

# The BI & Analytics Survey 23

The voice of the BI and analytics community

This is a specially produced summary  
of the headline results for

**Zoho Analytics**



# The BI & Analytics Survey 23: Zoho Analytics Highlights Dashboard



## KPI results

**1** top ranking  
and  
**18** leading  
positions

*in 4 different  
peer groups.*

BI & ANALYTICS  
SURVEY 23



## Recommendation

**83%**  
of surveyed users say  
they would  
**recommend\*** Zoho  
Analytics.

*\* Based on the aggregate of  
"Definitely" and "Probably".*

BI & ANALYTICS  
SURVEY 23



## Satisfaction

**89%**  
of surveyed users  
are **satisfied** with  
Zoho Analytics.\*

*\* Based on the aggregate of  
"Very satisfied" and "Somewhat satisfied".*

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SURVEY 23



## Distribution

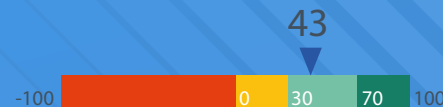
**83%**  
of surveyed users rate Zoho  
Analytics' **functionality for  
distributing reports and  
dashboards** as **excellent  
or good**.\*

*\* Compared to **67%** for the average  
BI & analytics tool.*

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## Net Promoter Score (NPS)



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## Price-to-value

**71%**  
of surveyed users rate  
Zoho Analytics'  
**price-to-value** as  
**excellent or good**.

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## Peer Groups and KPIs

### The KPIs

The BI & Analytics Survey 23 uses peer groups and KPIs in order to present the survey results in a series of insightful charts. Each of the KPI charts in this document presents the results of an individual measure (KPI) for a group of comparable products (peer group). The charts summarize the collective opinion of a group of end users and do not necessarily reflect the views of BARC. The KPIs all follow these simple rules:

- Only measures that have a clear good/bad trend are used as the basis for KPIs.
- KPIs may be based on one or more measures from The BI & Analytics Survey.
- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feed into the KPI are included.
- For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).
- A linear min-max transformation is applied, which preserves the order of, and the relative distance between, products' scores.

The terms 'top-ranked' and 'leader' are used in the following KPI chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 25-30% of products listed in the chart.

### Peer Group Classification

The BI & Analytics Survey 23 features a range of different types of BI and analytics tools so we use peer groups to help identify competing products. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups have been defined by BARC analysts using their experience and judgment, with segmentation based on four key factors:

1. Focus - Is the product focused on and typically used for reporting and dashboards, analysis or embedded analytics?
2. Specialization - Is the vendor a BI and analytics specialist or a business software generalist, offering a broader portfolio of enterprise software for a variety of business requirements?
3. Usage scenario - Is the product typically used in midsize/departmental implementations or large/enterprise-wide implementations?
4. Global presence - Does the vendor have a global reach and offer its products worldwide?

Zoho Analytics features in the following peer groups:

- Report & Dashboard Focus
- Embedded Analytics Focus
- Business Software Generalists
- Midsize/Departmental Implementations

### Peer Groups Overview

[Report & Dashboard Focus:](#) Includes products that focus primarily on the creation and distribution of standardized and governed content such as dashboards or reports.

[Analysis Focus:](#) Includes products that focus primarily on ad hoc query, data navigation and analysis.

[Embedded Analytics Focus:](#) Includes reporting and analytics products that can be embedded in other business applications (e.g., ERP systems).

[Business Software Generalists:](#) Business software generalists have a broad product portfolio that is not limited to BI and analytics, including most (or all) types of enterprise software for a variety of business requirements (e.g., ERP).

[BI & Analytics Specialists:](#) BI & analytics specialists are software vendors who focus solely on BI and/or analytics. Often, they have just one product in their portfolio.

[Midsize/Departmental Implementations:](#) Products in this peer group are typically (but not exclusively) used in small and midsize scenarios and/or departmental implementations with a moderate number of users and data volumes.

[Large/Enterprise-Wide Implementations:](#) Products in this peer group are typically (but not exclusively) used in large scenarios and/or enterprise-wide implementations with a large number of users and data volumes.

[International BI Giants:](#) Includes products from companies with annual revenues of \$400m+ and a truly international reach (partner ecosystem, on-site locations, global installations and revenues).



## Peer Group Midsize/Departmental Implementations

**1. Top-ranked in**

Advanced Analytics

.....

**Leader in**

Business Benefits

Project Length

Visual Design Standards

## Peer Group Business Software Generalists

**Leader in**

Business Benefits

Project Length

Business Value

Distribution of Reports

Advanced Analytics

Functionality

Cloud BI

Mobile BI

Competitive Win Rate

## Peer Group Embedded Analytics Focus

**Leader in**

Business Benefits

Project Length

Advanced Analytics

Cloud BI

## Peer Group Report & Dashboard Focus

**Leader in**

Project Length

Advanced Analytics

## BARC Summary

The BI & Analytics Survey results for Zoho Analytics this year make for interesting reading. It seems that customers who have implemented the software want a business-user-oriented solution to help them solve data-related tasks such as data preparation and visualization. Over 90 percent of the respondents to this survey are satisfied with its report and dashboard creation capabilities, ad hoc query creation and analyses capabilities and functions for distributing reports. Moreover, about 80 percent are happy with its data preparation and advanced analytics features. Customers also reported having achieved a number of benefits through using the software. The very short median implementation time of 2 months definitely helps customers to make quick wins on their BI and analytics projects.



## The BI & Analytics Survey 23: Zoho Analytics Top Ranks



## Customer Quotes

Excellent. The right tool  
for our needs.



CEO, <100 employees

I like it very much. It's a strong  
tool for an affordable price.



Head of department (except IT),  
Services, <100 employees

Easy to use. Like how they are  
increasing functions.



CIO/Head of IT, Services, <100 employees

In my opinion, Zoho Analytics is an  
indispensable robust tool to create strategy  
through data, facilitating a future projection of  
the company's decisions and actions.



CEO, <100 employees

Best tool for business  
visualization.



IT employee, IT, <100  
employees



## What Customers Like Most

Excellent report viewing  
and data analysis.



IT employee, IT, >2,500  
employees

Zoho Analytics helps to save time  
and also it is easy to use and  
learn (user-friendly).



Person responsible/Project manager  
for BI/analytics from IT department,  
Transport, <100 employees

It is very good for everyone.



IT employee, <100 employees

Zoho Analytics is a very good tool for analysis  
and knowledge maintenance. With this tool  
you can get reports in graphs, tables, numbers,  
geographic maps and many more means.



Person responsible/Project manager for departmental  
BI/analytics, IT, 100-2,500 employees

It is the best software for giving  
reports to customers and we can  
create any report that is required.



Head of department (except IT), <100  
employees



## Advice From Customers

Will be pleasantly surprised with the seamless implementation.



Employee of a cross-departmental BI/analytics team (IT and business), Manufacturing, <100 employees

They should use Zoho because of reliability and saves time.



IT employee, IT, <100 employees

Try it out, you will not be disappointed.



Head of department (except IT), Manufacturing, <100 employees

They should go ahead with zoho analytics.



Person responsible/Project manager for BI/analytics from IT department, Transport, <100 employees

cheer up, it's very easy.



CEO, Financial Services, <100 employees



## Zoho Analytics overview

Zoho Corporation began life in 1996 as a software company called Adventnet, Inc., which focused on building network management products. The company was renamed in 2009 and now operates three distinct divisions including Zoho, which develops and sells a suite of business applications. Zoho Corporation has never accepted venture capital investment and remains privately held .

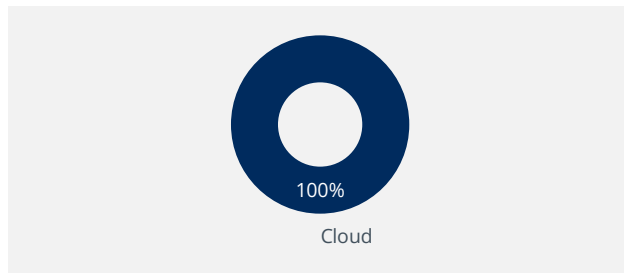
Headquartered in Chennai, India, Zoho currently has two other offices in India as well as sites in the United States, China, Mexico, Australia, Netherlands, United Arab Emirates, Japan and Singapore. The company employs around 12,000 people.

The Zoho suite currently consists of over 45 business applications, including solutions for CRM, project management, accounting, human resource management, BI and analytics, marketing and support. The company claims to have more than 14,000 customers worldwide for its BI and analytics platform.

Zoho Analytics, first released in 2009, is the

### Versions used

n=42



central BI and analytics platform in Zoho's portfolio. With Zoho Analytics, the vendor aims to provide unified business analytics to its customers. It supplies a large number of connectors to data sources which can be integrated in a central data model designed for use by business users. Business connectors (for Zoho and non-Zoho apps) are able to auto-identify and auto-map table relationships, create domain and cross-domain models, train the NLQ engine and create sample reports and dashboards to speed up implementations for analytics. Customers can access these models using APIs.

Zoho Analytics can be used as a self-service BI platform and be embedded in Zoho's own or third-party applications. It can be deployed on-premises, on Zoho cloud and on third-party cloud infrastructures such as Google Cloud, AWS and Microsoft Azure. Zoho's Data Prep solution provides business analysts with an appealing and intuitive user interface for data ingestion and wrangling combined with guidance for possible preparation steps. Sophisticated data profiling features add value for customers when preparing data, decisively speeding up the identification and correction of issues in data.

### Zoho Analytics customer responses

This year we had 63 responses from Zoho Analytics users. At the time of the survey all of them were using the cloud.

## Introduction



### THE BI & ANALYTICS SURVEY 23

The BI & Analytics Survey 23 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2022. In total, 1,951 business intelligence and analytics end users took the survey with 1,592 answering a series of detailed questions about their use of a named product. Altogether, 24 products (or groups of products) are analyzed in detail.

The BI & Analytics Survey 23 examines user feedback on BI product selection and usage across 34 criteria (KPIs) including Business Benefits, Project Success, Business Value, Recommendation, Customer Satisfaction, Customer Experience, Innovation and Competitiveness.

This document contains just a selection of the headline findings for Zoho Analytics. It does not show all the KPI results and focuses mainly on the positive findings.

For more information on the survey, visit [The BI Survey website](#).



## User and Use Case Demographics

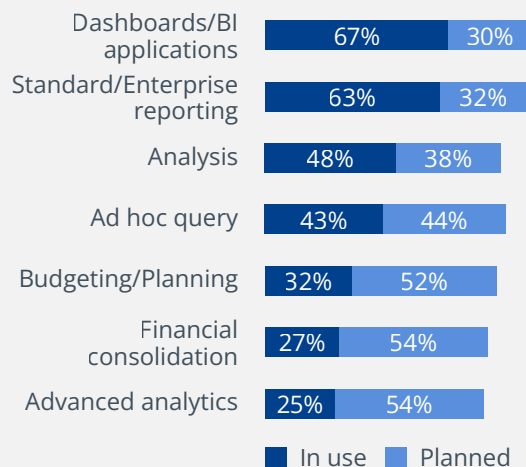
### BARC Comment

Zoho Analytics is well used across a spread of different departments, and not necessarily always the 'typical' ones such as finance and management. Zoho Analytics buyers are attracted to the affordable solution targeted at business users, which will help them solve data management issues and perform a wide variety of tasks. Customer use the product for dashboards (67 percent) and reports (63 percent) as well as analysis (48 percent) and ad hoc query (43 percent).

68 percent of our sample of Zoho Analytics customers came from smaller companies with less than 100 employees. The median number of users per company is 5 and the mean is 137. Use of the product is well distributed across several departments and it is used by an above-average percentage of employees compared to its competitors. This indicates that the product is not only used in strategic BI areas and departments but also by operational staff to support daily work.

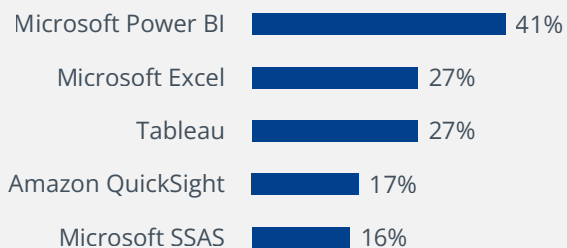
### Current vs. planned use

n=52



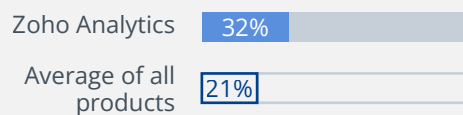
### 5 products most often evaluated in competition with Zoho Analytics

n=63



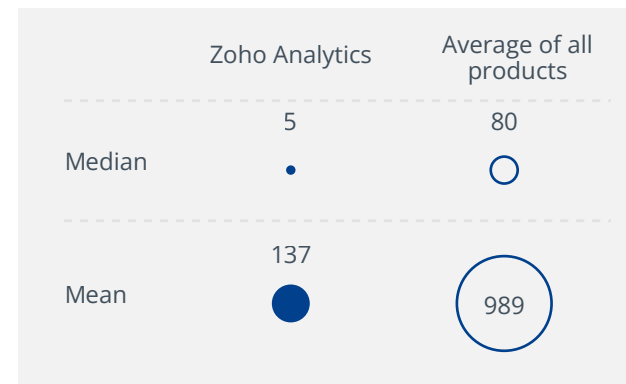
### Percentage of employees using Zoho Analytics

n=61



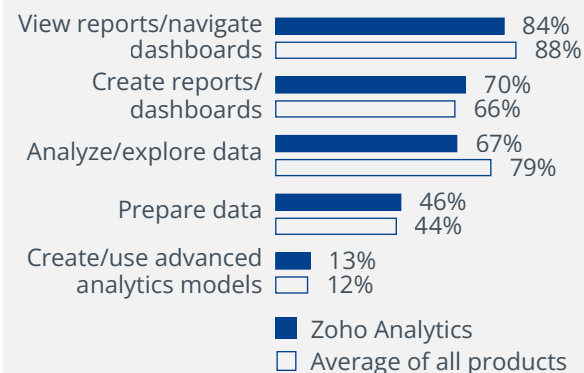
### Number of users using Zoho Analytics

n=61



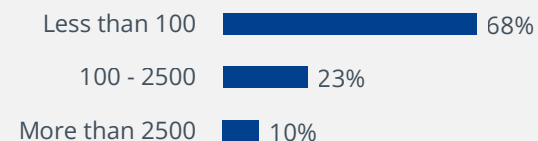
### Tasks carried out with Zoho Analytics by business users

n=63



### Company size (employees)

n=62



# Business Benefits

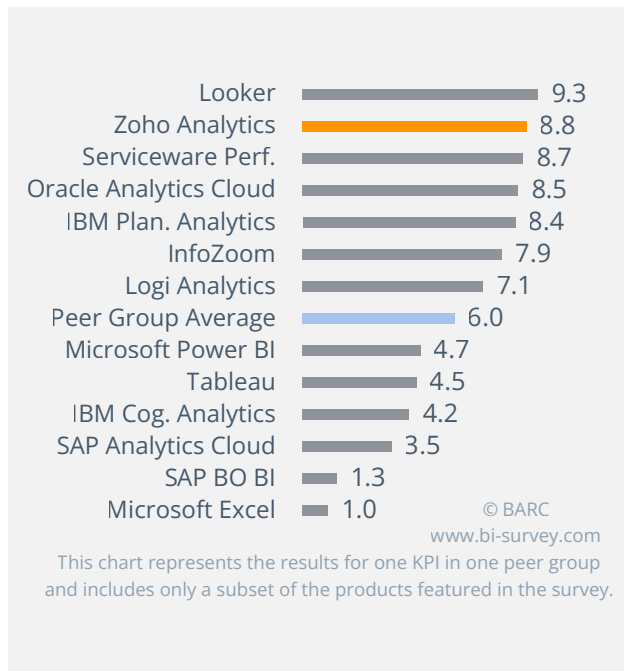


This KPI is based on the achievement level of a variety of business benefits.

## Business Benefits – Leader



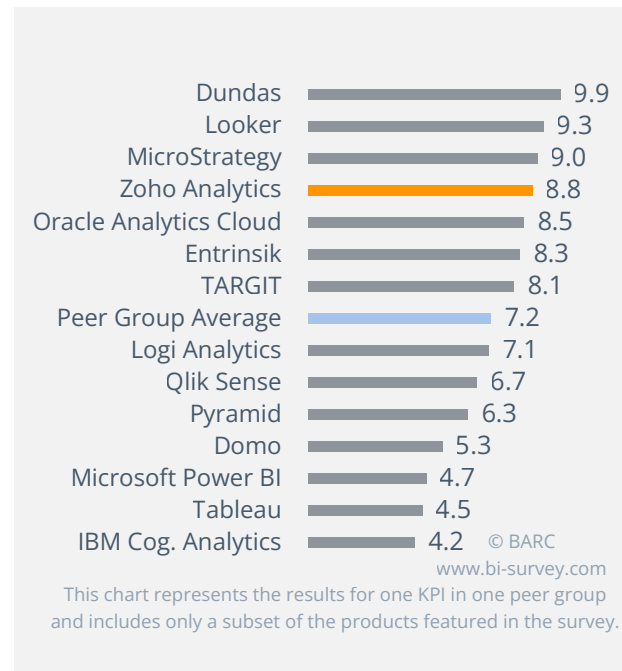
Peer Group: Business Software Generalists



## Business Benefits – Leader



Peer Group: Embedded Analytics Focus

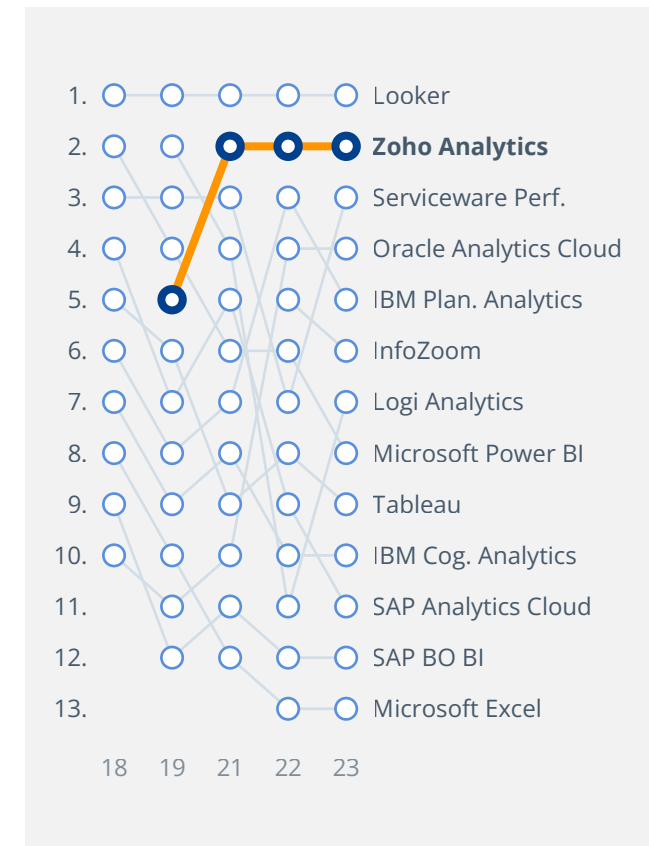


## Business Benefits



### Consistently outstanding in Business Benefits

Peer group: Business Software Generalists

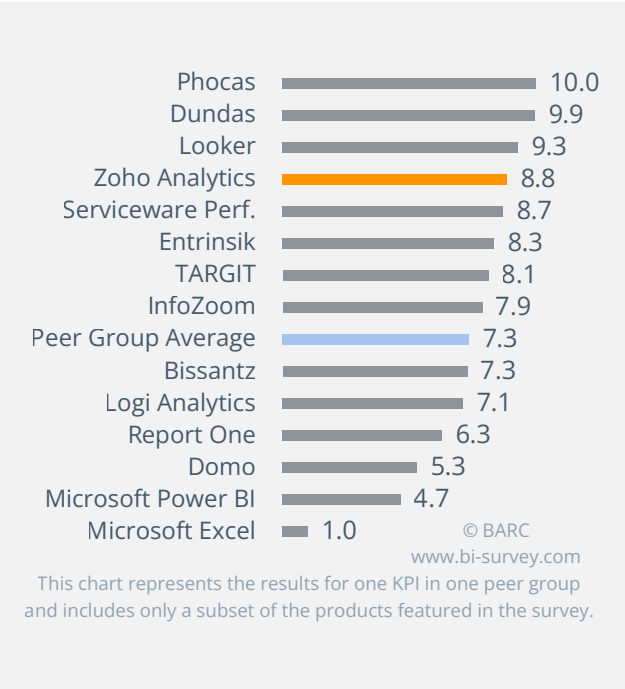


Zoho Analytics customers achieve a range of business benefits. In comparison to other vendors, Zoho is rated the best in terms of helping customers to reduce costs. Moreover, the vendor ranks second best for 'saved headcount' and 'increased revenues'. This results in a score of 8.8/10 for the *Business Benefits* KPI, which is based on the achievement level of eleven potential benefits. This impressive rating puts Zoho Analytics among the leaders in the *Business Software Generalists*, *Midsized/Departmental Implementations* and *Embedded Analytics Focus* peer groups.

Business Benefits – Leader



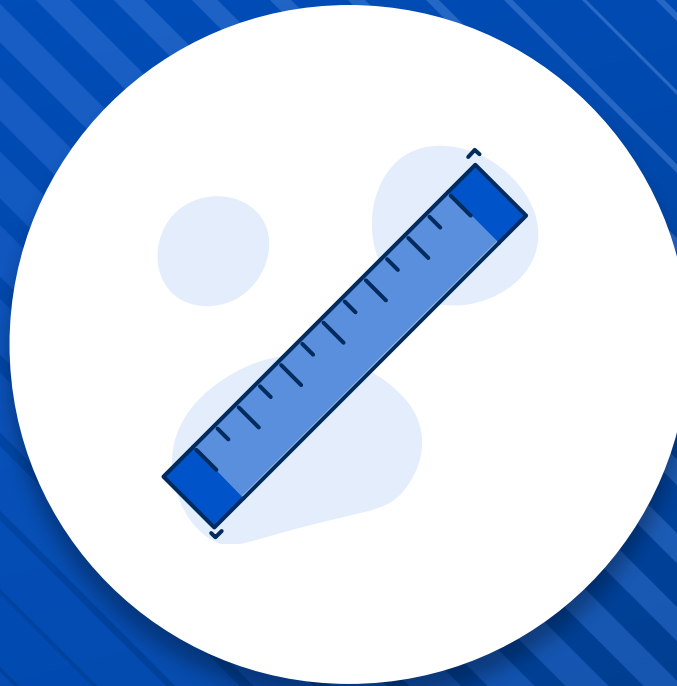
Peer Group: Midsize/Departmental Implementations



Business Benefits



# Project Length

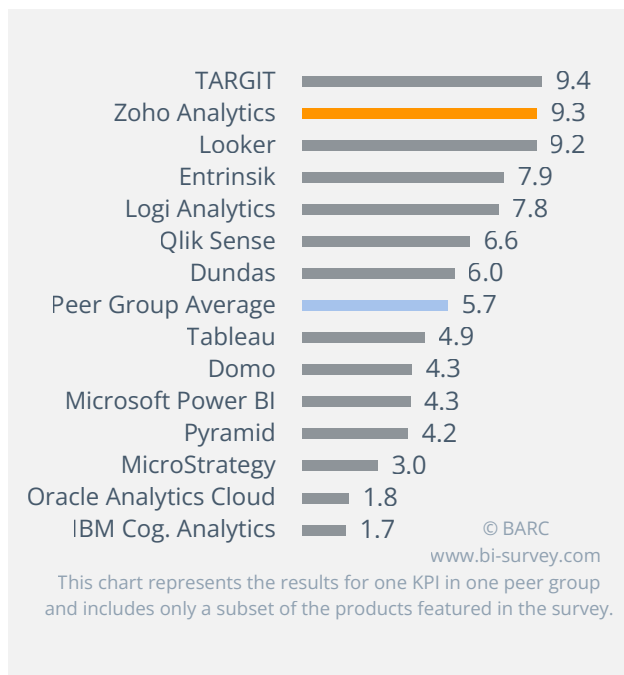


This KPI is based on how quickly the product is implemented.

## Project Length – Leader



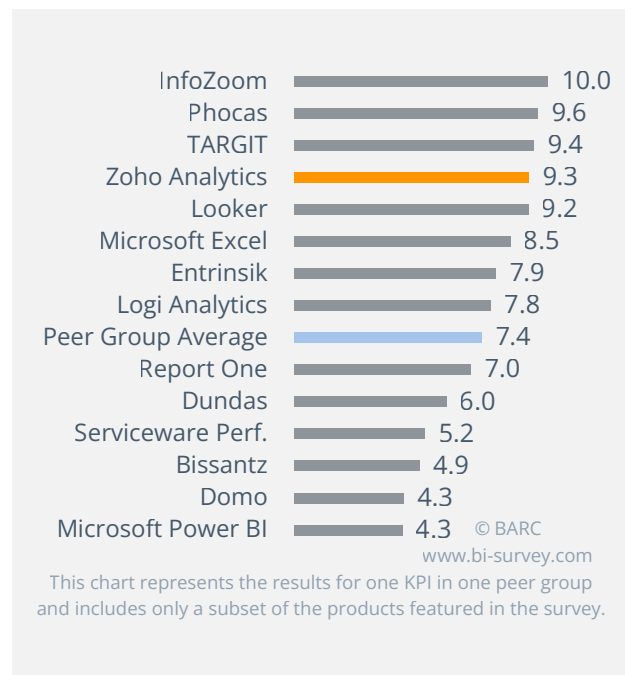
Peer Group: Embedded Analytics Focus



## Project Length – Leader



Peer Group: Midsize/Departmental Implementations



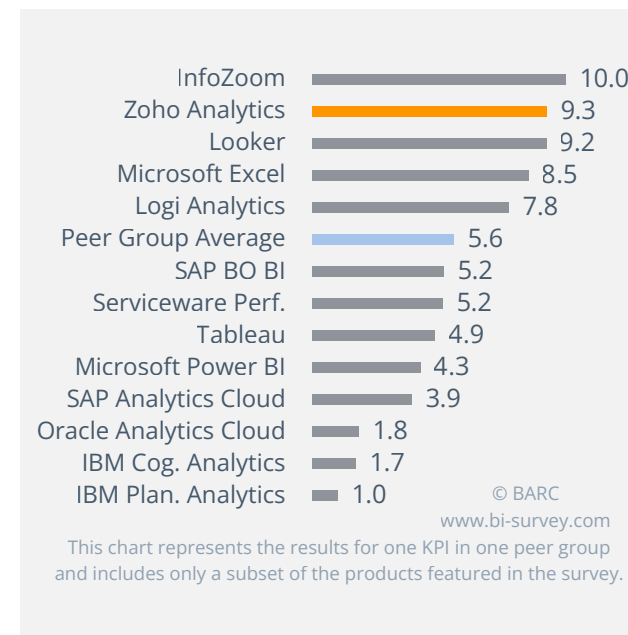
## Project Length



## Project Length – Leader



Peer Group: Business Software Generalists

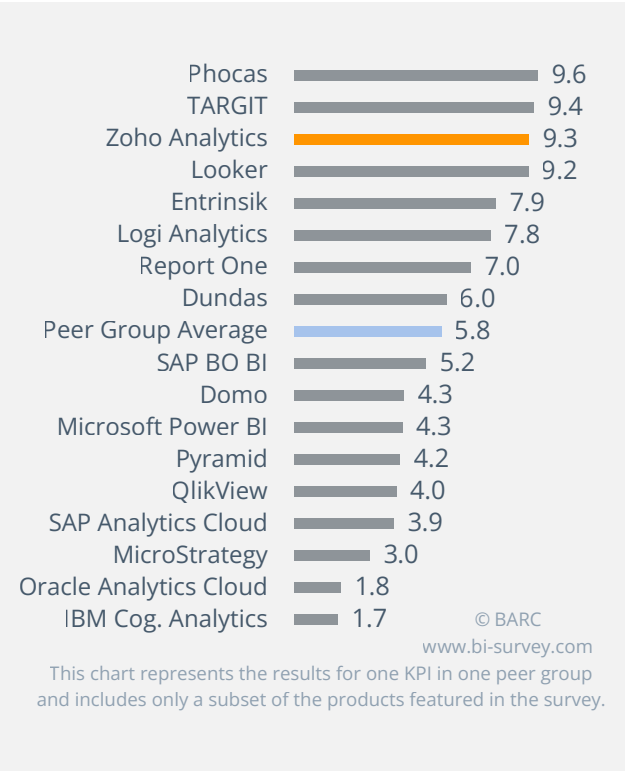


Zoho Analytics customers reported a median implementation time of 2 months. As the majority of projects are completed within three months, Zoho scores a very impressive 9.3/10 in the *Project Length* KPI. Zoho Corporation is a business software vendor that not only offers BI and analytics but also transactional products. For its own and selected third-party operational systems, Zoho provides pre-packaged applications with predefined data models and reports to help customers reap the benefits from analytics quickly. Its achievement in the *Business Benefits* KPI shows that this strategy can have an impact on customers' cost savings and revenues.

Project Length – Leader



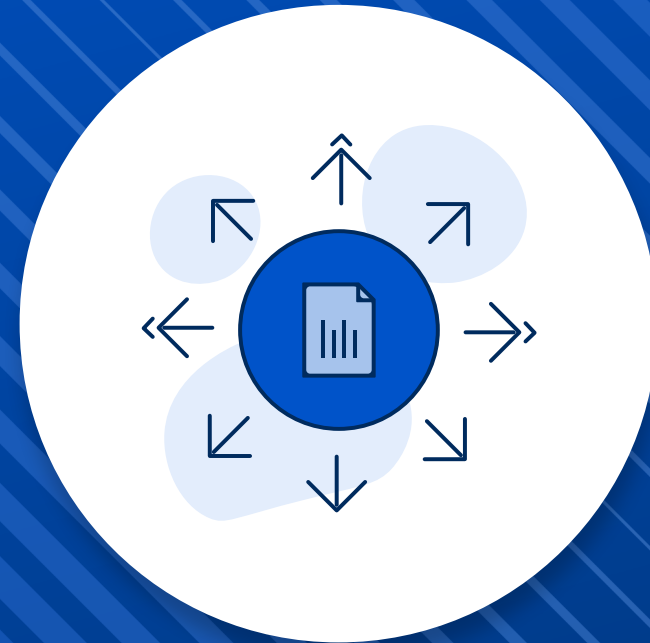
Peer Group: Report & Dashboard Focus



Project Length



# Business Value & Distribution of Reports



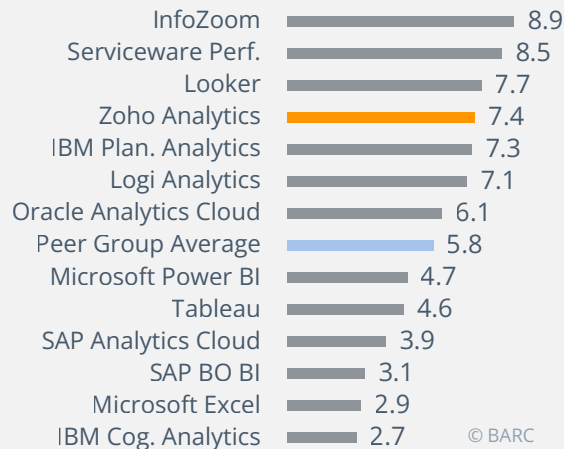
The *Business Value* KPI combines the *Business Benefits*, *Project Success* and *Project Length* KPIs.

The *Distribution of Reports* KPI is based on how users rate their BI tool in terms of its support for the distribution of reports (dispatch/publication, scheduling, formats).

## Business Value – Leader



Peer Group: Business Software Generalists



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www.bi-survey.com

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



Viewpoint

Business Value

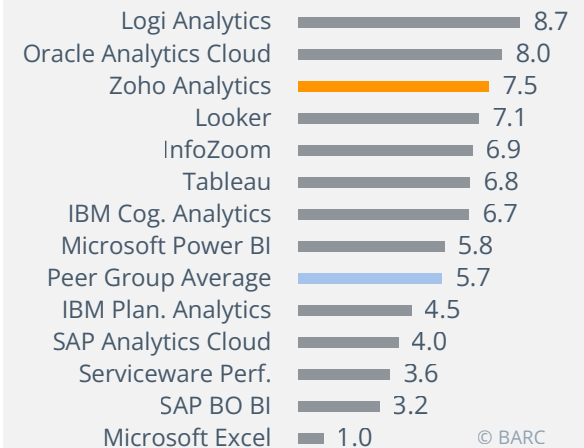


Compared to most other *Business Software Generalists*, Zoho Analytics offers higher Business Value to its customers. We measure this KPI by combining the *Business Benefits*, *Project Success* and *Project Length* KPIs. Zoho Analytics is typically implemented quickly to serve users with data and analytics. Of the eleven potential benefits we asked customers about, they reported above-average achievement levels of nine of them through using the software. To measure *Project Success*, we asked customers to evaluate their satisfaction levels with four different aspects of their implementations. Zoho was rated at least 8.0/10 in each of those categories.

## Distribution of Reports – Leader



Peer Group: Business Software Generalists



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



## Distribution of Reports



Viewpoint

The *Distribution of Reports* KPI represents an aggregation of qualitative customer ratings of the product's functionality in this area. In this case, we asked respondents to rate functionality in terms of the variety of formats and delivery options that the product supports. 92 percent are satisfied with this functionality. Zoho Analytics supports scheduled mailing of reports as well as various export and printing options such as PDF, Excel, CSV, JPG, PNG and HTML. Multiple reports can be exported together as a PDF file and printed as well.

# Advanced Analytics

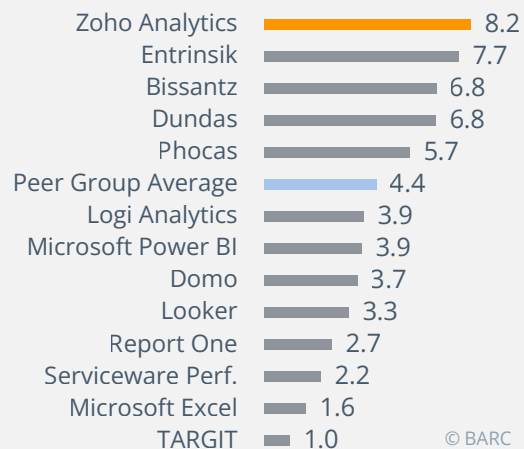


This KPI is based on how many survey respondents use advanced analysis (such as predictive analysis, data mining, machine learning) with their BI tool and how users rate those capabilities.

## Advanced Analytics – Top-ranked



Peer Group: Midsize/Departmental Implementations



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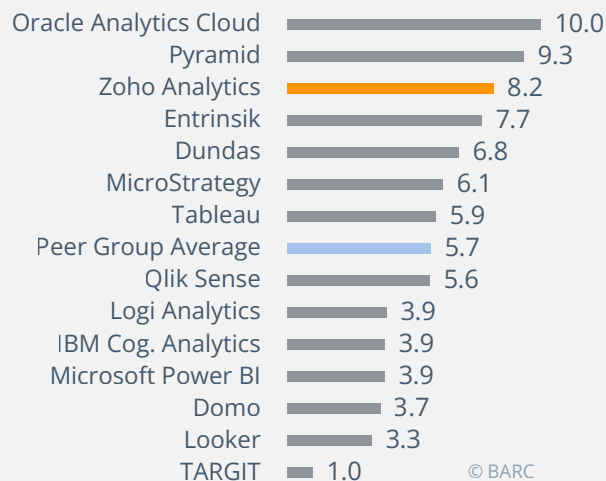
www.bi-survey.com

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

## Advanced Analytics – Leader



Peer Group: Embedded Analytics Focus



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

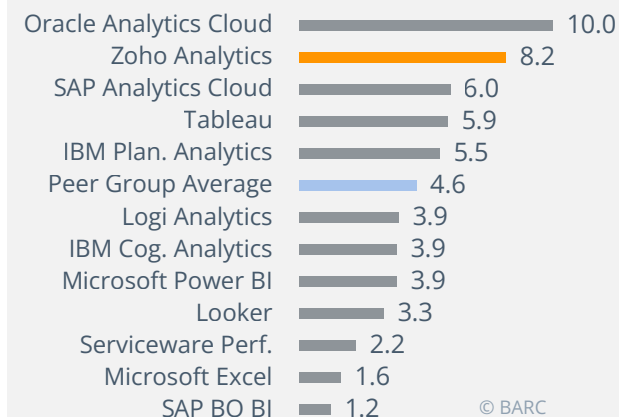
## Advanced Analytics



### Advanced Analytics – Leader



Peer Group: Business Software Generalists



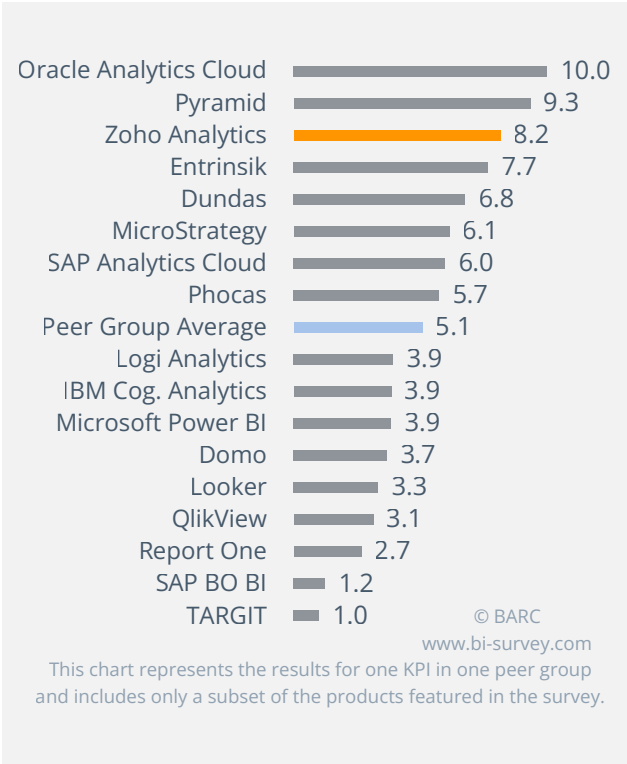
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www.bi-survey.com

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



Although Zoho Analytics is not an advanced analytics solution targeted at data scientists, its customers use the tool for advanced analytics more often than most of its competitors. Overall, 25 percent of users stated that they use advanced analytics functions, with a further 54 percent planning to do so. The vast majority are satisfied with the functionality provided. Zoho Analytics is equipped with statistical functions such as mean, median, mode, standard deviation, percentile and variance. Using statistical methods seems to be key for Zoho Analytics customers to help further expand the benefits they achieve, such as 'increased revenues', through using the software.



# Functionality & Visual Design Standards

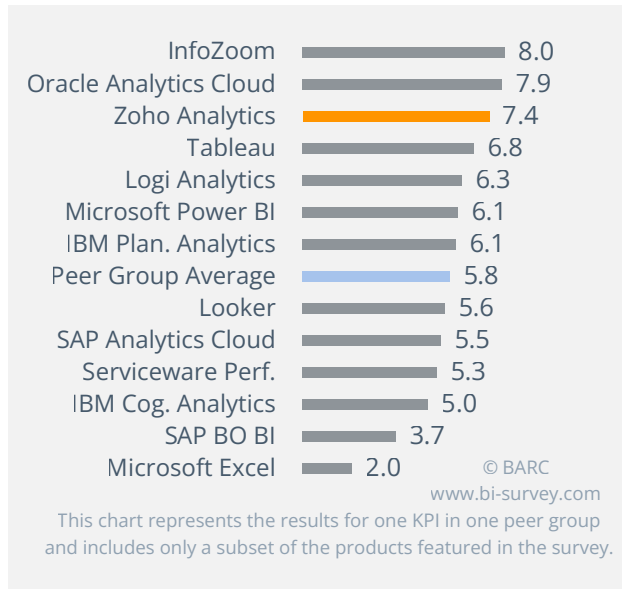


The *Functionality* KPI combines the *Dashboards*, *Distribution of Reports*, *Analyses & Ad Hoc Query* and *Advanced Analytics* KPIs.

The *Visual Design Standards* KPI is based on the proportion of survey respondents that currently use visual design standards with their BI tool.

## Functionality – Leader

Peer Group: Business Software Generalists



BARC Viewpoint

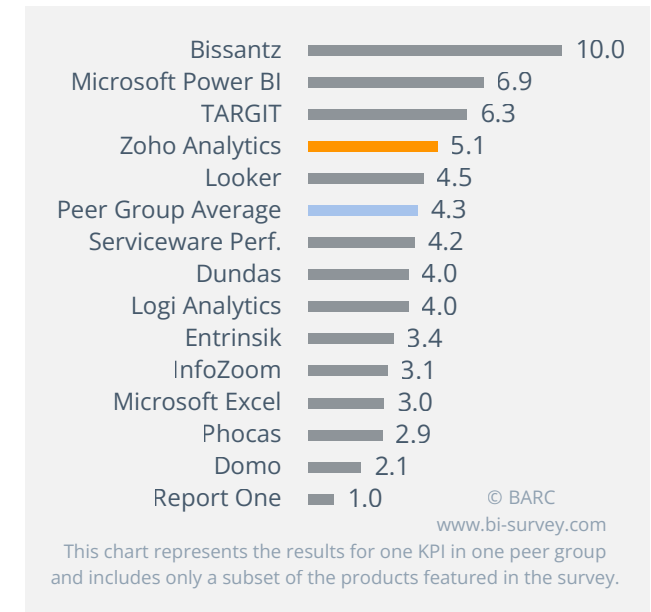
Functionality



Zoho Analytics offers satisfactory BI and analytics capabilities for most customers. The *Functionality* KPI is the aggregation of several KPIs reflecting the product's breadth and quality of features. Overall, 95 percent of respondents are satisfied with Zoho's report and dashboard creation capabilities, 91 percent with ad hoc query and analysis, 92 percent with its support for the distribution of reports, 84 with its data preparation features and 79 percent with its advanced analytics features. Compared to other *Business Software Generalists*, and especially in its SMB-focused market, Zoho seems to have developed a solid BI and analytics suite capable of serving a good range of use cases.

## Visual Design Standards – Leader

Peer Group: Midsize/Departmental Implementations



## Visual Design Standards



BARC Viewpoint

Zoho Analytics is among the leaders of the *Midsize/Departmental Implementations* peer group in the *Visual Design Standards* KPI. 21 percent of users have used the product in this trending area, and a further 40 percent plan to do so. This achievement underlines the intentions of Zoho Analytics' customers and their emphasis on data visualization, as previously indicated in the demographic figures. 52 percent of customer organizations use the product in the finance department, 44 percent in management, 41 percent in sales and 40 percent in marketing. These departments often demand visually appealing reports so it is not surprising to discover that visual design standards are important to Zoho Analytics users.

# Cloud BI

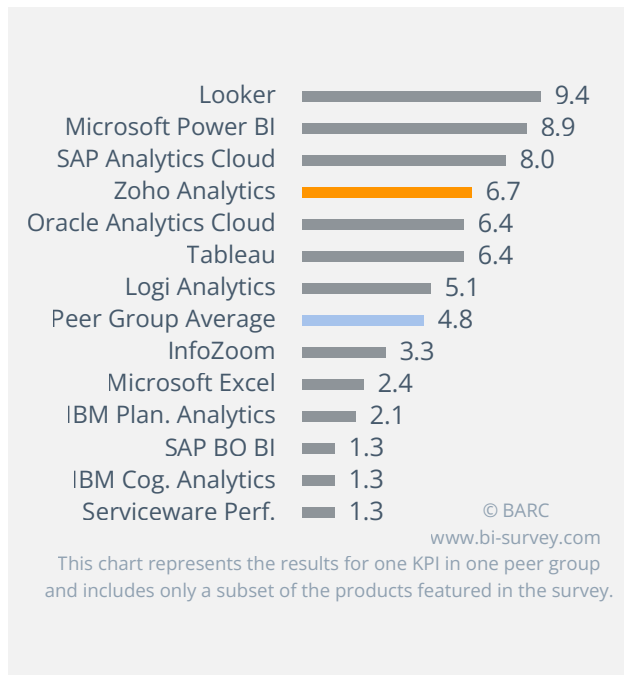


This KPI is based on the proportion of survey respondents that currently use the product in a cloud environment.

## Cloud BI – Leader



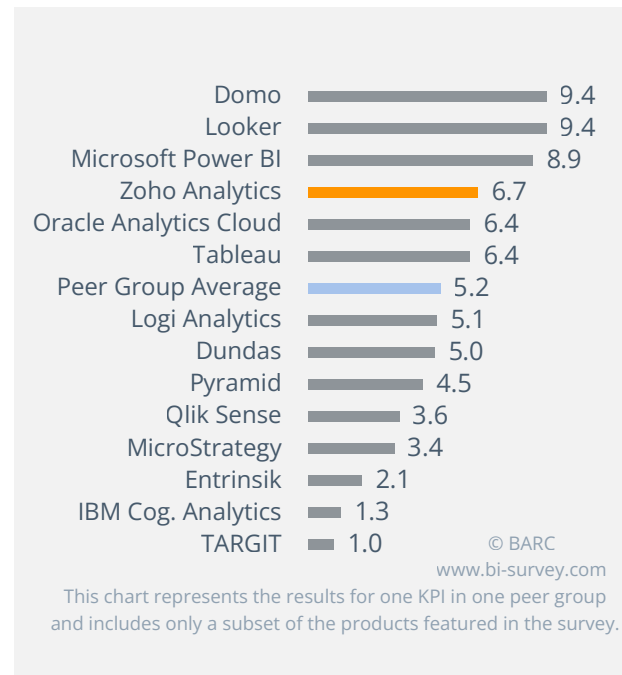
Peer Group: Business Software Generalists



## Cloud BI – Leader



Peer Group: Embedded Analytics Focus

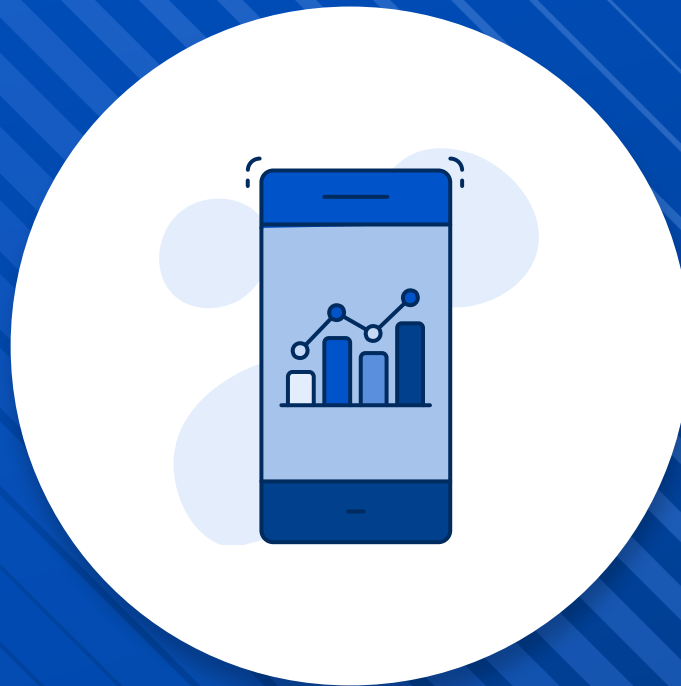


Cloud BI



53 percent of Zoho Analytics users reported having used the software in the cloud. Zoho offers a cloud as well as an on-premises version of the software for customers who are not yet ready to migrate to cloud. Moreover, 41 percent reported using Zoho Analytics for operational BI and 38 percent for embedded BI. Taken together with the 19 percent of respondents who purchased the product as part of a bundle, it seems that a good portion of users are simply using the content provided with other Zoho apps which is based on Zoho Analytics and may not have realized they were using cloud software.

# Mobile BI

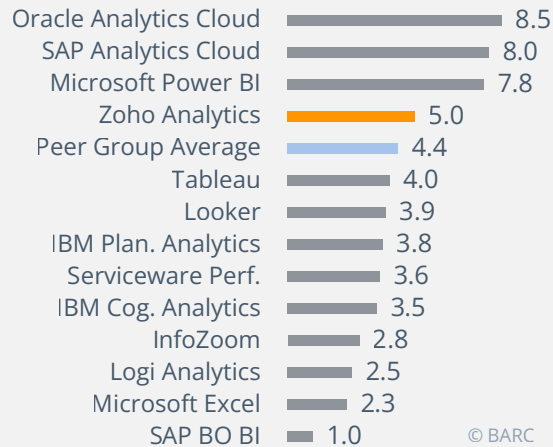


This KPI is based on the proportion of survey respondents that currently use their BI tool on a mobile device.

## Mobile BI – Leader



Peer Group: Business Software Generalists



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[www.bi-survey.com](http://www.bi-survey.com)

This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

## Mobile BI



Mobile BI is not only about presenting pretty pictures on mobile devices. Vendors that offer more than just web browser functionality can help customers to reach out to additional users and use cases. For years, management has been among the main areas of the business where mobile BI is used. However, with increasing interest in the use of BI and analytics in operational areas and in tandem with transactional systems, mobile BI can help customers to uncover insights and provide workers in critical processes with information. 27 percent of Zoho Analytics users reported having used mobile BI and a further 48 percent plan to do so. The vendor offers apps for iOS and Android devices to support this use case.

# Competitive Win Rate

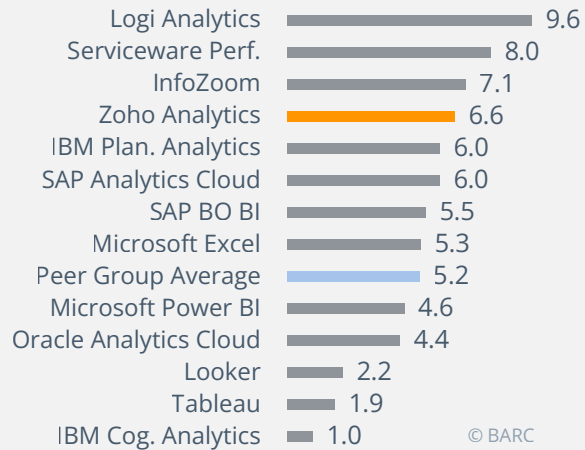


This KPI is based on the percentage of wins in competitive evaluations.

## Competitive Win Rate – Leader



Peer Group: Business Software Generalists



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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

## Competitive Win Rate



Zoho is ranked among the leaders of the *Business Software Generalists* peer group in the *Competitive Win Rate* KPI. This means that a high proportion of the customers who evaluated the product alongside other vendors subsequently decided to purchase it. Zoho helps its customers to solve their data management and visualization needs faster than many of its peers, especially through the delivery of prepackaged applications and content. In these volatile times, it is key to be faster than your competition: Zoho delivers quick implementation times and helps buyers to reap the benefits of using a business-oriented BI and analytics solution.

BARC (Business Application Research Center) is one of Europe's leading analyst firms for business software, focusing on the areas of data, business intelligence (BI) and analytics, enterprise content management (ECM), customer relationship management (CRM) and enterprise resource planning (ERP).

Our passion is to help organizations become digital companies of tomorrow. We do this by using technology to rethink the world, trusting data-based decisions and optimizing and digitalizing processes. It's about finding the right tools and using them in a way that gives your company the best possible advantage.

This unique blend of knowledge, exchange of information and independence distinguishes our services in the areas of research, events and consulting.

### Research

Our BARC studies are based on internal market research, software tests and analyst comments, giving you the security to make the right decisions. Our independent research brings market developments into clear focus, puts software and vendors through their paces and gives users a place to express their opinions.

### Events

Decision-makers and IT industry leaders come together at BARC events. BARC seminars in small groups, online webinars and conferences with more than 1,000 participants annually all offer inspiration and interactivity. Through exchange with peers and an overview of current trends and market developments, you will receive new impetus to drive your business forward.

### Consulting

In confidential expert workshops, coaching and in-house consultations, we transform the needs of your company into future-proof decisions. We provide you with successful, holistic concepts that enable you to use the right information correctly. Our project support covers all stages of the successful use of software

## Other Surveys



The BARC [\*Data, BI and Analytics Trend Monitor 2022\*](#) reflects on the trends currently driving the BI, analytics and data management market from a user perspective. We asked close to 2,400 users, consultants and vendors for their views on the most important BI trends.



The BARC study [\*Data Culture Survey 2022\*](#) investigates the flavors of data culture within organizations. It is based on a survey of 434 participants from 49 countries across a range of industries. [Download here.](#)



[\*The Planning Survey 22\*](#) is the world's largest survey of planning software users. Based on a sample of over 1,325 responses, it offers an unsurpassed level of user feedback on 19 leading planning products. Find out more at [www.bi-survey.com](http://www.bi-survey.com)

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