

What Are the Differences Between Data Analysis and Visualization?

The table below shows the differences between data analysis and visualization.

	Data Analytics	Data Visualization
Definition	The process of analyzing data to draw insights and gain intelligence.	The process of using graphical elements to represent data for greater tangibility. This can come after data analysis.
Methods	Performed using analytical tools and can be either statistical, descriptive, predictive, or prescriptive.	The process of using graphical elements to represent data for greater tangibility. This can come after data analysis.
Goals	To make sense of any business data and drive better decision-making processes.	To help communicate business data more efficiently and capture the big picture in business story-telling.
Use Case	<ul style="list-style-type: none"> • Big data analytics • Business reporting • Project reporting • Knowledge management • Technical documentation 	<ul style="list-style-type: none"> • Big data analytics • Business reporting • Knowledge management • Technical documentation • Project management • Content development • Operational management
Capabilities in Confluence	Very limited but can be expanded using the right Marketplace apps.	Basic table capabilities are offered together with a number of charts that can be created using Jira issue data.