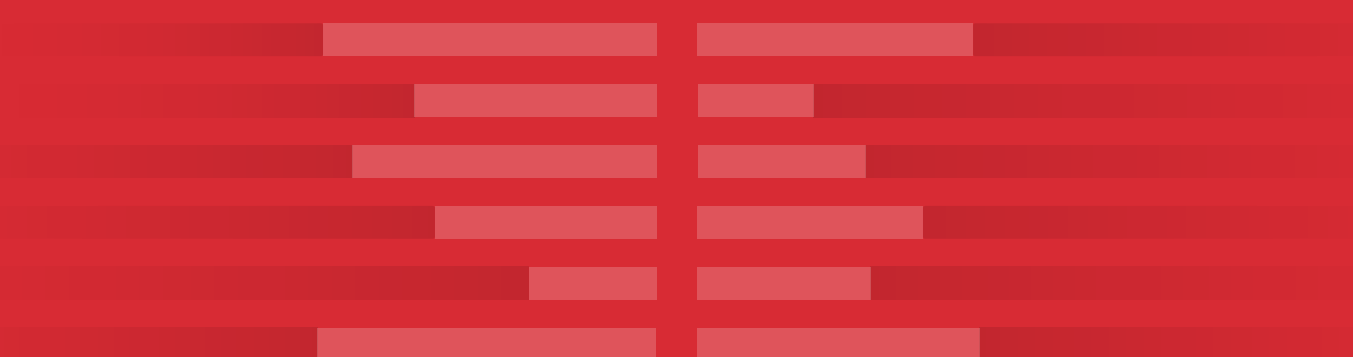






Zoho Analytics

VS

Key Market Players

zoho.com/analytics



Features	 Zoho Analytics	 Power BI	 Tableau	 Qlik
Data Integration	500+ data connectors	400+ data connectors	100+ data connectors	100+ data connectors
Native Data Preparation	Zoho DataPrep	Power Query	Tableau Prep	Qlik Replicate
Data Pipelines	✓	✓	✓	✓
Metrics Layer	✓	✓	✓	✗
Pre-built Analytics	Extensive for 100+ business apps	Limited	Limited	Limited
Visual Analysis	50+ chart types	50+ chart types	50+ chart types	25+ chart types
AI Infused BI	<ul style="list-style-type: none"> Generative AI Automated Insights Diagnostics Insights Cognitive Analytics 	<ul style="list-style-type: none"> Generative AI Automated Insights Diagnostics Insights 	<ul style="list-style-type: none"> Generative AI Automated Insights 	<ul style="list-style-type: none"> Generative AI Automated Insights
Predictive AI	<ul style="list-style-type: none"> Forecasting Anomaly Detection Clustering Scenario Analysis 	✓	✓	✓
Data Science	AutoML, Custom ML models	AutoML, Custom ML models	Supported via APIs & extensions	AutoML
Data Storytelling	Presentations, custom portals and automated Insights	Presentations, custom portals and automated Insights	Presentations, custom portals and automated Insights (partner-powered)	Storytelling views, custom web apps & automated insights (partner-powered)
API Support	Extensive	Extensive	Extensive	Limited
Single User Interface	Single interface for data integration & preparation, data science, analysis and collaboration	✗	✗	✗
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	Extensively Scalable	Tier-based scaling by size	By user-licenses or hardware/CPU cores	Based on deployment platform
Licensing	User/ capacity-based, embedded	User/ capacity-based, embedded	User/ capacity-based, embedded	User/ capacity/ usage-based, embedded
Pricing	Cloud: Starts at \$8 /user/month On-Premise: Starts at \$30 /user/month	Cloud: Starts at \$10 /user/month On-premise: Starts at \$4995 /capacity/month	Cloud & On-premise: Starts at \$75 /user/month	Cloud: Starts at \$20 /user/month On-premise: Pricing on request