

INTRODUCING OVER SELF

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MY PROJECT NAME:

UNVELLING MARKET SIGHTS

UNVELLING MARKET INSIGHTS

INTRODUCTION

- Tableau is a powerful tool used for data analysis, visualization. It allows creating amazing and interactive visualization and that too without coding. Tableau is very famous as it can take in data and produce the required data visualization output in a very short time. Basically, it can elevate your data into insights that can be used to drive your action in the future.

PURPOSE

- Helps users create different charts, graphs, maps, dashboards, and stories for visualizing and analyzing data, to help in making business decision.

EMPATHY AND BRAINSTORMING MAP SCREENSHORT

The image displays two side-by-side screenshots of the Mural workspace, illustrating an Empathy and Brainstorming Map. The workspace is titled "Untitled mural" and shows a central green circle with a person icon, surrounded by various sticky notes and a flowchart structure.

Left Screenshot:

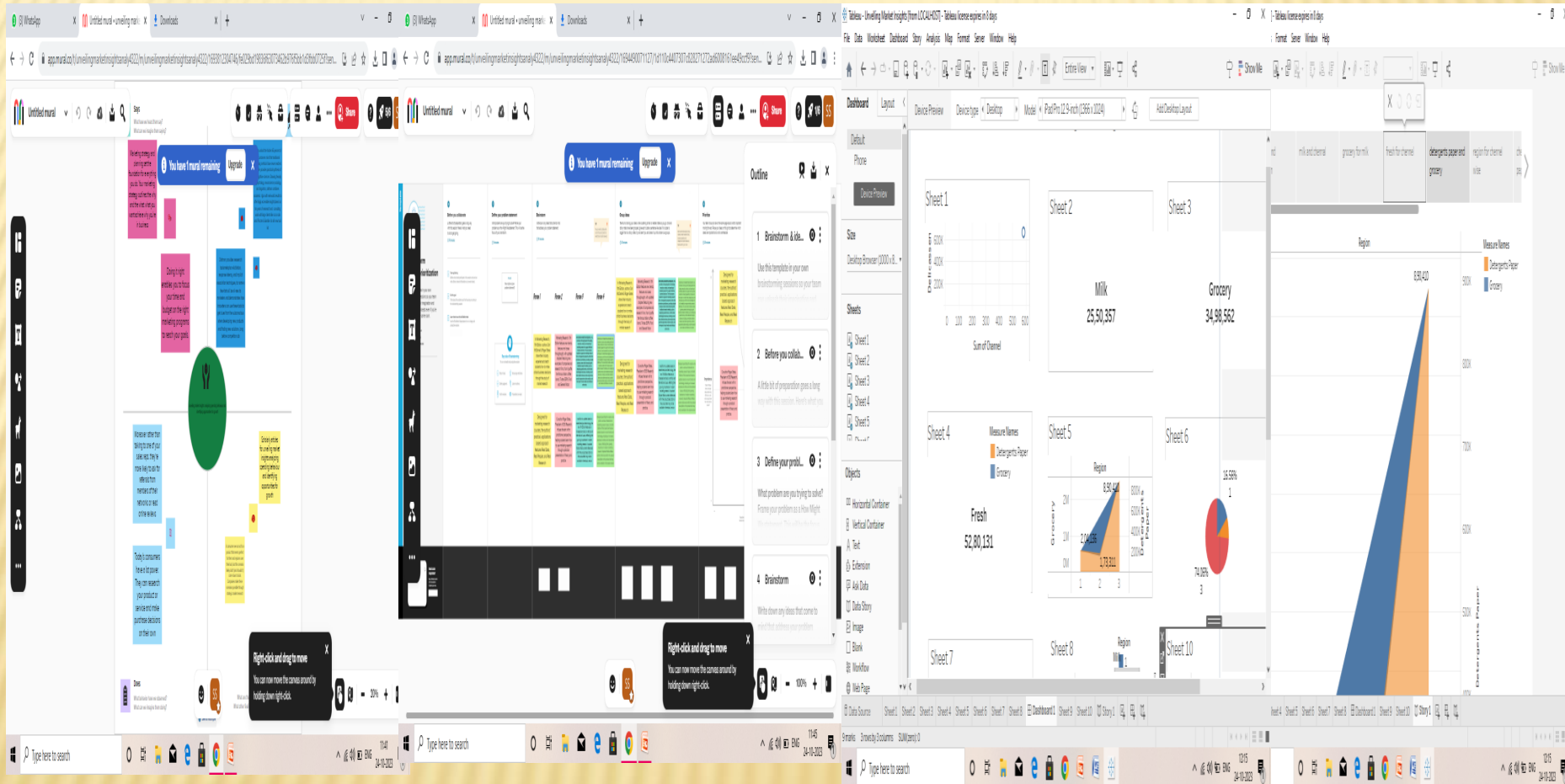
- Central Circle:** A green circle with a person icon.
- Sticky Notes:**
 - Top left: "Marketing strategy and planning setting the foundation for everything you do. But marketing strategy isn't the only and the what you, as a business, can achieve only your business."
 - Top right: "You have 1 mural remaining. Upgrade X"
 - Bottom left: "Doing it right enables you to focus your time and budget on the right marketing programs to reach your goals."
 - Bottom right: "Moreover, rather than taking to one of your sales reps, they're more likely to ask for information from members of their networks or read online reviews."
 - Bottom center: "Today's consumers have a lot power. They can research your product or service and make purchase decisions on their own."
 - Bottom right: "Scrappy articles for unveiling market insights analyzing and identifying opportunities for growth."
- Flowchart:** A flowchart structure with a central green circle and several branches leading to different sticky notes.

Right Screenshot:

- Central Circle:** A green circle with a person icon.
- Sticky Notes:**
 - Top left: "Before you collaborate..."
 - Top right: "You have 1 mural remaining. Upgrade X"
 - Bottom left: "Define your problem statement..."
 - Bottom right: "Brainstorm..."
- Flowchart:** A flowchart structure with a central green circle and several branches leading to different sticky notes.

Both screenshots show a toolbar at the top with various icons for editing and sharing. The bottom of the workspace features a search bar and system tray information.

RESULT IN SCREENSHORT



ADVANTAGE AND DISADVANTAGE

Advantage and Disadvantage:

Advantages of tableau:

All the calculations on the tableau done by the backend, so it is relatively faster than any other too.

- *interactive dashboards

- *No manual calculation

- *A large amount of data

Disadvantages of tableau:

- *High cost

- *Static and single value parameters

APPLICATIONS

- ✗ * Helps users create different.
 - * Charts.
 - * Graphs.
 - * Maps.
 - * Dashboards.
 - * Stories.
 - * Visualizing and analyzing data, to help in making business decisions.

CONCLUSION

- ✖ * Tableau is a powerful data visualization tool that can help businesses make better informed decisions.

FUTURE SCOPE

- ✖ 1. Tableau offers interactive dashboards and reports less time backed by accurate data.
- 2. All businesses are adopting Tableau and gaining actionable insights to make informed decisions.
- 3. Big enterprises are integrating Tableau and getting the benefits.
- 4. Demand for Tableau expects to be increasing.
- 5. Numerous coaching institutions, including SSDN Technologies, Tableau course Gurgaon.