

Tableau vs Power BI

A Comparison

🔍 User Interface & Ease of Use



**POWER BI: SEAMLESS
INTEGRATION WITH MICROSOFT
365. GREAT FOR EXCEL USERS.
FAMILIAR UI.**



**TABLEAU: INTUITIVE DRAG-AND-DROP
INTERFACE. BETTER SUITED FOR
EXPLORATORY ANALYSIS.**

💡 Data Connectivity



Power BI: Deep integration with Microsoft Azure, Excel, SharePoint.



Tableau: Connects easily to nearly any data source—cloud or on-premise.

Visualization & Customization



Power BI: Offers solid visuals, but slightly less customizable.



Tableau: Known for beautiful, highly customizable, interactive dashboards.



Performance & Speed

Tableau:
Performs
better with
large, complex
datasets in
enterprise
environments.

Power BI:
Faster for
small-to-
medium
datasets,
excellent for
real-time
dashboards.

Cost & Licensing



Power BI: More budget-friendly; free version available, Pro ~\$10/month.



Tableau: Pricier; starts ~\$70/user/month. Better fit for large organizations.

❓ Learning Curve

- Power BI: Easier for Excel users. Less technical expertise needed to start.
- Tableau: Steeper learning curve but offers advanced analytical capabilities.

