

Seneca College
BUSINESS INTELLIGENCE
TECHNOLOGIES CLUB

Frequently Asked Questions

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What programs are eligible for this club?

This club is open to all students! This will be a great resource to learn as it simplifies the pathway to learn other complex tools such as Excel, R, SQL, and Python. No one is discouraged from learning something new because of their program. Note this club will mainly benefit students in Business, Science, Technology, Engineering, and Mathematics.

What technology will be the focus of this club?

At the moment, Alteryx will be the primary tool used. This is because the material is free, structured, and recognized by employers. Other Tools such as Excel, R, SQL, Python, Power BI and Tableau will not be the main focus as there are varying approaches to learning and difficult to measure progression. Alteryx also integrates the aforementioned programs within its own software and can be certified under one platform. No programming will be taught or is expected by participants.

What is Alteryx?

Alteryx is a simplified, no-code, powerful data preparation tool used to assist data analysis for critical business decisions.

Will I have to pay to use Alteryx?

No, students can apply for a free Alteryx students license valid for 1 year which grants access to resources to install the software, interact with online-training modules, and attempt their examinations. No fees are required to access the club's contents.

How can I apply for a student license?

To receive an education license, apply using your Seneca email in the link below.

<https://www.alteryx.com/sparked/students#>

What is the student application process?

After you apply with your student credentials, the process may take up to a week. Alteryx will first follow up with an email confirmation request and will provide a confirmation code. Then, Alteryx will provide you with a 32 character license key with steps to activate your Alteryx Designer License key. Do not share this key with anyone else. **IMPORTANT** - Be careful which computer/pc you decide to install Alteryx on as you will only receive one key.

Do I need to become certified by the end of the semester?

No, the club's 9-week duration is only recommended to give ample time to successfully pass the Alteryx Core Designer Exam. The 2 hour exam has unlimited attempts, so you can complete it whenever you are ready. The exam enforces a one week buffer time between attempts. Club members are encouraged to achieve certification within 3 months. Some Alteryx users have passed the exam in less than 4 weeks!

What will I learn from Alteryx?

1. You will learn the fundamentals of data preparation through EXTRACT, TRANSFORM, LOAD (ETL) processes.
2. You will learn how the ETL process can be applied to your own academic and professional career.
3. You will learn to think critically to solve common business problems.

What is the key takeaway from using the Alteryx platform?

Challenge, Adapt, Overcome

You will test your ability to learn new concepts and apply them directly in your own unique experience and open doors to learn other tools for career advancement.

What is the expected time commitment to become an active member?

If you would like to interact with other students who are progressing at the same rate as you, it is recommended at least 2 hours per week commitment outside of meetings to learn the modules and explore the Alteryx platforms resources. Reminder - This is a self-guided learning experience that gives YOU the decision how much you want to commit to progress.

Can I still join if I am unable to meet the recommended time outside of club meetings?

Yes, there is no penalty or discouragement against those who are unable to meet the recommended learning modules. You will still have access to the same resources and opportunity as everyone else.

Can the meeting time be changed?

If there is a group consensus that agrees to change the meeting times, an adjustment will be made prospectively.

If you wish to ask any other questions club executives are open to help via email at SenecaBITclub@Outlook.com