**Social OR Business Impact**

 Businesses have to make quick decisions to stay ahead of the competition. But it’s difficult to move fast when organizations have to sort through massive amounts of data. Visualization tools automate the process of organizing information which helps businesses make faster decisions. For most companies, sales and marketing departments rely on the fast turn around of data visualization tools. Concrete goals can help you find the right tools for your company. A well-defined business case will give you necessary insights into what your needs are. You can always get an artificial intelligence based data visualization service at a high price point, but ask yourself if the return on investment justifies the additional costs. Your business needs should determine the type of tools or services you decide to acquire.