



# Analyze Survey Data in Tableau

Wendi Lewis - 2025-09-16 - 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.

#### Tableau Prep

Tableau Prep Builder is desktop application to shape and prepare data for analysis. It's available to users with a Tableau Creator license.

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

### Recommended reading:

Tips for preparing survey data in Tableau Prep

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.

## Recommended reading:

**NOTE**: At the time of this publication, Qualtrics documentation links below **incorrectly** state that the Web Data Connector 3.0 is not available yet.

- Qualtrics-Tableau Integration
- Tableau Extension

#### Resources

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