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| Turo – Car Rentals 12/11/2022 |

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| Executive Summary |

# QlikView or Tableau for Turo

Since our car rental company stores and processes heaps of customer data on a daily basis and most of these data we store is very interconnected to each other, like, car owner, customer, reviews data, we face a lot of looping issue in our ER/Dimensional database, while this could be tedious to resolve, using QlikView is much better in this regard as it automatically resolves any kind of looping issue in our database.

Tableau on the other hand doesn’t have any automatic loop resolving feature, we need to manually set the tables right so that there are no looping errors while processing data, but Tableau is much better for dashboarding and visualizations compared to QlikView which is much better in running backend database techniques which allows for smooth flow of data.

## Risk/Opportunity

Main Challenges we face are, for QlikView, the servers are handled by their inhouse storage mechanism so we need to pay by the RAM we are using, this might affect our day-to-day activities when we might need to retrieve/process more data than usual, while Tableau is better in this regard as we can connect third party databases to smoothly manage our day-to-day activities.

Usage of either tool mainly depends on the fact that, do we need more dashboarding/visualization or rather a tool for storage of our data on the cloud while also allowing for dashboarding, QlikView is much better in this regard as we can handle all requirements for the business.

Resolution of loop errors in databases, here, QlikView takes the lead hands down as it can resolve loops on its own without having to do it manually, whereas in Tableau this feature is completely missing, so it might be tedious to work with it.

## Conclusions

Based on organizational requirements we need to assess the tool we will be using, for visualizations/dashboarding Tableau takes the lead, but for much more in-depth back-end design of database to front end catered dashboards, QlikView takes the lead, but we will need to be paying for storage/processing of data on QlikView by the RAM, whereas in Tableau, you pay for a device usage of the tool and not for cloud storage.