Self-Service Data Preparation
These data-prep products bring agile data exploration, integration, transformation and enrichment to data-savvy professionals outside of IT.

Q1 2021

SELF-SERVICE DATA PREPARATION

ALTERYX
INFORMATIONICA

DATAROBOT PAXATA DATA PREP
TRIFACTA

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

About This Constellation ShortList™
Self-service data preparation products enable analysts, data scientists and even data-savvy business users to access and prepare data for day-to-day needs and new use cases. These products support agile data discovery and exploration as well as data blending, transformation, enrichment and delivery to a variety of analytical environments.

Self-service data prep eliminates the IT queue, enabling data-savvy users from outside of IT to come up with valuable new combinations of data blending traditional data with social, mobile, geospatial and time-series information. The best products combine ease of use with flexibility tied to myriad data connection, profiling, transformation, enrichment and delivery options. They also foster collaboration while providing data-access and governance controls.

There have been no changes in the vendors listed in this ShortList since its Q1 2020 update.

About Constellation Research
As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation.

Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

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Threshold Criteria
Constellation considers the following criteria for these solutions:

- Capable data connection, exploration and machine-learning-assisted profiling capabilities
- Approachable for a range of data-savvy users through intuitive interfaces and guided by computer-generated recommendations
- Flexible data blending, transformation and enrichment options and recommendations
- Balanced support for sharing, repeatability and control through collaboration, reusable recipe and governance features
- Independent, offering stand-alone deployment and data-delivery options to databases, enterprise applications, and business intelligence and data science products

Frequency of Evaluation
Each Constellation ShortList will be updated once per year. There could be an update after six months, should the analyst deem it necessary.

Evaluation Services
Constellation clients may work with the analyst and research team to conduct a more thorough discussion of this Constellation ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

Business Themes
- Data to Decisions
- Technology Optimization

The Constellation ShortList™
Constellation evaluates more than 15 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- Alteryx
- DataRobot
- Paxata Data Prep
- Informatica
- Trifacta

To learn more:
Visit [www.constellatron.com/ShortList](http://www.constellatron.com/ShortList) or email shortlist@constellatron.com

Doug Henschen
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Doug Henschen focuses on data-driven decision-making. His Data-to-Decisions research examines how organizations employ data analysis to reimagine business models and gain a deeper understanding of customers. His research acknowledges the fact that innovative data-driven applications require a multidisciplinary approach, starting with integration and orchestration technologies, including next-generation data platforms, continuing through business intelligence and analytics, and harnessing third-party data enrichment and cutting-edge machine learning and deep learning techniques.