

Analyze Survey Data in Tableau

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Introduction

Survey data is interesting to visualize. But the way it's structured requires reshaping the data to make it easy to work with Tableau. Below are resources to help you.

Resources

- [Visualizing Survey Data](#)—Resources from Steven Wexler's *Data Revelations* (white paper, Tableau conference presentation, examples, techniques)
- [Survey Data Tableau User Community](#) (free to join or just browse)
- [Prepare survey data for analysis with three easy steps](#)

Tableau Prep

Tableau Prep Builder is desktop application, available to users with a [Tableau Creator license](#), used to shape and prepare data for analysis and can be used to shape survey data. It's . See [tips for preparing survey data in Tableau Prep](#).

You can create, edit, and refresh flows manually on Tableau Server.*

***IMPORTANT:** Brown does not subscribe to Tableau Prep Conductor, which allows the automatic data refresh of a Tableau Prep flow published to Tableau Server. Tableau only supports the most recent release of Tableau Prep, which may not be compatible with Brown's Tableau Server version.

Qualtrics-Tableau Integration

If you're capturing survey results with [Qualtrics](#), you can use the [Web Data Connector 3.0](#).

It allows you to connect Tableau Desktop directly to Qualtrics to prepare your data for use in Tableau and to gather and view data in real-time. As new survey responses come in, your data source is automatically updated with the new responses.

At the time of this publication, Qualtrics documentation links below **incorrectly** state that the Web Data Connector 3.0 is not available yet. Contact Qualtrics Support for clarification or questions.

- [Qualtrics-Tableau Integration](#)
- [Tableau Extension](#)