OVERVIEW:

Tableau is known for its intuitive drag and drop interface ,which makes it easy for uses to create visualizations without having write any code. It also offers a wide range of features for data preparation, cleaning, and analysis.

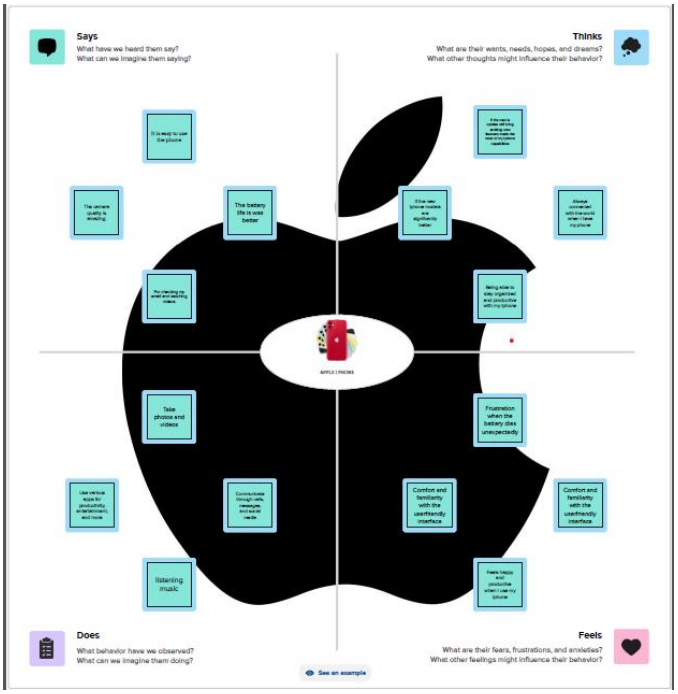
- Easy to use
- Powerful
- Flexible
- Secure

PURPOSE:

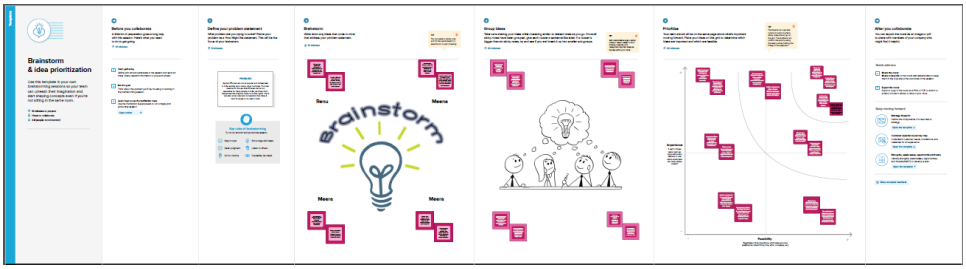
• A sales manager can use tableau to track sales performance by product,region, and sales person. This information can be used to identify areas where sales are strong and where they need improvement.

• A financial analyst can use tableau to track financial performance and identify trends. This information can be used to make better financial decisions.

EMPATHY MAP:



BRAINSTORMING:



ADVANTAGE:

• A marketing team can use tableau to analyze wesite traffic and social media engagement in real time. This information can be used to create more effective marketing campaigns.

•A product team can use tableau to track customer usage and identify areas for improvement.This information can be used to develop better products and services.

DISADVANTAGE:

•A small business may not be able to afford the cost of tableau.

•New users may need to spend time training on how to use tableau before they can start using it effectively.

APPLICATION:

• SALES: Tableau can be used to track sales performance by product,region,salesperson, and more. This information can be used to identify areas where sales are strong and where they need improvement.

• MARKETING: Tableau can be used to analyze website traffic,social medis engagement, and other marketing metrics. This information can be used to create more effective marketing campaigns

CONCLUSION:

• Tableau can be used to create a variety of visualizations, including dashboard, reports, and map. This visualization can be used to track key metrics, identify trends, and make better decisions.

• Overall, tableau is a valuable tool for any business that wants to gain insights from its data. It is easy to use, powerful, and versatile..

FUTURE SCOPE:

• THE RISE OF BIG DATA: Businesses are collecting more data than ever before.This data can be used to gain valuable insights but only if it is properly visulization and analyzed. Tableau is a powerful tool that can help businesses to visualize and analyze their big data.

• MORE SUPPORT FOR REAL TIME DATA: Tableau is likely to improve its support for real time data in te future. This will make it even more valuable for businesses thet need to make decisions based on real time data.