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TABLEAU SOFTWARE SWOT & PESTLE ANALYSIS

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Company Name : Tableau Software

Company Sector : Information Technology

Operating Geography : Seattle, Washington, USA, Global

About the Company : Tableau Software is a data visualization software company founded in January 2003 in California, USA. The company is currently headquartered in Seattle, Washington, USA. Tableau functions to help people see and understand data. The company began with three guys from Stanford, a brilliant computer scientist, an academy award-winning professor and a savvy business professional with a passion for data. They came together to solve the most challenging part of a business which most professionals were struggling with, the Tableau was formed to make data understandable, usable, functional for ordinary person. Tableau uses its product which enables them not just listening to customer gap but living them. The company focuses on providing business intelligence solution to its clients across various domains. Currently, the Tableau is operational globally with its physical offices in US/Canada, Asia Pacific, EMEA. As of early 2019, Tableau had 4,181 full-time employees globally.

On August, 2019, Salesforce, the global leader in CRM, announced it had completed its acquisition of Tableau Software, rejoicing the marriage between the world's #1 CRM with the world's #1 analytics platform. Under the umbrella of Salesforce, Tableau will be strongly placed to accelerate and expand its mission to help people visualize and comprehend data. Tableau will run independently under the Tableau brand, driving forward a continued focus on its mission, customers and community.

“Today marks the beginning of an exciting new chapter for Tableau, one where we will be able to accelerate our mission and help more people than ever see and understand data,” said Adam Selipsky, President and CEO of Tableau. “As part of Salesforce we will deliver more value to customers faster with a broader and deeper analytics platform, fueled by Salesforce’s customer intelligence platform. We are thrilled to embark on a journey with Salesforce that will, undoubtedly, transform organizations around the world by putting data at the center of the

digital revolution.”

Tableau Software’s mission statement reads “We help people see and understand data. Seven words that drive everything we do.” Tableau Software’s USP or unique selling proposition lies in being the industry leader in the Analytics and Business Intelligence Platform.

Revenue :

Total Net Revenue (ASC 605):

\$ 982,949 thousand – FY ended 31st Dec 2018

\$ 877,059 thousand– FY ended 31st Dec 2017

SWOT Analysis :

The SWOT Analysis for Tableau Software is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Drag and drop data analysis tool. 2.Global direct and indirect sales 3.Strong brand association 4.Strong R&D and dynamic growth 5.Large product portfolio 6.Strong social media presence 	<ul style="list-style-type: none"> 1.High dependency on partners 2.Net loss in a financial statement over the years
Opportunities	Threats
<ul style="list-style-type: none"> 1.CRM partner alliance 2.Moving to subscription based model 3.Growing avalanche of data and the desperate need to comprehend it 4.Acquisition by Salesforce brought Self-Service Analytics for Everyone to Salesforce Customer 360 	<ul style="list-style-type: none"> 1. Intense Competition 2. Interruption and other technical problem 3. Unstable market condition

PESTLE Analysis :

The PESTLE Analysis for Tableau Software is given below:

Political	Economical
1.Different policies and laws by the different government 2.Increasing adoption of Tableau Software by Governments globally	1.Currency rates fluctuation 2.The Strong GDP growth of emerging markets
Social	Technological
1.Reducing dependency on skilled workforce 2.Data visualization is going increasingly social 3.Smart city traffic management	1.High rate of technological diffusion 2.The Convergence of technology
Legal	Environmental
1. GDPR guarding individual privacy rights	1.Furnishing interactive data visualizations on Climate change

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