

Key Differentiators

**Zoho Analytics**

VS

**Key Market Players**

[zoho.com/analytics](http://zoho.com/analytics)

Features	Zoho Analytics	Power BI	Tableau	Qlik
Data Integrations	500+ data connectors	400+ data connectors	100+ data connectors	100+ data connectors
Native Data Preparation	Zoho DataPrep	Power Query	Tableau Prep	Qlik Replicate
Visual Data Pipelines	✓	✓	✓	✓
Metrics Layer	✓	✓	✓	✗
Pre-built Analytics	Extensive for 100+ business apps	Limited	Limited	Limited
Visual Analysis	50+ chart types	50+ chart types	24+ chart types	15+ chart types
Agentic AI	Ask Zia Agent for data engineers/business users	Copilot Studio	Tableau Agent	Qlik Insight Bot
Generative AI	<ul style="list-style-type: none"> <li>Automated Insights with Zia Insights</li> <li>Diagnostic Analysis</li> <li>Auto Analysis</li> </ul>	Quick Insights	<ul style="list-style-type: none"> <li>Explain Data</li> <li>Einstein Discovery</li> </ul>	Insight Advisor
Predictive AI	Forecasting, Clustering, Anomaly detection, Trend analysis, Scenario analysis, Cognitive analysis	✓	✓	✓
Data Science	AutoML, Custom ML models	AutoML, Custom ML models	Supported via APIs & extensions	AutoML, Custom ML
Data Storytelling	Presentations, custom portals and automated Insights	Presentations, custom portals and automated Insights	Presentations, custom portals and automated Insights (partner-powered)	Presentations, custom portals and automated Insights (partner-powered)
API Support	Extensive	Available	Extensive	Extensive
Single User Interface	✓	✗	✗	✗
BI Fabric	✓	✗	✗	✗
Deployment Options	On-premise, Public cloud, Private & Multi-cloud	✓	✓	✓
Security and Privacy	ISO/IEC 27001, 27017, 27018, SOC 2 Type 2, GDPR, HIPAA	✓	✓	✓
Scalability	Elastic Scale, High Performant at affordable cost	Elastic scale with Microsoft Fabric on Azure	Limited Scale in Cloud. Manual Scaling for On-premise	Limited Scale in Cloud. Manual Scaling for On-premise
Licensing	User/ capacity-based, embedded	User/ capacity-based, embedded	User/ capacity-based, embedded	User/ capacity/ usage-based, embedded
Pricing	<b>Cloud:</b> Starts at <b>\$8</b> /user/month <b>On-premise:</b> Starts at <b>\$30</b> /user/month	<b>Cloud:</b> Starts at <b>\$14</b> /user/month <b>On-premise:</b> Starts at <b>\$4995</b> /capacity/month	<b>Cloud &amp; On-premise:</b> Starts at <b>\$75</b> /user/month	<b>Cloud:</b> Starts at <b>\$200</b> /10 users/month <b>On-premise:</b> Pricing on request