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We were not running the business like a dot-com." In 2006, as part of a pivot away from one-off consulting gigs, SRC released software to let customers do the number-crunching themselves. They named the software Alteryx, a nerdy joke for changing two variables simultaneously: "Alter Y, X." Stoecker made Alteryx the company name, too, in 2010.

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Whether you're the business owner or the person charged with developing and implementing a BI strategy, checking out Business Intelligence For Dummies is a good business decision. About the Author Swain Scheps is Manager of Business Analysis at Brierley + Partners, Inc. and a technology veteran making his first foray into the world of book authoring.

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Business Intelligence For Dummies. Forbes | September 30, 2019. Sorry, Ph.D.s. Dean Stoecker's analytics software, ALTERYX, can turn almost anyone into a data scientist. And it's turned him into a billionaire. Noah Kirsch. Sun Tzu meets software in mid-August at downtown Denver's Crawford Hotel. The floors are terrazzo.

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