5 reasons to choose Microsoft Power BI over Tableau

Choosing a data analytics solution to deliver insights across your organization is a big decision.
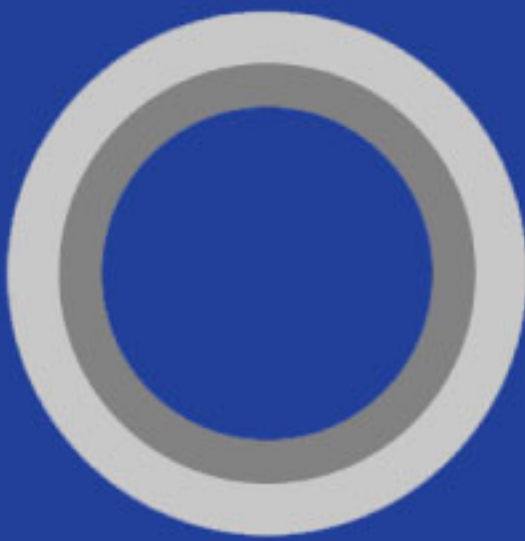Here are 5 factors to think about.

1. Power BI is natively integrated with Office 365, Azure and Dynamics

Tableau is not part of broader ecosystem, it needs to be integrated with 3rd party solutions.
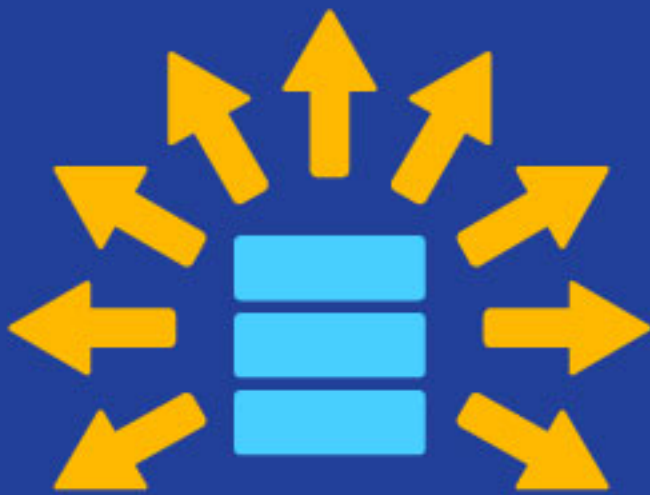
2. Power BI offers unique experiences for business users like Natural Language Query and custom visualizations

Tableau does not support custom visuals or enable users to ask questions to their data in natural language or via voice assistant.

3. Power BI offers a strong compliance offering enterprise grade administration and security features

Tableau's compliance offering and security features are not as rich as Power BI's with no GDPR support announced.

4. Microsoft was named a Leader in Analytics and BI platforms by Gartner in 2018

In the Magic Quadrant, Microsoft is more "visionary" than Tableau.

Gartner®

"Gartner "Magic Quadrant for Analytics and Business Intelligence Platforms," by Cindi Howson, Rita L. Sallam, James Laurence Richardson, Joao Tapadinhas, Carlie J. Idoine, Alys Woodward, February 2018.

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5. Authoring is free with Power BI Desktop and extend BI to everyone is cost effective with Power BI Pro and Premium

Authoring with Tableau starts at $70 user/month.

Microsoft