

	Alteryx	Dataiku	Power BI	Tableau	Qlik	ThoughtSpot	Looker
<b>Platform (edition compared)</b>	Alteryx (Designer Desktop, list pricing, March 2026)	Dataiku (The Platform for AI Success)	Power BI (Pro, Microsoft 365 pricing)	Tableau (Creator, Salesforce pricing)	Qlik (Qlik Sense Enterprise)	ThoughtSpot (Enterprise)	Looker (Google Cloud, standard)
<b>Data connectivity</b>	Strong desktop connectors; cloud connectivity growing	Native cloud warehouse and on-prem; in-database processing	Native to Microsoft ecosystem	Broad connectors	Associative engine; broad connectors	Search-optimized; requires modeled data layer	Google Cloud native; LookML semantic layer
<b>Self-service depth</b>	Strong drag-and-drop; steep advanced learning curve	No-code, low-code, full-code in one shared workspace	Accessible for BI; data preparation via separate Power Query and dataflows tools	Best-in-class visualization; basic data prep via Tableau Prep Builder	Strong exploratory analytics; meaningful learning curve for advanced features	Highly accessible via natural language querying	Strong for governed BI
<b>Governance and security</b>	Role-based access controls; governance expanding with Alteryx One	Built-in governance, model registries, EU AI Act alignment	Governance within Microsoft ecosystem	Governance tied to Salesforce ecosystem	Good governance relative to BI peers (in our assessment)	In our assessment, not a primary product differentiator	Metric consistency via semantic layer
<b>Advanced analytics &amp; AI</b>	Prebuilt tools; generative AI integrated via Copilot and GenAI tools	Native AutoML, generative AI, agents, full MLOps	Limited native ML	Minimal native ML; relies on Salesforce Einstein	Associative analytics with AI assistant	Spotter AI for natural language analytics; ML model deployment not a primary use case	Limited; depends on Google Cloud AI services