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