

## What is Tableau Software?

- Software company Founded in 2003 from Stanford research
- Intent is to bring 'data to the people' through easy to use data visualization software
- Would be classified as a hybrid business intelligence (BI) / analytics software company
- Used by many of the largest companies in the world and most large companies in West Michigan

## What is Tableau Software?

- Similar tools to Tableau include Microsoft Power BI, Qlik, Tibco Spotfire, and Looker – these are all data visualization tools

# **What is Data Visualization With Tableau?**

Data Visualization with tableau is nothing but the process of presenting information through visual rendering. From centuries back, people have used to visualizations such as charts and maps to understand information more quickly and easily. As far as the human brain is concerned, it recognizes visual data more quickly than text data.

## **Importance of Data Visualization With Tableau**

- Visualization helps people to understand things clearly and have a better insight into the topic.
- Visualization helps to predict the future easily and take better decisions
- Data of large volumes can also be spotted easily and quickly
- It makes it simple to share ideas with others
- It provides scalability
- It makes interpretation easy

## Data Visualization Free Tools

- MicroStrategy Analytics Desktop
- Domo
- Tableau
- Qlik View

# **Different Types of Data Visualization**

Scatter Plots

Pie Chart

Line graphs

Timelines

Tree Diagram

Choropleth Map

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# STEPS PROCESS FLOW OF BI PROJECT

## ROLES AND KEY RESPONSIBILITIES BY STAGES OF BUSINESS INTELLIGENCE IMPLEMENTATION

### Step 1: introducing BI

**Roles:**  
Executive person

**Responsibilities:**  
✓ Setting objectives  
✓ Defining KPIs  
✓ Formulating requirements

### Step 2: Tool choice

**Roles:**  
Executive person

**Responsibilities:**  
✓ Define the requirements  
✓ Check the market  
✓ Consider building a custom tool

### Step 3: Gathering BI team

**Roles:**  
Head of BI

**Responsibilities:**  
✓ Gather team that will lead implementation  
✓ Define key roles  
✓ Include department representatives

### Step 4: Documenting strategy

**Roles:**  
• Head of BI  
• Data analyst

**Responsibilities:**  
✓ Creating a documented strategy of the BI integration  
✓ Documenting requirements

### Step 5: Setting data integration tools

**Roles:**  
• IT department  
• BI engineer  
• Data analyst

**Responsibilities:**  
✓ Setting ETL tools

### Step 6: Warehouse and architecture choice

**Roles:**  
• IT department  
• BI engineer  
• Head of BI

**Responsibilities:**  
✓ Warehouse configuration  
✓ Architectural style choice  
✓ OLAP cubes implementation  
✓ Data marts implementation

### Step 7: Implementing end-user interface

**Roles:**  
• IT department  
• BI engineer  
• Software engineer

**Responsibilities:**  
✓ Implementing front-end of BI tools  
✓ Setting-up reporting

### Step 8: End-user onboarding

**Roles:**  
• IT department  
• Head of BI

**Responsibilities:**  
✓ Implement onboarding tactics and technologies