Tableau vs Alteryx

|  |  |
| --- | --- |
| **Alteryx** | **Tableau** |
| 1. This tool is known as a smart data analytics platform. | 1. This tool is known for its data visualization capabilities. |
| 2. Can connect with different data sources and can synthesize the raw data. A standard ETL process is possible. | 2. Can connect with different data sources and provide data visualization within minutes from the gathered data. |
| 3. Helps in terms of the data analysis | 3. Helps in terms of building appealing graphs. |
| 4. The GUI is okay and widely accepted. | 4. The GUI is one of the best features where graphs can be easily built by using drag and drop options. |
| 5. Technical knowledge is necessary because it involves in data sources integrations, and also data blending activity. | 5. Technical knowledge is not necessary, because all the data will be polished and only the user has to build graphs/visualization. |
| 6.  Once the data blending activity is completed, the users will be able to share the file which can be consumed by Tableau. | 6. Once the graphs are prepared, the reports can be easily shared among team members without any hassle. |
| 7. A lot of flexibility while using this tool for data blending activity. | 7. Flexibility while using the tool for data visualization. |
| 8. Using this tool, the users will be able to do spatial and predictive analysis | 8. Possible by representing the data in an appropriate format. |
| 9.  One of the best tools when it comes to data preparations. | 9. Not feasible to prepare the data in Tableau when it is compared to Alteryx. |
| 10. Data representation cannot be done accurately. | 10. It is a wonderful tool for data representation. |
| 11. Has one time feeds- Annual fees | 11. Has an option to pay monthly as well. |
| 12. Has a drag and drop interface where the user can develop a workflow easily. | 12. Has a drag and drop interface where the user will be able to build a visualization in no time. |

The table below lists the differences between the tools.