**RESEARCH**

**ALTERYX**:

1. Data Integration: Alteryx is designed to handle data from multiple sources such as spreadsheets, databases, cloud-based platforms, and others.

2. Data Blending: Alteryx allows users to blend and join data sources, which can save time and increase efficiency in data preparation.

3. Predictive Modeling: Alteryx includes advanced predictive modeling tools that enable users to build and deploy models easily.

4. Visual Workflow: Alteryx has a visual workflow design that allows users to build complex data pipelines without writing any code.

5. Scalability: Alteryx can handle large datasets, and it's a scalable tool that can grow with the needs of the organization.

**Referencing**:

1. Mironenko, T. (2021). Pros and cons of Alteryx. [online] Expert Insights. Available at: https://expertinsights.com/insights/pros-and-cons-of-alteryx.

2. Abbot, K. (2021). The Pros and Cons of Alteryx for Data Analytics. [online] Medium. Available at: https://medium.com/@kevinabbot/the-pros-and-cons-of-alteryx-for-data-analytics-3f139ec240e6.

3. Snow, B. (2019). Pros and Cons of Alteryx – a Comprehensive Review. [online] Data Science Central. Available at: https://www.datasciencecentral.com/profiles/blogs/pros-and-cons-of-alteryx-a-comprehensive-review.

**ETL**:

1. Centralized Data Management: ETL (Extract, Transform, Load) provides a centralized platform for data management, enabling organizations to easily collect, transform, and store data from various sources.

2. Improved Data Quality: ETL processes allow for the identification and removal of errors, redundancies, and inconsistencies in data, leading to improved data quality.

3. Cost Savings: ETL tools can automate data processing and reduce the need for manual intervention, which can save organizations time and money in data processing.

4. Enhanced Business Intelligence: ETL processes can enable businesses to more effectively analyze and gain insights from their data, leading to better decision-making.

**Referencing**:

1. Kim, Y. (2020). Understanding the Pros and Cons of ETL. [online] Business 2 Community. Available at: https://www.business2community.com/big-data/understanding-the-pros-and-cons-of-etl-02340266.

2. Oyedepo, A. (2021). 10 Advantages of ETL. [online] Datanovia. Available at: https://www.datanovia.com/en/lessons/10-advantages-of-etl/.

3. Kelly, J. (2018). The Advantages of ETL Tools for Data Warehousing. [online] Datamation. Available at: https://www.datamation.com/big-data/the-advantages-of-etl-tools-for-data-warehousing/.

**GITHUB**:

1. Collaboration: GitHub makes it easy for individuals and teams to collaborate on software development projects, allowing for version control, issue tracking, and code review.

2. Community: GitHub has a large and active community of developers, providing access to a wealth of open-source code, libraries, and tools.

3. Integration: GitHub integrates with many popular software development tools, such as Jenkins and JIRA, enabling seamless workflow automation.

4. Hosting: GitHub provides reliable hosting for code repositories, eliminating the need for organizations to maintain their own server infrastructure.

5. Visibility: GitHub makes it easy to share code with the wider developer community, increasing visibility and potentially attracting contributors.

**Referencing**:

1. Altexsoft. (2021). GitHub Advantages and Disadvantages for Software Development. [online] Available at: https://www.altexsoft.com/blog/github-advantages-and-disadvantages-for-software-development/.

2. Bailey, M. (2021). GitHub: What it is, how it works, and why it's a valuable resource for developers. [online] TechRepublic. Available at: https://www.techrepublic.com/article/github-what-it-is-how-it-works-and-why-its-a-valuable-resource-for-developers/.

3. GitHub. (2023). Features. [online] Available at: https://github.com/features.

4. Manikonda, L. (2019). How to Use GitHub for Project Management. [online] Harvard Business Review. Available at: <https://hbr.org/2019/03/how-to-use-github-for-project-management>.

**TRELLO**:

1. Organization: Trello provides an easy-to-use platform for organizing tasks, projects, and teams, allowing users to visually manage workflows and track progress.

2. Collaboration: Trello facilitates collaboration among team members, enabling them to communicate, share files, and assign tasks in real-time.

3. Customization: Trello offers a high degree of customization, with the ability to create custom boards, lists, and cards, as well as integrate with a variety of third-party apps and services.

**Referencing**:

1. Cheng, J. (2020). How Trello's user-first principles helped it reach 50M users. [online] The Next Web. Available at: <https://thenextweb.com/growth-quarters/2020/06/05/how-trellos-user-first-principles-helped-it-reach-50m-users/>.

**MS TEAMS:**

1. Collaboration: MS Teams offers a platform for seamless collaboration among team members, allowing for chat, file sharing, and video conferencing.

2. Integration: MS Teams integrates with other Microsoft tools such as SharePoint and OneDrive, providing a unified and streamlined experience for users.

**Referencing**:

1. Skelton, T. (2021). The Pros and Cons of Using Microsoft Teams for Business Communication. [online] Business 2 Community. Available at: https://www.business2community.com/communication/the-pros-and-cons-of-using-microsoft-teams-for-business-communication-02354553.