        The visualization that I have selected for this discussion is a blend customer survey of Tableau usage. It is found on the Tableau website. It doesn't talk much about how this survey was conducted and calculate the numbers. So it is an explanatory analysis. It is trying to communicate with potential and current customers, especially to people who are trying to decide whether they are going to use Tableau as their visualization tool. In these sets of charts, they are trying to illustrate customer feedback from 5 different points. First, most people think Tableau is easy to maintain, especially for customers who have been using Tableau for more than 2 years. Second, most people think Tableau is easy to buy and use, especially for those working in the construction and accounting industries. Third, most people think Tableau is easy to expertise, confirmed very positively by people who work in the accounting and construction industries. Last, most people rate Tableau is reliable, doesn't matter what industries they are working in.

        All the customers who have been involved in this survey have been divided into a couple of groups in 2 different ways. First, they are divided into three groups by how long they've been using Tableau. Second, they are coming from a bunch of different industries. We could see from the chart that the longer they use Tableau, the better experiences they encountered. Therefore, for the new customers, Tableau would be an easy learning tool that is worth to try and will also be a good one recommended from experiencing users.

A close up of a map

Description automatically generated

Reference:

Blend survey data to learn how your customers really feel. Tableau. Retrieved from: https://www.tableau.com/solutions/workbook/analyze-geographical-buying-behavior