

# EXTENSIVE ANALYSIS — ALTERYX

# alteryx

By: Investment Team  
By order of: B.S.C. Duitenberg

Members of the Investment Team

- Harm - Conclusion
- Gerk-Jan - Management summary
- David - Technical analysis
- Ivan - Fundamental analysis
- Karol - General Information
- Gleb - General Information
- Gerk-Jan - Fundamental analysis

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alteryx

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## 1. Management summary-

### Gerk-Jan

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#### Company profile

Name:	Alteryx, Inc.
Ticker:	AYX
Sector:	Technology   Application Software
Average volume:	1.13M
Market cap:	5.18B
Current price:	83.87 USD
52 Week high:	85.68 USD
52 Week low:	30.45 USD

#### Company introduction

Alteryx, Inc. operates a self-service data analytics software platform that enables organizations to enhance business outcomes and the productivity of their business analysts, data scientists, and citizen data scientists worldwide. Alteryx, Inc. was founded in 1997 and is headquartered in Irvine, California.

#### Fundamental ratios

	2014	2015	2016	2017	2018	Required
Stock Price	-	-	-	-	83.87	-
52 Week high	-	-	-	-	85.68	-
52 Week low	-	-	-	-	30.45	-
EPS	-	-	-	-0.37	0.43	-
P/E	-	-	-	-	258.06	5<x<15
P/B	-	-	-	10.0	18.8	-
ROE	-	-	-	-22.26	12.31	-
ROA	-	-24.76	-29.44	-9.67	6.16	-
Operating margin	-53.21	-39.18	-26.84	-13.83	11.74	-
Net profit margin	-57.91	-44.69	-35.79	-14.80	11.05	>10%
D-E ratio	-	-	-	-	0.58	<0.8
Current ratio	-	1.27	1.17	1.85	3.7	>1
Quick ratio	-	1.11	1.03	1.71	3.7	-

#### Conclusion

*[Small summary of the analysis plus advice on what to do with the stock with. If a buy advice is given, state the terms like: amount, stop/loss, target price etc. (5-10 lines)]*

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## 2. Introduction

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This analysis is performed in order of B.S.C. Duitenberg by the investment team. It serves as an advice for the portfolio of the association. The analysis is based on this template for the analyses of stocks. In this template the following elements are treated in order to get a good picture of the stock: General information, Fundamentals, Macro economical and Technical. Every element contains a summary in order to get a succinct and concentrated analysis. The selection of stocks will be obtained by following the strategy of the investment commission. This strategy is based on the outcomes provided by the marketscanner. The last chapter of this template contains the final advice.

## 3. General Information Gleb - Karol

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### 3.1 Company profile:

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### 3.2 Revenue breakdown by product and geographic:

*[Give an overview of their main products and customers. Try to use (pie) charts to visualize.*

]

### 3.3 Product

*[What are the products of the company? Are the products perishable? Fashion products? Finished goods? Semi-finished goods? Raw materials?*

*Alteryx provides a data analytics platform for data scientists and business to create nice visualizations  
Alteryx provides a server for companies on which whole businesses can collaborate and do data science.*

*Also analyse their products, are they a market leader technology wise? What are new products to look out to?*

]

### 3.4 Customers/target group

*[Who are the customers of the company? B2B? B2C? Youth? Elderly?]*

*Alteryx sells to independent data analysts and businesses, their pricing is really high, so they sell to high end customers. they also try to get students hooked ]*

### 3.5 Management<sup>[2. 5]</sup>

#### 3.5.1 Management Board

Key Executives For Alteryx, Inc.

Name	Board Relationships	Title	Age
Dean A. Stoecker	7 Relationships	Co-Founder, Chairman & CEO	60
Robert Scott Jones	No Relationships	President & Chief Revenue Officer	54
Olivia Duane Adams	No Relationships	Co-Founder & Chief Customer Officer	55
Edward P. Harding Jr.	No Relationships	Co-Founder & Advisor	49
Kevin Rubin	No Relationships	Chief Financial Officer	43
Ashley Kramer	No Relationships	Senior Vice President of Product Management	--
Steve Walden	No Relationships	Senior Vice President of Business Development	--

*[Use this section to give specific information about the board. Were members of the board present during the foundation of the company? Are their board members who are about to leave?]*

*The co-founders are still among majority of the Board meaning that we can expect the perseverance of the long term thinking and corporate culture as they are now, for longer term.*

*]*

#### 3.5.2 Long term strategy of the board:

*[Where does the current focus of the board lay on?]*

*Revolutionizing business through data science and analytics, Alteryx empowers everyone in an organization to experience the thrill of getting to the answer faster. The modern, end-to-end Alteryx analytics platform enables analysts and data scientists alike to discover, share and prep data, perform analysis – statistical, predictive, prescriptive and spatial – and deploy and manage analytic models. Hundreds of thousands of people in enterprises all over the world rely on Alteryx daily to deliver game-changing results.*

]

## **3.6 Major shareholders:**

### **3.6.1 Total overview transactive insiders**

*[Give an overview of the transactive insiders, for example does the board own shares of the company.]*

*Insiders form a group of important ownership types as they manage the company's operations and decide the best use of capital. Insider ownership has been linked to better alignment between management and shareholders. 19.05% ownership of AYX insiders is large enough to make an impact on shareholder returns.*

*With a stake of 22.35%, they can influence AYX's key policy decisions. This is a positive sign for potential investors as these firms play an important role in aligning company policy with shareholder returns.*

*A big stake of 13.62% in AYX is held by the general public. With this size of ownership, retail investors can collectively play a role in major company policies that affect shareholders returns, including executive remuneration and the appointment of directors. They can also exercise the power to decline an acquisition or merger that may not improve profitability.*

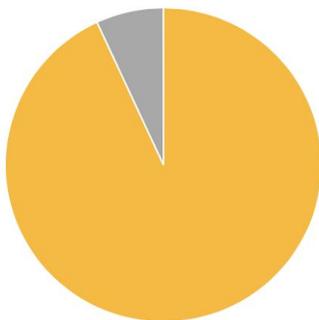
*Institutions account for 44.98% of AYX's outstanding shares, a significant enough holding to move stock prices if they start buying and selling in large quantities, especially when there are relatively small amounts of shares available on the market to trade. Although AYX has a high institutional ownership, such stock moves, in the short-term, are more commonly linked to a particular type of active institutional investors – hedge funds. For AYX shareholders, the potential of this type of share price volatility shouldn't be as concerning as hedge fund ownership is not significant, indicating few chances of such sudden price moves.*

]

### 3.6.2 Individual transactions<sup>[6]</sup>

*[Look up to sizable trades of at least the past year.]*

Institutional Summary as reported in the most recent 13F filings



**Institutional Holdings 93.11%**

Total Number of Holders	221
Total Shares Held	35,660,490
Total Value of Holdings	3,022,583,132
Net Activity	2,453,226

Top 5 Holders of Institutional Holdings



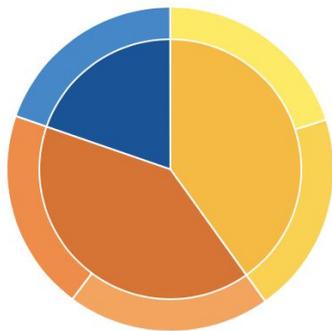
1.	 CAPITAL WORLD INVESTORS	5,352,234
2.	 ABDIEL CAPITAL ADVISORS, LP	5,166,199
3.	 VANGUARD GROUP INC	3,007,414
4.	 BLACKROCK INC.	2,439,511
5.	 BROWN CAPITAL MANAGEMENT LLC	2,005,928

### 3.6.3 Major shareholder positions

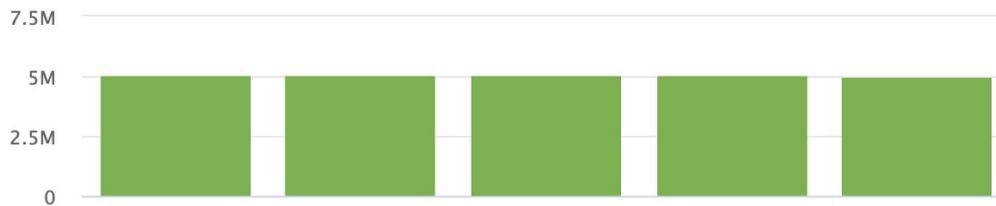
*[Look up what currently are the biggest shareholders.]* Interesting positions

*[Look whether and if so which institutions have a short position in company x.]*

## Top 5 Insider Trades



DAS JAYENDRA	■	5,100,000
DAS JAYENDRA	■	5,100,000
SAPHIRE VENTURES (GPE) I, L.L.C.	■	5,100,000
SAPHIRE VENTURES (GPE) I, L.L.C.	■	5,100,000
INSIGHT VENTURE PARTNERS VIII, L.P.	■	4,999,998



Hover over columns for trade information  
Buy / Sell

### Short Positions:

Via: <https://fintel.io/ss/us/ayx>

Security	AYX / Alteryx Inc. (02156B103)
Latest Market Date	2019-04-02
Short Volume	37,170
Market Volume	1,547,400
Short Percent	2%

### AYX / Alteryx Inc.

Source: Fintel.io  
 Short Interest



### AYX / Alteryx Inc.

Source: Fintel.io  
 Short Volume / Total Volume x 100



	%
Short	
Institutional	

### 3.7 Important dates/ Business number agenda

[Look up important dates, like quarterly result, dividend payments and product announcements]

Date	Activity
June 10-14 2019	"Inspire" conference (Nashville TN, USA)



### **3.8 Summary**

*[Summarize this chapter]*

]

### **3.9 Sources:**

<https://www.bloomberg.com/research/stocks/private/snapshot.asp?privcapId=8548197>

<https://investor.alteryx.com/home/default.aspx>

## 4. Fundamental Analysis GerkJan-Ivan

### 4.1 Qualitative analysis

#### 4.1.1 Recent news:

Alteryx recently acquired ClearStory Data, a privately held, enterprise-scale, continuous intelligence analytics solution for complex and unstructured data.

Source:

<https://finance.yahoo.com/news/alteryx-acquires-privately-held-clearstory-190352124.html>

#### 4.1.2 Banks and other financial facilities



### Analyst Firms Making Recommendations

B OF A M L  
 OPPENHEIMER HLD  
 WILLIAM BLAIR

DAVIDSON D A  
 RAYMOND JAMES

KEYBANC CAP MKT  
 WEDBUSH SECURIT

#### 4.1.3 Sector outlooks

The big data analytics market accounted for \$8.5 billion in 2017, and is expected to grow at a Compound Annual Growth Rate (CAGR) of 29.7% to \$40.6 billion by 2023. The market is driven by organizations realizing the operational advantages of big data analytics, improved data discovery and visualization empowering organizations to better target consumers, increased access to cloud-based models, enterprise-grade security and data governance solutions offered by market vendors, and continued vendor consolidation.

Source:

<https://www.prnewswire.com/news-releases/global-big-data-analytics-market-forecast-to-2023-300760002.html>



#### 4.1.4 Company outlook

*[Give an outlook for the company.]*

*The company has a working platform so now it only needs a whole load of buying customers to make it worth it. the price of their software is extremely high and therefore it has to perform in order to be worth it. currently the company has increased revenue every time while keeping costs similar, this is good. unfortunately the last quarter they lost 25% of revenue while sales costs increased so it might not be a good buy.*

*]*

#### 4.1.5 SWOT

*[Make a SWOT analysis of the company:]*

*Strengths:*

*Weaknesses:*

*Opportunities:*

*Threats:*

]

## **4.2 Quantitative Analysis**

### **4.2.1 General Macro-Economic figures**

*[Look up relevant macro-economic figures. For example, if their products are mainly sold to the middle class in China, employment figures, buying power etc. can be seen as relevant.]*

]

### **4.2.2 Sector comparison**

*[Compare company fundamentals with those of competitors.]*

]

#### 4.2.3 Latest quarterly figures

#### 4.3 Price targets & Stop loss levels

*[Based on your fundamental analysis, come up with target price(s) and a stop loss levels.]*

]

#### 4.4 Summary

*[Summarize this chapter]*

]

#### 4.5 Sources:

## 5. Technical Analysis: David

### 5.1 [Biggest index in country of headquarters]

[Use different technical indicators, like MCDA, RSI, Fibonacci retracement. Also try to recognize patterns in the stock price development.]



Here we see Alteryx compared with the S&P500. The S&P500 gives a good indication of how the American market developed. We see that Alteryx is overperforming compared to the average market. Alteryx is listed on the New York Stock Exchange, therefore the S&P500 is a good comparison market.

]

### 5.2

## 5.3 Alteryx

[Use different technical indicators, like MCDA, RSI, Fibonacci retracement. Also try to recognize patterns in the stock price development.]



The Aroon Oscillator is a trend-following indicator that uses aspects of the Aroon Indicator to gauge the strength of a current trend and the likelihood that it will continue. The Aroon Indicator does this by looking at recent high and lows and in particular tries to find higher highs or lower lows indicating an uptrend or downtrend respectively.

The Aroon Oscillator has two signal lines, the Up and Down lines. Currently the down line is still above the up line, still indicating a downtrend.

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#### **5.4 Price targets & Stop loss levels**

*[Based on your technical analysis, come up with target price(s) and a stop loss levels.]*

]

## 6. Conclusion & Advice: Harm

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### 6.1 Conclusion

*[In words, summarize this document.*

*]*

### 6.2 Advice

We, the Investment Team, give Student Investment Club Duitenberg a **[positive/negative]** advice to buy **[Company X]** based on the previous stated information given.

*[[When advice is positive] We suggest buying [x] shares for a price of €[x] per stock, which would amount to an investment of €[x].*

*We suggest placing a stop loss order at €[x].*

*We suggest a target price of €[x].*

*This should be evaluated every [x] weeks/months.]*

## 7.

# alteryx



## Appendix

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