors that most likely contributed to it, including which specific categories, accounts, regions, branches, and more.



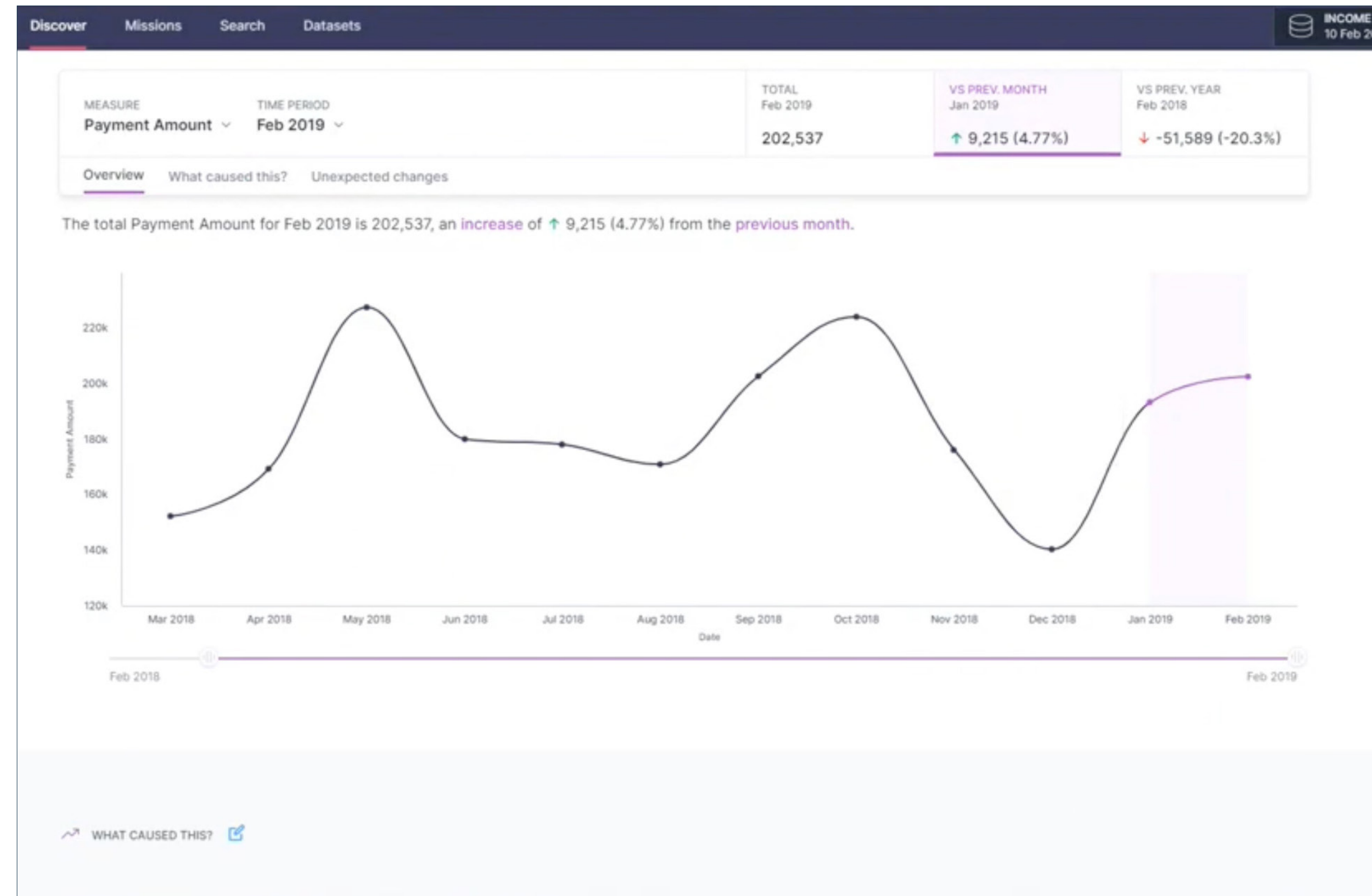
3. What do we do about it?

The AI can create personalized reports that you can share with others, automatically updating all insights and reports daily and sending them to inboxes.

Before you have a meeting, everyone can have the data in their hands. They can also use the dataset and software to explore questions, too.

While you're in a meeting, you could use the software to explore data, answer questions, and, more importantly, make a more informed decision.

It can identify potential problems and unnoticed changes as well as trends and opportunities.





ABOUT ALTERYX

Alteryx, the Analytics Automation company, is focused on enabling every person to transform data into a breakthrough. Alteryx unifies analytics, data science and business process automation in one, end-to-end platform to accelerate digital transformation and shape the future of analytics automation. Organizations of all sizes, all over the world, rely on Alteryx to deliver high-impact business outcomes and the rapid upskilling of their modern workforce. For more information visit www.alteryx.com.

Alteryx is a registered trademark of Alteryx, Inc. All other product and brand names may be trademarks or registered trademarks of their respective owners.

Conclusion

Current dashboards are limited. But they don't have to be. Companies are already using AI to generate automatic insights using the data they have.

They're surfacing trends, exploring data, and making better decisions — all without needing to create more dashboards or stressing out their analytics team.

[You can learn more about the software here.](#)

[See it in action for cash forecasting here.](#)

[Or get a demo here.](#)