

TOP20

Business Intelligence Tools

COMPARISON, REVIEWS & FREE TRIAL INFO 2021-22





Presenting a non-exhaustive list of the leading BI tools – most of which find a place in Gartner’s Magic Quadrant. The only criteria I have kept strict is the availability of a FREE Trial so that you can give it a try before making any long-term commitments!

In today’s data-intensive world, the value of competent Business Intelligence (BI) Tools cannot be undermined. In most cases, Data is the single most important source for competitive advantage, and a BI tool can make all the difference. I have personally used BI, Analytics, and AI/ML techniques to glean information from data, analyze and present it in an excellent UI dashboard for faster and precise actionable insights. Some of these tools are used to measure brand performance, Sales performance, Channel Monitoring, Promotion Effectiveness, Campaign Management, E-commerce, and Marketing dashboards, and the list goes on. I am presenting a non-exhaustive list of the leading BI tools – most of which find a place in Gartner’s Magic Quadrant. The only criteria I have kept strict is the availability of a Business Intelligence Tools FREE Trial so that you can give it a try before making any long-term commitments! So, here comes my Top 20 BI Tools list for 2021!

1. IZENDA:

Known for Embedded BI & Ad Hoc Reporting, Izenda delivers a modern self-service analytics solution. The scalable platform also allows embedding reports/dashboards. [FREE TRIAL](#)

2. DOMO:

Domo promises a digitally connected business with its fully mobile, cloud-based operating system. It works on a SaaS model! [FREE TRIAL](#)

3. SISENSE:

Sisense is positioned as an End-to-End BI Software that drives Insights by simplifying complex data processing and analysis with visually appealing dashboards and reports. It allows automated workflows! [FREE TRIAL](#)

4. KNIME:

KNIME is a free, Open-source data analysis software that provides create visual workflows, interactive dashboards, and data processing models. It also allows building and running Machine learning models. [FREE TRIAL](#)

5. MICROSOFT POWER BI:

Microsoft's Power BI is a leading cloud-based business analytics service for analyzing and visualizing data connecting disparate data sources, and creating compelling reports and dashboards.

The **free version** of Power BI is a Web-based cloud application, whereas the **paid version** is a desktop client.

FREE [VERSION](#) | [TRIAL](#)

6. TABLEAU:

Tableau is a leader in business intelligence software that allows data connections and create visually immersive and shareable dashboards.

FREE [VERSION](#) | [TRIAL](#)

7. SEAL REPORT

It runs on an OS framework creating reports/dashboards while connected to a database. It allows pivot tables, HTML 5 charts, etc., as well as report scheduling and sending them over emails. [FREE DOWNLOAD](#)

8. LOOKER

Looker is a Business Intelligence (BI) & Big Data Analytics Platform that helps you explore, analyze and share real-time business analytics easily. Google bought Looker for \$2.6 b. [FREE TRIAL](#)

9. **YELLOWFIN BI:**

Yellowfin is a suite of data and analytics products that enables more profound insights, extensive data prep capabilities, self-served reports and dashboards, alerts, etc. It is used for both enterprise analytics and embedded analytics use cases. [FREE TRIAL](#)

10. **MICROSTRATEGY:**

MicroStrategy is an enterprise (BI) application that supports insightful dashboards, scorecards, reports, alerts, automated report distribution, etc.

[FREE TRIAL](#)

11. **GOOGLE DATA STUDIO:**

Data Studio is Google's cloud-based visualization and reporting tool that helps create visually appealing reports and interactive dashboards. Plus, it can be integrated with Google sources like Google Ads, Google BigQuery, and Google Analytics for additional data insights. [FREE TRIAL](#)

12. **IBM COGNOS:**

IBM Cognos is a business intelligence tool for web-based reporting and analytics, leading to data-driven decisions with dynamic visualizations and shareable results. [FREE TRIAL](#)

13. Zoho Analytics:

Zoho Analytics is a self-service BI and analytics software that analyzes data, advanced visualizations, and actionable insights on Cloud or On-premise. FREE

[VERSION | TRIAL](#)

14. CLICDATA:

ClicData works both on-premise and in the cloud as a BI solution enabling Reports and dashboards. It allows pulling in data from sources like- Google Analytics, Facebook, Salesforce, Oracle, MySQL, etc. [FREE TRIAL](#)

15. TIBCO SPOTFIRE:

TIBCO Spotfire® enables data exploration and visual discovery of data through advanced analytics, predictive analytics, immersive dashboards, and advanced analytics. [FREE TRIAL](#)

16. QLIKVIEW:

QlikView is an agile dev platform that helps to create interactive, self-served analytic applications. [FREE TRIAL](#)

17. THOUGHTSPOT:

ThoughtSpot is the Search & AI-driven Analytics platform for the enterprise that enables data exploration, analysis, and real-time analytics. [FREE TRIAL](#)

18. SAS ANALYTICS:

It is a well-known BI tool that facilitates analysis, reporting, data mining, predictive modeling, advanced visualizations, and interactive dashboards.

[FREE TRIAL](#)

19. DATAPINE:

Datapine is a BI platform that provides a self-service analytics approach with features like- multiple data sources, advanced data analysis, interactive dashboards, intelligent alerts, predictive analytics, and interactive dashboard functions. [FREE TRIAL](#)

20. ACTIVTRAX:

ActivTrak is a cloud-based application that provides deep insights via reports and dashboards to improve workforce productivity and operational efficiency. It runs on a SaaS model. [FREE TRIAL](#)

About the Author:

Jagat Saikia is an analytics consultant and a seasoned data practitioner and Digital Storyteller. Jagat has an Engineering and a MBA degree and his day job sees him working for a major IT company. And he puts his analytical insights to good use- helping businesses to solve problems and finding innovative solutions where there may appear to be none. He loves data, analytics and looking for the proverbial needle in the haystack and blogs @ www.dataIsSacred.com