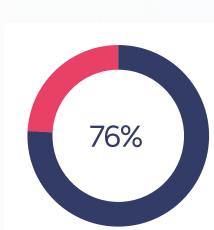


What is visual data science?

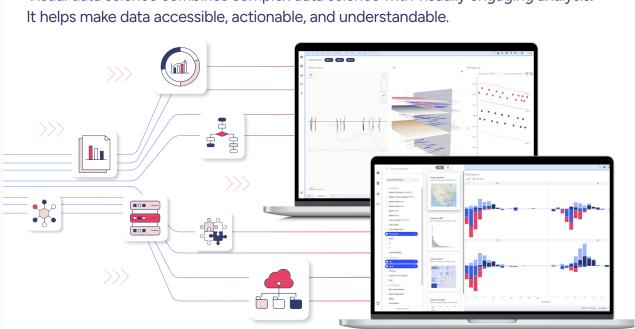


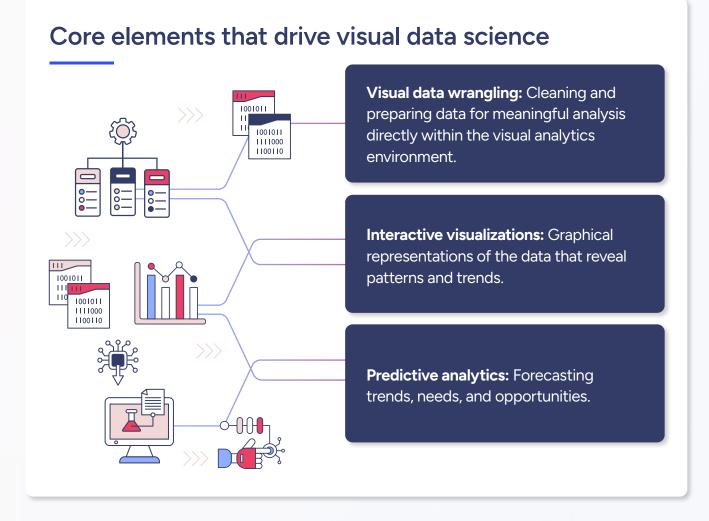


Organizations depend on data-driven insights more than ever, yet 76% of organizational leaders report a shortage of data and analytics talent. Business leaders must provide the powerful, intuitive, advanced analytic tools necessary to empower their existing domain experts. (Source: Adastra 2024 Data Professionals Market Survey Forecast: North America)

A visual-first approach to complex data

Visual data science combines complex data science with visually engaging analysis.





Benefits of visual data science



Spot trends and outliers quickly.

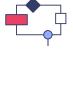
Generate insights:



Transform raw data into

Tell stories:

compelling narratives.



Drive business outcomes with actionable insights.

decisions:

Make informed

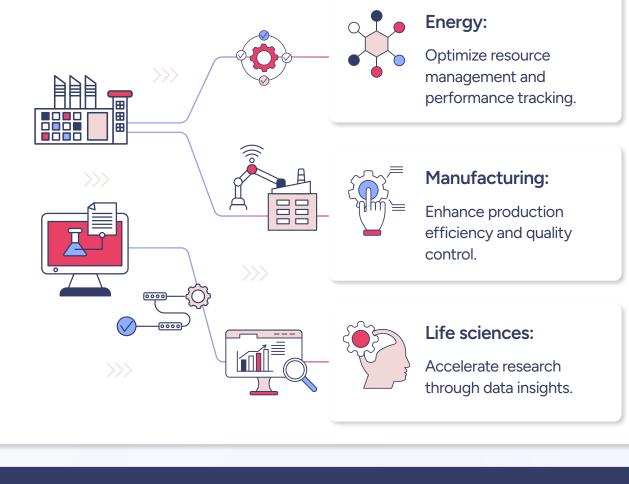


Identify patterns and trends in complex

Predict outcomes:

datasets quickly and intuitively.

Industries leveraging visual data science today



Visual data science empowers your team to explore, discover, align, and act

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Spotfire® is a visual data science platform that makes smart people smarter by combining interactive visualizations and advanced analytics to solve complex, industry-specific business problems.