

**Plain Language Statement Information Sheet**

**School:** School of Computing, Engineering and Physical Sciences

**Project Title:** Analysis and comparison of data visualisation software using Tableau and PowerBI for company marketing performance.

**MSc Masters Student: Irikannu Ifeoma Blessing**

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**MSc Masters Module Coordinator: Dr Bikrant Koirala**

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**Programme Title:** Information Technology

Dear participant,

You are being invited to take part in my research study – as above. Before you decide, it is important for you to understand why the research is being done and what will be involved. Please take time to read the following information carefully and discuss it with others if you wish. Ask us if there is anything that is not clear or if you would like more information. Please take your time in deciding if you wish to take part and thank you for reading this.

**What is the purpose of the study?**

The purpose of this study is to evaluate the features of Tableau and PowerBI as data visualisation tools, with a focus on their impact on the effectiveness of marketing performance dashboards. The objective of this research is to examine each software platform's strengths and limitations so that marketing teams may make informed decisions based on data visualisation insights. This will be achieved through an in-depth analysis, testing of features and functionalities, and practical testing using specific marketing case studies.

**Why have I been chosen?**

You have been chosen to participate in this study because of your expertise and experience in Data Analytics/Marketing and IT. Your insights and perspective will provide valuable input for the evaluation of PowerBI and Tableau. Your participation will contribute to the validity of the research findings, ultimately benefiting organizations in their decision-making processes.

**Do I have to take part?**

It is up to you to decide whether to take part. If you do decide to take part, you will be given this information sheet to keep and be asked to sign a consent form. If you decide to take part, you are still free to withdraw at any time and without giving a reason. A decision not to participate will not affect your grades in any way.

**What will happen to me if I take part?**

By participating, you will be invited to evaluate both the PowerBI and Tableau Dashboards and provide feedback based on your experiences with these dashboards. You will be asked to complete a questionnaire based on your preferences, usage, and perception of these platforms.

**Will my taking part in this study be kept confidential?**

All information, which is collected, about you during the research will be kept strictly confidential. You will be identified by an ID number or letter and any information about you will have your name, address and all other identifiable details removed so that you cannot be recognised from it.

**What will happen to the results of the research study?**

A bound copy of the completed MSc Masters Project report may be stored at the University of the West of Scotland library (subject to approval).

**Who is organising the research?**

The School of Engineering and Computing at the University of the West of Scotland is organising this MSc Masters Project.

**Who has reviewed the study?**

The project has been reviewed by the student’s supervisor, moderator, module coordinator and chair of the School of Engineering and Computing Ethics Committee.

**Contact for Further Information**

For further information please contact:

MSc Masters Project Student: **Irikannu Ifeoma Blessing**

Email address: **B01639940@studentmail.uws.ac.uk**

Alternatively, if participants have any concerns regarding the conduct of the research project please contact the School of Computing, Engineering and Physical Sciences Ethics Committee Chair by contacting Dr John Hughes – john.hughes@uws.ac.uk.

Thank you for taking part in this study.