**Instructions**

Dear students, you need to design a comparison matric of data wrangling tools.Ã‚Â

Column-wise = features of the tool (e.g., wrangling functionalities available) and Row-wise = tool name.

The tools are as follows (top 5 selected as per Gartner: https://www.gartner.com/reviews/market/data-preparation-tools):

PowerBI

Tableau

Qlik Sense

Trifacta Wrangler Enterprise

Talend Data Preparation

Any copying will result in 50% deduction. Full copying = 0 marks

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Regards,

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|  | **Power BI** | **Tableau** | **Qlik Sense** | **Trifacta Wrangler Enterprise** | **Talend Data Preparation** |
| Interesting visualizations | Not as powerful as Tableau | Excellent visualizations | Self-service analytics tool |  |  |
| Recommend visualizations |  |  |  | Y |  |
| Prediction capabilities |  |  |  | Y |  |
| Clustering |  |  |  | No |  |
| Data limit | 10 GB cloud storage | 100 Gb data storage | 500 GB cloud storage | 100 MB |  |
| API |  |  |  | No |  |
| GUI |  | Cleaner and clutter-free GUI. | Have too many tabs – lacks logical structure | Yes |  |
| Deployment |  |  |  |  |  |
| Ease of use | 9/10  No technical knowledge needed  Drag and drop | 9/10  No technical knowledge needed  Drag and drop | 6/10  Requires time intensive formatting |  |  |
| Data Access | Yes- but with smaller ones like salesforce and google analytics | Yes – with any database software as huge as Hadoop | Yes – allows access to manage small or big data within single environment |  |  |
| Customer Support | Limited support with free version. Paid version gets faster support.  Access to resources , documentation and community forum | Support available on phone as well. User community is much bigger with 150,000 active users | Smaller community support compared to Power BI and Tableau |  |  |
| Deployment | Cloud based (SaaS). Doesn’t work well with huge amounts of data | Cloud based + On-premises option. Works will with huge amount of data | Cloud based (SaaS) |  |  |
| Pricing | Affordable. Esp for businesses with Microsoft licenses. Cheapest subscription is only $9.99/month | More expensive then Power BI. Cheapest subscription is $35/month for on-premises and $42 for cloud | Quote based pricing model |  |  |
| Scale of Business | Small to medium sized | Suitable for any scale of business. Best for large businesses |  |  |  |
| Completeness | Complete business intelligence tool that allows data discovery, data preparation and interactive dashboards | Considered the best business intelligence tool with its actionable insights and awesome dashboards. |  |  |  |