

How dash boarding is different from graph plotting, especially in the context of data visualization or analytics tools.

1. Definition

Feature	Dashboarding	Graph Plotting
Purpose	To present multiple insights in a consolidated, interactive format.	To visualize one or a few data trends or patterns.
Scope	Wide – combines multiple plots, KPIs, filters, and widgets.	Narrow – focuses on a specific chart (bar, line, pie, etc.).

2. Tools Used

Category	Examples
Dashboarding Tools	Power BI, Tableau, Dash (Plotly), Streamlit, Looker Studio
Graph Plotting Libraries	Matplotlib, Seaborn, Plotly, ggplot2, D3.js

3. Interactivity

Feature	Dashboarding	Graph Plotting
Interactivity	High (filters, dropdowns, drill-downs, etc.)	Limited (unless using interactive libraries like Plotly)

4. Use Case Example

Scenario	Dashboarding	Graph Plotting
Sales Dashboard	Shows total revenue, region-wise charts, product performance, and trends with filters.	Just a bar chart of monthly revenue.

5. Audience

Audience	Dashboarding	Graph Plotting
Business Users	Prefer dashboards for decision-making.	Prefer summarized charts, often part of dashboards.

Audience	Dashboarding	Graph Plotting
Data Scientists / Analysts	Use plots for EDA (Exploratory Data Analysis).	May build dashboards for broader reporting.

Market Share Overview

1. Usage on Websites

According to data on adoption across websites (BI tools detected), the share looks like this:

- **Tableau:** 42.6%
- **Power BI:** 40.2%
- **Looker Studio:** 18.7%
- **Qlik:** 2.2%
- **Amazon QuickSight:** 1.3%
- **Domo:** 1.1%
- **Pentaho:** 1.1%
- **Apache Superset:** 0.2% ([reddit.com](https://www.reddit.com), [wmtips.com](https://www.wmtips.com))

This shows Tableau leading web detection usage, with Power BI closely following.

2. Analytics & BI Software Market

Broader analytics/BI market share (revenue/user):

- **Power BI:** ~33% market share ([pmarketresearch.com](https://www.pmarketresearch.com))
- **Tableau:** ~17%

The wide gap here highlights Power BI's dominance due to its integration with Microsoft ecosystem and Azure.

3. Enterprise/User Mindshare (PeerSpot Data)

Survey-based "mindshare" as of May 2025:

- **Power BI:** 26.7%
- **Tableau:** 22.2%
- **QlikView:** 3.4% ([reddit.com](https://www.reddit.com), [peerspot.com](https://www.peerspot.com))

This reflects real-world usage and engagement.

Summary Table

Tool	Websites Usage	Analytics Market	User Mindshare
Tableau	42.6%	~17%	~22.2%
Power BI	40.2%	~33%	26.7%
Looker Studio	18.7%	—	—
Qlik	2.2%	—	3.4% (QlikView)
QuickSight	1.3%	—	—
Domo	1.1%	—	—
Pentaho	1.1%	—	—
Apache Superset	0.2%	—	—

Entry & Early-Career Roles

- **Data Analyst**
Responsible for collecting, processing, and analyzing data to generate dashboards and reports. Found across finance, healthcare, marketing, and more (adunni.org, tealhq.com).
 - **BI Analyst / Business Intelligence Analyst**
Focuses on dashboard/report development using tools like Power BI, Tableau, Qlik, and SQL. Acts as a bridge between business needs and technical implementation (tealhq.com).
 - **Reporting Analyst / MI Analyst / Insights Analyst**
Durable, repetitive dashboard/reporting roles—often called “Reporting Analyst,” “MI Analyst,” or “Insights Analyst” (reddit.com, reddit.com).
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Mid-Level Technical & Specialist Roles

- **BI Developer / BI Engineer**
Builds and maintains BI solutions (ETL pipelines, data models, dashboards). Requires SQL, ETL, OLAP, and BI platform skills (harveynash.co.uk, knbbs.com).
- **Data Visualization Specialist / Analyst**
Specializes in creating visually engaging dashboards and data storytelling (e.g., Power BI specialists earning ~\$70–100K/year) (interviewguy.com).
- **Analytics Engineer**
A hybrid role—responsible for ELT/ETL data transformations and sometimes dashboard integration. Often used as the “one-person BI/dev stack” in small teams (reddit.com).

Senior & Consulting Roles

- **BI Consultant**
Advises organizations on BI strategy, system implementation, and dashboard/report design (tealhq.com).
- **Junior BI Consultant / BI Project Manager**
Manages BI projects, balancing technical, business, and stakeholder needs (tealhq.com).
- **Business Analyst**
Focuses more on business processes, requirement gathering, and documentation, overlapping with dashboard/reporting responsibilities (interviewguy.com).

Advanced & Leadership Positions

- **Data Engineer**
Designs and maintains robust data pipelines; works upstream of BI but occasionally interfaces with BI tools (reddit.com).
- **Data Scientist**
Applies advanced analytics, machine learning, and predictive modeling—reports can include dashboards (knbbs.com).
- **Data Architect**
Establishes the data infrastructure, schemas, and governance needed to support BI systems .
- **Director of BI / Director of Data Visualization / Director of Analytics**
Leads BI/data teams, sets strategy, standards, and ensures dashboards drive business decisions .

Executive Roles (C-Level)

- **Chief Analytics Officer (CAO)**
Oversees data analysis functions and BI insights across the organization (en.wikipedia.org, tealhq.com).
- **Chief Data Officer (CDO)**
Responsible for enterprise-wide data governance and utilization—ensures BI aligns with data strategy (en.wikipedia.org).

Job Title Summary by Career Stage

Level	Common Titles
Entry	Data Analyst, BI Analyst, Reporting/Insights Analyst
Mid-Level	BI Developer/Engineer, Analytics Engineer, Data Visualization Specialist
Senior	BI Consultant, BI Project Manager, Data Architect, Data Scientist
Leadership	Director roles: BI, Analytics, Data Visualization
Executive	CAO, CDO