# Analyze Survey Data in Tableau

Wendi Lewis - 2024-04-03 - Comments (0) - Tableau

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

Qualtrics-Tableau Integration
If you're capturing survey results with Qualtrics, you can use the Qualtrics-Tableau Integration, which is enabled for Brown University.

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.

**Recommended reading**:
Visualizing Survey Data with Qualtrics' Web Data Connector

Tableau Prep
Tableau Prep Builder is an alternative tool to shape and prepare survey data for analysis. It's available by request to Tableau Desktop licensed users. Some analysts prefer to export Qualtrics survey results and use Tableau Prep to to reshape and prepare data.

**NOTE**: Brown does not subscribe to Tableau Prep Conductor, which allows the automatic data refresh of a Tableau Prep flow on Tableau Server.

**Recommended reading**:
Tips for preparing survey data in Tableau Prep

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)