
S&P TEST

SWOT & PESTLE.com

TABLEAU SOFTWARE SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

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
<ol 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 	<ol style="list-style-type: none"> 1. High dependency on partners 2. Net loss in a financial statement over the years
Opportunities	Threats
<ol 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 	<ol 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:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Different policies and laws by the different government 2. Increasing adoption of Tableau Software by Governments globally 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Currency rates fluctuation 2. The Strong GDP growth of emerging markets
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Reducing dependency on skilled workforce 2. Data visualization is going increasingly social 3. Smart city traffic management 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. High rate of technological diffusion 2. The Convergence of technology
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. GDPR guarding individual privacy rights 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Furnishing interactive data visualizations on Climate change

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Tableau Software** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com