Dear participant,

My name is **Irikannu Ifeoma Blessing.** I would like to invite you to participate in this research study titled **Analysis and comparison of data visualisation software using Tableau and PowerBI for company marketing performance**.

The following questionnaire will require approximately ten minutes to complete, and there is no compensation or risk for participating. All of your information will remain confidential and will be used solely for this dissertation. Moreover, your participation in this research is entirely voluntary, and you are not obligated to participate. If you choose to participate in this research, please provide responses based on your experience with both software platforms. Your insights will contribute significantly to understanding how these tools impact team collaboration and will help in providing practical recommendations for enterprises. Thank you for considering this invitation. Your expertise and time are highly appreciated.

Researcher’s email: B01639940@studentmail.uws.ac.uk

Thank you for your assistance.

## PART ONE

## A: PERSONAL DATA OF PARTICIPANTS

## *Kindly tick ( ) in the appropriate box as provided.*

1. **Gender:** Male ( ) Female ( )

Prefer Not to Say ( ) Non-binary ( ) Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_

1. **Age:** Below 21yrs ( ) 21 – 30yrs ( )

31 - 40yrs ( ) 41 – 50yrs ( )

51 -60yrs ( ) 61 and Above ( )

1. **Job Title (Your job title with the firm you are currently engaged with):**

Marketing Manager ( )

IT Professional ( )

Manager ( )

CEO/Executive ( )

Digital Marketer ( )

1. **Years of Experience (How many years of experience do you have in Marketing and Analytics or related field):**

Less than 1 year ( )

1-3 years ( )

4-6 years ( )

7-10 years ( )

More than 10 years ( )

5. **Firm Size:** Small (Less than 50 employees but not less than 11 employees) ( )

Medium (More than 50 employees but not more than 249 employees) ( )

Large (more than 249 employees) ( )

None ( )

## PART TWO

## B: QUESTIONS BASED ON RESEARCH OBJECTIVES

**A. Evaluation of Features and Functionality**

Please rate the following features and functionalities of PowerBI and Tableau based on your experience and preferences. Use a scale of 1 to 5:

**1. Ease of Use**

PowerBI

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

Tableau

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

**2. Data Integration**

PowerBI

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

Tableau

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

**3. Dashboard Design/Customization**

PowerBI

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

Tableau

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

**4 Dashboard Interactivity**

PowerBI

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

Tableau

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

**5. Real-Time Updates**

PowerBI

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

Tableau

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

**6. Customization Options**

PowerBI

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

Tableau

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

**7. Collaboration Features**

PowerBI

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

Tableau

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

**B. Testing**

Please test each software platform and provide your feedback based on the following criteria:

**1. Dashboard Navigation and Interface**

PowerBI

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

Tableau

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

**2. Dashboard Loading speed**

PowerBI

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

Tableau

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

**3. Ability to Manage Concurrent Users**

PowerBI

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

Tableau

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

**4. Accessibility**

PowerBI

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

Tableau

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

**C. Impact on Marketing performance**

Please indicate the extent to which you agree with the following statements about the impact of PowerBI and Tableau on marketing performance. Use a scale of 1 to 5

**1. How effective is the software in presenting valuable insights for marketing performance?**

PowerBI

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

Tableau

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

**2. How has the software impacted your marketing decision-making process?**

PowerBI

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

Tableau

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

**3. How effective is the software in tracking and reporting key marketing performance index?**

PowerBI

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

Tableau

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

**4. How likely are you to recommend this software to other marketing professional?**

PowerBI

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )

Tableau

1 ( ) 2 ( ) 3 ( ) 4 ( ) 5 ( )