I've been wanting to compare BI tools for a while now, especially with AI's influence and how their popularity and usage have changed. While I've been researching this topic for some time, I finally took the time today to share some initial findings. Hopefully, it's helpful to those interested. I'll be posting more detailed results of the review soon.

Business intelligence tools (BI tools) play a crucial role in helping organizations understand trends, derive insights, and make informed tactical and strategic decisions based on their data. These tools also assist in identifying patterns within the vast amounts of data that businesses accumulate.

Below, I've shared some of the most used ones over the past five years:

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| QlikView | A self-service BI tool that allows users to create their own reports and dashboards.  Offers associative data modelling for exploring data relationships.  Known for its in-memory processing capabilities. |
| Looker | A data exploration and visualization platform.  Provides a semantic modelling layer for data modelling.  Acquired by Google Cloud. |
| Domo | A cloud-based BI platform with features like data integration, visualization, and collaboration.  Targets business users and executives. |
| Yellowfin BI | Offers reporting, dashboards, and data discovery.  Known for its storytelling capabilities.  Supports collaboration and sharing insights. |
| Sisense | An end-to-end BI platform with embedded analytics.  Suitable for complex data scenarios.  Focuses on business agility and scalability. |
| TIBCO Spotfire | Provides interactive dashboards, data visualization, and predictive analytics.  Known for its “Spotfire Mods” for extending functionality. |
| Zoho Analytics | A self-service BI tool with drag-and-drop interface.  Integrates with various data sources.  Suitable for small to medium-sized businesses |
| IBM Cognos Analytics | A comprehensive BI suite with reporting, dashboards, and data exploration.  Part of the IBM Analytics portfolio |
| Pentaho | An open-source BI platform with ETL (Extract, Transform, Load) capabilities.  Supports big data integration. |
| Board | Combines BI, corporate performance management, and business analytics.  Offers a unified platform for decision-making. |
| SAS Business Intelligence | A suite of tools for reporting, analytics, and data visualization.  Known for its statistical capabilities. |
| Google Data Studio | A free tool for creating interactive dashboards and reports.  Integrates with Google products and other data sources. |
| SAP Business Objects | A comprehensive business intelligence software offering reporting, analysis, and interactive data visualization.  Focuses on categories like Customer Experience (CX), CRM, digital supply chain, and ERP.  Features self-service, role-based dashboards for users to create their own applications.  Robust but comes with a higher price tag. |
| Datapine | An all-in-one BI platform suitable for both technical and non-technical users.  Enables data integration from various sources, advanced analysis, interactive dashboards, and actionable insights |
| Oracle BI | An end-to-end Enterprise Performance Management System that integrates a wide array of BI tools and applications.  Provides capabilities for query, reporting, analysis, alerting, and mobile analytics, as well as financial performance management and data warehousing.  Supports a full range of access and analysis options, catering to different user needs within a unified, web-based environment. |
| MicroStrategy | An enterprise BI tool known for powerful dashboarding, data analytics, and cloud solutions.  Offers high-speed performance and hyperintelligence features. |
| Tableau | A comprehensive BI tool for data visualization and business analytics  Facilitates connection to multiple data sources, data analysis, and sharing of interactive dashboards.  Accessible to both technical and non-technical users, promoting data-driven decision-making |
| Power BI | A robust suite of business analytics tools that transform data into interactive visualizations.  Offers software services, apps, and connectors for comprehensive data integration and immersive insights.  Designed for users at all technical levels to create reports and dashboards, enhancing data-driven decisions |

To be honest, I'm not very familiar with most of them and learned their names and uses in my research, but over the past 15 years, I've worked mostly with OBI, MicroStrategy, Tableau, and Power BI. For the projects I worked with OBI, MicroStrategy, the data volume was usually over 500 MB and even in insurance projects I worked with data over 1 and 2 TB. The reason for providing this information (about my experience) is that the appeal of PBI among users and companies is increasing these days and I was curious to find out why. I would like to point out that every tool has its benefits, and, in this research, I wanted to increase my technical knowledge.

Let’s start to get more info about the last 3 tools:

|  |  |  |  |
| --- | --- | --- | --- |
|  | MicroStrategy | Tableau | Power BI |
| Analyst Rating \* | 75% | 80% | 84% |
| User Sentiment Score | 82% | 87% | 90% |
| Deployment Options | Cloud and on-premise | Cloud and on-premise | Cloud and on-premise |
| Company Size \*\* | Medium | Large | Medium |
| Starting Price | Not clear | $15 per user monthly | Varies based on licensing (Power BI Pro, Power BI Premium, etc.) |
| Data Source Connectivity | Supports CRM systems, e-commerce solutions, big data platforms, cloud storage systems, and more | Extensible with partner integrations, supports CRM systems, e-commerce solutions, big data platforms, and more. | Integrates well with Microsoft products, supports various data sources, including cloud services |
| Advanced Analytics | Offers statistical functions, clustering techniques, cohort analysis, and segmentation analysis | Complete out-of-the-box support for advanced analytics techniques using R and Python libraries | Offers DAX (Data Analysis Expressions) for calculations, machine learning integration, and custom visuals. |
| Pros | Scalable, robust, and suitable for big data analytics. | Widely used, excellent data visualization capabilities, and strong community support. | Seamless integration with other Microsoft tools, user-friendly interface, and strong community |
| [Cons](https://www.selecthub.com/business-intelligence/tableau-vs-microstrategy/) | Lower market share compared to Tableau | Higher market share than MicroStrategy but also higher pricing | Some advanced features require Power BI Premium licenses |

\* Analyst Rating is based on TrustRadius and User Sentiment Score is based on Gartner

\*\* I know we can use it for medium and large company but here I mentioned the size of most companies use these tools

In the next post, I will share the results of the reviews from 3 other aspects. 😊