



Large Call Buyer Sees Long Term Upside in Alteryx

Ticker/Price: AYX (\$166.5)

Analysis:

Alteryx (AYX) with a large trade on 6/22 as 1000 January 2022 \$220 calls opening for \$26.30 and a name that has not traded as active but the January \$130 calls and \$155 calls have 3000X and 2050X in open interest still holding while November \$175 OTM calls have seen nearly 1000 accumulate recently. AYX was hovering in a narrow range with a bullish technical setup last week and triggered a breakout above the 2020 value area and now firmly above all key moving averages as shares move to record highs though running into potential resistance of the trend extension off 2019 and 2020 highs. The first upside Fibonacci extension target, 138.2%, is at \$192. Alteryx is improving business through data science and analytics by enabling analytic producers, regardless of technical acumen, to quickly and easily transform data into actionable insights and deliver improved data-driven business outcomes. Its platform democratizes access to data-driven insights by expanding the capabilities and analytical sophistication available to all data producers, ranging from business analysts to expert programmers and trained data scientists. The platform consists of Alteryx Designer, Alteryx Server, Alteryx Connect, and Alteryx Promote. The \$10.6B software company has been seeing strong sales momentum with a sharp rise in large deals and continues to broaden its addressable market with new relationships while also expanding its user base and use cases. AYX is also seeing encouraging momentum from the post-COVID world and has increased hiring while launching new products. AYX launched a new software category with Analytic Process Automation (APA), a set of technologies that allows anyone to analyze data, automate processes, and upskill the proficiency of every worker. Dean Stoecker, Chairman and CEO, outlined a scenario where starting in June Alteryx plans to begin unveiling new product and platform functionality over the ensuing 18 months that could rival the capabilities that it pioneered since the inception of the company. AYX has a \$50B market opportunity with Analytics/Intelligence, Spreadsheet, and Data Science. It has impressive 128% dollar-based net expansion and less than 2% seat penetration. Analysts have an average target of \$143 and short interest at 17% of the float is high and near a two year high, rising 15% Q/Q. Piper upgraded to Overweight with a \$160 target on 5/19. AYX delayed its Analyst Day scheduled for March 10th due to COVID-19 and a new date could be a positive catalyst. Hedge Fund ownership rose modestly in Q1 filings, the CEO a top owner.

Hawk Vision:



Hawk's Perspective: AYX is extended now after the technical setup worked but this a large longer term trade to have in mind when it pulls back towards \$150.

Confidence Ranking: \$\$