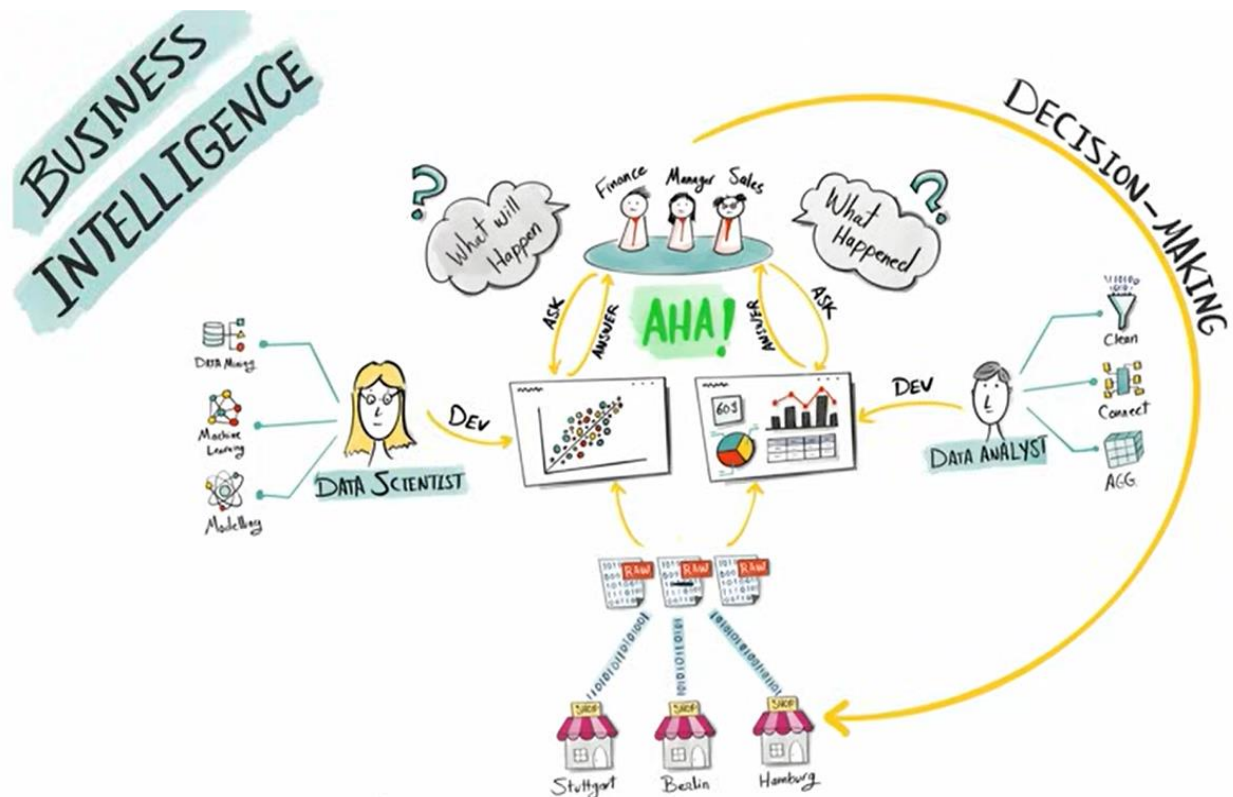


Business Intelligence:

Suppose hmary 3 stores hy across the country jo k huge Raw data generate kr rhy, hmary decision makers want to know “What happened” and “What will happen?”. So for this they hire a Data analyst, who cleans, analyzes Raw data. And at the end results will be communicated to the decision makers in the form of a spreadsheet.

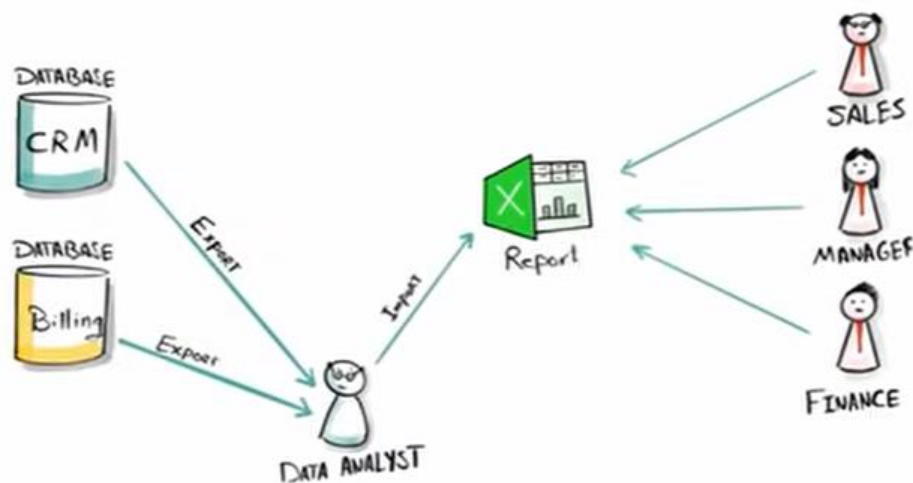
On the other hand, Managers can hire Data scientists to find Unknown trends and insights. Wo data ko analyze krta hy by Data Mining, Machine learning, or train the model to find new insights and new knowledge. At the end, output in the form of numbers or spreadsheet data.

->Problem ye k hmary decision makers directly data k sath interact nhi hty tou unkaliye Numbers or spreadsheet ko understand krna mushkil. This led to a big gap. To fulfill this, here comes the power of Data Visualization. So, it gonna help the managers to immediately find their answers. This process called BI.



90% of the study is transmitted to our brain visually. It processes the visuals 60,000 times faster than it takes. Data visualization is the art of converting boring data into interesting Graphical elements.

- ➔ In Excel, a data analyst manually exports data from different resources se, e.g, databases. Phr unhy excel me import krta hy. After analysis, a report is generated and an Excel file is then accessed by decision makers.
- ➔ In Tableau, we're going to connect directly with resources. The analyst developed a dashboard, and decision makers connected to Tableau to see those dashboards.



- ➔ In excel, hmny data sources se data export kr k excel me import kiya, ab data update huwa to manually usy again export kr k , import, then report ready krna ho gi.
- ➔ But in Tableau we can automate this task. Hm schedule bna skty k daily 7Pm pr data update krna, tou tableau automatically connect kry ga reports se aur refresh kry da data and reports b

- ➔ Agr massive data generate ho rha resources se tou excel nhi handle kr skta because limit is only upto 1M record.
- ➔ On the other hand, Tableau is for Big data. In this case we just need to change the connection type from extract to live.
- ➔ Tableau provides row-level Security feature, "Restricting the rows of data a specific user can see, based on the defined principle." Managers ko sb data show ho rha, Hr ko sirf usky kaam k related data, Finance ko sirf usky related data show ho Hr ka nhi.
- ➔ Tableau community, Tableau Gallery.