

	Primary focus	Target user	Pricing	Best for
Dataiku	AI/ML lifecycle platform	Data scientists, engineers, analysts	Sales quote required	Multi-persona orgs needing governed AI/ML production workflows
Power BI	Reporting & dashboarding	Business users, analysts	From \$14/user/mo (Pro)	Microsoft-stack reporting and executive dashboards
Tableau	Visual exploration & dashboards	Analysts, business users	\$115/user/mo (Enterprise Creator, billed annually)	Visual, exploratory BI and business-facing analytics
Databricks	Unified data lakehouse	Data engineers, scientists	Usage-based; sales quote required	Engineering-led lakehouses at scale
Qlik	Associative self-service BI	Analysts, business users	Sales quote required	Governed exploratory BI with strong lineage requirements
ThoughtSpot	Natural language analytics	Business users (non-technical)	Sales quote required	NLQ self-service from governed cloud warehouse data