**Data Visualization tool:**

This provide data visualization designers with an easier way to create visual representations of large datasets. When dealing with datasets that include hundreds of thousands or millions of datapoints, automating the process of creating a visualization, at least in part, makes a designer’s job significantly easier.

These data visualizations can then be used for a variety of purposes: dashboards, annual reports, sales and marketing materials, investor slide decks, and virtually anywhere else information needs to be interpreted immediately.

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| Data Visualization tools | Pros | Cons |
| QlikView | Graphic Representation of numerical data. | Customer and implementation support. |
|  | Creation from scratch of reports suitable for any occasion. | Expensive. |
|  | Filters on reports are easy to use. | Poor performance, the application is RAM and CPU hungry 100% of the time. |
|  | It is easy to create new reports. | The User Interface is not as simple to manage. |
|  | Interactive. | Weak integration. |
|  | Powerful data searching technology. |  |
| Tableau | Hundreds of data import options. | Public version does not allow you to keep data analysis private. |
|  | Mapping capability. | Non free versions are expensive. |
|  | Free public version available. |  |
|  | Lots of video tutorials to walk you through how to use tableau. |  |
| Google Charts | Free. | Beyond the tutorials and forum available, there’s limited support. |
|  | Wide variety of chart formats. |  |
|  | Available. |  |
|  | Cross browser compatible since it uses HTML5/SVG. |  |
|  | Works with dynamic data. |  |
| Fusion Charts | Huge number of chart and map format options. | Expensive. |
|  | More features than most other visualizations tools. | Overkill for simple visualizations outside of a dashboard environment. |
|  | Integrates with a few different frameworks and programming languages. |  |
| Grafana | Open source, with free and paid options available. | Overkill for creating simple visualizations. |
|  | Large selection of data sources available. | Doesn’t offer as many visual customization options as some other tools. |
|  | Variety of chart types available. | Not the best option for creating visualization images. |
|  | Makes creating dynamic dashboards simple. | Not able to embed dashboards in websites, though possible for individual panels. |
|  | Can work with mixed data feeds. |  |

Tableau and google charts both these tools have some pros and cons. When we are choosing one over the other there are few things that need to be considered.

1. **Web vs Desktop**, when you are considering which program to use, you need to think about where you want to use it. Tableau is primarily meant to be used on a desktop, while google operates on the web.
2. **Price**, this is the important factor. Tableau has numerous pricing packages, whereas Google Charts is free.
3. **Types of visualizations**, when choosing your data visualization tool, consider the types of visualization each program enables you to make. Tableau is more developed program than Google Charts. So, tableau has far more visualization options. GDS focuses on the basic visualization.
4. **Connectivity to other programs**, tableau is more limited on connections to other programs. Google Charts is more flexible and enables you to connect to program like AdWords and YouTube Analytics, which you cannot use with Tableau.

**References:**

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