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Zoho Analytics 6.0: Empowering Data-Driven Decisions With AI and Advanced Integration

Zoho Corporation

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ABOUT THIS REPORT

As the years go by, business intelligence (BI) and analytics software solutions have become critical components for organizations navigating today's complex and fast-paced landscape.

The rapid evolution of technology, intensified by globalization and market shifts, has made it essential for organizations to remain agile and, most importantly, data driven.

Today, the demand extends beyond mere information—it's about real-time insights that enable smarter, faster decision-making at every level of the organization.

BI and analytics solution providers face constant pressure to deliver tools that go beyond traditional reporting and dashboarding, as companies now expect solutions that leverage advanced analytics, artificial intelligence (AI), and machine learning (ML) to unlock predictive insights and support proactive decision-making.

These new capabilities allow organizations to understand patterns, forecast trends, and optimize operations at a granular level, all while maintaining efficiency and scalability.

As businesses continue their digital transformation journeys in a post-pandemic world, they look to cutting-edge BI and analytics solutions to gain a competitive edge. From self-service analytics to augmented intelligence, the future of BI lies in empowering teams to turn data into actionable strategies, fostering innovation and sustained growth in an ever-changing market.

One key competitor in this evolving BI and analytics landscape is Zoho Analytics 6.0, the latest release of Zoho's flagship BI and analytics offering.

This report provides a comprehensive review of Zoho Analytics 6.0 and the platform's approach to delivering high-quality BI and analytics services.

The main elements of the report are as follows:

- An exploration of the technical and business impact of BI and analytics solutions:

    o The increasing importance of BI and analytics solutions for organizational decision-making.

    o The role of these offerings within an organization's digital transformation and business operations efforts.

- An in-depth assessment of the new release of Zoho Creator Platform 6.0—the solution's technology and business value:

  o Functional, architectural, and business perspectives.

  o Key capabilities for low-code application development.

  o Its role in tactical and strategic decision-making, particularly in digital transformation and process optimization.

- Analyst observations and commentary, offering insights into the platform's value proposition and market position.

"I was debating a friend who is highly 'data driven' in making decisions. People implicitly assume that the opposite of being data driven is intuition driven.

But in fact, the opposite of data driven is actually clueless."

–Sridhar Vembu, CEO of Zoho Corporation

INTRODUCTION

The evolution of business intelligence (BI) and analytics systems has been nothing less than a transformative journey, driven by the increasing need for businesses to extract actionable insights from ever-growing volumes of data.

In their early stages, BI and analytics platforms were heavily reliant on information technology (IT) departments, with complex systems designed to handle data extraction, transformation, and reporting. These systems often required significant technical expertise, making data-driven decision-making often inaccessible to most business users.

As data environments became more complex, the demand for user-friendly BI platforms that could empower nontechnical users to explore and analyze data independently (without relying on IT) began to grow. This shift marked a pivotal moment in the evolution of BI, with the introduction of self-service tools that democratized data access and enabled broader adoption.

Over the years, a myriad advancements in both hardware and software, including artificial intelligence (AI), machine learning (ML), and automation, have driven the evolution of BI and analytics to unprecedented levels. Today's platforms go beyond analyzing historical data to incorporate prescriptive and predictive analytics, providing deeper insights into future trends and business outcomes.

Moreover, the integration of new technologies, such as natural language processing (NLP) and AI-powered analytics tools such as Zoho's Zia, has enabled users to ask complex data questions in plain language, making BI and analytics more accessible and intuitive than ever. In addition, modern platforms continue to incorporate advanced data preparation, management, and integration capabilities, allowing businesses to consolidate and analyze data from a wide variety of sources in real time.

Zoho Analytics 6.0 exemplifies the latest stage in the evolution, positioning Zoho at the forefront of the of BI and analytics market. By combining AI-infused analytics with low-code data management

capabilities, the Zoho Analytics 6.0 platform delivers an *all-in-one* solution that caters to both technical and nontechnical users.

With features such as automatic data preparation through Zoho DataPrep, AI-powered insights with Zia, and real-time stream analytics, Zoho Analytics 6.0 addresses the growing need for businesses to act swiftly in dynamic data environments. By integrating AI at every step of the BI process—from data cleansing to advanced diagnostics and decision intelligence—Zoho Analytics 6.0 sets a new standard for self-service BI, serving as a critical tool for organizations looking to gain a competitive edge in today's data-driven world.

BI & ANALYTICS IN A NEW WORLD

In today's rapidly evolving business landscape, data has increased its importance to become a crucial asset for organizations of all sizes and across industries.

Economic globalization, mobile devices, social media, the Internet of Things (IoT)—and yes, the pandemic—have collectively reshaped the world in many ways.

The world has forever changed.

And just like the world, businesses have undergone radical transformations. They are increasingly hungry for data, information, and insights, knowing that access to the right information can give them and advantageous position against the competition.

To stay ahead, they need modern software solutions that can convert their data into a valuable asset, ultimately driving profit. They need data solutions.

WHY A NEW BI AND ANALYTICS SOLUTION?

As businesses navigate increasingly complex data environments and rising customer demands, the ability to extract meaningful insights from data has longtime shifted from being a luxury to a necessity.

Traditional BI solutions, which were often IT centric and rigid, are no longer sufficient to address the dynamic needs of modern businesses. The era of monolithic BI is over.

Legacy systems, with their slow processing speeds, limited scalability, and cumbersome data integration processes, have prompted many organizations to seek out newer, more agile BI and analytics platforms.

Moreover, several factors are driving the demand for new BI solutions, including:

1. **Growing need for real-time insights.** Traditional BI systems were designed to analyze historical data, making them inefficient for fast-paced industries such as finance, ecommerce, and telecommunications, which need capabilities for delivering real-time analytics for quick decision-making.

2. **Increasing complexity of data sources.** Today's businesses collect data from a wide array of sources, including social media, cloud applications, IoT devices, and of course, legacy on-premise systems. Traditional BI platforms struggle to integrate and manage such diverse data streams

efficiently, leading to fragmented insights. Newer solutions can offer enhanced data integration capabilities, connecting to hundreds of data sources, both on premises and in the cloud. This flexibility enables businesses to consolidate their data and obtain a unified view of their operations, making it easier to uncover patterns and trends across different datasets.

3. **Rise of new technologies such as AI and ML.** The rise of advanced technologies has transformed expectations around what BI and analytics applications can do. Businesses are looking to BI tools to go beyond descriptive analytics and provide tools that can predict future trends and offer prescriptive solutions to guide decision-making. Legacy BI platforms often lack the advanced AI capabilities required to meet these expectations. New BI and analytics solutions, with their AI-powered capabilities are now addressing this gap by offering features like natural language querying, smart key driver analysis, and predictive insights, empowering users to leverage AI without needing advanced technical skills.

The race is on for software vendors to deliver faster, more intuitive, and more *intelligent* BI and analytics software solutions, and for customer organizations to adopt these new solutions to enable a truly data-driven approach, giving them a competitive advantage.

WHAT TO LOOK FOR IN A NEW BI AND ANALYTICS SOLUTION?

Despite the urgent need for new BI and analytics options, choosing the right BI and analytics solution requires careful consideration of several key factors. As businesses evaluate their options, they must ensure that the platform they select not only meets their current data needs but also scales to accommodate future growth and evolving requirements.

Here are some critical features to look for in a modern BI and analytics platform (figure 1):
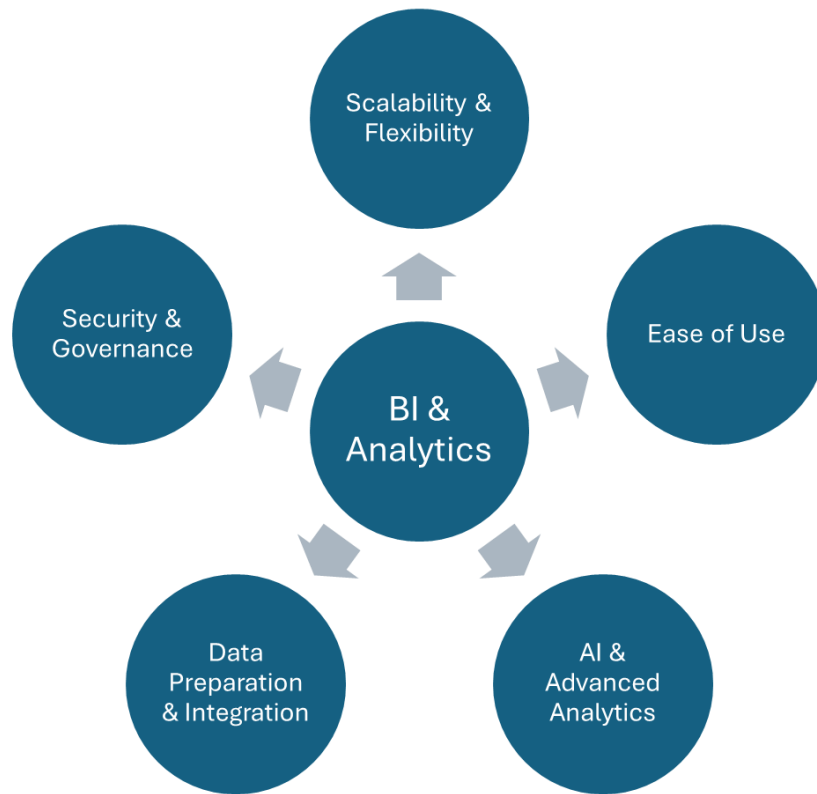
Figure 1. Key features for new BI and analytics platforms

SCALABILITY AND FLEXIBILITY

A new BI and analytics solution must be able to scale as data volumes grow. Businesses generate more data than ever before, and this trend is only accelerating.

A modern platform should be able to handle large datasets, whether it's historical or real time, with sufficient storage capacity and processing power, enabling businesses to readily process vast amounts of data.

Flexibility is equally important. A modern BI and analytics solution should be able to adapt to the specific needs of different industries and business models. It should also support integration with the wide range of data sources and offer the ability to perform complex data transformations. This flexibility to blend data from multiple sources and perform cross-source analysis is crucial for businesses looking to extract holistic insights from their data.

EASE OF USE AND ACCESSIBILITY

In the past, BI and analytics platforms were complex and were primarily designed for IT departments and data analysts, which left nontechnical users unable to interact with data independently and create reports or generate dashboards. This level of complexity precluded their widespread adoption.

Modern BI and analytics solutions need to overcome this challenge by offering intuitive interfaces that cater to users of all skill levels as self-service BI is becoming the norm. Platforms that provide easy-friendly tools for report generation, dashboard creation, and data visualization are essential for widespread adoption and hence a competitive edge.

AI AND ADVANCED ANALYTICS CAPABILITIES

As organizations are increasingly becoming more data driven, the demand for advanced analytics capabilities, both predictive and prescriptive analytics, has grown. To stay on top of their game, modern BI and analytics solutions must integrate AI and ML capabilities to enable users go beyond their available descriptive analytics. Features including predictive modeling, anomaly detection, and automated insights are becoming essential for businesses that want to stay competitive.

Current BI and analytics solutions need to leverage AI to enhance the analytics process. AI assistants can answer complex data questions, generate visualizations, and offer key driver analysis to help users understand the underlying factors driving business outcomes.

The integration of AI also enables the automation of routine tasks, such as report generation and data preparation, freeing up time for users to focus on higher-value activities.

ROBUST DATA PREPARATION AND INTEGRATION

Data preparation is often one of the most painful and time-consuming aspects of the analytics process.

Modern BI and analytics platforms need to streamline this process by offering tools for data cleansing, transformation, and integration. Features like automatic error detection and correction of

inconsistencies, handling missing data, or preparing datasets for analysis ensure insights are accurate and reliable.

SECURITY AND GOVERNANCE

Last but not least, data security and governance are today, more than ever, critical considerations, especially as businesses deal with sensitive information and are subject to increasing regulatory requirements.

BI and analytics platforms must offer robust security features, including user access controls, data encryption, and audit trails, to protect data from unauthorized access and breaches.

A NEW BI AND ANALYTICS SOLUTION: BEFORE YOU GO ALL IN

Acquiring and deploying a new BI and analytics platform can bring significant benefits, but before committing to the adoption of any type of software technology, it's essential to identify potential hurdles and outline the key steps to ensure the selection of the best platform for your organization.

The following are essential considerations before fully engaging in the selection of a new BI and analytics solution:

FLEXIBILITY AND CUSTOMIZATION CAPABILITIES

One of the major concerns for organizations selecting a new BI and analytics solution is whether the platform can readily adapt to their specific needs for data exploration, reporting, and advanced analytics.

Without the ability to modify and customize the solution to address unique business challenges, organizations risk adopting a tool that falls short of their evolving requirements.

It is crucial to evaluate the platform's flexibility and ensure it aligns with both current and future analytical needs.

INTEGRATION CAPABILITIES

Another critical factor when selecting a new BI and analytics solution is its ability to integrate seamlessly with the organization's existing software ecosystem.

BI solutions must interact effectively with the rest of the enterprise systems, such as enterprise resource planning (ERP), customer relationship management (CRM), and other operational software platforms to consolidate data, streamline workflows, and provide a unified view of business performance.

Robust integration capabilities can significantly enhance the solution's value and effectiveness.

SECURITY AND GOVERNANCE

As BI and analytics solutions become accessible to wider audiences within an organization, including business users and data analysts, ensuring proper governance and security is essential.

A key aspect of a new BI and analytics solution is the availability of tools for managing access permissions, tracking usage, and maintaining compliance with regulatory requirements.

These capabilities can go a long way to safeguarding an organization from data breaches and ensuring that sensitive information is handled responsibly.

DATA OVERSIGHT

Ensuring secure and proper use of data is vital when deploying BI and analytics solutions.

An ideal BI and analytics platform should offer robust data management tools, allowing administrators to control access based on user roles and profiles. These tools ensure data integrity while maintaining appropriate safeguards to protect sensitive information.

Carefully attending to these key considerations before beginning the selection process can set your organization on the path to the successful selection and subsequent implementation and adoption of a BI and analytics platform.

UNLOCKING THE FUTURE OF BUSINESS INTELLIGENCE: A DEEP DIVE INTO ZOHO ANALYTICS 6.0

Since its inception, Zoho Analytics has steadily grown in popularity due to its ease of use, extensive functionality, and seamless integration with the broader Zoho ecosystem.

As data is an essential asset in modern business operations, BI and analytics solutions like Zoho Analytics empower organizations to uncover valuable insights and make data-driven decisions with confidence.

Zoho Analytics 6.0, the latest version of company's BI and analytics offering, marks a significant evolution in the BI and data analytics space.

The new release addresses the growing complexity of data environments, including the increasing diversification of use cases and the need for access from business users, data analysts, and engineers alike.

Through the infusion of AI, ML, and more flexible integration options, this version aims to redefine *self-service* BI and analytics while meeting advanced data processing requirements.

The release introduces a wide range of new features and enhancements, including a revamped user interface (UI), advanced data preparation tools, as well as new AI-powered analytics functionalities aimed at elevating the platform to new levels of performance and usability.

This paper explores the key features and capabilities of Zoho Analytics 6.0 and highlights its relevance in today's data-driven business environment.

ABOUT ZOHO CORPORATION

"We are a state-of-the-art tech company with a very

old-fashioned approach to company building."

–Sridhar Vembu, CEO, Zoho Corporation

Established in 1996 by Sridhar Vembu as AdventNet, the company initially focused on delivering network management systems and services. However, with the growing success of its cloud-based software offerings—most notably the highly popular Zoho CRM—in 2009, the company rebranded as Zoho Corporation to reflect its evolving focus.

Initially recognized as a leading cloud-based CRM provider, Zoho has since broadened its scope to offer a comprehensive suite of cloud-based business software applications.

These solutions span multiple enterprise software categories, including its full-featured CRM platform. Zoho's portfolio now encompasses diverse tools, such as analytics (Zoho Analytics), accounting (Zoho Books), and low-code application development (Zoho Creator), among others, allowing it to cater to a wide array of business needs (figure 2).

With decades of continuous innovation and growth, Zoho now serves over 75 million users across numerous industries, business functions, and geographies worldwide.
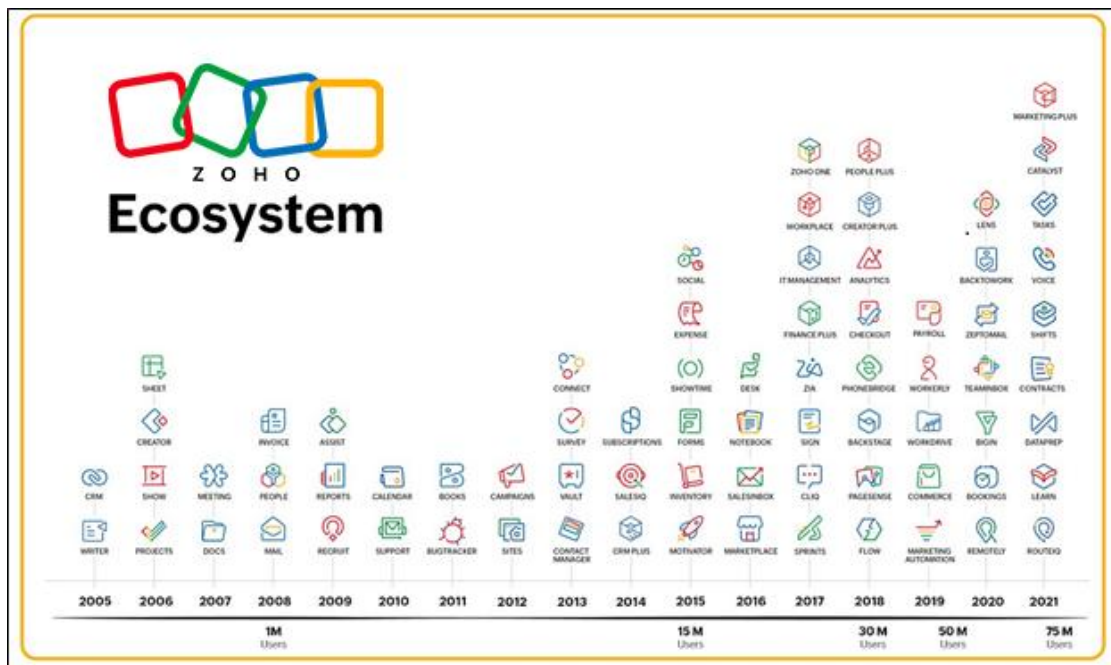
Figure 2. Timeline of Zoho's software ecosystem expansion (Image courtesy of Zoho Corporation)

ZOHO CREATOR PLATFORM: A PRODUCT REVIEW

Over the years, advancements in AI, ML, and automation have accelerated the evolution of BI and analytics.

Today's platforms go beyond the analysis of historical data to offer predictive and prescriptive analytics, providing deeper insights into future trends and business outcomes.

The integration of cutting-edge technologies—such as NLP and AI-powered analytics tools like Zoho's Zia—has further revolutionized BI by enabling users to ask complex data questions in plain language, making BI more accessible than ever before.

Additionally, modern BI and analytics platforms are now offering advanced data preparation, management, and integration capabilities, allowing businesses to consolidate and analyze data from a wider variety of sources at faster speeds, often in real time.

Zoho Analytics 6.0 exemplifies the latest stage in this BI evolution, where AI-infused analytics and low-code data management platforms converge to deliver an all-in-one solution for both technical and nontechnical users.

Spiced with features such as automatic data preparation through Zoho's DataPrep, AI-powered insights via the use of Zoho's AI-powered assistant Zia, and real-time stream analytics capabilities, Zoho Analytics 6.0 caters to the growing need for businesses to act swiftly in dynamic data environments.

By integrating AI at every step of the BI and analytics process—everything from data cleansing to advanced diagnostics and decision intelligence—Zoho Analytics 6.0 aims to set a new standard for self-service BI, making it a critical tool for organizations looking to gain a competitive edge in today's data-driven world.

Zoho Analytics 6.0 is now being enhanced with new enterprise-grade security features, including fine-grained access control and customizable permissions. These capabilities allow businesses to manage who can access specific data and reports effectively. In addition, the platform's sandbox environments also enable safe testing of new data pipelines and models to ensure that changes do not disrupt the live environment. These and other features will be explored in this report to provide a comprehensive overview of Zoho Analytics 6.0 and its relevance in today's data-driven business environment.

Let's look now at some of the functional highlights of the Zoho Analytics Platform.

KEY FEATURES AND ENHANCEMENTS IN ZOHO ANALYTICS 6.0

Zoho continues to evolve its analytics platform, pushing the boundaries of BI and analytics solutions. With a full suite of modern capabilities, Zoho Analytics 6.0 is designed to enable users to produce higher-quality insights that drive better decision-making.

Let's explore some of the many new features contained within Zoho Analytics 6.

Revamped User Interface and Enhanced Usability

Perhaps one of the most notable changes in Zoho Analytics 6.0 is its redesigned UI, aimed at improving accessibility and usability across all the platforms (figure 3).

The new design offers a more intuitive layout, making it easier for users to navigate between different modules, reports, and dashboards. The improved UI appeals to both casual users and data professionals, helping them streamline data visualization, report creation, dashboard management, and other tasks.

The UI overhaul includes improved customization options to allow users to create tailored views that fit their specific business needs. Users can now arrange widgets, charts, and tables more efficiently, leading to better user experiences and enhanced productivity.

This enhanced usability makes Zoho Analytics 6.0 more accessible than previous versions, especially for nontechnical users, while also offering more advanced tools for experienced data analysts.
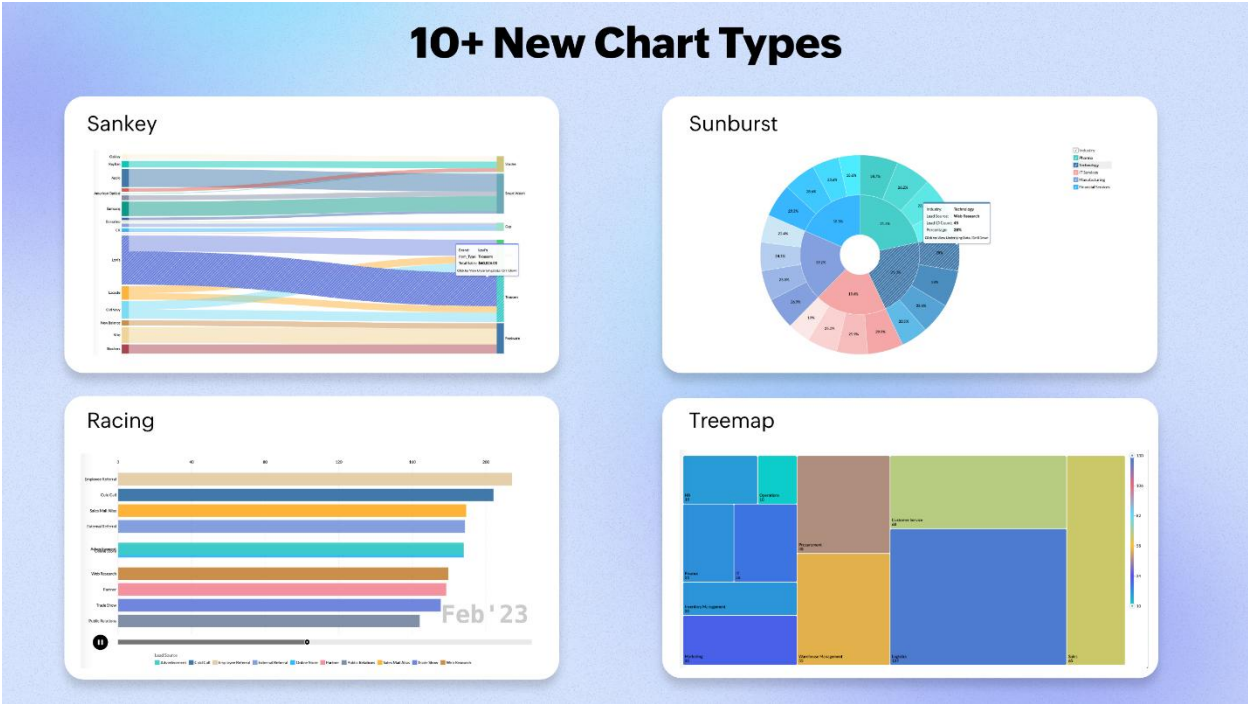

Figure 3. Zoho Analytics 6.0 new user interface and visualizations (Image courtesy of Zoho Corporation)

Advanced Data Preparation and Data Management Tools

Zoho Analytics 6.0 introduces significant improvements in data preparation and management, addressing a critical pain point for many businesses—efficiently cleansing, transforming, and organizing large datasets.

The new version of the platform integrates natively with Zoho DataPrep, Zoho's data cleansing tool, enabling users to automate the process of cleaning and preparing data for analysis. With this tool, users

can detect and fix inconsistencies, remove duplicates, and transform raw data into a structured format without requiring extensive coding knowledge.

"Zoho Analytics has encouraged us to rebuild our reporting system from the ground up," said Kris James, Business Intelligence & Analytics Manager at Sparex. "Our sales reps use the platform's new automations, data visualisations, and pre-built connectors to quickly review customers' sales history, buying rate, past invoices, etc., from a whole new, centralised reporting portal. Working in agriculture equipment sales, which is experiencing a downturn at the moment, Zoho Analytics gives us a huge leg up, making our reporting easier to read, understand, and navigate for our sales teams. The fact that our company can do so much more in considerably less time makes using Zoho Analytics a great win for us."

- Kris James
Business Intelligence & Analytics Manager, Sparex
Region - UK

Another important feature of Zoho Analytics 6.0 is its ability to handle large volumes of data while maintaining high levels of accuracy. The platform offers automatic data versioning as well as sandbox environments, allowing users to test and validate their data pipelines before deploying them to production (figure 4). This functionality improves data governance and significantly reduces the risk for errors during data analysis.

Zoho Analytics 6.0 also provides enhanced data modeling features, with the inclusion of a metrics layer that builds on a robust semantic foundation.

This layer enables users to create complex data models to support in-depth analysis and to store and manage metrics in a centralized location, making it easier for users to perform high-quality analysis and ensure streamlined data management across the organization.
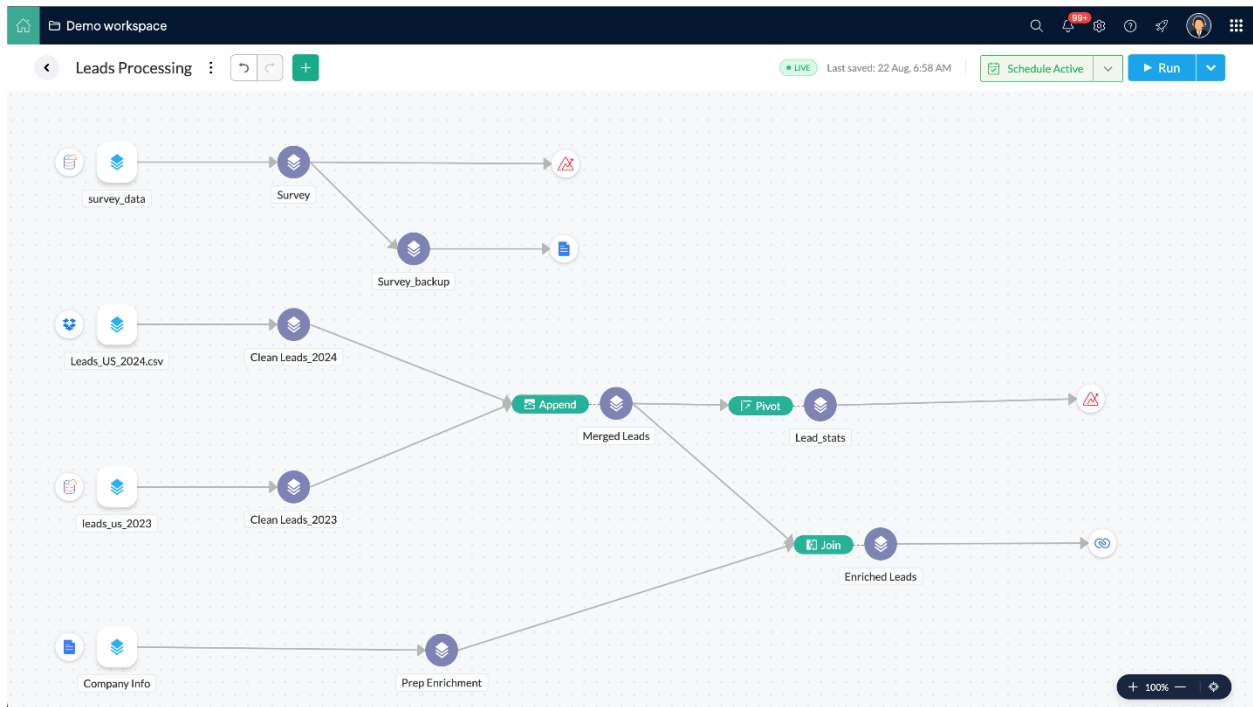
Figure 4. Zoho Analytics 6.0 data pipelines (Image courtesy of Zoho Corporation)

Generative AI and ML-Infused Analytics

In today's advancing technological age, the integration of generative AI into Zoho Analytics 6.0 is a game-changer for users seeking AI-powered insights without needing advanced data science expertise.

At the forefront of this innovation is Zoho's AI assistant Zia, which introduces a new set of AI-powered capabilities designed to empower users to generate reports, visualizations, and insights using NLQ. By simply asking questions in plain language, users can access detailed reports and visualizations that provide valuable business insights.

"Our staff accesses custom dashboards in Zoho Analytics to transform individual transactions and other data metrics into guiding insights around their clients' financial health," said Jeff Anderson, Vice President of IT at Integris Credit Union. "In today's financial landscape, it's business critical for us as lenders and advisors to balance our clients' needs and predict future outcomes and market changes. To that end, our team is currently engaged in a project to make use of Zoho Analytics' new AutoML feature to spot early warning signs of bankruptcy or other financial risks. This ability allows us to reach out and provide sound financial advice to avoid future problems."

- Jeff Anderson
Vice President of IT, Integris Credit Union
Region - Canada

Zia's functionality now extends to diagnostic and prescriptive analytics, offering context-driven intelligence that goes beyond descriptive insights (figure 5).

With enhanced smart key driver analysis, users can now understand the root causes of business outcomes and receive actionable recommendations for improvement. The platform's contextual intelligence presents these insights in an easy-to-understand narrative format, making complex data more accessible to decision makers without technical expertise.

Moreover, Zoho Analytics 6.0 integrates with OpenAI, enabling users to leverage advanced AI models for producing more accurate predictions and outcomes. This integration also supports Retrieval-Augmented Generation (RAG) systems, reducing hallucinations and improving the reliability of AI-generated insights.
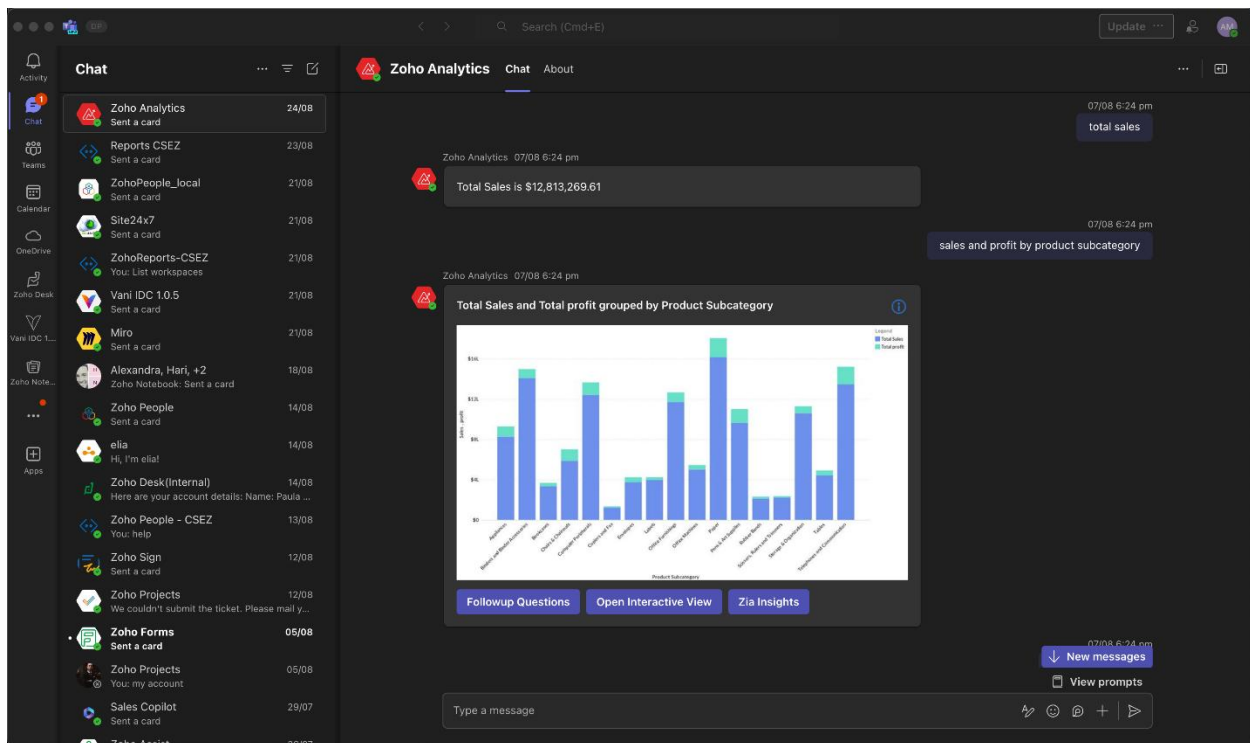
Figure 5. Ask Zia in Microsoft Teams (Image courtesy of Zoho Corporation)

Expanded Data Integration and Stream Analytics

The data integration phase is a permanent resident at the heart of any analytics platform. Zoho Analytics 6.0 has now expanded connectivity to over 500 data sources. This includes cloud applications, on-premise databases, and popular third-party platforms like Power BI and Tableau.

The addition of 25 new data connectors in this version greatly enhances the platform's data integration capabilities, making it easier for organizations to centralize their data from diverse sources.

Another new and key feature of Zoho Analytics 6.0 is a set of capabilities for stream analytics, enabling real-time data analysis from high-velocity data streams. This is particularly useful within industries like finance, telecommunications, and ecommerce, where timely insights are crucial for decision-making. Now, users can set up stream analytics pipelines, monitor data in real time, and respond to events as they happen—a significant competitive advantage in fast-moving industries.

Zoho Analytics 6.0 also improves data orchestration by allowing users to build custom extract, transform, load (ETL) data pipelines using a visual builder. This feature simplifies the process of creating and managing data workflows, making it accessible to both technical and nontechnical users.

The integration of Python Code Studio into the platform enables advanced users to write custom transformations and ML models directly within the platform (figure 6).
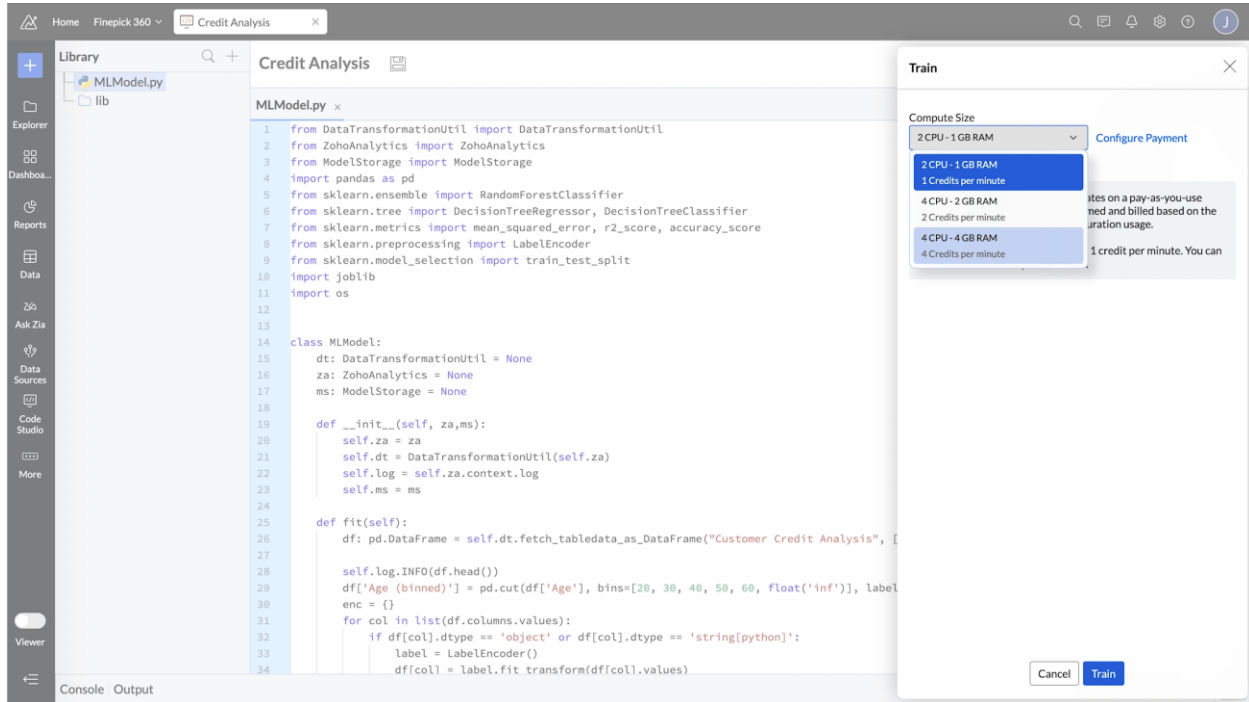

Figure 6. Code Studio (Image courtesy of Zoho Corporation)

A Composable and Extensible Platform

Zoho Analytics 6.0 is designed as a composable and extensible platform, allowing users to tailor it to their unique business needs. The platform's extensibility is highlighted by its support for custom data connectors, which can be built and published in the Zoho Marketplace. This makes it easier for businesses to connect Zoho Analytics to niche or proprietary data sources.

The new platform offers an action framework to enable users to trigger automated workflows based on specific data events. For example, businesses can set up alerts to notify team members when key performance indicators (KPIs) exceed predefined thresholds or when critical business events occur. The seamless integration with Zoho Flow, Zoho's workflow automation tool, enhances these capabilities by offering more than 500 app triggers, creating a fully integrated and automated data ecosystem.

Zoho Analytics 6.0: Empowering Data-Driven Decisions with AI and Advanced Integration

One standout feature in this release is BI Fabric, a unified platform that consolidates insights from multiple BI platforms into a single analytics portal (figure 7). With fine-grained access control and customizable permissions, BI Fabric ensures that users see only the data and insights relevant to their roles.

This feature is particularly useful for organizations that rely on multiple BI tools, such as Power BI or Tableau, but want to manage their analytics in a centralized location.
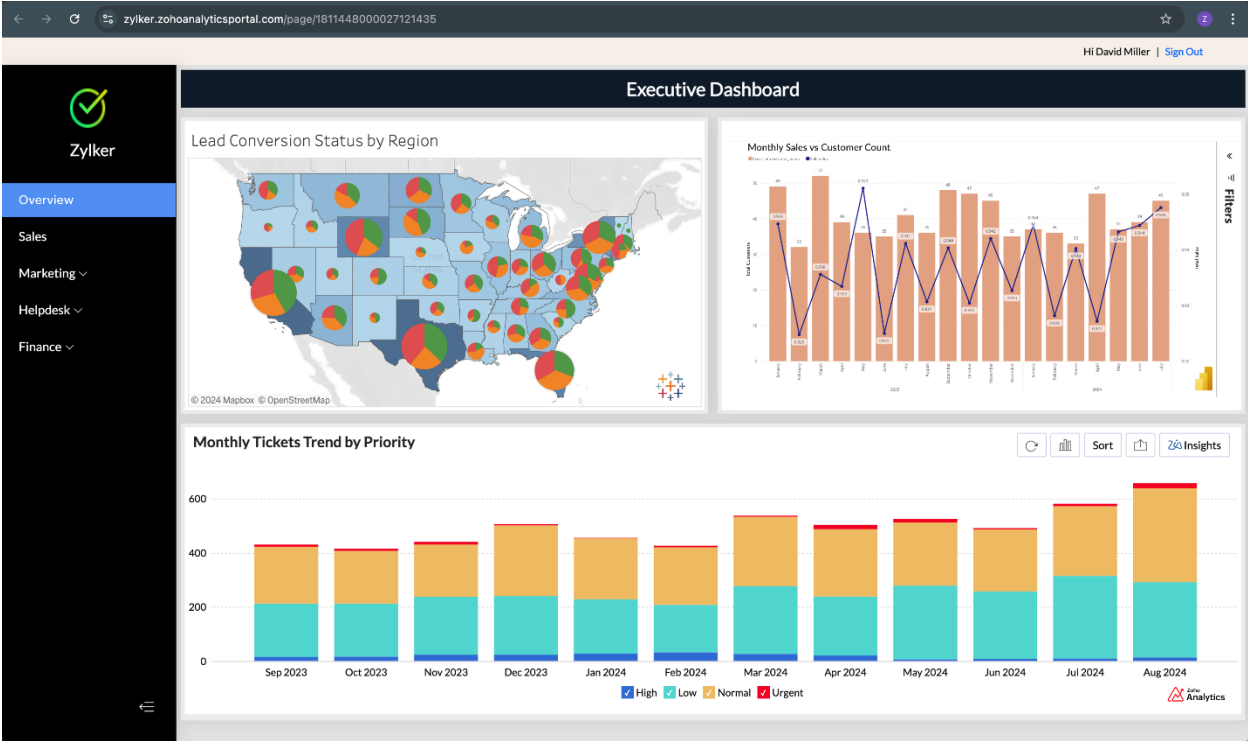

Figure 7. Zoho's BI Fabric (Image courtesy of Zoho Corporation)

Zoho Analytics 6.0: Empowering Data-Driven Decisions with AI and Advanced Integration

ZOHO ANALYTICS 6: UNIQUE STRENGTHS AND SELLING POINTS

Zoho Analytics 6.0 is increasingly establishing itself as a key player in the BI and analytics market, competing with industry powerhouses like Microsoft Power BI and Tableau by leveraging a unique set of strengths and selling points, including the following:

- **Ease of Use:** Zoho Analytics 6.0 excels in user-friendliness, making it ideal for nontechnical users and small to midsize businesses (SMBs).

- **Unified Ecosystem**: Seamless integration with Zoho's broader ecosystem (e.g., Zoho CRM, Zoho Desk) adds value for businesses already invested in Zoho's suite of applications.

- **AI Features**: Enhanced by Zoho Zia's AI capabilities, the platform provides automated insights, natural language querying, and predictive analytics to make data analysis more accessible.

- **Pricing**: Zoho Analytics 6.0 is competitively priced, making it a cost-effective yet feature-rich choice for SMBs.

With these key strengths come several key differentiators for Zoho's new BI and analytics platform, making it suitable for a wide range of organizations across the user spectrum. These include:

- **Target Audience:** Zoho Analytics caters primarily to SMBs with needed featured at an affordable price point, while Power BI serves both SMBs and large enterprises.

- **Integration Focus:** Zoho Analytics offers strong native integrations with Zoho apps, making it an ideal choice for organizations already using Zoho applications. In contrast, Power BI excels in deep enterprise integration.

- **Pricing:** Zoho Analytics is generally more cost-effective for budget-conscious companies, especially smaller teams, whereas Power BI's pricing can increase significantly with enterprise-level use.

Zoho Analytics 6.0: Empowering Data-Driven Decisions with AI and Advanced Integration

While Power BI is known for its deep integration with the Microsoft ecosystem and Tableau for its advanced data visualization capabilities, Zoho Analytics stands out for its affordability, ease of use, and seamless integration with the broader Zoho ecosystem.

In comparison to Power BI, Zoho Analytics offers a more user-friendly interface that is accessible to nontechnical users. Power BI, while powerful, can be overwhelming for new users due to its complex interface and steep learning curve. Additionally, Zoho Analytics' integration with Zoho CRM and other Zoho apps provides a distinct advantage for organizations already using Zoho products.

Zoho Analytics 6.0 offers a cost-effective solution for SMBs but with advanced features like AI-powered analytics and real-time data streaming.

ZOHO ANALYTICS UNIQUE SELLING POINTS

Due to the incorporation of these key technologies and its current position within Zoho's own software stack, Zoho Analytics 6.0 offers several unique selling points that differentiate it from its competitors including:

- **Integrated AI and ML capabilities:** The seamless integration of AI and ML tools, such as Zia and OpenAI, makes Zoho Analytics 6.0 a serious contender in the predictive and prescriptive analytics solutions market.

- **Affordability:** Zoho Analytics continues to be recognized for its competitive pricing, especially for customers already relying on any portion of Zoho's vast software product offering stack, making it accessible to businesses of all sizes.

- **Comprehensive Data Integration:** With over 500 data connectors and the ability to create custom connectors, this new version of Zoho Analytics offers unparalleled flexibility in integrating data from a wide range of sources.

- **Low-Code Data Management:** The platform's data preparation and management capabilities in this new version are designed for both technical and nontechnical users, providing a low-code environment that simplifies the process of organizing and analyzing data.

CONCLUSION

Zoho Analytics 6.0 represents a significant advancement in the evolution of business intelligence and analytics not only for Zoho but for the market as a whole. By offering a comprehensive platform that combines powerful data management, AI-infused analytics, and flexible integration capabilities, Zoho is strengthening its position within a very competitive market.

With advanced AI and ML tools like Zia, Zoho Analytics 6.0 empowers users to generate insights through natural language queries, automate data preparation, and easily leverage predictive analytics—all without requiring users to have extensive technical expertise.

These features make the platform accessible to a broad range of users, from business analysts to data engineers, ensuring that data-driven decision-making becomes an integral part of business operations.

Whether it's enabling real-time stream analytics, building custom data connectors, or orchestrating complex data pipelines, Zoho Analytics 6.0 provides the needed flexibility to adapt to the rapidly evolving data landscape. Combined with its competitive pricing, these robust features make it a compelling choice for organizations looking to modernize their analytics infrastructure.

As data continues to grow in both volume and complexity, the ability to extract timely, actionable insights will become increasingly critical. Zoho Analytics 6.0 positions itself as a future-ready solution, equipped to meet the demands of today's dynamic data environments while laying a solid foundation for innovation in the years to come.

By combining ease of use with powerful AI and ML capabilities, Zoho Analytics 6.0 redefines what a modern BI platform can achieve, helping businesses make smarter, faster decisions and gain a competitive edge in their industries.

About the Author

Jorge García is TEC's Principal Analyst, Business Intelligence (BI) and Data Management. He has more than 20 years of experience in all phases of application development, database and data warehouse (DWH) design, as well as 9 years in project management, covering best practices and new technologies in the BI/DWH space.

Prior to joining TEC, García was a senior project manager and senior analyst developing BI, DWH, and data integration applications with Oracle, SAP Business Objects, and data integration. He has also worked on projects related to the implementation of BI solutions for the private sector, including the banking and services sectors. He has had the opportunity to work with some of the most important BI and DWH tools on the market.

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With more than three decades of industry experience, a client-centric approach, and its decision support platform TECAdvisor™, TEC facilitates organizations' software selection and digital transformation initiatives, reducing the time, risks, and costs associated with software selection and implementation.

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