

Comparative Analysis

Tableau vs Power Bi



OVERVIEW

TABLEAU

- Data visualization software.
- Business Intelligence focus.
- Owned by Salesforce.
- Generates graph-type data visualizations.
- Can extract, store, and retrieve data from an in-memory data engine.

POWERBI

- Data visualization software.
- Business intelligence focus
- Developed by Microsoft
- Collection of software services, apps, and connectors that work together.
- Cloud based.

Business Intelligence tools allow organizations to visualize their data in the form of dashboards, enabling them to derive meaningful insights and maximize revenue outcomes.

HISTORY

TABLEAU

- Founded in 2003.
- Acquired an AI company in 2018.
- Tableau acquired by Salesforce in 2019.

POWERBI

- Originally designed in 2010.
- Renamed and officially released in 2015. .
- Microsoft acquired Datazen in 2015 to complement Power Bi.
- Consistently recognized as a leading vendor in the space.

PRICING

TABLEAU

- More expensive than Power Bi.
- Different pricing tiers, dependent on whether or not one wants their data hosted fully by Tableau online or not.

POWERBI

- Cheaper per month.
- Different pricing tiers dependent on functionality, features, and number of users.

TABLEAU PRICING - USER SERVERS

(1)

Tableau Creator

Every deployment requires at least one

Creator

\$70

user/month | billed annually

Discover insights with a powerful suite of products that support your end-to-end analytics workflow.

Includes: Tableau Desktop, Tableau Prep Builder, and one Creator license of Tableau Server.

Tableau Explorer

\$35

user/month | billed annually

Explore trusted data and answer your own questions faster with full self-service analytics.

Includes: one Explorer license of Tableau Server.

Tableau Viewer

\$12

user/month | billed annually

View and interact with dashboards and visualizations in a secure, easy-to-use platform.

Includes: one Viewer license of Tableau Server.

TABLEAU PRICING - FULLY HOSTED BY TABLEAU (2)

Please select a deployment option

DEPLOY WITH TABLEAU ONLINE
Fully hosted by Tableau

DEPLOY WITH TABLEAU SERVER
On-premises or Public cloud

\$ USD ▾

Tableau Creator

Every deployment requires at least one

Creator

\$70

user/month | billed annually

Discover insights with a powerful suite of products that support your end-to-end analytics workflow.

Includes: Tableau Desktop, Tableau Prep Builder, and one Creator license on Tableau Online.

Tableau Explorer

\$42

user/month | billed annually

Explore trusted data and answer your own questions faster with full self-service analytics.

Includes: One Explorer license of Tableau Online.

Tableau Viewer

\$15

user/month | billed annually

View and interact with dashboards and visualizations in a secure, easy-to-use platform.

Includes: One Viewer license of Tableau Online.

POWER BI PRICING

Power BI Pro

Per user

\$9.99

Per user/month

License individual users with modern, self-service analytics to visualize data with live dashboards and reports, and share insights across your organization.

- Power BI Pro is included in [Microsoft 365 E5](#).
- Available to buy now with a credit card.¹

Power BI Premium

Per user

\$20

Per user/month²

License individual users to accelerate access to insights with advanced AI, unlock self-service data prep for big data, and simplify data management and access at enterprise scale.

- Includes all the [features](#) available with Power BI Pro.
- Available to buy now with a credit card.¹

Per capacity

from

\$4,995

Per capacity/month

License your organization with capacity to accelerate access to insights with advanced AI, unlock self-service data prep for big data, and simplify data management and access at enterprise scale—without per-user licenses for content consumers.

- Requires a Power BI Pro license for publishing content into Power BI Premium capacity.
- Enable [autoscale](#) with your Azure subscription to automatically scale Power BI Premium capacity.



FEATURES

TABLEAU

- Can handle large volumes of data quickly.
- Faster, more extensive features.
- Doesn't limit data points in visualization, giving a better view of the data.
- Learning curve is steeper.
- Better for bulk data.

POWERBI

- Easy to use.
- Performs better with smaller amounts of data.
- Performs slowly with more data.
- User interface rooted in Office 365, which most users are already familiar with.

INTEGRATIONS

TABLEAU

- Easily connects with supported data sources.
- Supports integration with almost all data sources.
- Native integration with CRMs, such as Salesforce.

POWERBI

- Seems as though Power Bi has less integrations.
- You can connect to different flat files, SQL databases, and Azure cloud or even web platforms such as Facebook, Google Analytics, and Salesforce objects.

EXTENSIVE INTEGRATION LIST - TABLEAU

The screenshot displays the Tableau Connect interface. On the left, there are three main sections: 'To a File', 'To a Server', and 'Saved Data Sources'. The 'To a Server' section includes 'More...' which is highlighted with a red box and a right-pointing arrow. The main area on the right contains a search bar and a grid of data source options.

Connect

To a File

- Microsoft Excel
- Text file
- JSON file
- Microsoft Access
- PDF file
- Spatial file
- Statistical file
- More...

To a Server

- Tableau Server
- Microsoft SQL Server
- MySQL
- Oracle
- Amazon Redshift
- More...** →

Saved Data Sources

- Sample - Superstore
- World Indicators

Search

Tableau Server	Google Sheets	Oracle Eloqua
Action Matrix	Hortonworks Hadoop Hive	Oracle Essbase
Action Vector	HP Vertica	Pivotal Greenplum Database
Amazon Athena	IBM BigInsights	PostgreSQL
Amazon Aurora	IBM DB2	Presto
Amazon EMR	IBM PDA (Netezza)	Progress OpenEdge
Amazon Redshift	Kognitio	QuickBooks Online
Anaplan	MapR Hadoop Hive	Salesforce
Apache Drill	Marketo	SAP HANA
Aster Database	MarkLogic	SAP NetWeaver Business Warehouse
Box	MemSQL	SAP Sybase ASE
Cisco Information Server	Microsoft Analysis Services	SAP Sybase IQ
Cloudera Hadoop	Microsoft PowerPivot	ServiceNow ITSM
Denodo	Microsoft SQL Server	SharePoint Lists
Dropbox	MonetDB	Snowflake
EXASOL	MongoDB BI Connector	Spark SQL
Firebird	MySQL	Splunk
Google Analytics	OData	Teradata
Google BigQuery	OneDrive	Teradata OLAP Connector
Google Cloud SQL	Oracle	Web Data Connector

SUMMARY - CHOICE

- In my analysis, I believe that Tableau would be a better fit for a bigger company with more users. Additionally, companies that rely on data to improve client experiences and products may benefit more from Tableau because of the extensive features and unrestricted limitations on the visualization.
- Power BI seems to be better for smaller companies that may not need to work with data as much, or may need less intensive visualization and tools.
- Tableau also is very well supported in regards to integrations.