



Overview of BI and Introduction to Tableau

Ashwini Hambarde

Contents

1. Business Intelligence
2. Tableau – A powerful BI tool
3. The Tableau Product Suit
4. How Tableau Works ?
5. Getting start with Tableau

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:



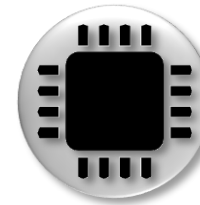
Collaboration & Sharing

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

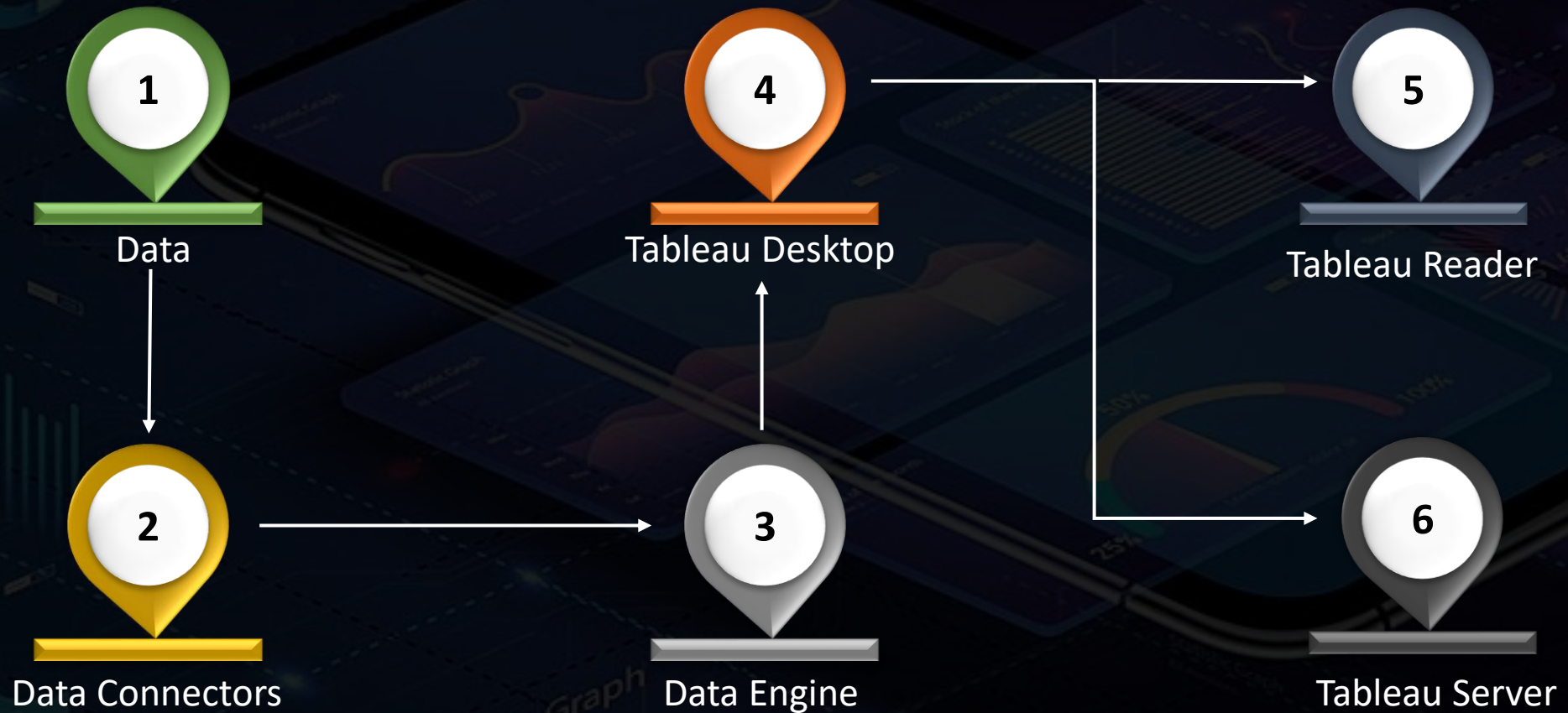
- **Tableau Creator - \$70/month**
 - Tableau Desktop
 - Tableau Prep Builder
 - One Creator license of Tableau Cloud



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