

# Overview of BI and Introduction to Tableau

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# Business Intelligence (BI)

BI is a set of processes, architectures, and technologies that **convert raw data into meaningful information** that drives profitable business actions.

BI as a discipline and as a technology-driven process is made up of several related activities, including:

- 1 Data Mining
- 2 Analytical processing
- 3 Development
- 4 Visualization

## The BI Tools



Gartner's Magic Quadrant for Analytics and Business Intelligence Platform



# Tableau – A powerful BI tool

Data transformation into visually appealing dashboards to gain insights for **data-driven decision making**.

## Key Features:



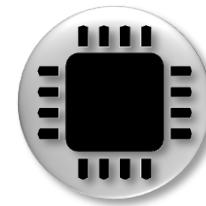
### Collaboration & Sharing

Collaboration with users and securely sharing data real time



### Real Time Analysis

Interactive dashboards to reveal insights faster



### In-Memory Data

Connection with live data source & data extraction as in-memory



### Advance Visualizations

Tableau can connect to different data sources at the same time



### Ask Data

Natural language search base display of results & visualizations



### Mobile View

Dashboards optimised for hand-held devices

# The Tableau Product Suit

## Tableau Desktop

Allows you to **code and customize reports**. Right from creating the charts & reports, to blending them all together to form a dashboard, all necessary work is done in Tableau Desktop

## Tableau Server

Used **to share workbooks and visualizations** created in Tableau Desktop, across organization. It will be accessible only to the licensed users.

## Tableau Reader

Free tool allows you to **view the workbooks and visualizations** created using Tableau Desktop or Tableau Public. The data can be filtered but editing and modifications are restricted.

## Tableau Public

Build **for cost-effective users**. Workbooks created **cannot be saved locally** but in Tableau's public cloud which can be viewed and accessed by anyone.

## Tableau Cloud

It is an online sharing tool of Tableau. Its functionalities are similar to Tableau Server, but the data is stored **in the cloud** managed by Tableau.

## Tableau Prep

Tableau Prep Builder provides a modern approach to data preparation, making it easier and faster to combine, shape, and clean data for analysis within Tableau.

# Tableau Desktop vs. Tableau Public

## **Tableau Desktop**

- Licensed version. Salesforce charges fee
- Highly secure data either on cloud or on server
- Connectivity with vast majority data sources on-premise or in the cloud
- Offers unlimited storage
- Used by BI professionals, Data Scientist, Organizations, Companies, etc.

## **Tableau Public**

- Absolutely FREE
- Data available on public cloud
- Limited data sources connectivity (excel, text files, Google sheets etc.)
- Limited storage (1 million rows of data)
- Used by Students, Beginners, BI enthusiasts, etc.

# Licensed version comes with various packages

## For Teams and Organizations

### Deploy on Fully hosted Tableau Cloud

- **Tableau Creator - \$70/month**
  - Tableau Desktop
  - Tableau Prep Builder
  - One Creator license of Tableau Cloud
- **Tableau Explorer - \$42/month**
  - one Explorer license of Tableau Cloud
- **Tableau Viewer - \$15/Month**
  - one Viewer license of Tableau Cloud

### Deploy with Tableau Server On-premise or public cloud

- **Tableau Creator - \$70/month**
  - Tableau Desktop
  - Tableau Prep Builder
  - One Creator license of Tableau Server
- **Tableau Explorer - \$35/month**
  - one Explorer license of Tableau Server
- **Tableau Viewer - \$12/Month**
  - one Viewer license of Tableau Server

## For individuals

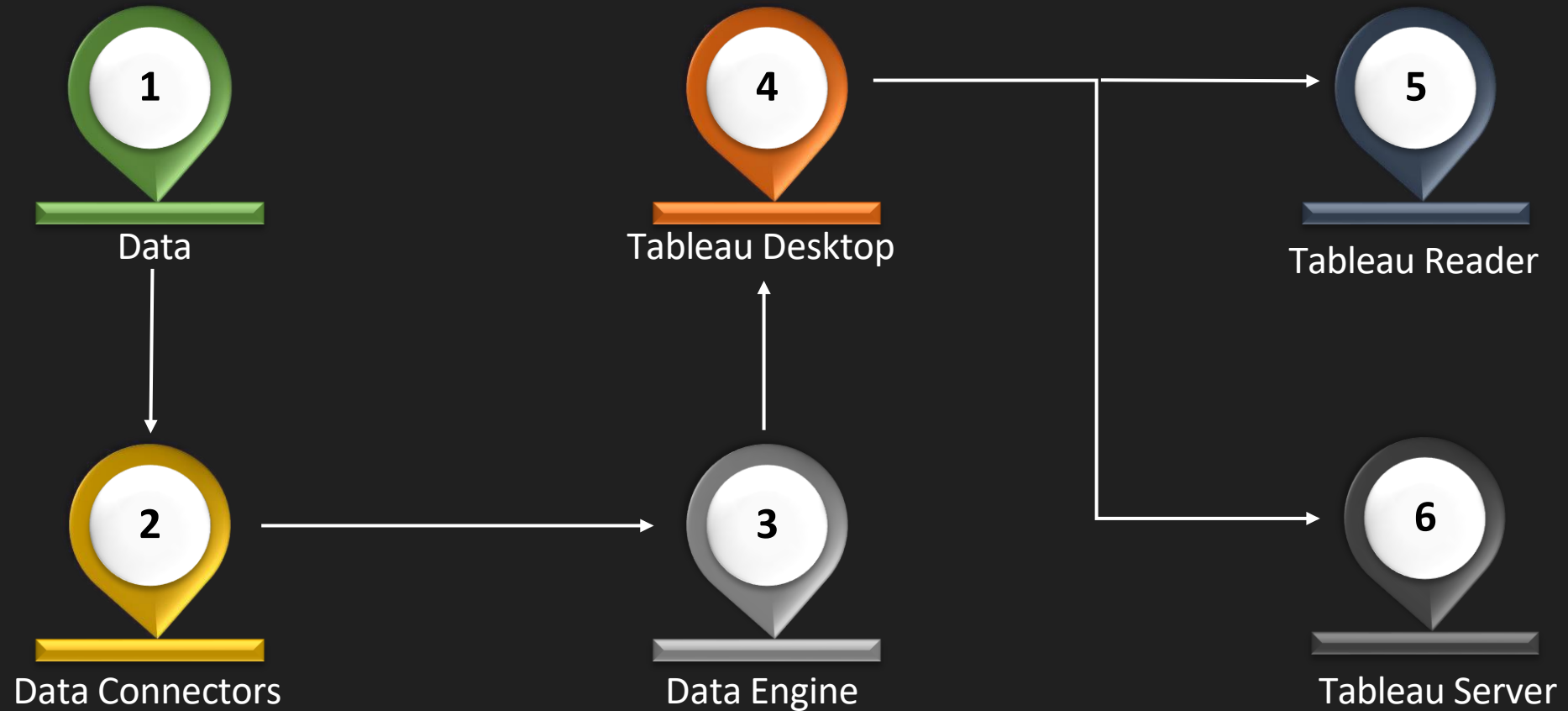
- **Tableau Creator - \$70/month**
  - Tableau Desktop
  - Tableau Prep Builder
  - One Creator license of Tableau Cloud



1\$ = 80₹

Embedded Analytics and other products are charged based on the level of customization

# How Tableau Works ?





# Get started with Tableau

## Steps for Tableau Public:

1. Use this Link to Sign Up <https://public.tableau.com/en-us/s/>
2. Use this Link for download tableau public <https://www.tableau.com/products/public/download>
3. Install the downloaded exe file for Tableau Public

## Steps for Tableau Online:

1. Use this Link to Sign Up <https://sso.online.tableau.com/public/idp/SSO>
2. Fill the Sign in form
3. Get Activation Link to registered mail ID
4. Enter your credentials and starts to tableau online

Thank you