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# **P R O C E E D I N G S**

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## **Data Visualization in Business Intelligent & Analysis – Analysis of First Positioned Tools According to Gartner’s Magic Quadrant in Ability to Execute**

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**Abstract** - Data Visualization tools in Business Intelligent (BI) and Analysis are very effective because they allow gaining of deeper understanding of huge amounts of data stored in databases. For this reasons many market research companies take into consideration usage of Data Visualization tools as part of their BI solutions and analyze their competitive advantage at the market as well as the benefits and disadvantages. In this paper, the Data Visualization tools that are on the top of Gartner and Forrester researches, Tableau and Qlik, are taken into consideration. They are positioned higher on the “Ability to execute” axis and according to researchers’ report, are faster growing sales tools and deserve analyses in details. They are used as Visual Data Analysis (VDA) tools from theoretical and practical side and are analyzed for previous defined Key Performance Indicators in order to gain deeper insights and make a comparison of their ability to execute.

**Keywords:** Data Visualization tools, Business Intelligence and Analytics, Tableau, Qlik

### **1. Introduction**

The latest researches of Gartner, Forrester and Ovum [1, 2, 3] show that the Visualization tools’ market in Business Intelligence and Analytics (BI&A) grows more and becomes competitive in the area of user friendliness as well as compatibility with the tools that are used for data gathering, storing and manipulating and creating information and knowledge from data [1]. The biggest global companies admit that they had a lot of problems with understanding of their and customers and merchandizers’ demands for analysis [4, 8]. Many efforts were conducted to establish a new form of reporting connected with decreasing time and effort until they started to use Visual Data Analysis tools and gained solutions based on these tools, through principles of self-service [5]. These kind of guidelines show companies how to gain experience that benefits with turning data into another kind of intelligence, called Actionable intelligence, needed for survival of companies in the market and gaining competitive advantage [6].