

Research Topic – You are working for a company, and your IT director assigns you to do research and provide Analytics and BI Platforms for your company. How will you Choose a Platform? Review and compare five platforms.



Things to consider choosing Analytics and BI Platforms

VISUAL FUNCTIONALITY & PRESENTATION

- Does the data visualization software allow for the level of customization and flexibility that you need to support your objectives, and the requirements of the various functional groups in your organization?
- Your business intelligence reporting tool is the face of the whole operation. It's what your users will refer to when making business decisions.
- So, while visuals may not seem all that important when choosing a BI tool, if your dashboards are difficult to create or to understand, or feature poor-quality visuals, then it will be infinitely more difficult to get people to actually use the tool in the first place.

INTEGRATION

- Always look for integrated application not the standalone.
- A standalone solution can only be accessed and viewed in its own application, whereas an integrated solution can be accessed and viewed through any pre-existing applications, websites, and services within your company.
- Integration allows you to put the benefits of BI directly into a service that your users already use and are familiar with.

TRAINING REQUIREMENTS

- Any good quality BI tool will require some product training. BI has the capacity to radically change your organization for the better, but only if you are willing to make the upfront investment in time and energy.
- Decide early on to take the time to train your users on the BI product, or risk missing out on some of the biggest benefits BI has to offer

PRICING

- Does the vendor require quarterly or yearly subscriptions on top of any upfront costs? This is something that may not be advertised however may come into play later.
- As your business grows and expands, so will your BI needs. Make sure to find out what you will be spending on your BI solution up front to avoid any surprises in the future

IT SUPPORT

- Self-service BI allows business users an easy BI experience; freeing up your IT department to focus on other tasks. Not all users would want to use the self-service options (some will just be simple consumers) and not all users should have the same level of data access and control.
- Make sure your vendor also has a fully capable support team to accommodate any issues or questions your technical users may have

Top 5 Analytics and BI tools that is popular in the market

- ★ Google Marketing Platform (Enterprise)
- ★ Microsoft Power BI
- ★ Oracle Analytics Cloud
- ★ Qlik
- ★ Tableau

Of all the Analytics tools, All applications have it's own advantages and disadvantages. The features that the application provides for the end users varies. Out of the top 5 applications, The top 2 popular and most used application in the market for analytics purposes is Microsoft Power BI and Tableau. Both the applications provide almost all the features that one need to analyze and provide valuable insights preparing reports.



Microsoft Power BI Features

Access Control	✓	Active Directory...	✓	Activity Tracking	✓	Ad hoc Query	✓
Ad hoc Reporting	✓	Alerting	✓	API Management	✓	Application Integration	✓
Application Security	✓	Automatic Reminders	✓	Big Data Management	✓	Charting	✓
Collaboration Tools	✓	Collaborative Workspace	✓	Custom Applications	✓	Customizable Reporting	✓
Dashboard Creation	✓	Data Connectors	✓	Data Extraction	✓	Data Filtering	✓
Data Import/Export	✓	Data Science Tools	✗	Data Synchronization	✓	Data Transformation	✓
Data Visualization	✓	Data Warehousing	✗	Drag & Drop Interface	✓	Drill Down Capability	✓
Embed	✓	ETL	✗	Federated Queries	✓	Filtered Views	✓
Forecasting	✓	Instant Messaging	✗	Mobile Alerts	✓	Mobile App	✓
Multiple Data Sources	✓	No Code Required	✗	Offline Access	✓	On-Premise Deployment	✓
Performance Reports	✗	Permission Management	✓	Predictive Analytics	✓	Process Automation	✗
Project Management	✗	Projections	✓	Real Time Notifications	✓	Real Time Reporting	✓
Risk Alerts	✓	Single Sign On	✓	SSL Security	✓	Third Party Integration	✓
Trend Analysis	✓	Upsert	✓	Workflow Management	✗	Write-back	✗

Tableau Features

Access Control	✓	Active Directory...	✓	Activity Tracking	✗	Ad hoc Query	✓
Ad hoc Reporting	✓	Alerting	✓	API Management	✓	Application Integration	✗
Application Security	✓	Automatic Reminders	✓	Big Data Management	✗	Charting	✗
Collaboration Tools	✗	Collaborative Workspace	✗	Custom Applications	✗	Customizable Reporting	✓
Dashboard Creation	✓	Data Connectors	✓	Data Extraction	✓	Data Filtering	✓
Data Import/Export	✓	Data Science Tools	✗	Data Synchronization	✗	Data Transformation	✓
Data Visualization	✓	Data Warehousing	✗	Drag & Drop Interface	✓	Drill Down Capability	✓
Embed	✓	ETL	✓	Federated Queries	✗	Filtered Views	✓
Forecasting	✓	Instant Messaging	✗	Mobile Alerts	✓	Mobile App	✓
Multiple Data Sources	✗	No Code Required	✗	Offline Access	✓	On-Premise Deployment	✓
Performance Reports	✗	Permission Management	✓	Predictive Analytics	✓	Process Automation	✗
Project Management	✗	Projections	✗	Real Time Notifications	✗	Real Time Reporting	✗
Risk Alerts	✗	Single Sign On	✓	SSL Security	✓	Third Party Integration	✓
Trend Analysis	✓	Upsert	✗	Workflow Management	✗	Write-back	✗

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