

Alteryx Designer Advanced Certification Exam Prep Guide





Earn your Advanced Certification and take your data analytics career to the next level!

The world is full of dirty data and complex problems. Luckily, there are analytic adventure seekers like you who want to explore all that Alteryx Designer holds. Whether you are brand-new or a seasoned veteran, the Alteryx Certification Program provides you with ways to continue learning and a place to prove your Alteryx analytic skills.



The Alteryx Designer Advanced Certification exam is designed to help you prove your skills: it is free, online, on demand, and open book.

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Exam Overview

The Alteryx Designer Advanced Certification exam allows you to demonstrate your high-level abilities with Alteryx Designer. The exam builds on concepts included in the Core exam and requires you to understand a wider breadth of tool functionality and apply your knowledge, skills, and abilities to more complex applications.

AUDIENCE: Anyone who is currently Core certified

EXPERIENCE LEVEL: Advanced

PRICE: Free

EXAM TYPE: Online, on demand

TIME ALLOTTED: 2.5 hours

VERSION: The exam tests on the latest version of Desktop Designer *with the AMP Engine disabled*.

ATTEMPTS: One attempt every 7 days

QUESTIONS: 51

QUESTION TYPES: 48 multiple-choice, multiple-response, and matching questions, 3 practical application questions

POINT VALUES: 1 point for multiple-choice, multiple-response, and matching questions, 4 points for practical application questions

POLICY VIOLATIONS: You may not receive assistance from another person, allow another person to take the exam on your behalf, plagiarize any exam answers, share exam content, create more than one account for additional exam attempts, or use unauthorized publications of exam answers.

Review the [Alteryx Certification Agreement and Policies](#) for more details. Policy violations will result in removal of certifications and a possible ban from the Alteryx Community.

BADGE AND CERTIFICATION: Within 48 hours of passing the exam, every user will receive an email from our virtual badge partner [Credly](#). A Credly profile is required to access the Alteryx Designer Advanced Certificate and virtual badge that can be shared online.

RECERTIFICATION: The Alteryx Designer Advanced Certification expires in 2 years. You may retake and pass the Alteryx Designer Advanced exam OR the Alteryx Designer Expert or Predictive Master exam to





renew your Advanced certification. After the first year of certification, you become eligible to retake the exam to recertify.

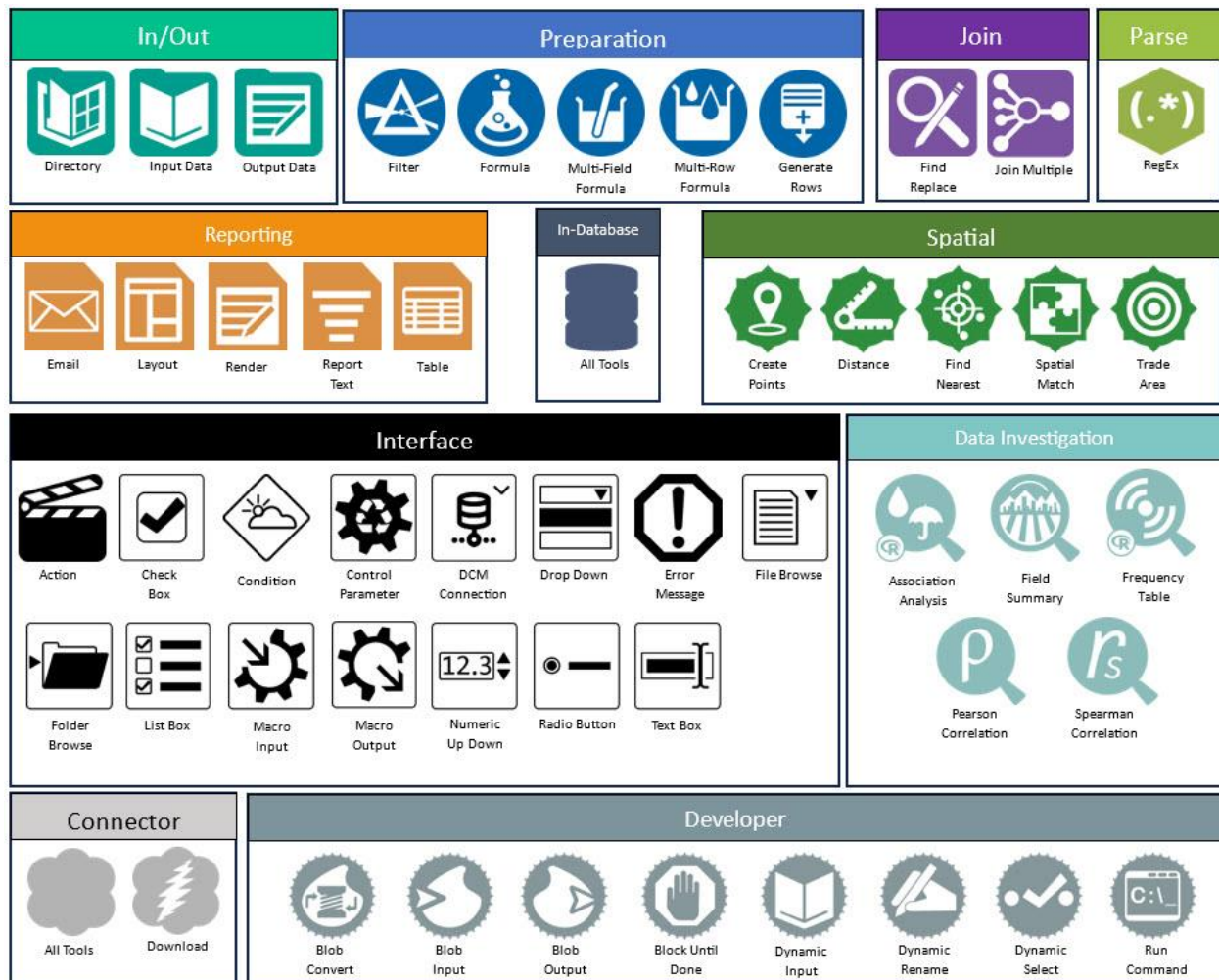
SCORING: Alteryx Certification exams are pass or fail exams. The exams are scored against a minimum standard established by Alteryx Designer subject matter experts who follow certification industry best practices and guidelines. As with most Certification programs, Alteryx does not publish exam passing scores or rates as exam questions and cut scores are subject to change without notice.

Exam Blueprint Summary

For the detailed blueprint, refer to page 13.

Alteryx Designer Advanced Certification Exam Blueprint	% of the Exam
I. Advanced Data Preparation and Transformation	27%
II. Reporting Tools	10%
III. Spatial Analytics Basics	10%
IV. Data Sources	15%
V. Macros	18%
VI. Analytical Applications and Productionizing	20%
TOTAL	100%

Designer Tools on the Advanced Exam





Journey to Certification Success



1. Begin your learning journey at [Maveryx Academy](#)! Our Academy Team is constantly adding cost-free content and new methods of training to help you be a confident and knowledgeable Designer user. Check out the Learning Path, Interactive Lessons, Weekly Challenges, and more to help you learn all that Designer has to offer. In addition to free training, Alteryx now offers instructor-led training (ILT) in our Learning Marketplace at an enterprise level.
2. Analyze data that is meaningful to you. Formulate questions and build workflows that give insight into your own data. This is a critical step in the learning process—you will not only apply what you have learned, but also be able to visualize how Alteryx Designer can help you perform your job more efficiently and effectively.

[For a full description and examples of resources, review page 9.](#)



1. Review the detailed exam blueprint to understand exactly what is on the exam. Identify anything you don't recognize or understand well and use our resources to learn more.
2. Review and become familiar with your resources (review page 9). These are your lifeline during the exam!
3. If you have already taken the exam, take advantage of the results email to help you pinpoint areas where you can focus your preparation.

[For more tips and tricks for exam preparation, review page 8.](#)



1. After you select the link to take the exam, you will be directed to our exam platform ClassMarker. On the next screen you will enter your first name, last name, email address, and Community username. All users are required to agree to our [policies](#) prior to accessing the exam.
2. During the exam, you will be prompted with one question at a time. For each question, you will have the ability to do the following:
 - a. Select an answer and continue to the next question.
 - b. Do not select an answer and continue to the next question.
 - c. Bookmark the question and return to it later.
3. Once you reach the last question, you will have the option to submit your answers. If you run out of time prior to submitting your answers, the exam will be submitted for you automatically.
4. You will receive your exam results immediately on your screen, and you will also receive your results via email.
5. If you do not pass on your first attempt, don't fret! You are eligible to retake the exam after 7 days, so spend that time refining your skills and becoming more familiar with your resources.

Once you have passed the Alteryx Designer Advanced Certification exam, share your knowledge in the Alteryx Community or join a user group!



Test Tips



Read Carefully

Read each question carefully before answering. Pay close attention to tool configurations, screenshots, and datasets. Just as in real life data analytics, the details matter!



Use Your Resources

Prior to beginning your exam, **have all your resources up and ready**. Use multiple screens if available and spend some time getting organized.



Pace Yourself

If you finish early, use the remaining time to go back and check your answers. Use the full 2.5 hours.



Answer Every Question

In the exam platform, use the Bookmark feature to flag questions you would like to come back to review later. Select **See all questions** to view all unanswered and bookmarked questions.



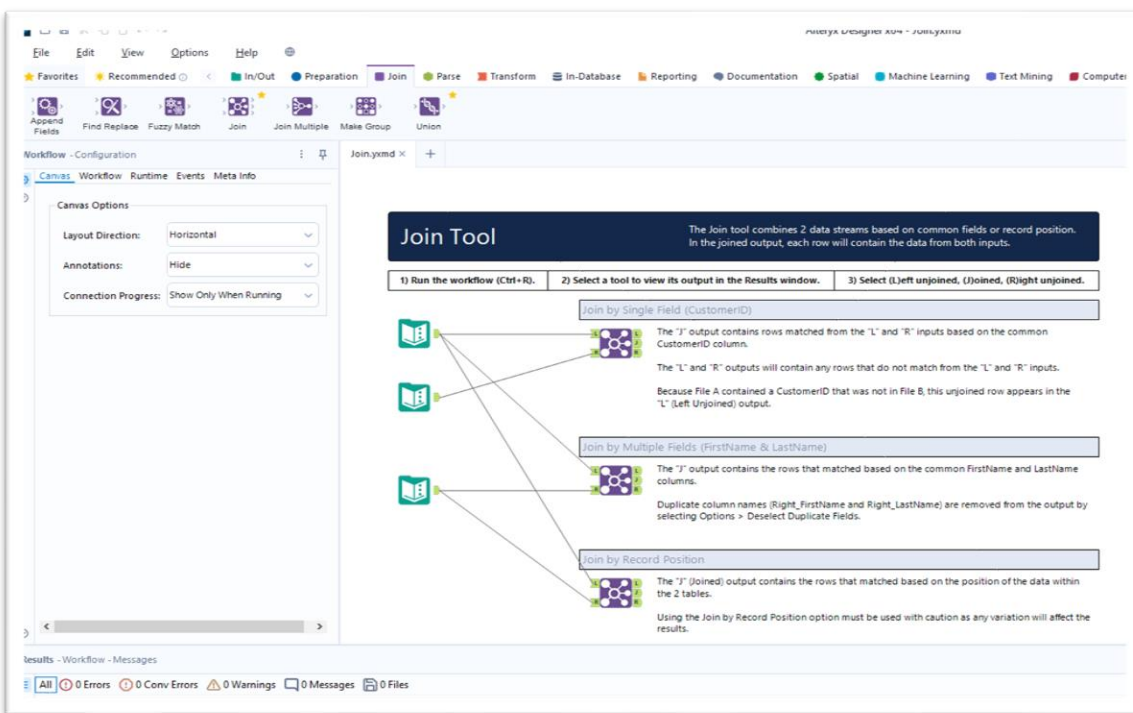
Reflect, Review, Refine

If you do not pass on your first attempt, you now have a new study aid! Your exam results will be emailed to you with a breakdown of how you performed in each category. Take those results and use them to pinpoint your future study efforts.

Exam Resources

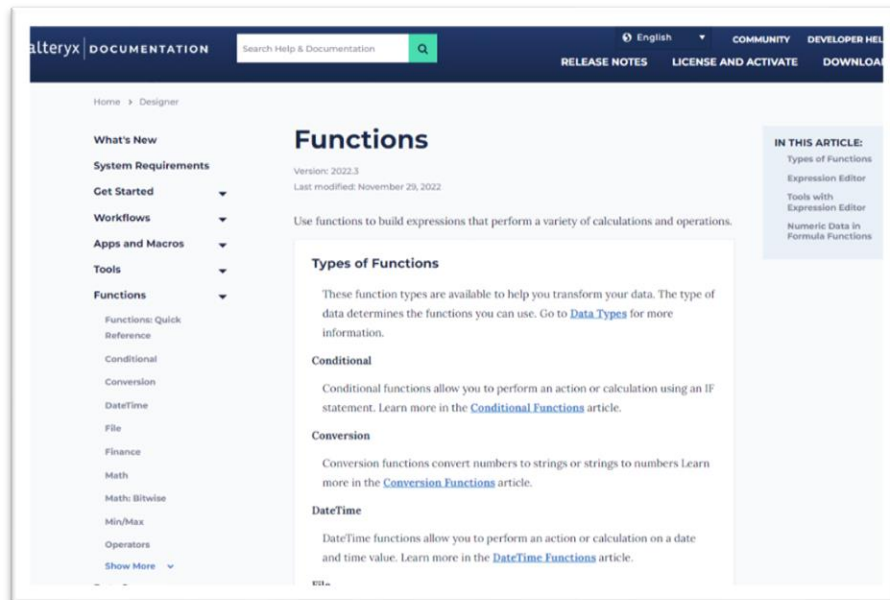
One Tool Examples

Within Designer, every tool has a One Tool Example. One Tool Examples are sample workflows that demonstrate different configuration options for one tool at a time. Right-click the tool for a full menu or select the tool for the direct link to **Open Example**. Don't forget to select **Run** to check out the tool in action!



Help Documentation

One of the biggest treasures of information is found in our **Support > Help Documentation**. Here you will find the user manual for Designer as well as other products. The documentation includes tool descriptions, explanations of configurations, conditional functions, and so much more. To access Help Documentation from Designer, right-click any tool in the Tool Palette and select **Help**.



Alteryx Community Tool Mastery Series

The Alteryx Community is a powerhouse of information! Many blogs have been created that explain different ways to solve problems using Alteryx Designer. The [Tool Mastery Index](#) is a compilation of Knowledge Base contributions that introduce diverse working examples for Designer tools. Every Designer tool has a blog post dedicated to it with a detailed analysis of the tool.

Ways to Prepare:



Watch training videos and Interactive Lessons



Read blogs, articles, and documentation

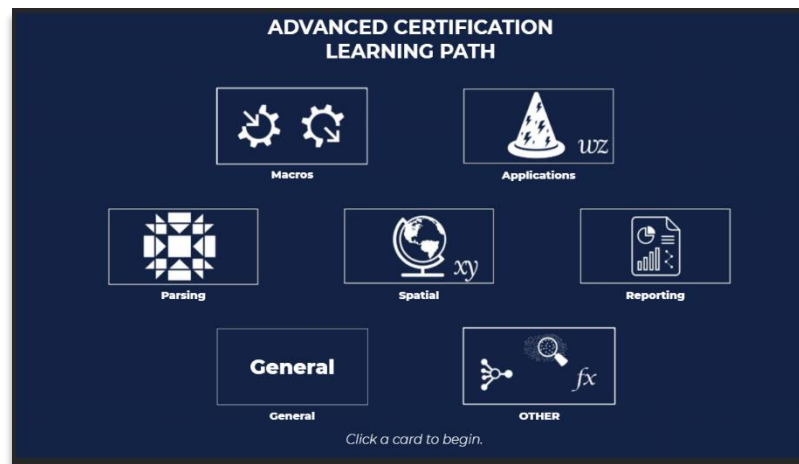


Solve Weekly Challenges

Learning Resources

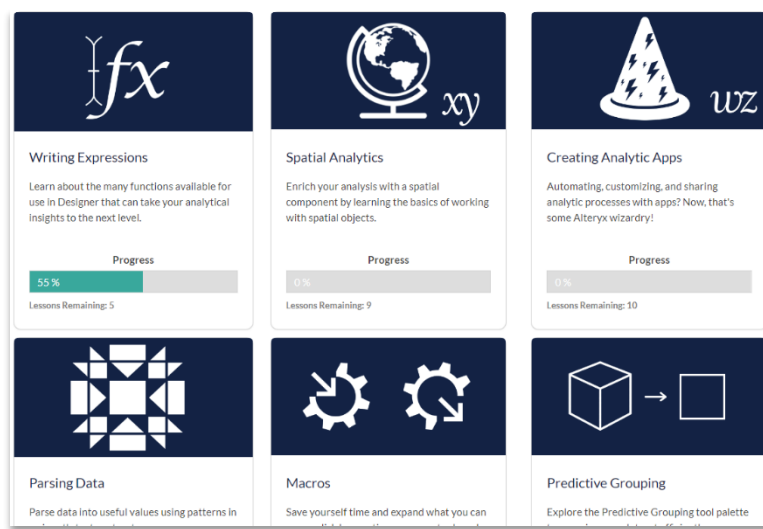
Advanced Certification Learning Path

The [Advanced Certification Learning Path](#) is a guided curriculum that will help you go from Designer Core success to Designer Advanced Maveryx! Interactive lessons, articles, and hands-on activities allow you to build your knowledge and apply your skills. This learning path is the cornerstone of your Alteryx Designer Advanced learning journey.



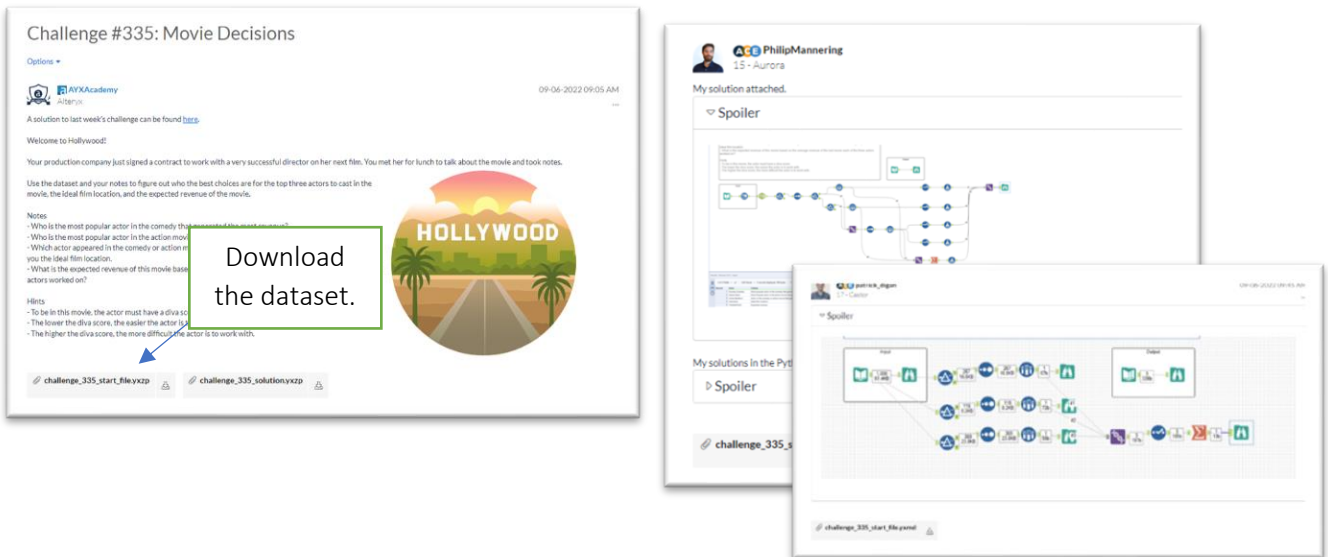
Interactive Lessons

Keep up the pace of your learning with our guided curriculum. Each lesson is interactive and provides step-by-step instructions.



Weekly Challenges

[Weekly Challenges](#) are a great way to put your skills into action and prepare for the practical application questions on the exam. There are over 350 Weekly Challenges organized by skill level and topic. Try solving the challenge on your own first; if you get stuck, review how others solved it and learn from their expertise. Read a Weekly Challenge scenario, download the provided dataset, and find the answer using Designer. Here is an example:



Challenge #335: Movie Decisions

Options

Alteryx Academy

09-06-2022 09:05 AM

A solution to last week's challenge can be found [here](#).

Welcome to Hollywood!

Your production company just signed a contract to work with a very successful director on her next film. You met her for lunch to talk about the movie and took notes.

Use the dataset and your notes to figure out who the best choices are for the top three actors to cast in the movie, the ideal film location, and the expected revenue of the movie.

Notes

- Who is the most popular actor in the comedy this year?
- Who is the most popular actor in the action movie?
- Which actor appeared in the comedy or action in you the ideal film location.
- What is the expected revenue of this movie based on actors worked on?

Hints

- To be in this movie, the actor must have a diva score of 10 or higher.
- The lower the diva score, the easier the actor is to work with.
- The higher the diva scores, the more difficult the actor is to work with.

Download the dataset.

challenge_335_start_file.xzpz challenge_335_solution.xzpz

Philip Manning 15 - Aurora

My solution attached.

Spoiler

My solutions in the Py...

Spoiler

challenge_335_start_file.xzpz

Here is a list of Advanced level Weekly Challenges to get you started:

[Challenge #388: Meteorite Impact Sites](#)

[Challenge #362: Capital Gains Tax when Selling a Home](#)

[Challenge #83: Pop-Tart and Beer Pairings](#)

[Challenge #242: Meet Me Halfway](#)

[Challenge #395: Bone-Chilling Horror Movies](#)



Full Alteryx Designer Advanced Certification Exam Blueprint

Designer Desktop Advanced Blueprint		% of the Exam
I.	Advanced Data Preparation and Transformation	27%
II.	Reporting Tools	10%
III.	Spatial Analytics Basics	10%
IV.	Data Sources	15%
V.	Macros	18%
VI.	Analytical Applications and Productionizing	20%
TOTAL		100%

I. Advanced Data Preparation and Transformation - 27%

1. Correctly configure the Multi-Row Formula tool and identify the expression that results in the provided output
2. Configure the Multi-Row Formula tool for values for rows that do not exist
3. Configure the Multi-Field Formula tool for overwriting fields and changing data types
4. Configure the Formula tool to use the following functions: DateTime(), ToNumber(), Round(), REGEX_Match(), REGEX_Replace(), GetWord(), FindString(), Trim()
5. Configure the Filter tool using compound AND/OR expressions
6. Apply DateTime functions across multiple tools
7. Use the Generate Rows tool
8. Parse and join data (e.g., configure the Find Replace tool to replace multiple items; configure the Join Multiple tool and RegEx tool; differentiate between the parse and match methods; identify the regular expression that transforms an input into a given output)
9. Investigate data (e.g., identify, configure, and interpret the output of the following tools: Association Analysis, Field Summary, Frequency Table, Pearson Correlation, Spearman Correlation; differentiate between Pearson and Spearman Correlation tools)

II. Reporting Tools - 10%

1. Configure tables and charts
2. Configure the Layout, Render, and Email tools

III. Spatial Analytics Basics - 10%

1. Create spatial objects using the Create Points tool and identify the spatial functionality within the Formula and Summarize tools
2. Combine spatial objects (e.g., identify spatial objects created from intersections, splits, and buffers of two existing spatial objects, interpret the results of the interaction between target and universe objects from the Spatial Match tool, configure the Trade Area tool)
3. Calculate distances (e.g., configure the Distance tool, configure the Find Nearest tool, explain the functionality of the Target and Universe input anchors)



IV. Data Sources - 15%

1. Recognize advanced methods to connect and configure to external data sources (e.g., tools within the Connectors ribbon, Download tool, In-Database tool, Data Connection Manager [DCM])
2. Recognize advanced methods to input files (e.g., Directory tool; Input/Output Data tools; Dynamic Input tool; Dynamic Rename tool; Blob Convert, Blob Input, and Blob Output tools)

V. Macros - 18%

1. Determine the appropriate use case and functionality of batch, iterative, and standard macros
2. Configure macros (e.g., use Macro Input/Output tools, recognize Show Field Map functionality, use the Interface Designer window, identify debug functionality for a macro interface, set the macro repository or location in User Settings)

VI. Analytical Applications and Productionizing - 20%

1. Configure the Action tool
2. Determine the boundaries of the Condition tool
3. Identify functionality of the Error Message tool and the resulting records with an error
4. Identify different capabilities and functionality of the following User Interface tools: Check Box, Drop Down, File/Folder Browse, List Box, Numeric Up Down, Radio Button, Text Box, DCM Connection
5. Design analytical applications (e.g., configure Interface tools, use Interface Designer, illustrate reasons for using an application)
6. Recognize the functionality of the following features: Block Until Done tool, Email Event, Run Command tool, Dynamic Select tool



Appendix

Alteryx Academy: The Academy Team provides training content and programs to help Alteryx Community users become accomplished and highly skilled Alteryx Designer users.

Alteryx Certification Home Page: The Certification page reflects the user's specific information; all available certifications will be listed as well as FAQ and prep guides.

Alteryx Support: The team within Alteryx that provides Standard, Advanced, and Premium levels of support to the Alteryx Community. Users are able to submit a case, read articles, and access helpful documentation for no cost.

Certification: Achievement earned by an individual to verify their legitimacy and competence to perform a job. A certification from Alteryx refers to a passing score on one of the full certification exams.

Credly: A well-known digital badge management software. Every certification within our portfolio has a Credly badge associated with it to be shared virtually. Credly is also the home of our PDF certificates.

Micro-Credential: Achievement earned by an individual to verify their legitimacy and competence to perform a job. A micro-credential from Alteryx refers to a passing score on one of the smaller certification exams.

Open Book: An open book exam is not proctored, and test takers are allowed to use training, notes, and resources listed in this prep guide.

Question types: The exam includes multiple-choice, multiple-response, matching, and practical application questions. The questions in the practical application section gauge your ability to use the tools to solve problems. Practical application questions require you to connect to a provided dataset in Alteryx Designer to solve the problem.