Abstract

Data management is important in a company even though it has not an easy process. Diff's Reflexology still records consumer data manually. The business has a data record of each patient that has been treated with a variety of existing treatments. However, because the process used is still manual, the business still cannot improve its effectiveness and efficiency as well as possible. This is indicated by the amount of consumer data that has been lost since the first Diff's Reflexology was established. This study aims to provide useful information so that Diff's Reflexology can increase its effectiveness and efficiency. In this study, data analysis was performed using the Tableau application. This study uses qualitative research methods with a descriptive approach. The results showed that in the last three quarters in 2019, the type of Massage treatment was the highest type of treatment for both male and female consumers, the number of male consumers in Diff's Reflexology was more per month compared to female consumers which is in the fourth quarter of 2019 has 624 male consumers and 366 male consumers, it was found that the productivity of the therapists was different from both male and female therapists, and massage treatment was the highest gross income source with a total of 65 million rupiah.

Key words: *data analysis, preferences,* Diff's *Reflexology, Tableau.*