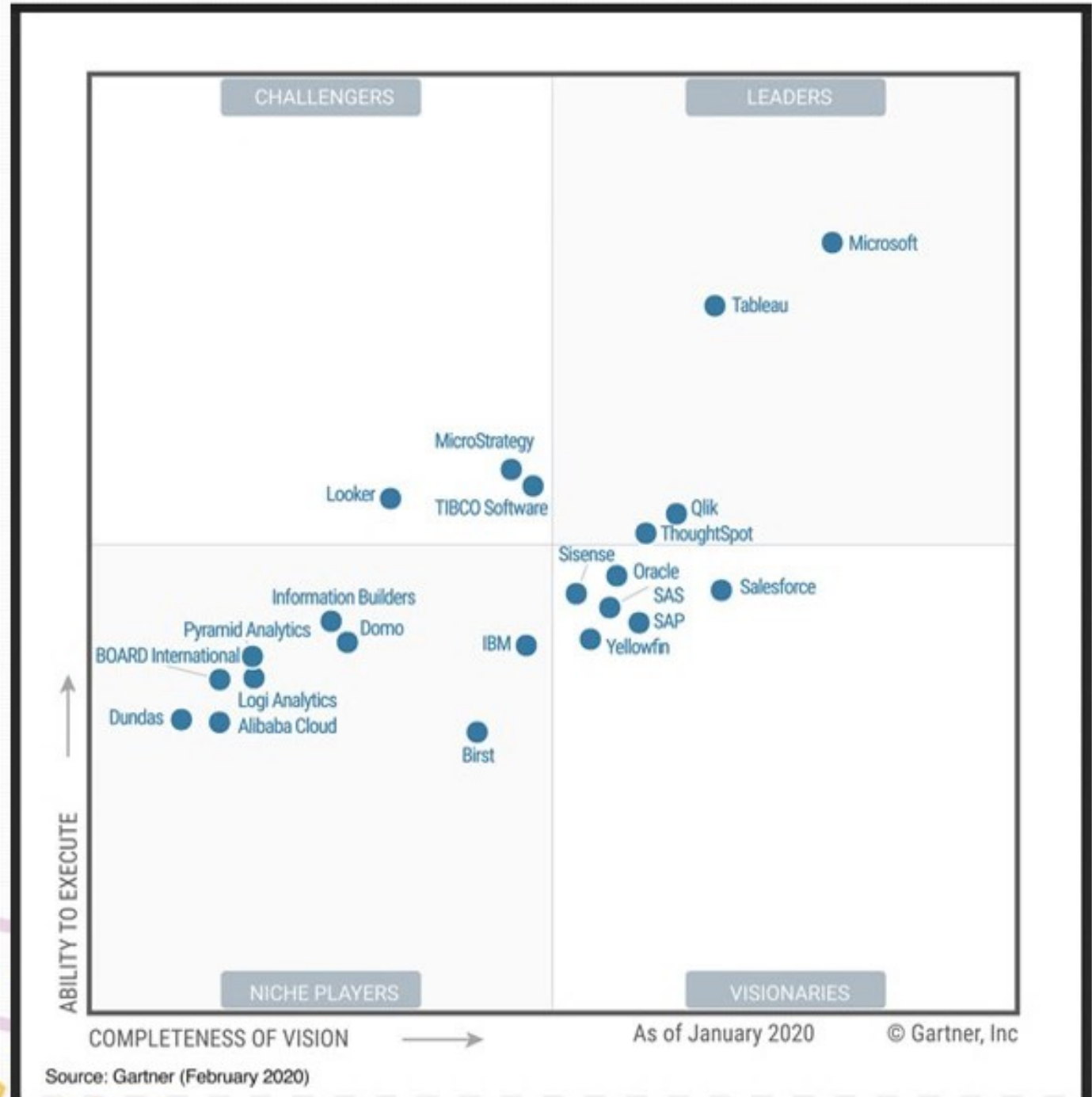# Tableau Intro & Tableau Product Family

Why TABLEAU ?

- Tableau is a Data Visualization Software. Data visualization is the process of describing information through visual rendering.

- Tableau leads the world in making the data visualization process available to business users of every background and industry.

- It connects easily to nearly any data source, be it corporate Data Warehouse, Microsoft Excel or web-based data.

- Tableau allows for instantaneous insight by transforming these data into visually appealing, interactive visualizations within minutes through the use of Drag and Drop Interface.

Tableau – Gartner's Magic Quadrant

- For 8 year in a row , Tableau is a leader in the Magic Quadrant for Business Intelligence and Analytics Platforms Report.

- Gartner is world's leading IT Research and Advisory Company

CHALLENGERS | LEADERS

Microsoft

Tableau

MicroStrategy

Looker

TIBCO Software

Qlik

ThoughtSpot

Sisense

Oracle

SAS

Salesforce

SAP

Information Builders

Pyramid Analytics

Domo

IBM

Yellowfin

BOARD International

Logi Analytics

Dundas

Alibaba Cloud

Birst

NICHE PLAYERS | VISIONARIES

ABILITY TO EXECUTE

COMPLETENESS OF VISION

As of January 2020

© Gartner, Inc

Source: Gartner (February 2020)

Tableau Desktop Products

Tableau Desktop

Tableau Public

Tableau Reader

Tableau Cloud Products

Tableau Server

Tableau Online

Tableau Analytics Product

Tableau Prep

PRODUCTS OFFERED BY TABLEAU

Tableau offers five main products:

1) Tableau Desktop → Paid
2) Tableau Server → Paid
3) Tableau Online → Paid

4) Tableau Reader → Free
5) Tableau Public → Desktop & Server → Free

Difference Between Tableau Desktop, Server and Online

- Tableau Desktop is used to visualize and analyze data, create workbooks, visualizations, dashboards and stories and you can then publish these to Tableau Server, Tableau Online and Tableau Public.

- Tableau Server and Tableau Online allow you to safely distribute the interactive workbooks to the right people. You can edit workbooks, visualizations, dashboards and stories in Server or Online, but you can't produce new ones. The editing options are limited compared to the Desktop.

- Tableau Server is Hosted by the Company who purchases it (managing the Hardware) while Tableau hosts Tableau Online (i.e. Tableau manages the Server for the Company as a SaaS (Software as a Service) Model)

Tableau Desktop – Analytics Anyone Can Use

- Tableau Desktop is a data visualization application that lets you analyze virtually any type of structured data and produce highly interactive, beautiful graphs, dashboards, and reports in just minutes.

- You can connect to any data source from spreadsheets to data warehouses.

- You can build and interact with views of data.

- Views allow you to query, display, analyze, filter, sort, group, drill down, drill up, calculate, organize, summarize, and present the data quickly.

- Combine multiple views of data into a single dashboard. Insert web pages, images and documents for better storytelling and faster insight.

Tableau public

- Tableau Public is a free service that lets anyone publish interactive data to the web.

- Once on the web, anyone can interact with the data, download it, or create their own visualizations of it.

- Tableau Public is for anyone interested in understanding data. Writers, bloggers, students, professors, hobbyists, journeymen, critics, citizens and more.

- It's also meant for organizations, but only as an introductory service; i.e. if your organization wants to put data online for the public.

What Can & Cannot be done with Tableau Public Desktop

- Tableau Public Desktop can connect to Microsoft Excel, Microsoft Access, and text files.

- You can Save your Files only on Tableau Public Server. For each account 10 GB of space is provided.

- It has a limit of 1 million rows of data that is allowed in any single connection.

Data Sources that can be Connected Through Tableau Public Desktop

6 Data Sources : As shown in the Screen .

You can not save it on your Local System and need to save on Tableau Public Server
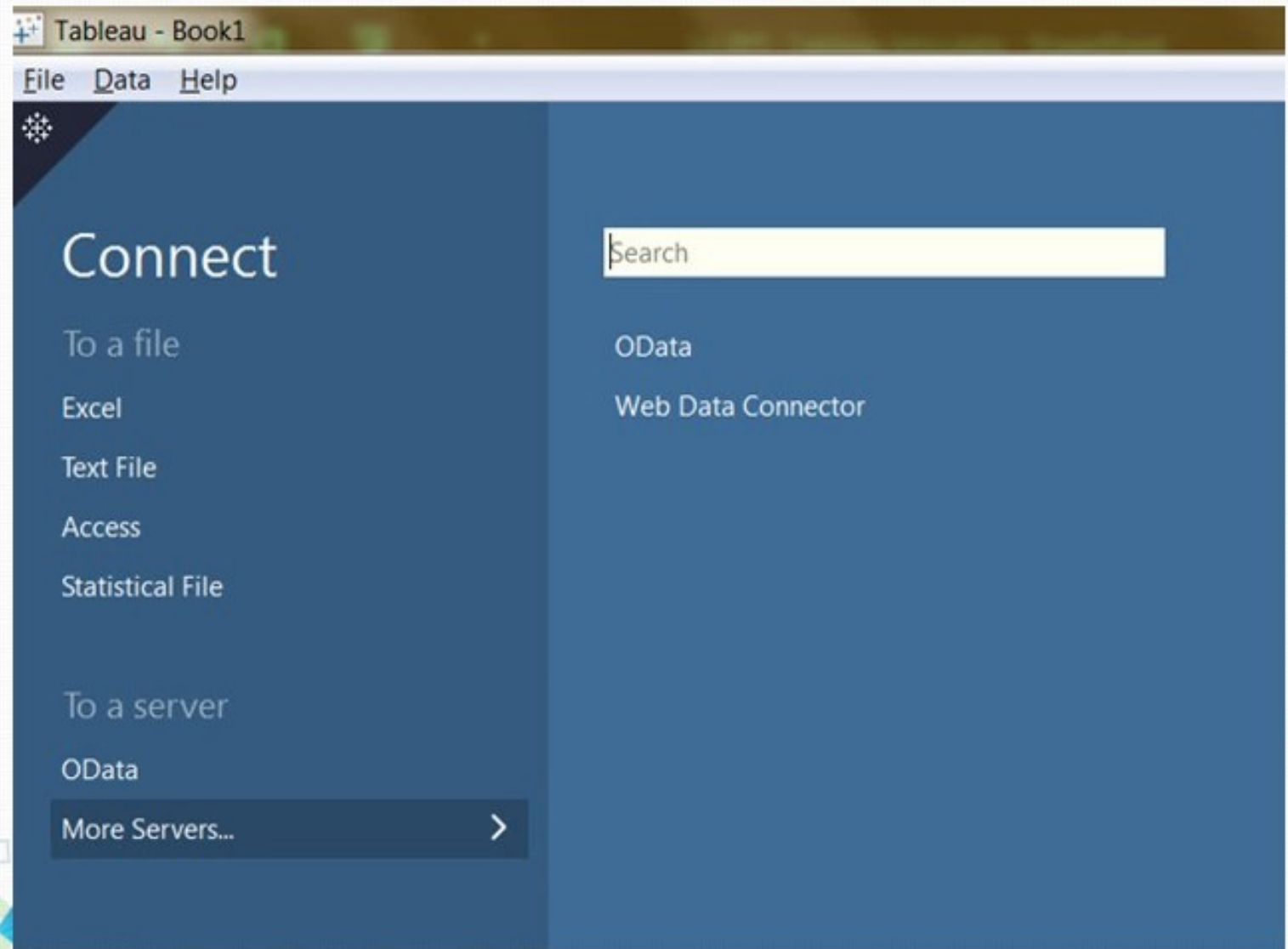
Tableau Pricing

Pricing – Tableau Desktop – Personal and Professional Edition

Pricing

Personal Edition
$999

- Connect to 6 data sources, including Excel and csv files
- 1 year of updates and support included

SEE DATA SOURCES →

BUY NOW

Professional Edition
$1,999

- Connect to hundreds of data sources
- Compatible with Tableau Server
- Compatible with Tableau Online
- 1 year of updates and support included

SEE DATA SOURCES →

BUY NOW

Data Sources that can be Connected Through Tableau Desktop – Personal License

6 Data Sources : As shown in the Screen .
Same as Tableau Public, Only you can save the File on your Local System

PERSONAL   PROFESSIONAL

- Microsoft Excel
- Text files (like .csv files)
- Microsoft Access for Windows
- OData
- Azure Marketplace DataMarket
- Tableau Data Extract

Data Sources That can be connected through Tableau Professional Desktop License

PERSONAL **PROFESSIONAL**

Search for a data source

- Actian Vectorwise*
- Amazon Redshift
- Amazon Elastic MapReduce
- Cloudera Hadoop Hive and Impala
- DataStax*
- EXASOL*
- Firebird
- Google Analytics
- Google BigQuery
- Hortonworks Hadoop Hive
- HP Vertica

- IBM DB2
- IBM Netezza*
- MapR*
- Microsoft Access*
- Microsoft Excel
- Microsoft PowerPivot*
- Microsoft SQL Server
- Microsoft SQL Server Analysis Services*
- Microsoft SQL Server PDW
- Microsoft Windows Azure Marketplace DataMarket

- MySQL
- OData
- Oracle Databases
- Oracle Hyperion Essbase*
- ParAccel Analytics Database*
- Pivotal Greenplum
- PostgreSQL
- Progress OpenEdge*
- Salesforce.com, including Force.com and Database.com
- SAP HANA*
- SAP NetWeaver Business Warehouse*

- SAP Sybase IQ*
- Splunk Enterprise*
- Tableau Data Extract
- Teradata V2
- Teradata Aster Data nCluster
- Teradata OLAP Connector*
- Text files—comma separated value (.csv) files
- Databases and applications that are ODBC 3.0 compliant*
- Tons of web data with the Web Data Connector

Tableau Server Pricing

START A FREE TRIAL →

Pricing

Starts at $10,000 for 10 users. Future annual upgrades and support are 25% per year. Contact us for more details.

TRY FOR 14 DAYS →

SEE SUPPORTED DATA SOURCES →

Tableau is among the most affordable business analytics platforms. See what Gartner has to say on total ownership cost of business analytics platforms.

LEARN MORE →

Tableau Online Pricing

Pricing

$500 PER USER PER YEAR

- Tableau Desktop required to author
- 1 year of updates and support included

TRY IT FREE →

TABLEAU SERVER – Analytics for Organizations

Tableau Server, by Tableau Software®, is an online solution for sharing, distributing, and collaborating on content created in Tableau.

- **Shareable.** Tableau Server users can create workbooks and views, dashboards, and data sources in Tableau Desktop, and then publish this content to the server.

- **Secure.** Tableau Server *site* and *server* administrators control who has access to server content to help protect sensitive data. Administrators can set user permissions on projects, workbooks, views, and data sources.

- **Mobile.** Users can see and interact with the most up-to-date server content from anywhere, whether they use a browser or mobile device.
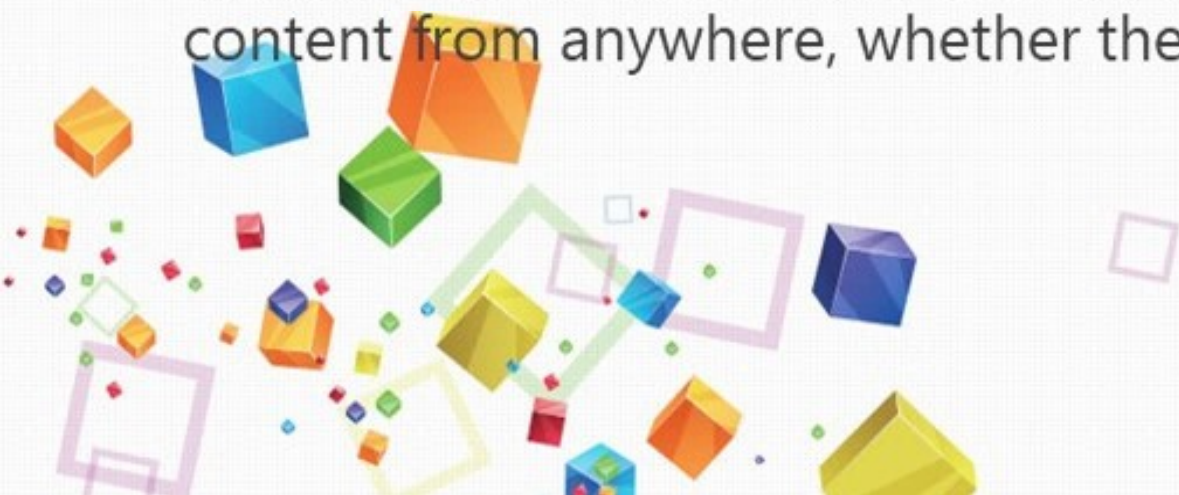
TABLEAU ONLINE – Cloud Analytics for Organizations

- Tableau Online, by Tableau Software®, is a secure, cloud-based solution for sharing, distributing, and collaborating on Tableau views and dashboards.

- Tableau Online puts the flexibility and ease of a powerful cloud-based data visualization solution to work for you—without servers, server software, or need for IT support.

Tableau server / online - How it Looks like

TABLEAU READER

- Tableau Reader is a free application that lets anyone view and interact with Tableau packaged workbooks.

- These packaged workbooks are created using Tableau Desktop, and are self-contained documents that combine the data and the Tableau visual analysis into a single file.

- Tableau Reader makes it possible to share your visualizations and dashboards with anyone – without the need for them to have a Tableau Desktop license.

- With Reader, people can be viewing, filtering, printing and understanding your visualizations and dashboards in minutes.

Tableau
Installation of Tableau Public for Hands On

Go to Chrome and search for Tableau Public Download. The search will take you to the below page where you need to enter your email id and "Download the App".