For every audience there is different perspective on the information that is present in the surrounding. For the dataset of “The Vaccine Adverse Event Reporting System (VAERS)”, there are few different stories to convey based on the audience. Those stores and research questions are mentioned below:

For Hospital Management the main concentration is what vaccinations need to be produced to get that vaccine in stock for the patients to get that vaccine in time. Because the hospital management just need to know the availability of the medicine based on the demand of the patients should be predicted.

For healthcare workers interacting with families the main concentration of their story would be at what point a person should get the vaccination. Because those families should take the medicine they just need to know when to take the vaccination at the right time.

For the lay public audience are to be aware of what vaccination are required for an age group, if not taken what are the risks and if taken what are the consequences. Because the public just need to be aware of the vaccination that are available for the treatments if at all they need to have them what are the consequences.

The software that are available to visualize the data are Tableau, QlikView, Google Chart and many more. But these are the software’s that are familiar to me.

This **QlikView** is the apt software to visualize that above mentioned audience. With this QlikView we can draw the data with the specifications that are required to bring the story to portray the information to each of audiences. This QlikView is a top-rated Business Discovery Platform. This is very powerful in doing visualizations and drawing relation between the data. This can also do the processing of data and create a report of the data. This can also read the data from different files and relational databases. This gives the detailed insight by doing detailed analytics on the data present in the databases and files. This can also combine different sources into one QlikView analysis.

**References:**

<https://www.tutorialspoint.com/qlikview/index.htm>