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ALTERYX SWOT & PESTLE ANALYSIS

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Company Name : Alteryx

Company Sector : Software Technology

Operating Geography : United States, North America, Global

About the Company :

Alteryx is a software development company, headquartered in California, with a development centre in Broomfield, Colorado. Dean Stoecker, Olivia Duane Adams, and Ned Harding formed SRC LLC, the forerunner to Alteryx, in 1997. SRC LLC was renamed Alteryx LLC in 2010. As part of its analytics platform, Alteryx provides the following products: Alteryx Connect, Alteryx Promote, Alteryx Server, Analytics Hub, Alteryx Designer, Alteryx Intelligence suite. The company also runs the Alteryx Analytics Gallery, which is a cloud-based website. Alteryx uses data analytics to assist people to address commercial and societal challenges all over the world. It helps firms accelerate their digital transformation by combining analytics, data science, and business process automation into a single, end-to-end platform. The Alteryx Analytic Process Automation Platform is used by businesses of all kinds and types all over the world to offer high-impact business outcomes and rapid upskilling of their modern workforce. As of early 2023, the group employed over 2000 people.

Alteryx's USP lies in its being a worldwide analytics organisation with technologies that enable quick access to big data analytics and customer analytics, as well as the ability to unify information across all channels and systems. The mission statement of the company reads, "Alteryx helps customers achieve outcomes from their data to create business-changing breakthroughs every day. From designing reliable forecasts in an unpredictable economy to developing fair and equitable compensation packages for employees, the daily business and societal challenges we face demand data-driven answers."

Revenue :

US \$536.1 million - FY ending 31st December 2021 (y-o-y growth 8%)

US \$495.3 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Alteryx is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Major innovative breakthrough in cloud and ML based software products 2. Range of 6+ data analytic product platforms for business and research purposes 3. 760 of Global 2000 companies as its customers 4. Has a prudent and well-organized growth strategy 	<ul style="list-style-type: none"> 1. Negative impression of company due to CFO's racial public statement 2. Questionable security measures against database leaks
Opportunities	Threats
<ul style="list-style-type: none"> 1. Distribution partnership with Tech Data can place Alteryx on an accelerated growth track 2. Opportunity to take over the market due to its unique products with very few competition 3. Growing demand even in pandemic can heal company's negative income 	<ul style="list-style-type: none"> 1. Lawsuit filed against Alteryx may hamper its reputation 2. Simultaneous setbacks can harm company's momentum 3. Technical faults and undetected bugs added with cybersecurity risks pose a major threat

PESTLE Analysis :

The PESTLE Analysis for Alteryx is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Indian Railways can be potential customers of Alteryx 2. High demand for data analysis in India adds to Alteryx's potential sales 3. 'Biased' data by A.I. based analytic softwares might affect sales Alteryx Intelligence Suite and other products 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Banks using data analytics to improve customer service 2. Projected Big Data Market of \$243 billion by 2027 indicates huge opportunity for Alteryx
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Film industry in India adopts data analytics to predict revenues 2. High demand for data scientists and data analysts 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Changing trends in data analytics needs to be monitored and adopted by Alteryx
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. GST wing using data analytics to identify fraudulent cases indicates growing demand for data analysis softwares 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Questionable environmental sustainability of big data might affect Alteryx's business procedure

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