



"Zoho Analytics is an **Overall Leader in both Customer Experience and Vendor Credibility.**

It is considered high value and low TCO and maintains a perfect recommend score."

- Dresner's Wisdom of Crowds®

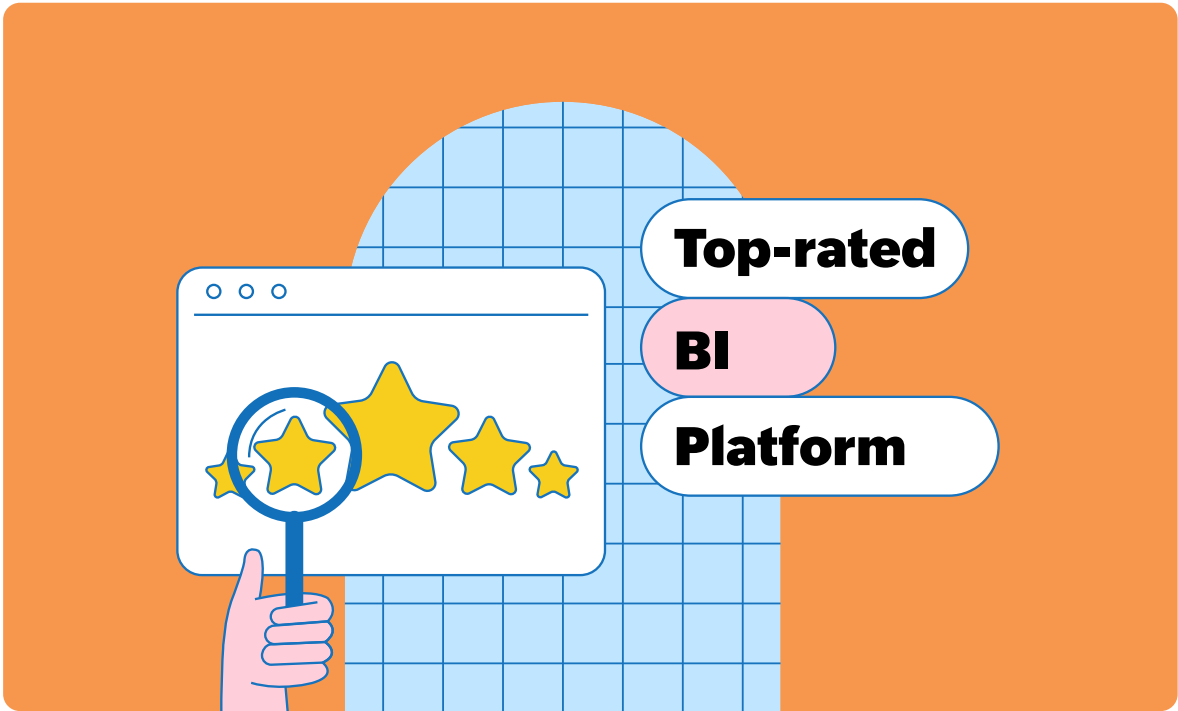
Business Intelligence Market Study Report 2024



AI Powered **Self-service BI &** **Analytics Platform**

Go from data to insights and action in minutes

zoho.com/analytics



Gartner®

Recognized in the **2024 Gartner®
Magic Quadrant™**



**Leader in advanced and predictive
analytics**, according to BARC's 'The
BI & Analytics Survey 24'



Awarded as an **overall leader in
Business Intelligence** at
Dresner's 2024 Industry
Excellence Awards



Leader and champion in Info-Tech's
'Business Intelligence & Analytics -
Enterprise Emotional Footprint
Report 2023'

17K
Customers

3M
Users

Gartner
Peer Insights.

4.3/5 ★★★★★
(57 ratings)*

FinancesOnline
REVIEWS FOR BUSINESS

8.7/10 ★★★★★

Capterra

4.5/5 ★★★★★



4.3/5 ★★★★★

GetApp

4.4/5 ★★★★★



Google Workspace
Marketplace

4.6/5 ★★★★★



Google Play

4.3/5 ★★★★★

Software Advice.

4.2/5 ★★★★★



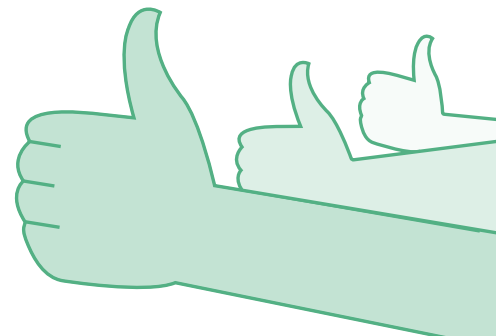
TrustRadius

8.7/10 ★★★★★



SoftwareReviews
A Division of Info-Tech Research Group

8.7/10 ★★★★★



Data Integration, Preparation & Management

The image displays a data pipeline interface for 'Lead Management'. The top section shows a table of lead data with columns for full name, email, subscriber status, color, phone, date, license cost, country, tax rate, and color code. Below the table is a flow diagram illustrating the pipeline process: 'Leads' and 'Enrichment Dataset' feed into 'Leads', which then joins with 'Enrichment Dataset' to produce 'Enriched Leads'. These are then processed by a 'Code' step to result in 'Enriched Segments'.

#	full name	email	subscriber	color	phone	date	license_cost	country	tax_rate	color_code
1	Charlie Demeter	cdemeter@weather.com	y	Green	33-(148)926-9755	20/12/2013	\$9907.00	France	10.1	10.1
2	Had Yushchikov	hyushchikov1@toplist.cz	N	Crimson	46-(684)301-8076	01/01/2013	\$6293.35	Sweden	9.8	9.8
3	Waylen Mizzen	wmizzen2@vk.com	N	Maroon	57-(764)270-6172	06/06/2016	\$12883.66	Colombia	11.8	11.8
4	Shirley Duetsche	sduetsche3@toplist.cz	N	Crimson	7-(868)399-4919	16/03/2015	\$7496.03	Russia	10	10
5	Evita Whitlow	sduetsche3@toplist.cz	true	Purple	86-(771)577-7975	28/10/2015	\$10447.22	China	9.7	9.7
6	Lenci Stairmond	lstairmond5@time.com	N	Indigo	57-(967)952-2653	13/09/2014	\$5313.84	Colombia	10.8	10.8
7	Boot Milkeham	lstairmond5@time.com	false	Indigo	30-(380)416-4740	19/10/2012	\$10466.67	Greece	9.6	9.6
8	Em Vales	evales7@1688.com	N	Crimson	385-(670)215-8636	26/02/2016	\$4894.27	Croatia	8.5	8.5
9	Abevo Swett		true	Blue	48-(252)826-4941	25/05/2015	\$2219.68	Poland	10.2	10.2

```
graph LR; Leads1[Leads] --> Leads2[Leads]; EnrichmentDataset[Enrichment Dataset] --> Leads2; Leads2 --> Join[Join]; EnrichmentDataset --> Join; Join --> EnrichedLeads[Enriched Leads]; EnrichedLeads --> Code[Code]; Code --> EnrichedSegments[Enriched Segments];
```



Data Integration

Connect to data from over 500+ data sources ranging from data lakes, data warehouses, databases, real-time streams, business apps, files & feeds, web URLs, and more



Automated Data Pipeline

Set up automated, reliable, and scalable data pipelines to move data from a variety of sources to your target destinations



Plugin Custom Transform

Develop custom transforms in Python or SQL, and integrate them into your pipeline with Code Studio



Auto Modeling

Auto identify data types, create custom types, and use smart suggestions to build optimal analytical models



Cleanse, Transform & Enrich

Cleanse data with intelligent suggestions. Use 250+ transform functions and further enrich the data with ML/AI-powered transforms.



Unified Metrics Layer

Define a unified data model and key business metrics as a foundation for reliable analytics



Catalog Data

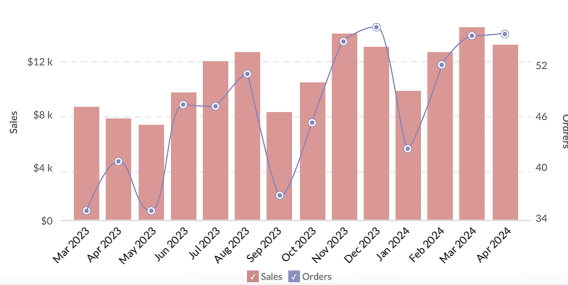
Organize and manage datasets through smart tagging, easy searchability, marking for readiness, and auditing capabilities

Self-service Analytics

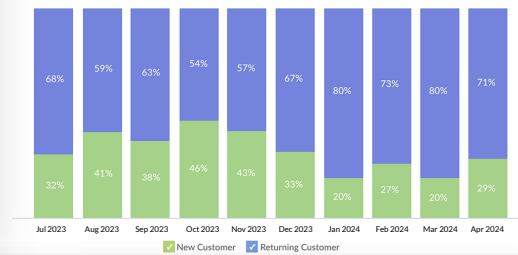
Executive Overview Dashboard

Sales in May 2024 \$0.73K ↑ <small>Apr 2024: \$14.19K</small>	Orders in May 2024 5 ↑ <small>Apr 2024: 55</small>	Average Order Value in May 2024 \$145.94 ↑ <small>Apr 2024: \$258.08</small>	Average Shipping hours 102.84	Refund in May 2024 \$32.31 ↑ <small>Apr 2024: -\$24.74</small>	Discount Value in May 2024 -2.14K <small>Apr 2024: -2.33K</small>
Active Customers 919	Avg Customer Lifetime Value \$582.96	Available Products Types 178	Purchase Frequency in Days 0.16	Average Customer Lifespan 15.65 Days	Abandonment Checkouts May 2024 222 ↑ <small>Apr 2024: 216</small>

Monthly Sales vs Orders



First-time vs Returning Customers Monthly Trend





Visual Analysis

Build interactive reports and dashboards with an easy-to-use drag and drop interface, and a variety of visualization options



Unified Business Insights

Unify business data and blend it automatically. Get started with pre-built insights for 100+ popular enterprise business applications.



Real-time Analytics

Analyze data in real-time from data streams and live sources for making timely and informed decisions



Data Storytelling

Craft and present engrossing data stories via slide shows and portals. Get insights as narratives using Zia Insights, contextually within business workflows.



Sharing & Collaboration

Share data & visualizations with fine-grained access control using roles, permissions & row level security. Schedule automated emailers to deliver reports and dashboards in a variety of formats.



BI Fabric

Create unified BI portals by collating insightful reports and dashboards from other BI applications such as Tableau and Power BI



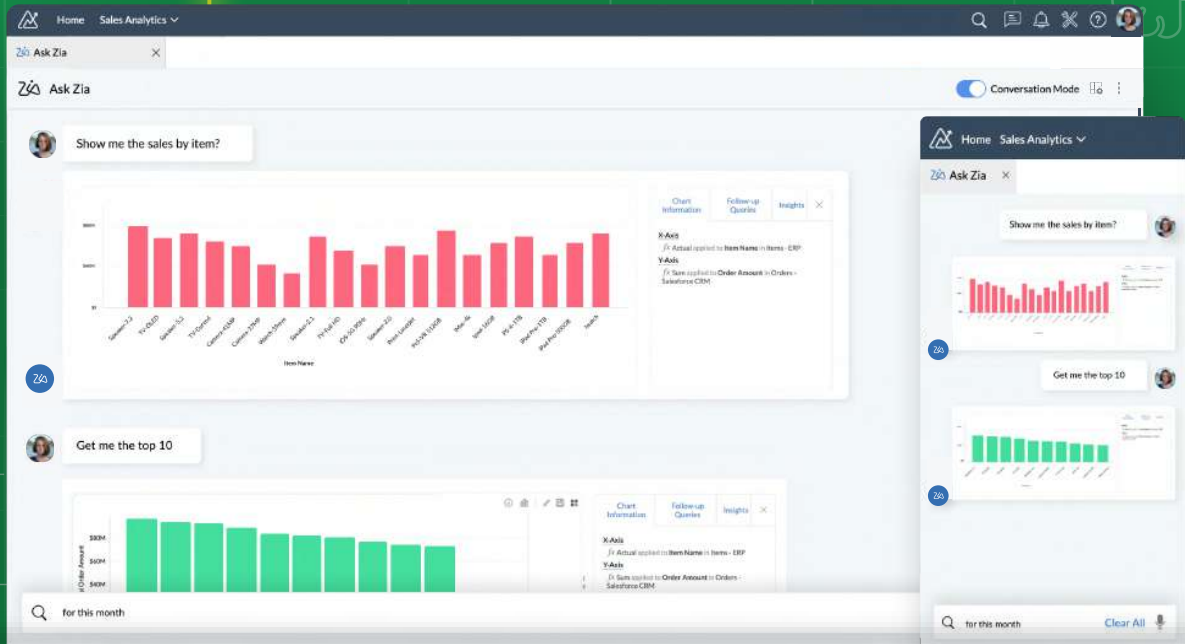
“Zoho Analytics gives us a superior edge over Power BI and Tableau, when it comes to the aesthetics of visualization. Also, the latest features are a big step forward for an already robust Zoho Analytics platform.”

Connor Nobert

Director of Analytics & Technology
Pulse LLC



Generative AI Infused Analytics





Conversational Copilot

Interact with Ask Zia, our co-pilot in multiple languages, to get insights, build models and trigger actions. Access it even within instant messaging platforms like Microsoft Teams & Slack.



Automated Insights

Get contextual, actionable insights as smart digestible narratives (text and visual) via Zia Insights



Decision Intelligence with Diagnostics

Make smart decisions with contextual intelligence, that also answers the 'why' with smart key driver analysis



Predictive AI

Use inbuilt advanced analytical models to do forecasting, trend analysis, detect anomalies, spot clusters, perform what-if analysis and more



Open AI Integration

Leverage the power of Open AI's large language models (LLMs) to build data models, discover datasets and create metrics



“Zoho Analytics includes augmented capabilities for data prep, data discovery and analysis, and NL interaction. These options take some of the drudgery and doubt out of analytics and are a boon to data-savvy users and untrained business users alike.

The most tantalising augmented advance is the promise of generative AI powered by LLMs. On this front, Zoho has developed integrations between Zoho Analytics and ChatGPT.”

Doug Henschen

Vice President & Principal Analyst
Constellation Research



Data Science & Machine Learning



Code Environment



AutoML



Build custom ML models



MLOps



AutoML

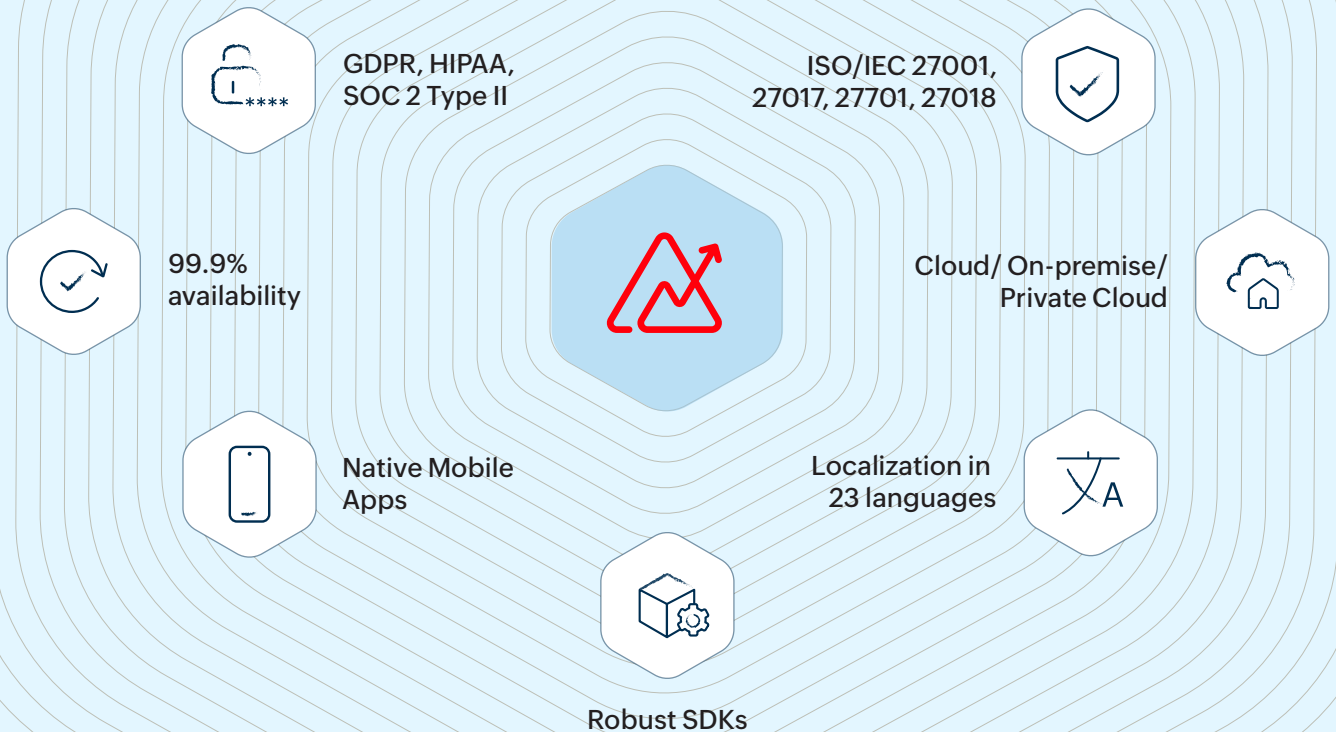
Simplify ML model development and deployment with No-code assistant. Perform model selection, tuning, feature engineering, and model evaluation seamlessly from within our BI platform.



Custom ML Models

Build your own custom ML models from scratch or import from other sources, for advanced analytical needs using Python code studio

More Differentiators



Embedded BI





Embedded Analytics

Integrate a full-featured analytics platform within your application using SSO API or SAML authentication. Ensure a user experience that is in line with your application's branding.



Self-service Analytics Portal

Set up a rebranded analytics portal or microsite that is customizable with rich design elements and seamlessly accessible through web and native mobile apps



Embedding Augmented BI

Embed Ask Zia, Zoho's smart AI assistant, at any end-point within your business workflows



No-Code, Low-Code Customization

Extensive customizations and styling options to adapt to your application needs. Additionally, robust APIs are available for data integration, modeling, authorization, styling and dynamic reports embedding.



Sandbox

Develop your solution in controlled sandbox environment. Rollout to production when ready. Setup version control for change management.



“Embedding Zoho Analytics into Peri CRM resulted in increased usage of the product by our customers, as they used it for their reporting and BI needs. One in six Peri CRM users use Peri Analytics, our white-labeled solution powered by Zoho Analytics.”

Harsh Kohli
Founder, Peri CRM



Trusted by



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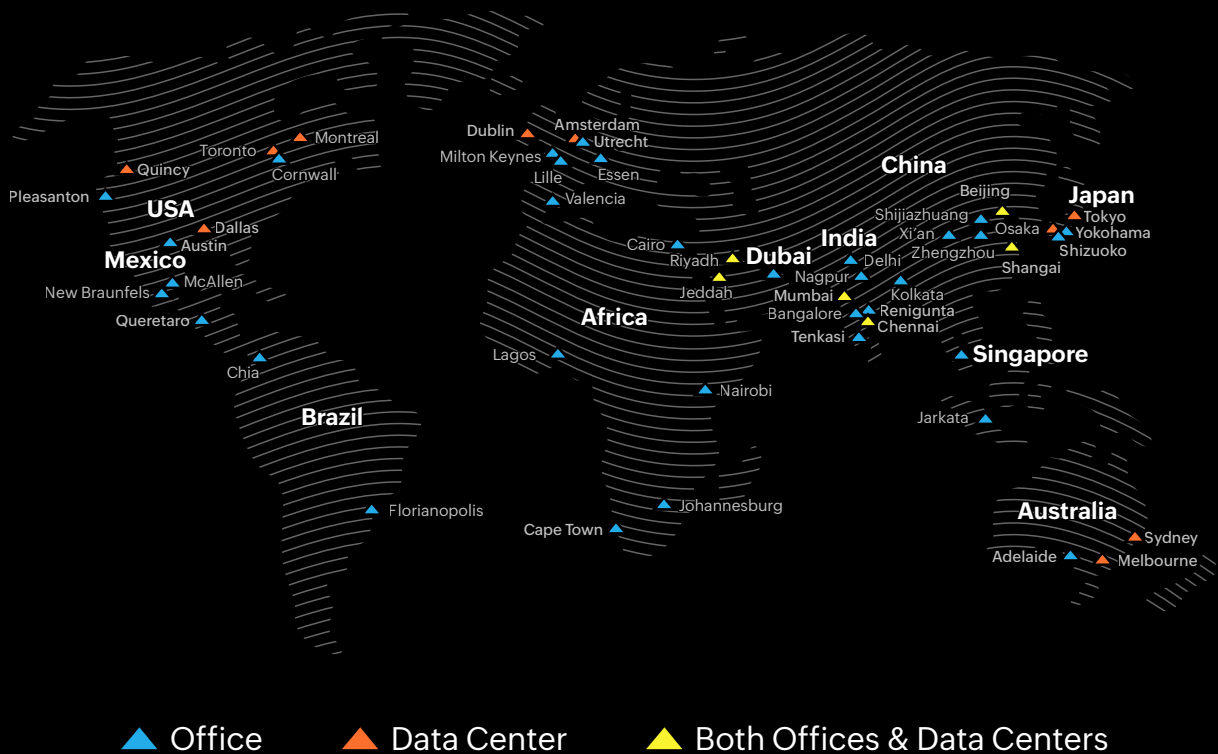
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Zoho's Global Presence

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in **150+ countries**



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