

UNLOCKING INSIGHTS INTO THE GLOBAL AIR TRANSPORTATION NET WORK WITH TABLEAU

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INTRODUCTION

- Tableau is a powerful tool used for data analysis, visualization. It allows creating amazing and interactive visualization and that too without coding. Tableau is very famous as it can take in data and produce the required data visualization output in a very short time. Basically, it can elevate your data into insights that can be used to drive your action in the future.

PURPOSE

- Helps users create different charts, graphs, maps, dashboards, and stories for visualizing and analyzing data, to help in making business decision.

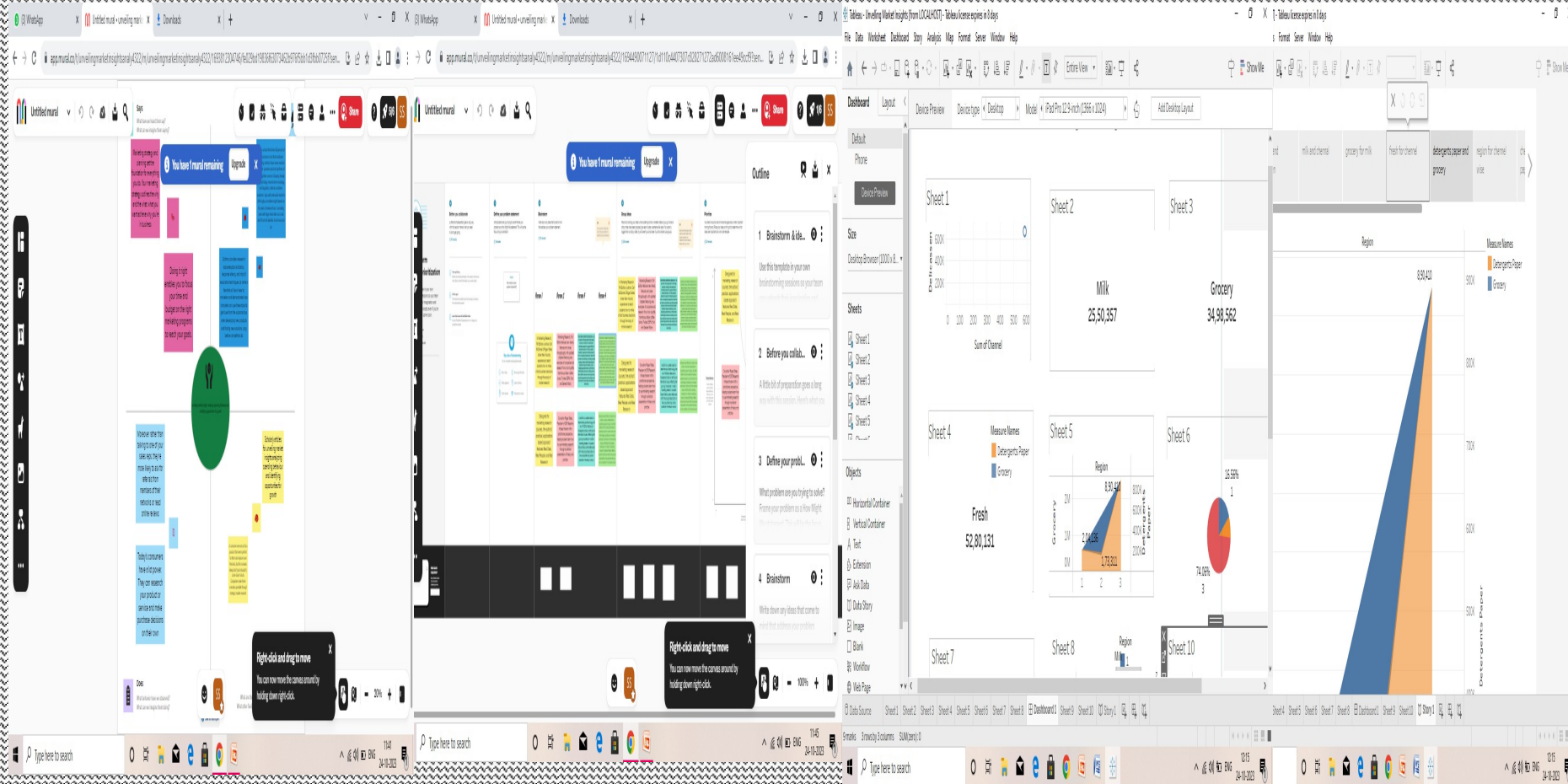
EMPATHY AND

The image displays two side-by-side screenshots of the Mural collaborative workspace, illustrating a design process. Both screenshots show a web browser interface with the URL app.mural.co/t/unveilingmarketinsightsanaly4322/m/unveilingmarketinsightsanaly4322/1693812304746/fe029bd19836f63073462b976f5bb1d3bb0725f5en... and a toolbar with various drawing tools.

Left Screenshot: The workspace contains a central green oval with a person icon. Surrounding it are several text boxes and sticky notes. A pink box at the top left says "Marketing strategy and planning setting the direction for everything you do. For marketing strategy collection the only and the most vital you can't achieve only you're resources". A blue box at the top right says "Marketing strategy and planning setting the direction for everything you do. For marketing strategy collection the only and the most vital you can't achieve only you're resources". A pink box in the middle left says "Doing it right enables you to focus your time and budget on the right marketing programs to reach your goals". A blue box in the middle right says "Marketing strategy and planning setting the direction for everything you do. For marketing strategy collection the only and the most vital you can't achieve only you're resources". A blue box at the bottom left says "Moreover rather than taking to one of your sales reps, they're now key to our for ideas from members of other regions or read online review". A yellow box at the bottom right says "Screening entries for unveiling market insights analyzing candidate potential and identifying opportunities for growth". A tooltip at the bottom right says "Right-click and drag to move. You can now move the canvas around by holding down right-click."

Right Screenshot: The workspace shows a more structured layout with a central area divided into four columns labeled "Person 1", "Person 2", "Person 3", and "Person 4". Each column contains text boxes and sticky notes. A blue box at the top left says "Marketing strategy and planning setting the direction for everything you do. For marketing strategy collection the only and the most vital you can't achieve only you're resources". A blue box at the top right says "Marketing strategy and planning setting the direction for everything you do. For marketing strategy collection the only and the most vital you can't achieve only you're resources". A pink box in the middle left says "Doing it right enables you to focus your time and budget on the right marketing programs to reach your goals". A blue box in the middle right says "Marketing strategy and planning setting the direction for everything you do. For marketing strategy collection the only and the most vital you can't achieve only you're resources". A blue box at the bottom left says "Moreover rather than taking to one of your sales reps, they're now key to our for ideas from members of other regions or read online review". A yellow box at the bottom right says "Screening entries for unveiling market insights analyzing candidate potential and identifying opportunities for growth". A tooltip at the bottom right says "Right-click and drag to move. You can now move the canvas around by holding down right-click."

RESULT IN SCREENSHORT



ADVANTAGE AND DISADVANTAGE

Advantage and Disadvantage:

Advantages of tableau:

All the calculations on the tableau done by the backend, so it is relatively faster than any other too.

- *interactive dashboards

- *No manual calculation

- *A large amount of data

Disadvantages of tableau:

- *High cost

- *Static and single value parameters

Applications

- * Helps users create different.
 - * Charts.
 - * Graphs.
 - * Maps.
 - * Dashboards.
 - * Stories.
- * Visualizing and analyzing data, to help in making business decisions.

conclusion

- * Tableau is a powerful data visualization tool that can help businesses make better informed decisions.

Future scope

- 1. Tableau offers interactive dashboards and reports less time backed by accurate data. 2. All businesses are adopting Tableau and gaining actionable insights to make informed decisions. 3. Big enterprises are integrating Tableau and getting the benefits. 4. Demand for Tableau expects to be increasing. 5. Numerous coaching institutions, including SSDN Technologies, Tableau course Gurgaon.