Tableau **S**trength, **W**eakness, **O**pportunity, **T**hreats
itsmecevi.github.io
widyaanalytic.com

The Dataverse is expanding 4300% by 2020...

New kinds of data: structured, unstructued, data from IOT...

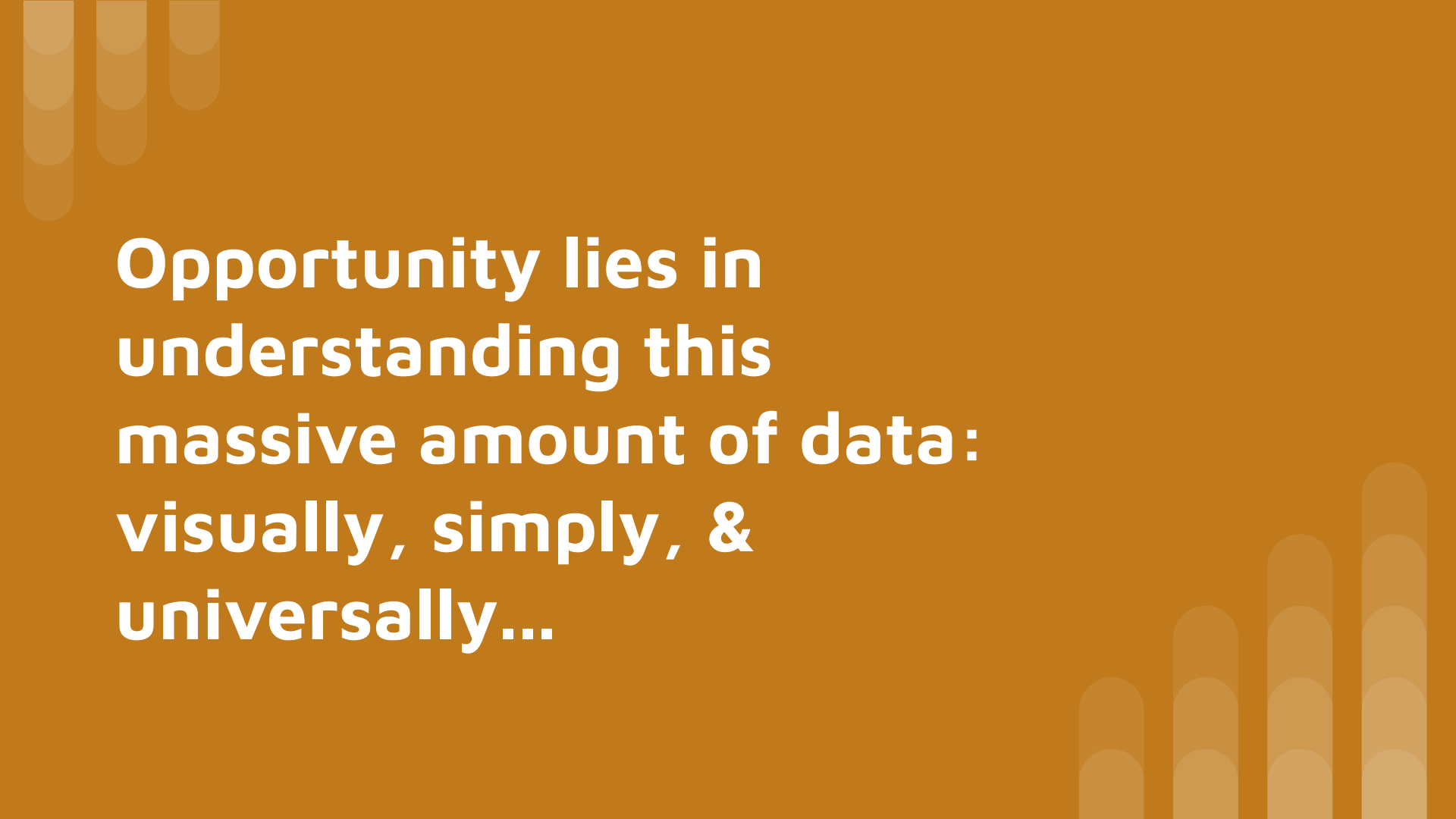New tools, new linkages, & new visualization...

Competitive advantage lies in analyzing data at all levels of an organization...

70% of enterprise employees currently don't use BI tools or don't have a statistical background...

Opportunity lies in understanding this massive amount of data: visually, simply, & universally...

Strength

Features :

- Dahboards
- Data mashups
- Geospatial intelligence
- Interactive visualizations
- Mobile

Strong customer satisfaction :

- Leader Gartner Magic Quadrant: Completeness of vision
- High marks from both customers and developers

Direct queries :

- SQL
- MDX
- Hadoop
- Google Big Query
- 50+ connections

Ease of use :

- Leader Gartner Magic Quadrant: Completeness of vision
- High marks from both customers and developers

Low implementation cost

Simple version migration

Weakness

Enterprise scale :

- Data discovery
- Governance
- Administration
- Scalability

Marketing footprint :

- Large corporations headquarter in US
- Little global penetration

Enterprise capability :

- Metadata management

Sales cycle :

- Intractable in sales negotiations

Opportunity

Big Market :

- Growing market segment primary self-service business intelligence
- Customer evangelism a force multiplier for sales
- Non programming analyst depends on analytic tools

New linkages :

- Accessing new data sources (structured or unstructured)
- Managing increasing data volumes

Demand generation :

- Processing speed (in memory and tabular database)
- Prdictive analysis
- New visualization techniques
- Animated visualizations

Self-service BI :

- Ease of use for non-professional analysis
- New users unfamilliar with BI tools or statistical discipline
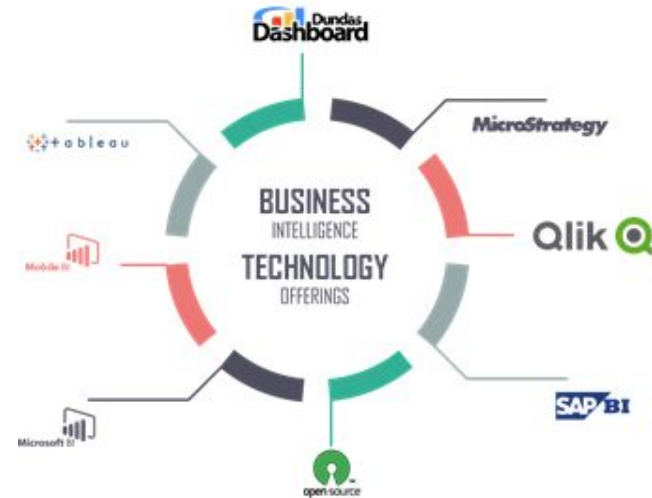- Independence from IT

Installation :

- Simple, stand-alone installation not requiring extensive systems integration
- Cloud-based SAS

Threats

Advanced Analytics Automation

Competitives products improving

Preferences:

- Centropic.com
- Tableau.com
- Prezi.com
- https://www.dundas.com/