

All Categories > Analytics and Business Intelligence Platforms > Microsoft > Microsoft Power BI



Microsoft Power BI Reviews

by Microsoft in Analytics and Business Intelligence Platforms

4.4 ★★★★★ 3179 Ratings

- ↔️ Compare
- ✍️ Write A Review
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Related markets: Microsoft Power BI in Data Preparation Tools (701 Reviews), Microsoft Power BI in Analytics and Decision Intelligence Platforms in Supply Chain (Transitioning to Analytics and Decision-Making Platforms for Supply Chain) (110 Reviews)

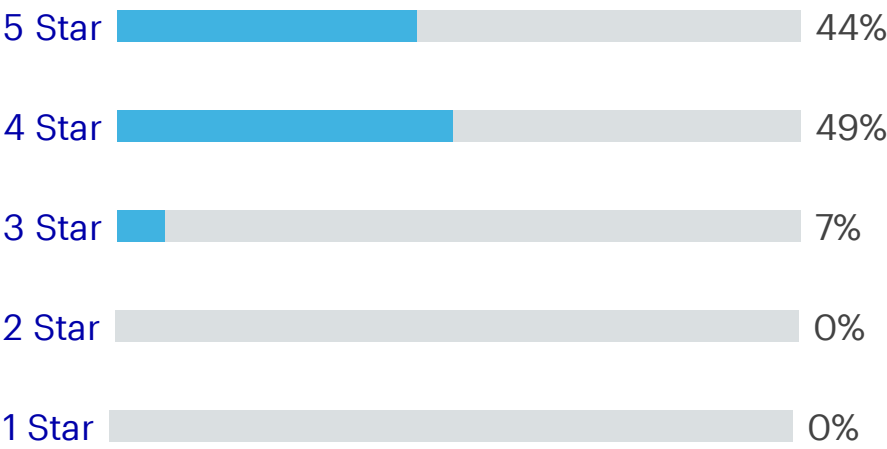
- Overview
- Reviews
- Alternatives
- Likes and Dislikes

Microsoft Power BI Ratings Overview

Review weighting ⓘ ☐ Reviewed in Last 12 Months [✉ Email Page](#)

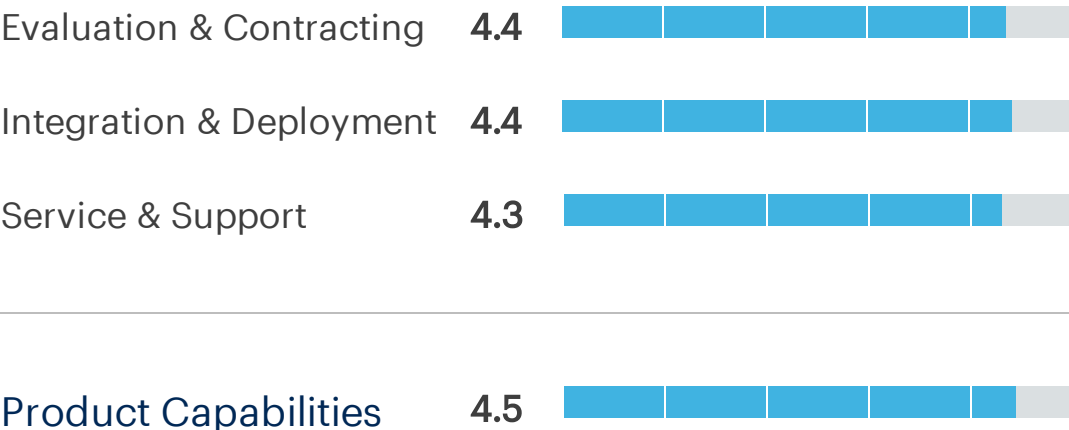
4.4 ★★★★★ 3179 Ratings (All Time)

Rating Distribution



Distribution based on 3179 ratings ⓘ

Customer Experience



NEW

View and Download Peer Insights About Microsoft Power BI

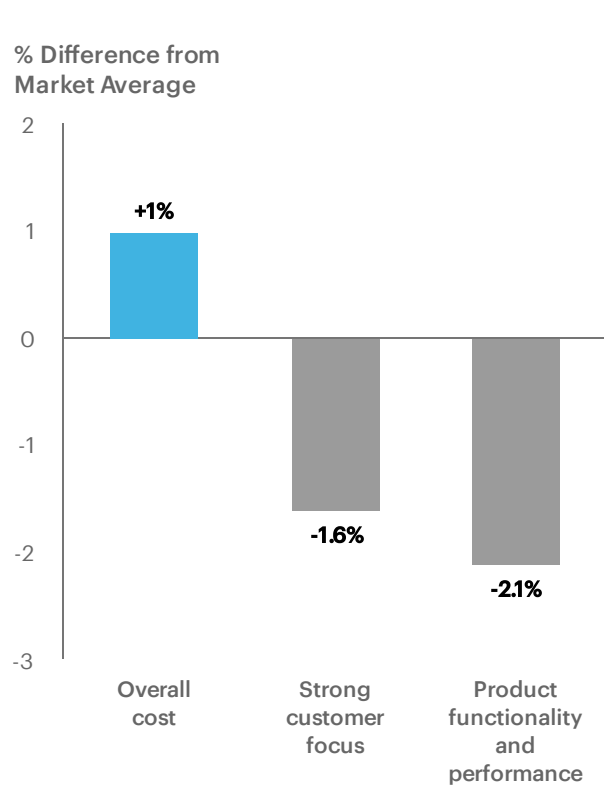
User Sentiment



This product's reviews have a more positive sentiment than other product reviews in Analytics and Business Intelligence Platforms.

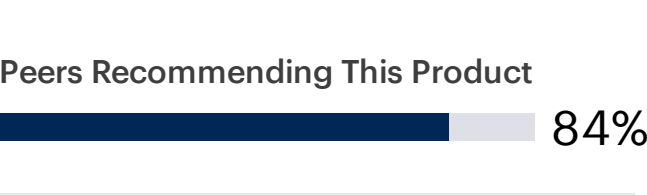
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Deciding Factors

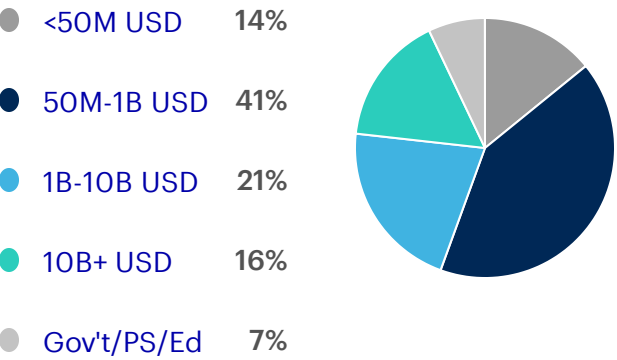


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In-Depth Reviewer Insights



Company Size



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About Microsoft

Company Details:

Provided by Vendor ⓘ | Updated 25th March 2024

Company Type: Public

Head Office Location: Redmond, Washington, USA

Year Founded: 1975

No. of Employees: 10000+

Annual Revenue: 30B+ USD

Website: <https://microsoft.com>

Company Description:

Microsoft enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more. Microsoft is dedicated to advancing human and organizational achievement. Microsoft

Do You Manage Peer Insights at Microsoft?


Access Vendor Portal for Microsoft to update and manage your profile.

Manage Your Profile >

Overall experience with Microsoft Power BI

How helpful reviews are selected ⓘ

● FAVORABLE REVIEW


5.0  August 12, 2025

Power BI Centralizes Data and Streamlines Reporting With Strong Microsoft Integration

Power BI has helped us to bring all our data in one place, making it much easier to track performance and make informed decisions. It's straightforward to connect to various data sources, prepare reports and share insights across the business. Reporting tools are very strong and ...

[Read Full Review](#)

● CRITICAL REVIEW

2.0  August 18, 2025

Lots of potential, but with big gaps in functionality

While there's a lot you can do with Power BI, there's a lot you can't do, as well, and many of the things that you can't do are very important and should be easy to accomplish in the product. It feels like Power BI is a tool that got lots of up front investment by Microsoft and then was just left to ...

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[See All 3179 Product Reviews](#)

Likes and dislikes about Microsoft Power BI

● LIKES

easy to learn, can do data preparation, multiple choices for visualization chart

December 21, 2023

[Read Full Review](#)

● DISLIKES

Report filtering could be made better

May 7, 2019

[Read Full Review](#)

What Your Peers Are Saying About Microsoft Power BI

 IT Manager

Is anyone using a central AI to report on project status in realtime highlighting dependencies and bottlenecks. Or are you just connecting project management systems (MS Project, Jira, Primavera) to dashboards with Power BI or Tableau?

CIO

Leading indicators are super useful because they give you a heads-up about potential problems instead of just telling you what’s already gone wrong. We are using an AI powered tool (...)

[See Full Discussion](#)

31 Mar 2025  2.4k Views  2 Comments

 Data Scientist

We are looking to modernize our Data & Analytics landscape. We have SAP BW & BusinessObjects(BO)/Analysis for Office(AO) now and planning to move lake house based technology for DW and Power BI reporting. How was your experience in terms if 1. Analy...

Data Manager

SAP Analysis for Office is not something I would recommend after using it for five years. It is clunky. The Azure storage/ Azure Data Factory/Power BI is perhaps the way to go. You can easily...

[See Full Discussion](#)

14 Feb 2025  816 Views  1 Comment

Top Microsoft Power BI Alternatives

Other vendors considered by reviewers before purchasing from Microsoft

38% considered Salesforce (Tableau)

21% considered Qlik

13% considered IBM

[All Microsoft Power BI Alternatives \(92\)](#)

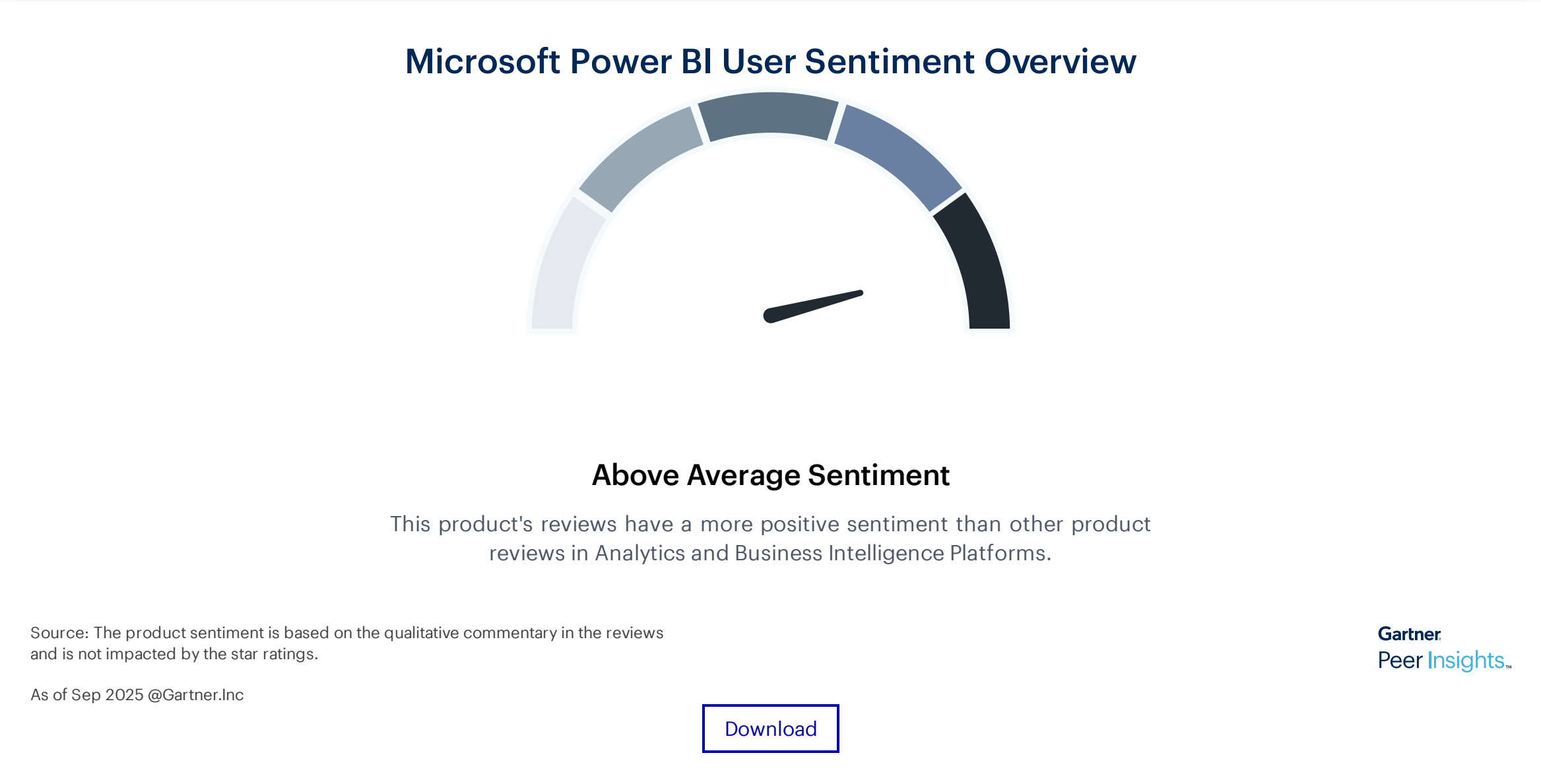
Compare Microsoft Power BI with competitors

[Compare Microsoft Power BI vs Tableau](#)

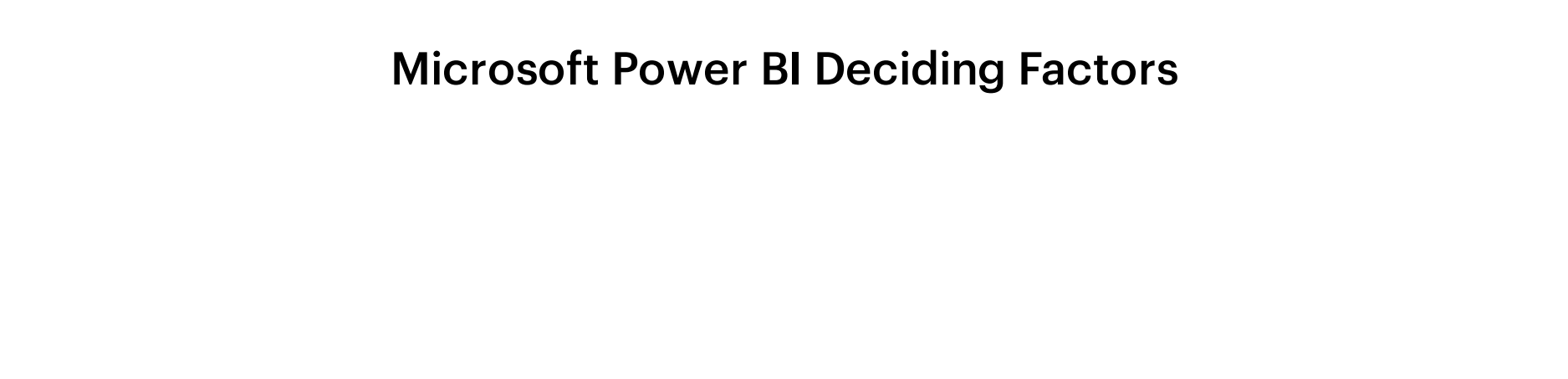
[Compare Microsoft Power BI vs Qlik Sense](#)

[Compare Microsoft Power BI vs Strategy One](#)

User Sentiment



Deciding Factors





Peer Ratings on Market Features

As markets evolve, features may change to better reflect the current state.

Microsoft Power BI Market Features

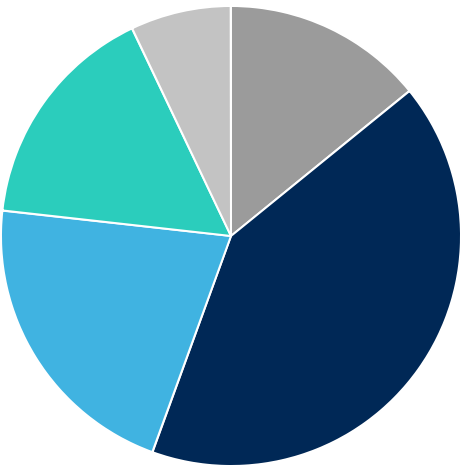
Collaboration & Social BI	4.1	★	<div></div>	(1768)	Mobile Exploration and Authoring	4.1	★	<div></div>	(1780)
Interactive Visual Exploration	4.5	★	<div></div>	(1779)	Analytics Dashboards	4.5	★	<div></div>	(1787)
Self-Contained Extraction, Transformation & Loading (ETL) & Data Storage	4.0	★	<div></div>	(373)	Ease of use to deploy and administer	4.3	★	<div></div>	(373)

Ease of use for content authors	4.3	★	<div><div></div></div>	(371)	Ease of use for content consumers	4.3	★	<div><div></div></div>	(371)
Publishing Analytic Content	4.3	★	<div><div></div></div>	(367)	Embedding Analytic Content	4.0	★	<div><div></div></div>	(369)
Embedded Advanced Analytics	3.9	★	<div><div></div></div>	(370)	Self-Service Data Preparation	4.0	★	<div><div></div></div>	(366)
Governance and Metadata Management	3.7	★	<div><div></div></div>	(370)	Security and Use Administration	4.0	★	<div><div></div></div>	(366)
Cloud BI	4.4	★	<div><div></div></div>	(1777)	BI Platform Administration	4.2	★	<div><div></div></div>	(1771)
Security	4.5	★	<div><div></div></div>	(1082)	Governance	4.3	★	<div><div></div></div>	(1204)
Cloud-Enabled Analytics	4.5	★	<div><div></div></div>	(1082)	Data Source Connectivity	4.5	★	<div><div></div></div>	(1273)
Data Preparation	4.4	★	<div><div></div></div>	(1273)	Model Complexity	4.2	★	<div><div></div></div>	(863)
Analytics Catalog	4.2	★	<div><div></div></div>	(1264)	Automated Insights	4.2	★	<div><div></div></div>	(1268)
Advanced Analytics	4.3	★	<div><div></div></div>	(862)	Visualization	4.6	★	<div><div></div></div>	(1271)
Natural Language Query	4.1	★	<div><div></div></div>	(1261)	Data Storytelling	4.3	★	<div><div></div></div>	(1207)
Embedded	4.2	★	<div><div></div></div>	(983)	Natural Language Generation	4.1	★	<div><div></div></div>	(1116)
Reporting	4.6	★	<div><div></div></div>	(1268)					

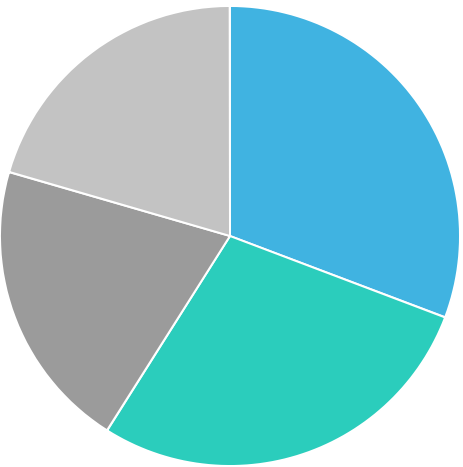
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Microsoft Power BI Reviewer Insights

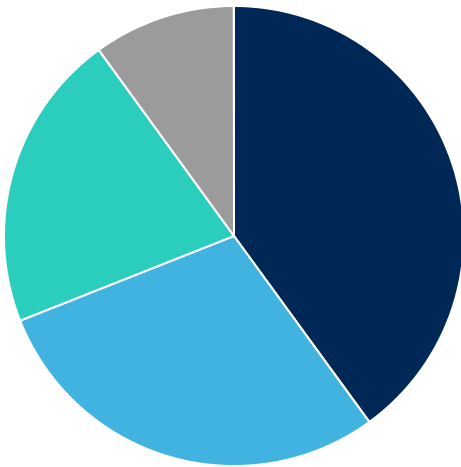
Peers Recommending This Product



Company Size	
<50M USD	14%
50M-1B USD	41%
1B-10B USD	21%
10B+ USD	16%
Gov't/PS/Ed	7%



Industry	
Manufacturing	12%
IT Services	11%
Banking	8%
Services (non-Government)	8%
Other	61%



Region	
North America	40%
Asia/Pacific	29%
Europe, Middle East and Africa	21%
Latin America	10%

As of Sep 2025 @Gartner, Inc

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Peer Insights™

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Most Helpful Microsoft Power BI Reviews

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5.0 ★★★★★

Review Source: ⓘ

Power BI Centralizes Data and Streamlines Reporting With Strong Microsoft Integration

Reviewed on Aug 12, 2025

Reviewer Function: Data and Analytics Company Size: 500M - 1B USD Industry: Manufacturing Industry

Power BI has helped us to bring all our data in one place, making it much easier to track performance and make informed decisions. It's straightforward to connect to various data sources, prepare reports and share insights across the business. Reporting tools are very strong and the integration with other Microsoft products is outstanding. I've been developing Power BI dashboards and other data objects since 3 years ...

[Read Full Review](#)

5.0 

Review Source: 

La integración con Excel y bases de datos mejora la eficiencia analítica


Reviewed on Sep 5, 2025

Reviewer Function: IT Company Size: 250M - 500M USD Industry: Banking Industry

Es una herramienta amigable que nos permite unificar información y modelar los datos un graficos mas representativos facilitando la toma de decisiones.

[Read Full Review](#)

4.0 

Review Source: 

Power BI delivers exceptional value for BI at scale - High ROI, user-friendly

Reviewed on Jul 21, 2025

Reviewer Function: Strategy Company Size: 500M - 1B USD Industry: Software Industry

Most user friendly and cost effective BI solution for organisations that are already on Office 365 and Azure ecosystem. It allows even business users to develop rich, interactive dashboards without heavy software development efforts. while governance and large-scale semantic model management continue to evolve, its high ROI is among the best given its low per-user pricing and deep integration across Microsoft services

[Read Full Review](#)

5.0 

Review Source: 

Power Bi - A Robust, Evolving Bi Platforms with Fabric capabilities that unlock the Future of Data

Reviewed on Aug 26, 2025

Reviewer Function: IT Company Size: 500M - 1B USD Industry: Retail Industry

Easy integration with other Microsoft products, making it very convenient for organisations that are already using Microsft ecosystems. The wide range of connectors and strong data modeling capabilities in Power Query and DAX provide flexibility to handle both simple dashboards and complex enterprise-level analytics.

[Read Full Review](#)

5.0 

Review Source: 

Conexión a múltiples bases de datos facilita el aprendizaje y la gestión


Reviewed on Aug 26, 2025

Reviewer Function: Data and Analytics Company Size: 50M - 250M USD Industry: Consumer Goods Industry

ha sido una experiencia grandiosa el poder aprender un poco mas sobre este programa y nos ha ayudado mucho

[Read Full Review](#)

5.0 

Review Source: 

Power BI Offers Scalable Analytics and Custom Reporting With Security Features


Reviewed on Jun 20, 2025

Reviewer Function: Engineering - Other Company Size: 250M - 500M USD Industry: Banking Industry

Power BI enables analytics beyond Excel in an easy and effective way. Plus, it allows the end user to quickly self-construct reports, and find the insights needed for decision making.

[Read Full Review](#)

4.0 

Review Source: 

MS Power BI has helped make my overall work easier


Reviewed on Aug 4, 2025

Reviewer Function: Engineering - Other Company Size: 50M - 250M USD Industry: Telecommunication Industry

As a telecommunications engineer, MS Power BI has been of great use especially when analyzing and visualizing large data sets. Real-time dashboards that are easily updated are really helpful as they provide my team with insights on network health and overall performance.

[Read Full Review](#)

4.0 

Review Source: 

Power BI Enables Efficient KPI Analysis Across SAP Data in all areas of the Company!


Reviewed on Jun 18, 2025

Reviewer Function: Operations Company Size: 500M - 1B USD Industry: Consumer Goods Industry

Microsoft Power BI allows the treatment and analysis of all the data we have in our ERP (SAP) for all our relevant KPI's in the different areas of the Company. It is very user-friendly, even for the "less digital" employees. It is easy to define our preferred reports and to get it always updated and available.

[Read Full Review](#)

5.0 

Review Source: 

Insightful Software for Production and Maintenance Results in a Big Data World


Reviewed on May 28, 2025

Reviewer Function: Operations Company Size: 250M - 500M USD Industry: Manufacturing Industry

This software gives us insight into digital data. It is a crucial element to show us the results of production and maintenance. Our dashboard in a world full of big data

[Read Full Review](#)

4.0 

Review Source: 

Comprehensive Data Gathering and Modification Features Highlight Power BI Capabilities


Reviewed on Sep 8, 2025

Reviewer Function: IT Company Size: <50M USD Industry: IT Services Industry

Power BI is a powerfull and usefull tool for gathering en modifying data for professional reporting purposes

[Read Full Review](#)

5.0 

Review Source: 

Power BI Offers Cost Efficiency and Robust Microsoft Integration for Organizations


Reviewed on Sep 1, 2025

Reviewer Function: IT Company Size: <50M USD Industry: IT Services Industry

Power BI is considered one of the leading Analitycs and Bi platforms, especially for organizations that value cost efficiency, strong visualization tools and deep integration with Microsoft products.

[Read Full Review](#)

5.0 

Review Source: 

Familiar Interface and Standard Connectors Enhance Accessibility of PowerBI Platform


Reviewed on Jul 10, 2025

Reviewer Function: Data and Analytics Company Size: 250M - 500M USD Industry: Manufacturing Industry

PowerBI is a strong BI tool to use for both developers but more importantly for users, as it looks and feels like other familiar MSFT products

[Read Full Review](#)

4.0 

Review Source: 

Power BI Reporting for analytical data needs


Reviewed on Aug 12, 2025

Reviewer Function: IT Company Size: 1B - 3B USD Industry: Banking Industry

Power BI Pro is a solution we utilize for BI reporting by our end users. It seems to provide all the results/data as needed

[Read Full Review](#)

4.0 

Review Source: 

Pricing and Integration Ease Stand Out Amid Occasional Bug Issues


Reviewed on Jun 18, 2025

Reviewer Function: Marketing Company Size: 1B - 3B USD Industry: Healthcare and Biotech Industry

Affordable and seamless integration make it worth the value

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4.0 

Review Source: 

Exploring the Versatility and Challenges of a Widely-used Product

Reviewed on Mar 23, 2025

Reviewer Function: IT Company Size: <50M USD Industry: Services (non-Government) Industry

Easy to use, flexible and lots of resources available to get the best out of the tool

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Gartner Research



Critical Capabilities for Analytics and Business Intelligence Platforms



Magic Quadrant for Analytics and Business Intelligence Platforms

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