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# Comparative Analysis of Data Visualization Tools: Tableau vs. Power BI vs. QlikView

Ritu Aggarwal, Charu Negi

### ***Abstract***

*This study compares and contrasts Power BI, Tableau, and QlikView—three industry-leading corporate analytics and data visualization tools—in great detail. It carefully considers all the important elements, including, Data Transformation Capabilities, memory usage, Ease of use user interfaces, data modeling, visualization, ETL. The study intends to provide organizations with useful insights for making decisions that are well-informed and customized to their unique needs and requirements by carefully examining these components. By thoroughly examining the advantages and disadvantages of each tool, companies may choose the best platform to efficiently support their analytics and visualization goals. This study not only clarifies the differences between these tools but also offers firms looking to improve their data-driven decision-making processes a useful manual. Businesses may optimize workflows, boost output, and realize the full value of their data assets by utilizing the analysis's results. All things considered, this paper is a useful tool for helping firms choose the right solution for their business analytics and data visualization projects.*

**Keywords:** Data Analysis, Visualisation, Artificial Intelligence, Deep Learning, Model Building