**HWGW02a – Gartner BI Tools**

**Namita Kiran Mahindrakar**

Business Intelligence tools help the data driven world with tasks like data analyzation and data visualization. These tools can take input data from multiple internal and external sources like documents, images, videos and other forms of structured and unstructured data. By querying data through the tools, we can perform analyses of data and provide helpful insights on the data for business officials of the organization.

These tools provide functionalities like trends in the operational systems, provide informative KPI’s and discover new business opportunities in easy-to-view visuals. BI tools help us to combine analytical applications like ad-hoc query, online analytical processing (OLAP), location BI, operational BI and many others.

Looker, owned by Google (2020), is one of the many BI tools present today. By integrating into the cloud portfolio (Google Cloud Platform’s Portfolio) and new enhancements like the mobile app, Google Sheets, Google BigQuery, NLQ interface and many others helped Looker gain many buyers and recognition.

Some of the key advantages and functions that stand out when we consider Looker are as follows

* Looker helps the Business management by providing Modern BI and Analytics, Integrated insights, data-driven insights, customize applications and a wide range of APIs to analyze and model data.
* With LookML as the data modelling language, Looker leaves the underlying database as it is. This helps professionals working on the database to reuse the calculations and the modelled data on other analysis as well. This helps to maintain the authenticity and consistency of the data.
* The LookML feature in Looker provides more flexibility and scalability of the database. As a result, Looker takes its security as a topmost priority.
* Looker offers various extensive APIs, SDKs and developer tools for the end-user organization.
* Looker is mainly based on cloud, it entirely runs on the browser, therefore there is no desktop installation required.
* Looker harnesses the power of your database. As Looker does not have an analytics engine of its own, it directly works on the dataset to provide results in graph and tables, unlike other BI tools.

As Google took over Looker since 2020, we can see that there is huge improvement in terms of recognition and enhancements to the tool. Therefore, I selected this tool assuming that given a few more years we can find greater improvements in Looker to beat the other BI tools. I think it can be considered a good investment in the long run.