Comparative Analysis
Tableau vs Power Bi

TABLEAU

POWERBI

- 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.

- 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.

<mark>HISTORY</mark>

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.

<mark>PRICING</mark>

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 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.

Please select a deployment option

DEPLOY WITH TABLEAU ONLINE	DEPLOY WITH TABLEAU SERVER
Fully hosted by Tableau	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/month [2]

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.

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.

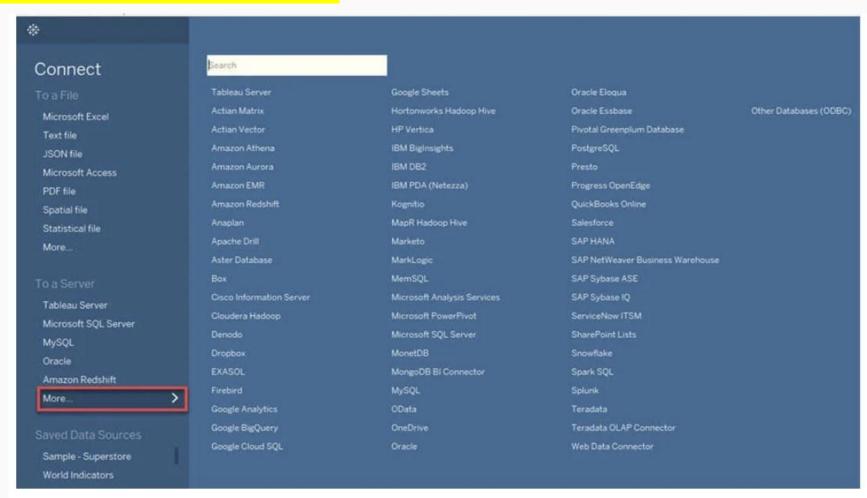- User interface rooted in Office 365, which most users are already familiar with.

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

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 unrestrictive 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.