

UNVELLING MARKET INSIGHTS

PERIYAR ARTS COLLEGE CUDDALORE

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Disadvantages of Tableau

- **High Cost-** tableau is a paid tool for visualization, and it is a reason why people are not using tableau so much.
- **Static and single value parameters-** Tableau's parameters are static and always single value can be selected using a parameter. Whenever the gets changed, these parameters need to be updated manually every time.
- **Limited Data Preprocessing-** Tableau is strictly a visualization tool. Tableau Desktop allows you to do very basic preprocessing.

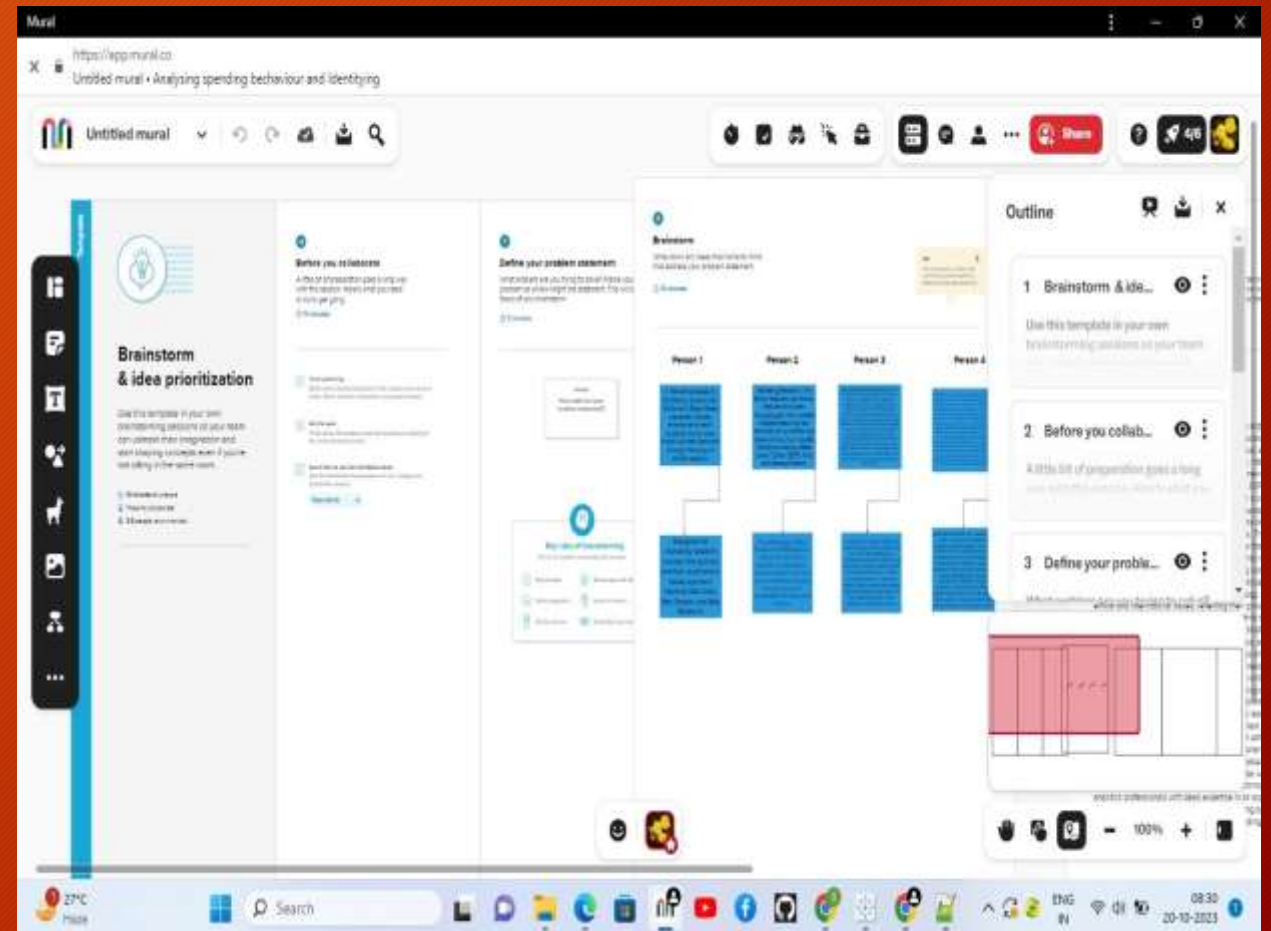
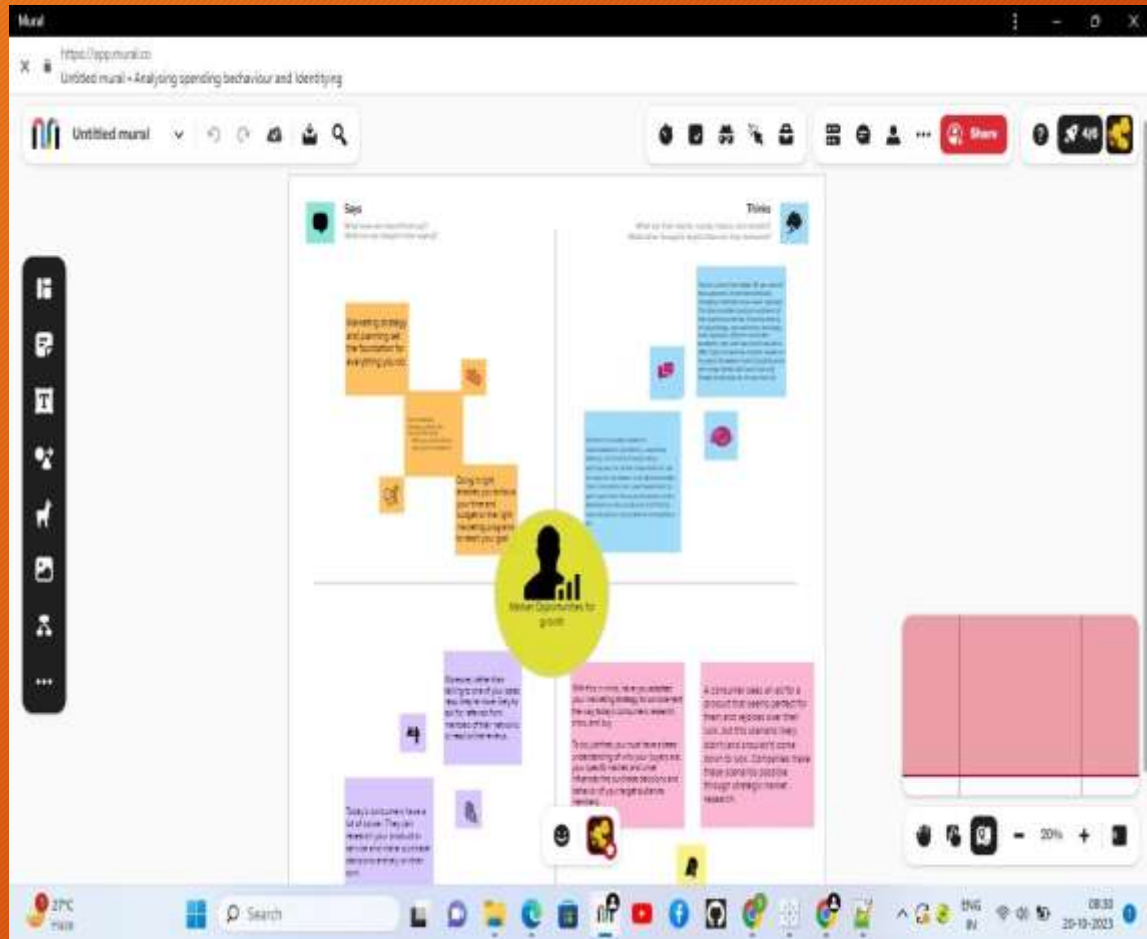
Introduction

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

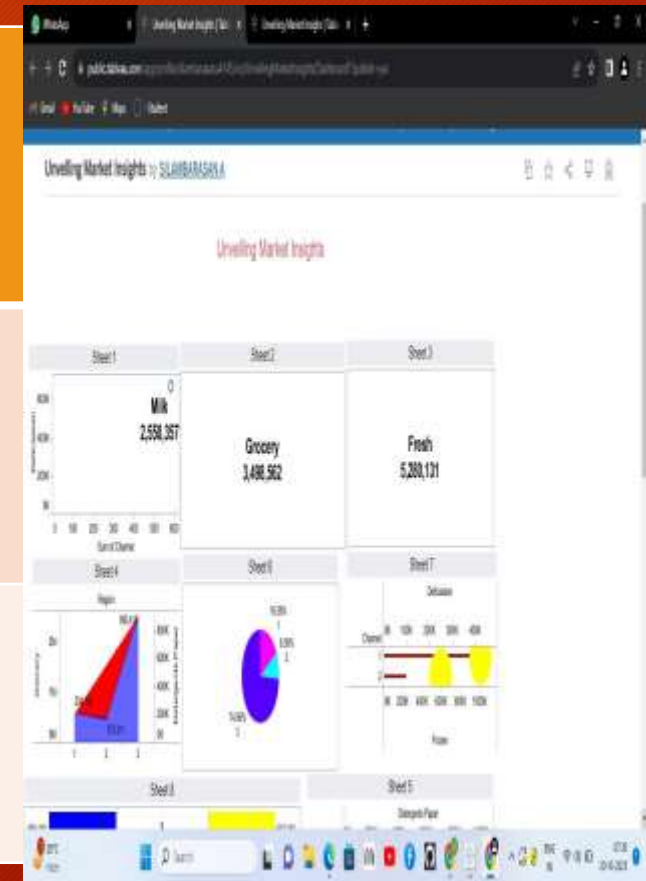
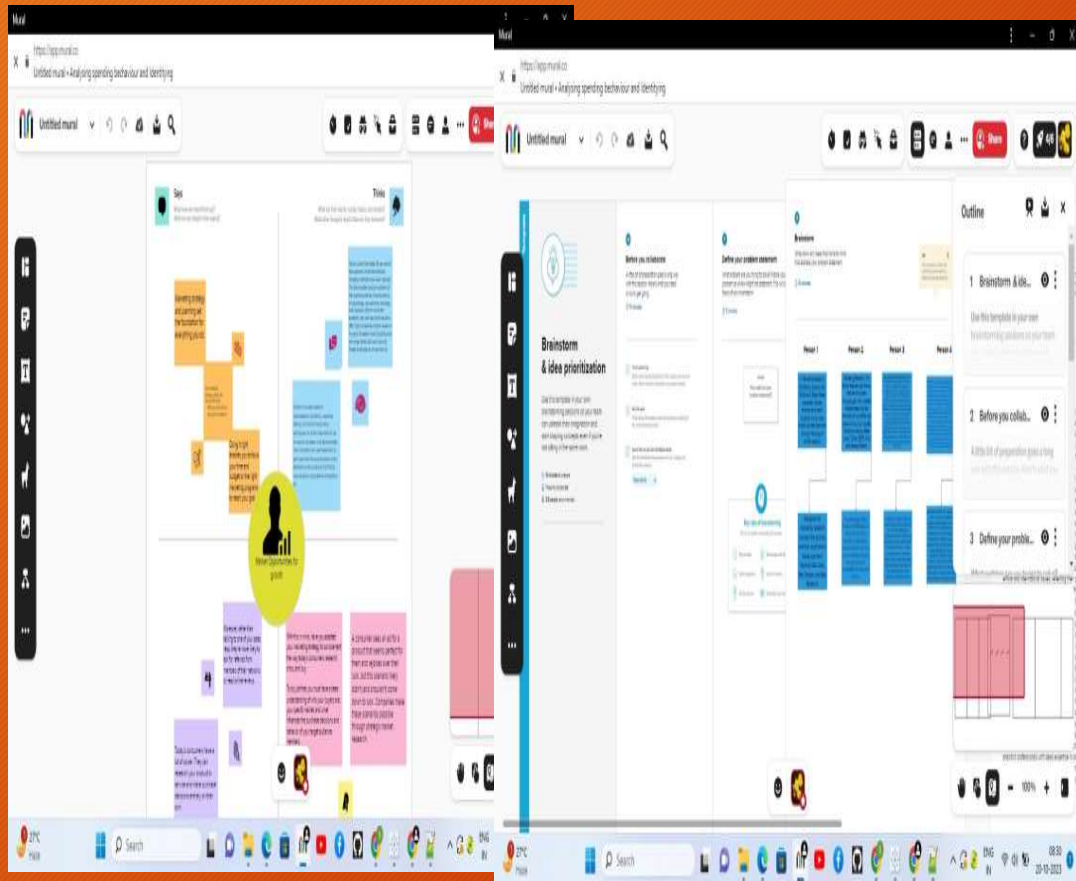
PURPOSE

- 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 SCREENSHOT



RESULT IN SCREENSHOT



ADVANTAGE AND DISADVANTAGE

1. Advantages of Tableau

Quick calculation- All the calculations on the tableau done by the backend, so it is relatively faster than any other tool.

- **Interactive dashboards**– Tableau dashboards are very interactive and easy to draw.
- **No manual calculation-** All the calculations done by the tableau only. There is no manual calculation but in some specific cases, we used calculated fields for calculation.
- **A large amount of data-** Tableau can handle a large amount of data. Different types of visualization can be created with a large amount of data without impacting the performance of the dashboards.

DISADVANTAGES

- 2. Disadvantages of Tableau
- High Cost- tableau is a paid tool for visualization, and it is a reason why people are not using tableau so much.
- Static and single value parameters- Tableau's parameters are static and always single value can be selected using a parameter. Whenever the gets changed, these parameters need to be updated manually every time.
- Limited Data Preprocessing- Tableau is strictly a visualization tool. Tableau Desktop allows you to do very basic preprocessing.

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 experts is increasing.
5. Numerous coaching institutions, including SSDN Technologies, have been offering **Tableau course in Gurgaon.**
6. With these courses, it will be easier for you to become a master of the tableau platform.