Business Intelligence Tools Comparison

Consideration	Power BI	tableau	Qlik
Company	Microsoft	Salesforce	Qlik
Deployment Model	Cloud (SaaS) - Azure only	Cloud (SaaS); Public cloud - Azure; GCP; AWS; Alibaba or on-premise; Windows & Linux	Business (limited size apps),Cloud (SaaS) or Client-Managed (on-premise)
Development Environment	Desktop	Desktop (Windows & Mac) or browser	Browser
Full Featured Free Version	✓	Tableau Public	30 Day Trial
Preferred Data Model	Star Schema	Flat, Star Schema	Star Schema
Dynamic Cross-Filtering	✓	✓	✓
AI-Enabled Analytics	✓	✓	✓
Search Analytics with NLP	✓	✓	✓
Data Prep Capability	✓	✓	Strong Data Prep Capability (native)
Data Modeling Capability	✓	✓	✓
Database Independent	✓	✓	✓
Built in Row Level Security	✓	✓	✓
Commenting & Collaboration	✓	✓	✓
Open-Source Custom Visualisations	✓	✓	✓
Native Mobile App	✓	✓	✓

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Ease of Learning	Easy adoption for Excel users.	No technical or programming skills required for advanced data analytics.	Logical skillset required. Advanced solutions require more technical skills.
User Interface	Good interface with extensive customisable options.	Superior user-interface & adoption through its intuitive drag & drop functionality.	User-interface not as intuitive as other soulutions.
Dashboard Data Exploration	Users are restricted to a linear, pre-determined path, as the dashboard software uses a SQL database.	Strong data exploration capabilities. Provides an extremely user-friendly & interactive interface that allows users to explore & analyse data visually.	"Associative" data engine gives users the ability to freely analyse all their data. Assists with exploration through its cognitive engine, which uses machine learning to refine results over time.
Data Visualisation	Comprehensive set of data visualisation features, interactive capabilities & integration with other Microsoft products. A popular choice for data analysts, business users, & enterprises seeking to derive insights from their data in a user-friendly & visually appealing manner.	A leading tool in the data visualisation industry through Rich Visualisations, Intuitive Interface, Interactivity, Storytelling, Data Animation, Customisations, Data Blending & Accessibility.	Provides a full range of interactive visualisations & makes them powerful by compressing large data sets. Its AI assistance also helps with chart creation, recommended associations, & data preparation.
Data Integration	Consists of several disconnected data integration offerings that may require additional investment in the Microsoft products stack.	Tableau Desktop and Tableau Prep (both part of the standard offering).	Strong native data integration capabilities for extracting & combining multiple disparate data sources & transforming data.
Insights at Scale	Data limits are extremely low, at 1GB per data set. To scale, a Premium upgrade purchase or the use of live query is needed, which results in slow processing.	Designed to handle large data sets effectively, with both live & extract connection capabilities. Employs a high performance in memory data engine called Hyper, allowing Tableau to process & analyse data faster.	Rapidly ingests & compresses large volumes of data from multiple sources effectively using Qlik's proprietary associative engine providing complete & immediate answers.
Governance & Self-Service	Offers a well-balanced approach to data governance & self-service, providing organisations with flexibility to empower users while maintaining control over their data assets through row level security, report permissions & data loss prevention.	Strong balance between data governance & self-service through data encryption, active directory integration & row level security. Data preparation & transformation, data blending, custom calculations, & the ability to collaborate through an intuitive drag & drop interface empowers self-service.	All content creation occurs in the cloud, where it is governed & controlled. Governed libraries provide standardisation & reuse for analytics. As a self-service tool, it gives users the confidence they need to easily discover insights, including the ability to drag & drop to create their own reports.
AI-Guided Discovery	Quick Insights & Q&A are two features that use AI. With Q&A, analyses are done in natural language. Quick Insights enable exploration using shortcuts. CoPilot, the AI-powered coding assistant, is coming to PowerBI soon to help you create stunning data visualizations with ease.	Tableau Pulse is an AI-guided analytics solution that is personalised, contextual & smart. It unlocks data for all business users by making it easy to track KPIs & metrics & surface automated insights using machine learning algorithms. Tableau Copilot is an AI-powered assistant that helps analysts to co-create visualisations & dashboards.	Uses natural language to ask questions & get answers to guide exploration. It gives suggestions along the way, providing new & different ways to analyse data.
Embedded Analytics	Ability to embed dashboards & objects, however it does not provide strong API functionality & their SDKs provide limited capabilities.	API functionality is robust & capable. Provides a set of APIs that allow developers to integrate with their own applications or extend Tableau capabilities. Those available include REST API, Javascript API, Extensions API, Metadata API & Hyper API.	Utilises APIs to integrate technologies like edge devices, workflows, products & portals. This allows the embedding of a fully functional dashboard into mobile apps, including individual values.
Full Mobile Functionality	Reports can be designed for Power BI mobile via the Power BI Desktop app. The Power BI mobile app can be downloaded off the app store & the user can navigate their reports & workspaces within the Power BI app on their mobile phone.	Automatically creates dashboard layouts optimised for mobile devices. This allows viewing, filtering, & drilling down with a touch of a button. Tableau Mobile offers unmatched flexibility & keeps devices & data constantly secure. It supports a variety of authentication methods, including SAML, OpenID Connect, Mutual SSL, using a VPN or reverse proxy, MDM with AppConfig & MAM. Tableau Pulse can be accessed directly on Tableau Mobile.	Built for mobility. The full-native mobile app provides all the functionality users need, thanks to a responsive design & touch, which are native to the platform.

Business Intelligence Tools Comparison

Consideration	Power BI	+tableau	Qlik
*Licensing & Pricing *Pricing valid as of April 2024 and is subject to change.	**Power BI Pro**: Priced at **$9.99 per user per month**. **Power BI Premium**: Priced starting at **$20 per user** per month or **$4,995 per capacity per month.** **Power BI Embedded**: Priced **based on usage,** with costs varying depending on the level of utilisation. **Power BI Free** allows users to utilise 90% of its features & functionalities. One of the biggest differences you will notice when looking at **Power BI Free vs Pro** is that the Power BI Pro license levels up the content sharing & collaboration options with other Power BI users. Power BI FREE allows access to content created by themselves & consume contents shared with them by Pro or PPU users. **Power BI Pro or PPU** users allows publishing and distributing content to user who have FREE, Pro or PPU licenses.	**Tableau Server Licenses:** per month/per user; Billed Annually • Tableau Creator - **$75 USD** • Tableau Explorer - **$42 USD** • Tableau Viewer - **$15 USD** **Tableau Cloud Licenses:** per month /per user; Billed Annually • Tableau Creator - **$75 USD** • Tableau Explorer - **$42 USD** • Tableau Viewer - **$15 USD** **Tableau Server or Cloud Embedded Analytics Licenses:** per month /per user; Billed Annually • Tableau Creator – Embedded Analytics - **$75 USD** • Tableau Explorer – Embedded Analytics - **$32 USD** • Tableau Viewer – Embedded Analytics - **$12 USD** **Tableau Cloud Embedded Analytics Usage Based Viewers:** *Billed Annually • Tableau Viewer – Embedded Analytics (Cloud) – Usage Based - **$5000** (10k impressions) **Tableau Public** **Free offering** for personal use with full capabilities & dedicated website for sharing & collaborating with the community.	**Qlik Sense Business Cloud** license is priced at **$30 per user per month,** billed annually. **Qlik Sense Enterprise (SaaS)** licenses include Analyzer - priced at **$40 per user** Professional - priced at **$70 per user** Capacity analyzer - priced at **$100 per user** per month, billed annually. **The Qlik AMP** (Analytics Modernisation Program) offers both QlikView and Qlik Sense environments running in parallel for a year long period. **Pricing on request.**

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Overall observations	As an incredibly reasonably priced tool, Power BI is a fantastic asset for quick insights, good user experience, & sharing within your company. CoPilot, the AI-powered coding assistant, is coming to PowerBI soon to help you create stunning data visualizations with ease.	Tableau combines advanced analytics and best of class visualisations with ease of use and intuitive interface. In addition, Tableau offers out-of-the-box GenAI solutions for both the business user (Tableau Pulse) and the developer (Tableau Copilot). If you are looking for an advanced, versatile platform that can be deployed anywhere, Tableau might be your preferred choice.	For extensive data transformation & analysis, Qlik Sense may well be a solid investment