

# Survey on Datasets in Tableau: Unveiling Insights through Visual Analytics

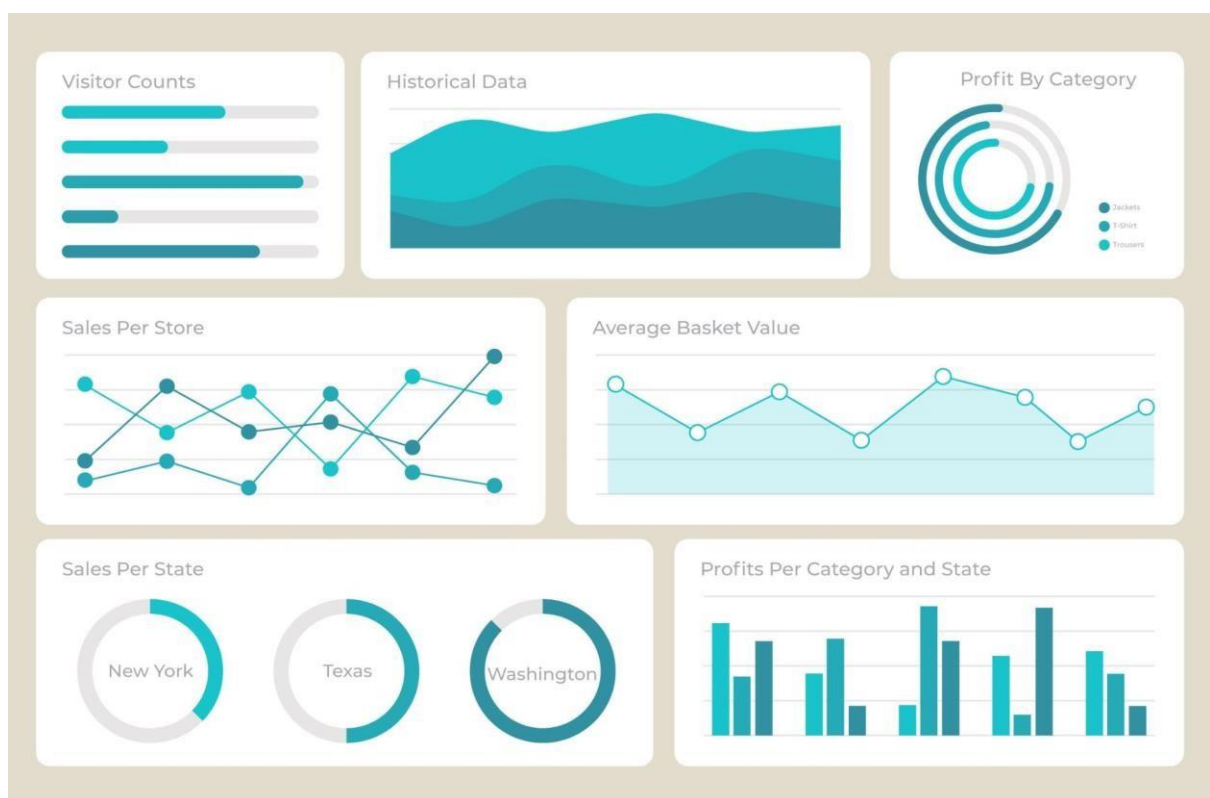
## Abstract:

This case study presents a comprehensive survey on datasets and their utilization within the Tableau concept of visual analytics. The study aims to explore the diverse applications of Tableau in different industries, highlighting the benefits and challenges encountered during data analysis. Through this survey, valuable insights are gained into how Tableau enables organizations to make data-driven decisions effectively.

## Introduction:

In this section, we provide an overview of the significance of Tableau in visual analytics and its growing popularity among organizations. We highlight the role of Tableau in enabling data driven decision-making and its ability to transform raw data into meaningful visualizations for enhanced insights.

### THE TABLEAU DASHBOARD



## Objectives and Research Questions:

We outline the objectives of the survey, which include exploring the applications of Tableau in different industries, understanding the benefits and challenges faced by organizations using Tableau for data analysis, and gaining insights into how Tableau facilitates effective data-driven decision-making. We also present the research questions that guide the survey.

## Survey Methodology:

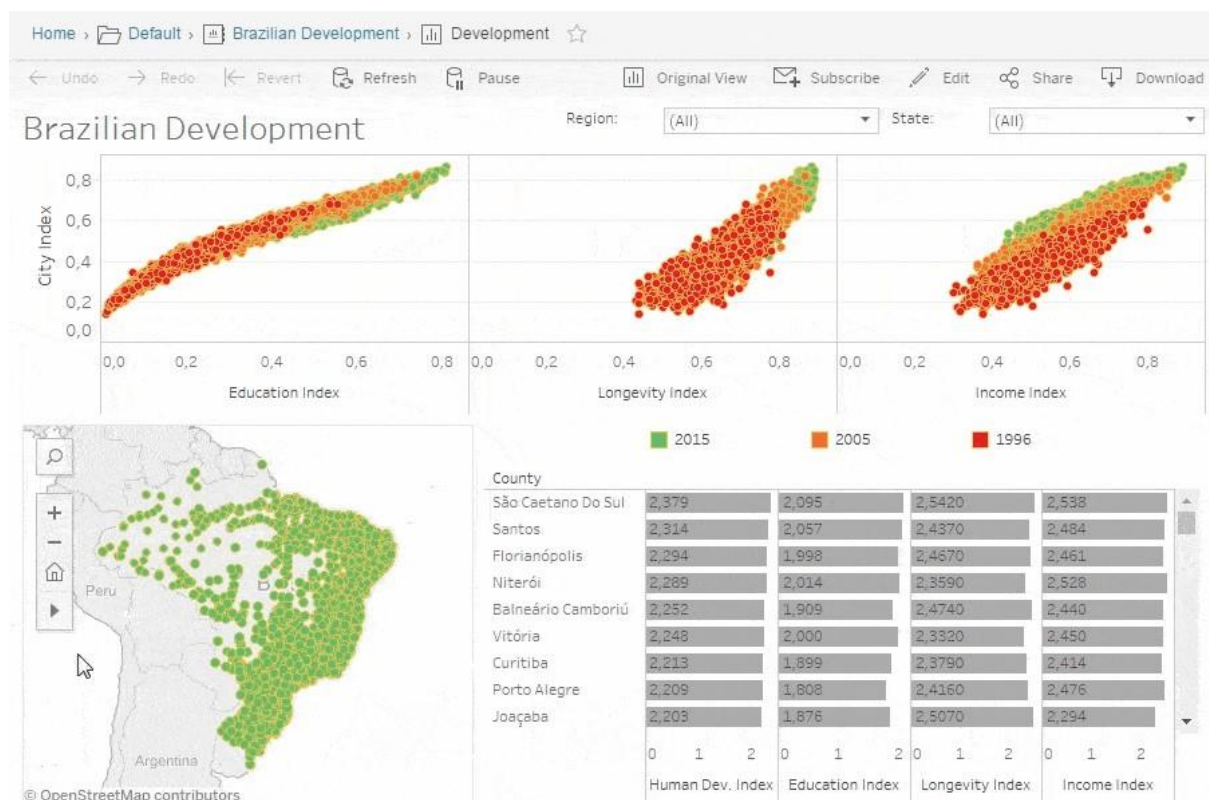
We describe the methodology employed for the survey, including the selection of participants from diverse industries, the design of the questionnaire to capture relevant information, and the distribution of the survey to ensure a representative sample.

## Data Collection:

We present the response rate and provide demographic information about the participants. Additionally, we provide an overview of the collected dataset, including the size, types of data, and any limitations or biases that may be present.

## Data Analysis with Tableau:

We introduce Tableau as a powerful tool for data analysis and visualization. We discuss the data preparation and cleaning processes undertaken to ensure the accuracy and reliability of the analysis. We highlight the various visualization techniques employed using Tableau and the insights derived from the visualizations.

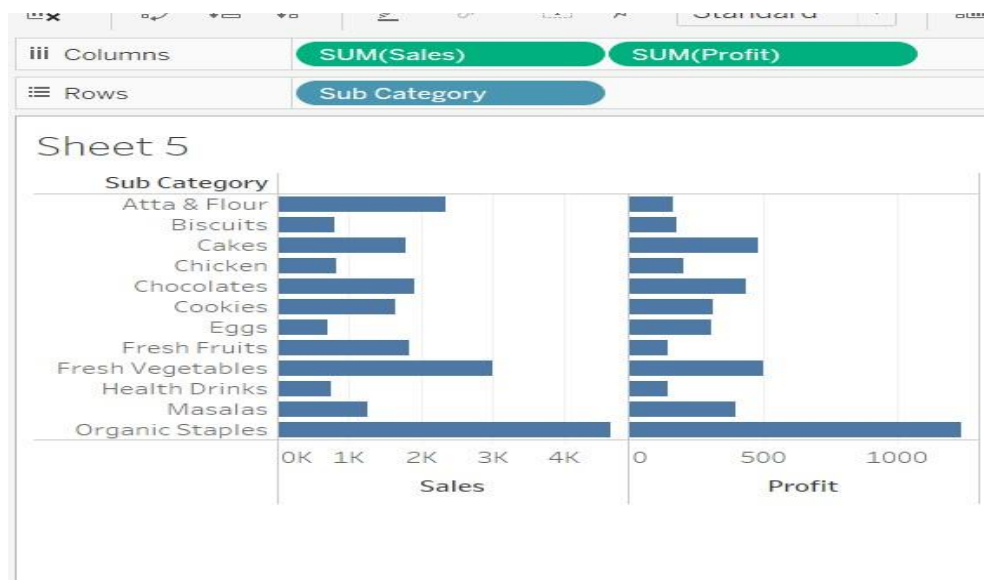


## Key Findings:

We summarize the survey results, emphasizing the most significant findings that emerged from the analysis. We highlight trends, patterns, and insights gained from the survey data, showcasing how Tableau contributes to effective data-driven decision-making.

## Case Study:

Case study is about sales dataset which gives the information about the sales and their profits in a particular region according to the categories and sub categories.



A case study in sales is any story, data, or evidence of your product or service benefitting a customer. Case studies aren't really about your company though. This is an easy mistake to make. The focus should always be on the benefits your customers and clients experience because of your company.

## Discussion:

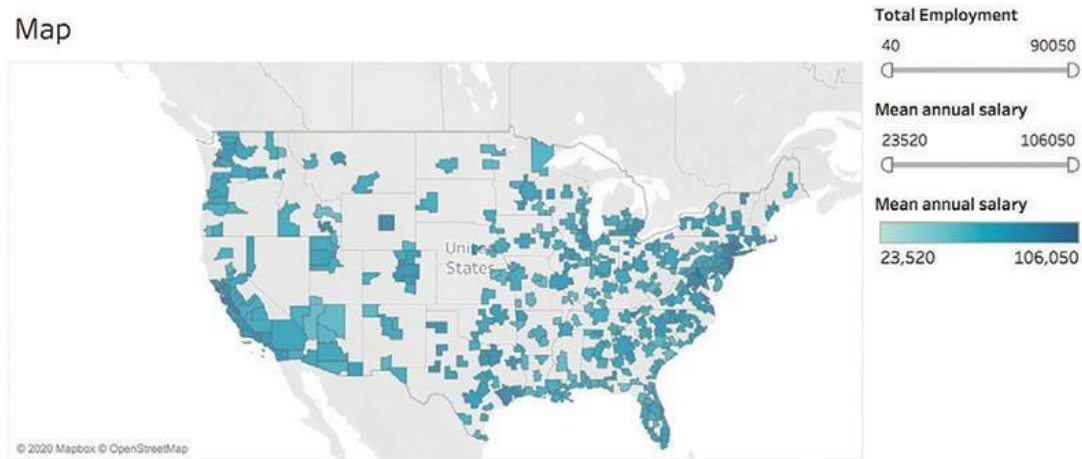
### Interpretation of the Survey Findings:

We provide a detailed interpretation of the key findings obtained from the survey. We discuss the implications of these findings for organizations using Tableau, shedding light on the effectiveness of Tableau in various industries and its impact on decision-making processes.

### Comparison with Existing Literature:

We compare the survey findings with existing literature on dataset utilization and visual analytics in Tableau. We identify areas of agreement or discrepancy and discuss how the survey findings contribute to the current understanding of Tableau's role in data analysis.

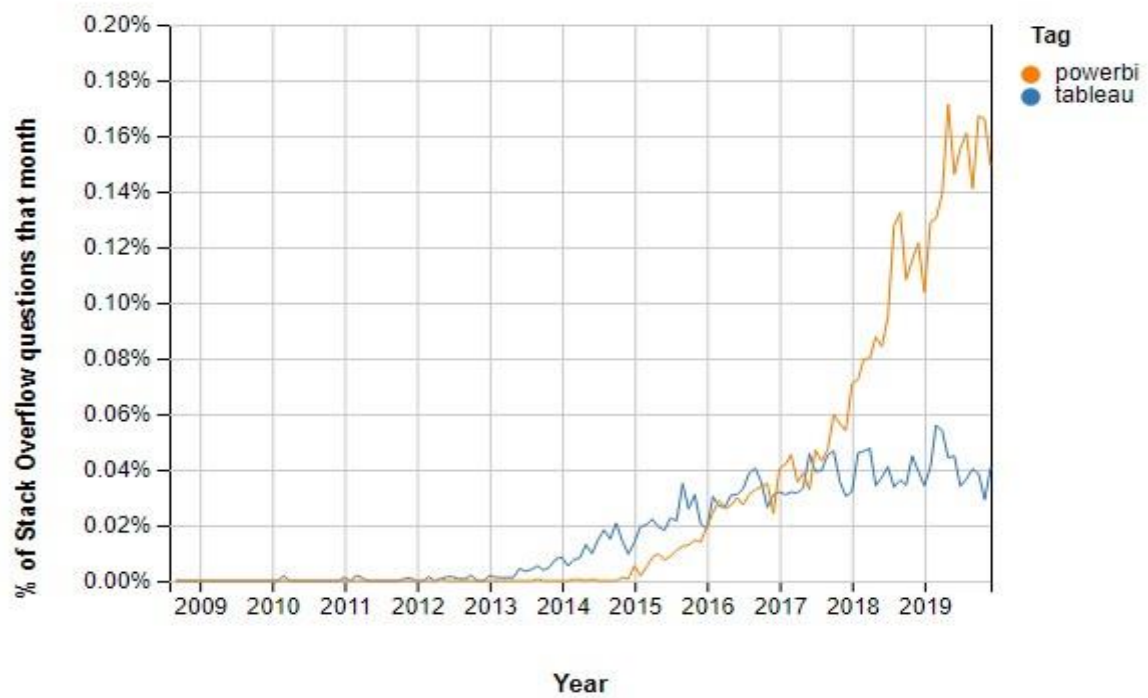
## Map



## Acct



## With excel



## With power bi

## Implications for Organizations:

We discuss the practical implications of the survey findings for organizations using Tableau. We highlight how the insights gained from the survey can improve data-driven decision-making processes, address challenges faced during Tableau implementation, and leverage Tableau's benefits for enhanced visual analytics.

## Considerations for Dataset Selection and Preparation:

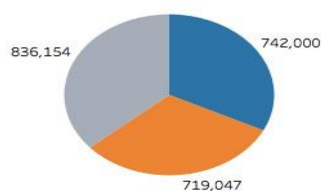
We delve into the preferences and challenges reported by organizations when selecting and preparing datasets in Tableau. We explore factors influencing dataset selection, such as data quality, integration complexities, and standardized formats. We discuss common challenges faced and propose strategies to address them.

## Visual Analytics and Decision-making:

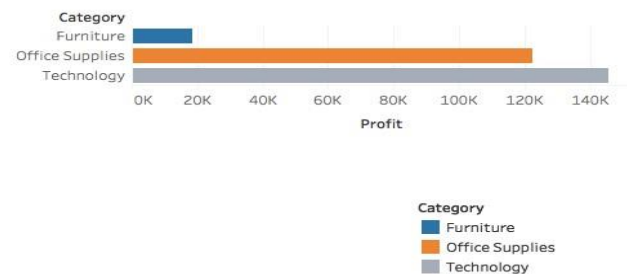
We discuss the preferred visualization techniques and dashboards used by organizations in Tableau for effective data interpretation and decision-making. We analyze the impact of visual analytics on decision-making outcomes and highlight emerging trends and innovative practices in this area.

### Category Analysis

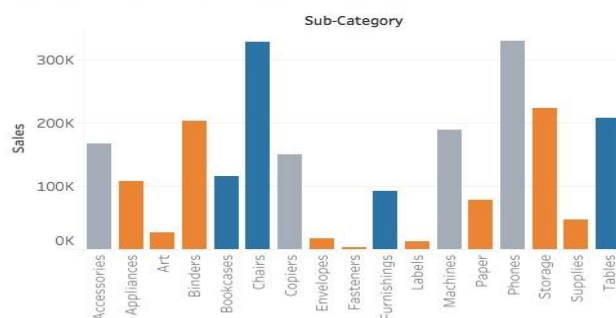
Net Sales Based on Category



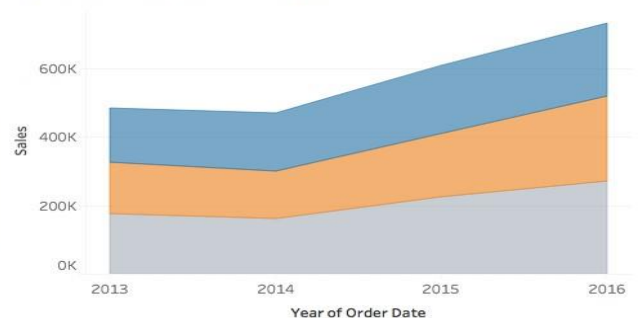
Net Profit



Sales by Sub - Category



Sales Growth over the years



## **Challenges in Tableau Implementation:**

We address the challenges encountered during Tableau implementation, including technical, organizational, and cultural hurdles. We discuss strategies to overcome these challenges, focusing on data integration, data quality, skill gaps, and change management.

However, Tableau still has several limitations:

→ Tableau focuses primarily on visualization and cannot work with uncleaned data. In order to efficiently use Tableau, you need to do proper data cleaning in the underlying database first.

→ Lacks data modeling and data dictionary capabilities for Data Analysts. This means that you've to separately maintain your metrics definitions elsewhere.

Their support is very poor and some users said that they have to solve the issue by themselves.

→ Lack of version control and collaboration when building data logic and dashboard.

## **User Experience and Satisfaction:**

We explore user experience and satisfaction with Tableau as a data analysis tool. We discuss factors such as ease of use, user interface, and overall satisfaction reported by survey participants. We identify areas for improvement and discuss the potential impact of enhancing user experience on data analysis outcomes.

User experience (UX) focuses on having a deep understanding of users, what they need, what they value, their abilities, and also their limitations. It also takes into account the business goals and objectives of the group managing the project.

## **Future Directions:**

Based on the survey findings, we propose potential areas for future research or improvements in utilizing Tableau for dataset analysis. We identify gaps or unexplored aspects that could benefit from further investigation. We discuss the potential impact of emerging technologies or trends, such as augmented analytics or natural language processing, on Tableau's role in visual analytics.

The Future of Tableau Developers,

With so much crucial data to deal with, small and large organizations need resources who can interact and analyze data based to gain vital insights from it. You will be amazed to know that Tableau is considered as the jewel among IT working professionals.

**Conclusion:**

We summarize the main points discussed in the survey and their significance in the context of utilizing Tableau for dataset analysis. We highlight the contributions of the study and acknowledge any limitations. Lastly, we provide recommendations for organizations based on the insights gained from the survey, aiming to enhance their data-driven decision-making processes using Tableau's visual analytics capabilities.