

Comparison between Zoho Analytics and Microsoft Power BI

Both Microsoft Power BI and Zoho Analytics are full-fledged BI and data visualization software. While Power BI needs a separate desktop client for creating reports and dashboards, Zoho Analytics is designed cloud up. All reports and dashboards can be created online by using a web browser. Since there is no desktop software to be bought separately, this results in significant cost savings.

Zoho Analytics

In addition to cool looking dashboards, Zoho Analytics offers a variety of visualization options (charts, pivot tables, tabular views, and summary views), formulas for custom metrics, data blending (cross analyze data from multiple sources) etc. Customers can create an unlimited number of charts, pivot tables, and summary views in Zoho Analytics.

With Zoho Analytics, you can slice and dice collected data, which can go back to any number of months or years. Zoho Analytics scales well and can analyze hundreds of millions of rows (terabytes of data).

Check out the detailed comparison matrix below to see why Zoho Analytics is the most affordable alternative to Power BI.

Feature	Zoho Analytics (previously Zoho Reports)	Power BI
Data Visualization		
Reports and Dashboards	Unlimited from Free plan onwards.	Unlimited from Free plan onwards.
Wide variety of charts.	Yes	Yes
Pivot tables, Summary views	Yes	Yes
Dashboards	Yes	Yes
Ad hoc reporting (create custom reports in an ad hoc)	Yes	Yes
Static filters (filters built during design time, that can't be interacted with by the report's viewers)	Yes	Yes
Interactive filters for end users (report /dashboard viewers)	Yes	Yes
Interactive drill down - view underlying data	Yes	Yes
Interactive drill down - drill-down to	Yes	Yes

lower levels. For example, from year to quarter to month to week to day.		
Historical reporting (plot data going back for months and years)	Yes	No
Geo charts	Yes	Yes
Data Preparation and Modeling		
Auto-join tables	Yes	Yes
Data merge	Yes	Yes
Split column	Yes	Yes
Define formulas	Yes	Yes
SQL Querying	Yes	Yes
Data blending (cross functional analysis)	Yes	Yes
Sharing and Collaboration		
Sharing of reports and dashboards	Yes	Yes
Fine-grained access controls	Yes	Yes
Publishing of reports	Yes	Yes
Embedding of reports	Yes	Yes
Private links	Yes	No
Export reports (as PDF, JPEG)	Yes	Yes
Export tables (as CSV, XLSX)	Yes	Yes
Large screen TV display	Yes	Yes
Slide show	Yes	No (can be exported only as a pptx file)
Sharing notifications	Yes	Yes
Data Connectors		
Zoho Apps like Zoho CRM, Books, Desk, Projects etc.	Yes	No
Third-party apps like Salesforce, Zendesk, Xero, Google Analytics etc.	Yes	Yes
Automatic sync	Yes	Yes
Choosing a time period for data	Yes	Yes
Scheduling		

Scheduled emailing of reports and dashboards	Yes	Yes
Scheduled import of data	Yes	Yes
Scheduled backup of data	Yes	No
White Label		
Logo rebranding	Yes	Yes
White labeled portal	Yes	Yes
White label SSO	Yes	Yes
White label cost	One time licensing fee (typically \$7.5-\$9K)	(more than \$10K /year)
Pricing Plans		
Free trial availability	Yes	Yes
Always Free plan	Yes (2 users)	Yes (1 user)
Mobile BI		
Mobile apps	iOS, Android	iOS, Android
Reports and dashboards	Yes	Yes
Interactive features like view underlying data, drill down.	Yes	Yes
Security and Privacy Support		
HTTPS encryption	Yes	Yes
Email, User forums	Yes	Yes
Support cost	No additional cost. Monthly subscription is inclusive of support.	Free support only for Power BI Pro users.

Scalability		
Support to crunch 100s of millions of rows (terabytes) of data	Yes	Yes

API		
APIs for CRUD operations	Yes	Yes
APIs for sharing, embedding, and metadata.	Yes	Yes