# What is tableau?

Tableau is a powerful data visualization and business intelligence (BI) platform that enables individuals and organizations to turn raw data into understandable and interactive visualizations. It allows users to connect to various data sources, explore and analyze data, and create interactive dashboards, reports, and visualizations.

## Shift from excel to tableau?

While Excel is a powerful spreadsheet tool, Tableau excels in the realm of data visualization and analytics. The shift to Tableau is often driven by a need for more sophisticated and interactive data representation, better collaboration and sharing mechanisms, and improved scalability for handling larger more complex datasets.

### Why not any other software instead of tableau?

We use Tableau for data visualization because it excels in creating interactive and visually appealing representations of data, fostering better insights. Its user-friendly interface, extensive visualization options, and seamless collaboration features set it apart from other tools, making it a preferred choice for effective data analysis and communication.