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Spotlight on 10 Leading BI Tools

This guide aims to give you a snapshot of 10 of the most reviewed BI products on TrustRadius. An exhaustive list of platforms can be found on the [BI category](#) on our website. The product profiles in this report showcase aggregate data from reviews collected on TrustRadius, including the most commonly listed pros and cons, exemplary quotes from reviewers, and customer demographic information.

**57% of buyers
evaluating BI
products on
TrustRadius are
looking at these
10 products.**

BI technology has been in existence for over 30 years and has seen several technology shifts as the focus has shifted from IT users to business users. The market is still vast and growing. Market Watch predicts that the global BI market is projected to reach close to USD 150 billion by 2025, and is growing at a CAGR of almost 30%. This is a very crowded and fast growing market with a broad range of products available that are not always clearly differentiated one from another. Almost all products include capabilities such as data source connectivity, data ingestion, data cleansing, and data visualization. For this reason, new trends like augmented analytics that using machine learning technologies to automate some of the more onerous BI tasks such as data cleansing, tend to have outsize importance.

In order to be included in this guide, products must have met the following requirements:

- > The product must be in our BI software category.
- > The product must have at least 40 reviews.
- > The product must be 'customer verified'—indicating there have been at least 10 new or updated reviews within the past year.

Products are presented in order of percentage of users in enterprises.

Product Comparison Tables

	Overall Satisfaction Rating	Product Metrics		Reviewer Company Size			Comparison Information
	trScore	# of Reviews	Share of Traffic	Small	Midsize	Enterprise	Most Compared To
Qlik Sense	7.9	114	4.0%	10%	29%	61%	Microsoft Power BI Google Data Studio SAP Business Objects BI
TIBCO Spotfire	8.5	284	4.4%	16%	25%	59%	Microsoft Power BI JMP Statistical Discovery TIBCO Jaspersoft
Alteryx Platform	8.5	43	10.9%	10%	32%	58%	Microsoft Power BI SSIS UiPath Enterprise RPA Platform
Tableau Server	8.2	104	2.5%	12%	36%	52%	Tableau Online ThoughtSpot Microsoft BI
Tableau Desktop	8.3	14	12.7%	14%	35%	51%	Amazon QuickSight IBM SPSS Datorama
Microsoft Power BI	8.2	84	15.9%	16%	38%	46%	Google Data Studio Alteryx Analytics Amazon QuickSight
Birst	6.9	96	1.5%	13%	43%	44%	Microsoft BI Microsoft Power BI Tableau Desktop
TIBCO Jaspersoft	7.9	107	2.2%	19%	46%	35%	Microsoft BI Tableau Desktop TIBCO Spotfire
Sisense	8.4	54	1.7%	26%	46%	29%	Microsoft Power BI Amazon QuickSight Microsoft BI
Domo	8.3	58	1.4%	13%	59%	28%	Microsoft Power BI Datorama Amazon QuickSight
Looker	8.2	53	1.9%	19%	56%	25%	Amazon QuickSight Google Data Studio Microsoft Power BI

Product Comparison Tables

	Overall Satisfaction Rating						
	trScore	BI Standard Reporting	Ad-Hoc Reporting	Report Output & Scheduling	Data Discovery & Visualization	Access Control & Security	Mobile Capabilities
Qlik Sense	7.9	7.1	7.3	6.7	6.7	7.8	6.3
TIBCO Spotfire	8.5	7.7	7.7	8.0	8.2	8.3	6.4
Alteryx Platform	8.5	5.3	5.3	7.1	7.1	8.0	4.0
Tableau Server	8.2	8.2	8.2	7.7	7.7	8.1	7.7
Tableau Desktop	8.3	8.4	8.4	8.4	8.2	8.2	7.9
Microsoft Power BI	8.2	8.2	8.2	6.9	7.9	8.5	8.7
Birst	6.9	6.9	6.9	7.7	6.6	8.1	7.3
TIBCO Jaspersoft	7.9	7.7	7.7	7.7	6.6	8.1	6.9
Sisense	8.4	8.5	8.5	8.8	8.5	8.5	7.7
Domo	8.3	7.5	7.5	6.7	7.4	7.4	7.8
Looker	8.2	7.5	7.5	7.9	6.7	8.5	6.1

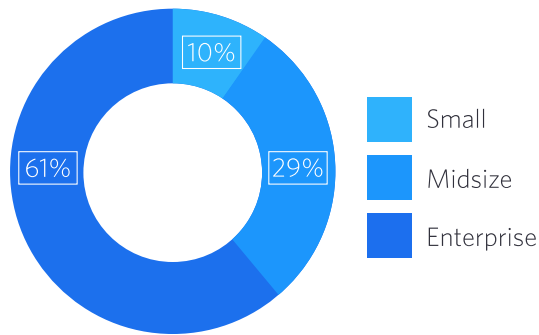
Qlik Sense



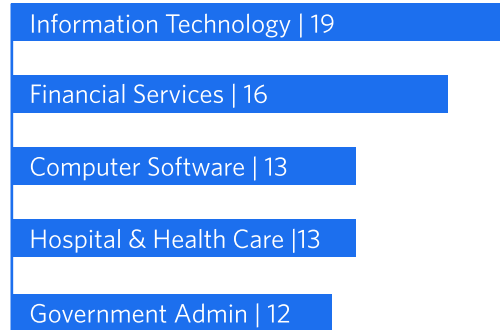
TR Score 7.9 out of 10

Qlik Sense began life as a self-service visualization tool designed for business users rather than developers. Now, it is the lead product in Qlik's product portfolio. Qlik Sense provides a governed, multi-cloud architecture and the Qlik Associative Engine, which allows users to explore data freely using interactive selection and search. The company acquired Podium Data in 2018 for data management capabilities, and Attunity earlier this year for data integration and big data management. Qlik has also added augmented analytics capabilities, notably the Cognitive Engine that provides context-aware suggestions to help users identify insights.

Reviewer Company Size Distribution



Top 5 Reviewer Industries



Great Fit For: Qlik Sense was designed for business users to explore data without assistance from IT and is a true self-service tool. It is particularly appropriate for data analysts in larger companies, since it also has extensive data governance and security capabilities.

PROS

- + **Easy for non-technical users**
(mentioned in 22 reviews)

Easy to produce quality visualizations and reporting easily, but it still has the ability to perform more complex functions for more experienced users.

Wayne A. | Database Manager
Hospital & Health Care

- + **Connects to multiple data sources**
(mentioned in 20 reviews)

Bringing together data from multiple sources: We have multiple servers that each house many databases along with secure file share folders. Qlik makes it so easy to connect to all of these sources and choose which data I want to bring in to the app within the snap of a finger!

Mitch S. | BI Analyst
Financial Services

CONS

- **Chart customization**
(mentioned in 31 reviews)

More detailed control of the layout of KPIs, charts, and graphs (labels, legends, size of fonts, positioning of titles, etc).

Lauri S. | Manager of Informatics
Hospital & Healthcare

- **Learning curve**
(mentioned in 17 reviews)

Most of the basic stuff was pretty easy, but others still require looking on the net for help. Set analysis is a prime example. It's a very powerful tool that has provided good solutions, but the syntax is not exactly intuitive.

Verified User | Manager
Industrial Engineering



73% agree that Qlik Sense delivers good value for the price.



100% are happy with Qlik Sense's feature set.



54% agree that Qlik Sense lives up to sales and marketing promises (30% were not involved).



53% thought that implementation went as expected (20% were not involved).



86% said would buy Qlik Sense again.

Based on a survey of 15 Qlik Sense users.

Interested in learning more about Qlik Sense? [Read reviews on TrustRadius.](#)

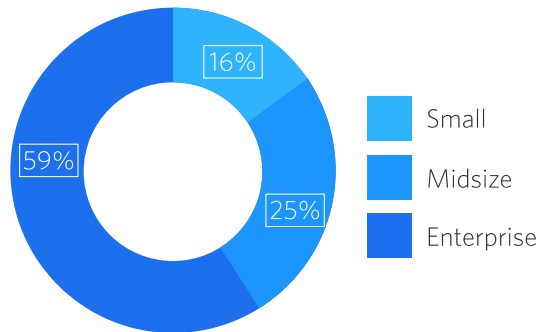
TIBCO Spotfire



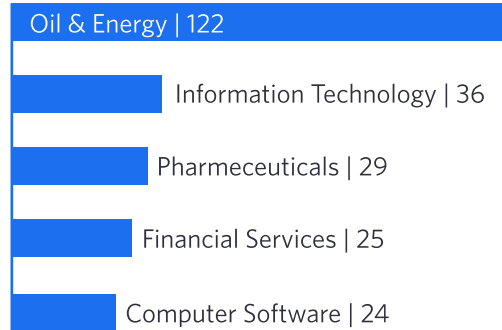
 Score 8.5 out of 10

TIBCO Spotfire is a data discovery and visualization tool that is capable of processing very large data volumes. It includes a built-in predictive analytics runtime engine along with location analytics. Spotfire provides dashboards, interactive visualization, and data preparation in a single design tool and workflow, and can be deployed either in-memory or in-database. Spotfire X, released late in 2018, includes Natural Language Queries (NQL), automated data wrangling, and support for streaming data analytics.

Reviewer Company Size Distribution



Top 5 Reviewer Industries



Great Fit For: Organizations in data-intensive industries like retail, energy, life sciences, or financial services where advanced analytics capabilities are paramount. Its broad set of capabilities also makes it a good choice for large organizations with multiple use cases.

PROS

- + **Complex data visualization capabilities**
(mentioned in 31 reviews)

Visualizing and displaying the data. We can analyze and compare quickly, then summarize and show visually concise graphs to management so we can make good decisions.

[Brian L.](#) | Design Engineer
Electronic Manufacturing

- + **Scripting language support**
(mentioned in 10 reviews)

For tech savvy users, there is an ability in Spotfire to input IronPython, and for statistical analysis using R.

[Verified User](#) | Consultant
Management Consultancy

CONS

- **User Interface**
(mentioned in 14 reviews)

UI design a little different to most products, increases learning time.

[Verified User](#) | Analyst
Finance and Accounting

- **Inadequate documentation/support materials**
(mentioned in 9 reviews)

Lack of thorough documentation: particularly when comparing Spotfire documentation to the documentation for Python, JMP, or Matlab, Spotfire's documentation is lacking.

[Josh S.](#) | Engineer
Electronic Manufacturing



87% agree that TIBCO Spotfire delivers good value for the price.



94% are happy with TIBCO Spotfire's feature set.



62% agree that TIBCO Spotfire lives up to sales and marketing promises (37% were not involved).



56% thought that implementation went as expected (25% were not involved).



94% said would buy TIBCO Spotfire again.

Based on a survey of 16 TIBCO Spotfire users.

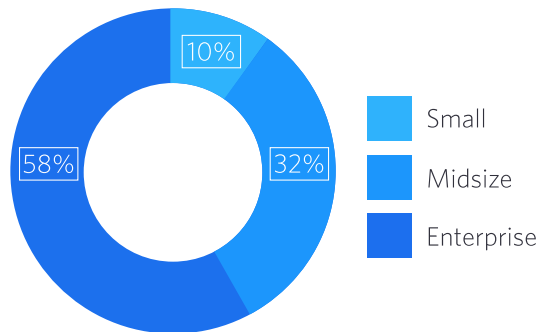
Alteryx Analytics



 Score 8.5 out of 10

Alteryx Analytics is best known as a self-service data preparation and blending platform. However, Alteryx also provides a drag and drop environment that automates the workflow, from data discovery through preparation, modeling, and presentation. The company is establishing itself as a data science platform, but its reputation in the market is as a solid self-service data preparation tool. It is capable of accessing data from multiple sources and preparing it for analysis by a number of visualization tools like Tableau, QlikView, Microsoft Power BI.

Reviewer Company Size Distribution



Top 5 Reviewer Industries



Great Fit For: Companies with a need for data blending and data modeling before staging the data for visualization in specialized tool.

PROS

- + **Data preparation**
(mentioned in 10 reviews)

We use Alteryx for data prep, cleaning and analytics, to funnel data into [Tableau](#). Used solely in our analytics department...Data prep becomes a fun activity with Alteryx.

[Clinton S.](#) | Health Information Analytics
Hospital & Healthcare

- + **Data ingestion and merging**
(mentioned in 9 reviews)

Alteryx is capable of connecting with a multitude of data sources from SQL databases to cloud-hosted solutions like Salesforce, Tableau, or Google Analytics. Also supports OleDB & ODBC connections.

[Joe R.](#) | Marketing Intelligence
Computer Networking

CONS

- **Data visualization capabilities**
(mentioned in 8 reviews)

Though it provides good data blending functionality, the visualization aspect is missing. For visualizing data you need Tableau or Power BI.

[Karan G.](#) | Marketing Analyst
Financial Services

- **Mapping capabilities**
(mentioned in 6 reviews)

The mapping and graph/charting tools continue to be a drawback for Alteryx. We'd love to use Alteryx as the all in one stop shop solution for analysis, mapping, and reporting but it's maps and charts can't hold a candle to Excel Charts or Mapinfo/ESRI maps.

[Adrian H.](#) | VP Analytics
Market Research

Interested in learning more about Alteryx? [Read reviews on TrustRadius.](#)

Tableau Desktop and Server

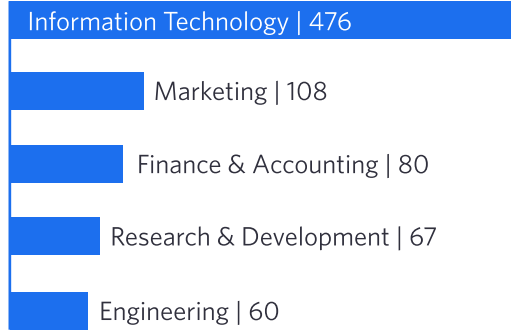
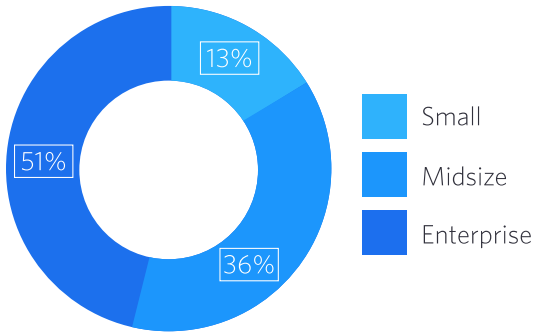
Tableau Desktop   **Score 8.3 out of 10**

Tableau Server   **Score 8.2 out of 10**

Tableau is, in many ways, the blueprint for visual analytics. It is an exceptionally easy-to-use platform for exploring and visualizing large volumes of data from multiple sources. The product was acquired by Salesforce earlier this year. Tableau Desktop is used to visualize and analyze data, create workbooks, visualizations, dashboards, and stories. Tableau Server allows users to publish workbooks so that they are available in a central location for viewing by others. The product was designed with business users in mind. Tableau introduced an in-memory data engine, called Hyper, in 2018. Hyper can boost query speed by 5X and extract large data sets faster.

Reviewer Company Size Distribution

Top 5 Reviewer Industries



Great Fit For: Companies with business analysts doing discovery and visualization on data from a large number of data sources, and then sharing the data with others across the organization. Tableau is not designed for scheduled reporting.

PROS

+ Data visualization
(mentioned in 21 reviews)

Tableau is perhaps the most aesthetically pleasing software to create beautiful visualizations that get updated in real-time. I wish this software had been around 20 years ago.

[Thomas Y.](#) | CEO
Financial Services

+ Usability
(mentioned in 20 reviews)

Tableau's interface allows data analysts of all experience levels to quickly begin producing compelling and useful analysis and visualizations. As a user gains experience, Tableau's feature set continues to keep pace.

[Benjamin P.](#) | Technical Project Manager
Hospital & Healthcare

CONS

- Expensive at scale
(mentioned in 19 reviews)

The licensing model was very expensive and required us to continually buy more seats...It's best for very small teams or when you get over the ~100 user mark. You still need to purchase the Tableau Desktop license for each of your data scientists/engineers.


[Verified User](#) | VP Product Management
Internet

- Data preparation
(mentioned in 12 reviews)


Tableau Desktop lacks the basic functionality of cleaning and prepping the data to be imported in Tableau Desktop. This is one of the major features which it lacks, you need additional support from Tableau to get these things added.


[Rahul M.](#) | Team Lead
IT & Services


78% agree that Tableau delivers good value for the price.


81% are happy with Tableau's feature set.


62% agree that Tableau lives up to sales and marketing promises (27% were not involved).


62% thought that implementation went as expected (16% were not involved).


91% said would buy Tableau again.

Based on a survey of 37 Tableau users.

Interested in learning more about Tableau? [Read reviews on TrustRadius.](#)

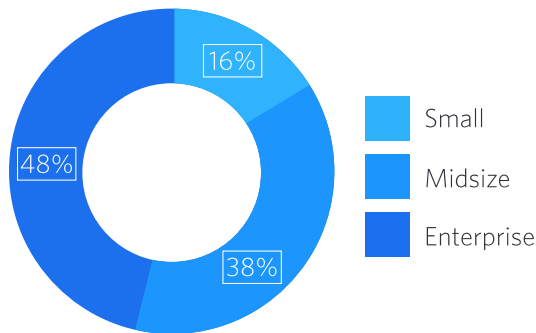
Microsoft Power BI



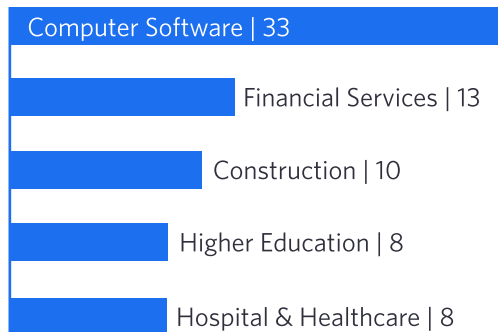
TR Score 8.2 out of 10

Power BI is a separate visualization and data discovery product providing data preparation, data discovery, and interactive dashboards as a standalone web-based tool running in the Azure cloud. It is also available as an on-premise version called Power BI Report Server. The product is capable of combining data from multiple sources, regardless of where it resides. Augmented analytics capabilities are a development focus, with capabilities being built for users with limited technical skills. Power BI is a relatively inexpensive tool and has seen rapid uptake by users of the Microsoft BI SQL Server-based reporting product.

Reviewer Company Size Distribution



Top 5 Reviewer Industries



Great Fit For: Price-sensitive organizations with staff familiar with other Microsoft products. The free version is fully functional, although somewhat restricted. The product is ideal for organizations with many Excel power users.

PROS

- + Powerful visualization capabilities**
(mentioned in 29 reviews)

The visualizations are top notch, and available without additional cost. Everything is in vibrant colors and crisp, clear lines that whatever your produce is clearly pleasing to the eye. From mapping down to pie charts, the visuals are well done.

[Verified User](#) | Finance Manager
Consumer Goods

- + Integrated with other Microsoft products**
(mentioned in 23 reviews)

Similar to office 365 applications such as Excel and Access, that is, it facilitates the usability of those who already have advanced knowledge of these tools.

[Gabriel O.](#) | Programmer
Mining and Metals

CONS

- Feature differences in online version**
(mentioned in 11 reviews)

Not all features are available in the online version: If you want to use more advanced features, you will probably need to download the desktop version of Power BI.

[Gabriel C.](#) | Marketing Consultant
Consumer Electronics

- Difficult to customize charts and graphs**
(mentioned in 10 reviews)

Greater flexibility in formatting the look and feel or reports and dashboards.

[Verified User](#) | Project Manager
Computer Software

95% agree that Microsoft Power BI delivers good value for the price.

95% are happy with Microsoft Power BI's feature set.

70% agree that Microsoft Power BI lives up to sales and marketing promises (17% were not involved).

74% thought that implementation went as expected (17% were not involved).

91% said would buy Microsoft Power BI again.

Based on a survey of 23 Microsoft Power BI users.

Interested in learning more about Microsoft Power BI? [Read reviews on TrustRadius.](#)

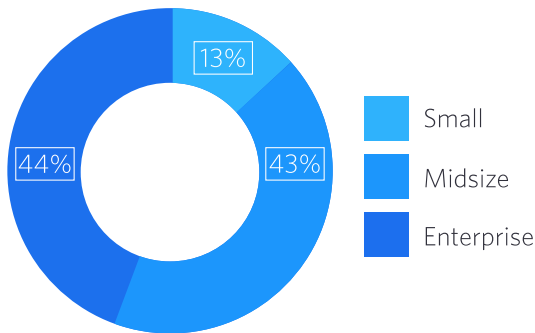
Birst



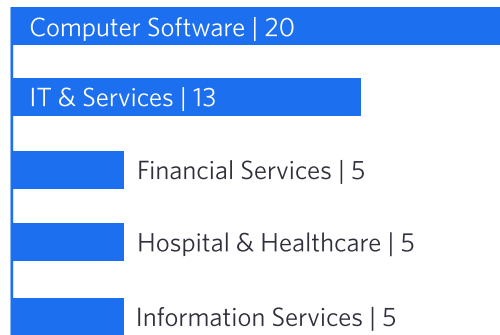
 Score 6.9 out of 10

Birst provides an end-to-end BI platform that combines data exploration and visualizations with scheduled reporting capabilities. The company provides an in-memory columnar data store and a BI layer comprising a reporting engine, predictive analytics tools, mobile native apps, dashboards, and discovery tools. Following the acquisition by Infor in 2017, Birst is now the de-facto analytics engine embedded in Infor business applications. Birst developed the concept of “networked BI” which constitutes a shared virtual analytics layer, creating a fabric of data for centralized teams and decentralized end users to collaborate. Birst 7 was released earlier this year.

Reviewer Company Size Distribution



Top 5 Reviewer Industries



Great Fit For: Organizations looking for a multi-tenant cloud-based BI platform that can help operationalize analytics across decentralized or centralized teams. It is a good choice for organizations that require a broad range of BI capabilities in a single platform.

PROS

- + **End-to-end tool with broad set of capabilities**
(mentioned in 9 reviews)

End-to-end solution, from raw source data, ETL, warehousing and reporting, Birst is able to do everything we need in one package instead of needing to develop and maintain multiple technologies.

[Verified User](#) | IT
Mining and Metals

- + **Drill-down and data filtering in dashboards**
(mentioned in 8 reviews)

The drilling and filtering capabilities are outstanding! We've really been able to get to the lower level of detail that we needed, but could not get, before we started using Birst.

[Scott G.](#) | Business Analyst
Hospital & Healthcare

CONS

- **Documentation and training**
(mentioned in 10 reviews)

Documentation of the product in the help files is outdated and incomplete in many cases. Several features are only documented in the community because enough people have asked questions about a topic. The search functionality in both help and community is really bad.

[Lee Ann B.](#) | BI Architect
Information Services

- **User administration**
(mentioned in 6 reviews)

User administration could be greatly improved. Most user administration tasks (creation, security assignments, etc.) are singular i.e., one action at a time. If you want to batch these activities up, it is up to you to have scripts or create your own mini app to do this.

[Tim W.](#) | Database Admin
Market Research

Interested in learning more about Birst? [Read reviews on TrustRadius.](#)

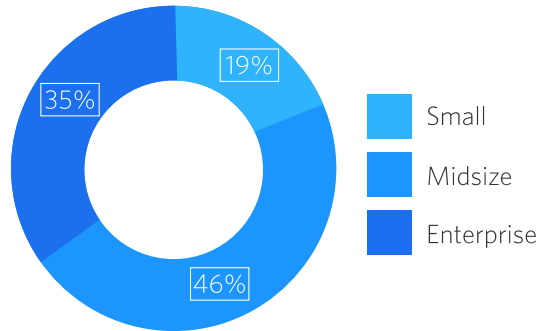
TIBCO Jaspersoft



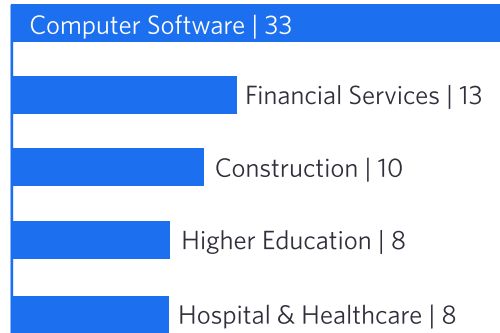
TR Score 7.9 out of 10

TIBCO Jaspersoft is an open-source reporting and analytics tool that was acquired by TIBCO Software in 2014 to round out its product portfolio with a true pixel-perfect reporting solution. It has a modern user interface and is thus relatively easy to use by end users. It is now most often used in an OEM or embedded scenario where it is integrated as the reporting engine for business applications, improving context and usability of data.

Reviewer Company Size Distribution



Top 5 Reviewer Industries



Great Fit For: Companies that wish to embed a self-service reporting and dashboard engine in a commercial software application or customer-facing applications. This product should be on the shortlist for an embedded BI tool that can integrate easily with a JavaScript front end.

PROS

- + **Easy to create pixel-perfect scheduled reports** (mentioned in 23 reviews)

We had many client requests for pixel perfect reporting as well as ad hoc use of their own data and not enough resources to expend on the effort; Jaspersoft fulfills both of these requests.

[Ashley L.](#) | Project Manager
Computer Software

- + **Embedding in 3rd-party applications** (mentioned in 16 reviews)

Very easily integrated reporting engine into Java applications. Very easy to integrate with external applications using the API for the server component and libraries for standalone.

[Verified User](#) | Research and Development
Legal Services

CONS

- **Performance** (mentioned in 8 reviews)

If a domain is extremely large and contains several derived tables, slowness is a big issue. Not only is there slowness in the domain designer, but there is slowness when using said domain as the data source of an ad-hoc view.

[Verified User](#) | Engineer
Computer Software

- **Jaspersoft Studio report builder** (mentioned in 8 reviews)

The JasperSoft Studio (Eclipse + plugins) is not always a joy to use. The choice of using Eclipse as an IDE base is understandable, but it comes with the issues and difficulty of Eclipse. The Eclipse integration lacks any useful debugging features and the error messages are vague.

[Brian B.](#) | Business Analyst
IT & Services

81% agree that TIBCO Jaspersoft delivers good value for the price.

81% are happy with TIBCO Jaspersoft's feature set.

36% agree that TIBCO Jaspersoft lives up to sales and marketing promises (36% were not involved).

82% thought that implementation went as expected (9% were not involved).

81% said would buy TIBCO Jaspersoft again.

Based on a survey of 11 TIBCO Jaspersoft users.

Interested in learning more about TIBCO Jaspersoft? [Read reviews on TrustRadius.](#)

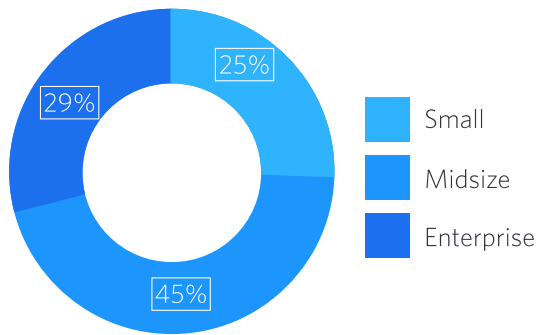
Sisense



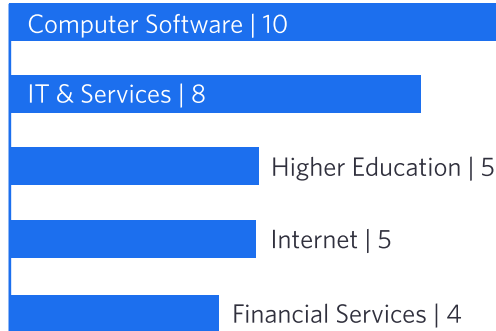
TR Score 8.4 out of 10

Sisense is a fully-featured product with a columnar data store, an ETL layer and a set of front-end tools for data cleansing for constructing dashboards and visualizations. Sisense has abandoned the familiar in-memory technology common to visualization tools for an “in-chip” solution which uses the data storage provided by the chip set, in addition to RAM and disk storage. This platform can process very large volumes of data in the columnar database, and the in-chip memory is efficient. The company released Hunch in 2018, which provides machine learning analytics. Sisense merged with data science vendor Periscope in May of this year.

Reviewer Company Size Distribution



Top 5 Reviewer Industries



Great Fit For: Companies needing to process large volumes of data from disparate sources without heavy reliance on an IT organization. Sisense also provides self-service analytics tools that are designed for the business user rather than the IT organization.

PROS

- + **Easy to create dashboards quickly**
(mentioned in 12 reviews)

Sisense allows anyone to build their own dashboard. The interface is “uber” intuitive, and “uber” efficient : no need to declare filters, data hierarchy or anything. Once your data are loaded, just build dashboards.

[David H.](#) | Founder
Retail

- + **Combining data from different sources**
(mentioned in 12 reviews)

Data source connectivity is one of Sisense best capabilities. It connects to all of your available sources and creates a virtual Data warehouse, which not only prevents from disconnecting, but it prevents...data errors.

[Verified User](#) | C-Level Executive
Management Consulting

CONS

- **Admin permissions**
(mentioned in 7 reviews)

Admins currently cannot edit each others' dashboards. This gets very cumbersome once admins change - it takes duplicating and republishing dashboards to let them take over.

[Gudrun B.](#) | Product Management
Computer Software

- **Mobile capabilities**
(mentioned in 5 reviews)

Mobile system is wonky and not as intuitive as the desktop version. I would recommend against viewing the dashboards on a mobile device as well.

[Joseph S.](#) | Senior Analyst
Information Services

Interested in learning more about Sisense? [Read reviews on TrustRadius.](#)

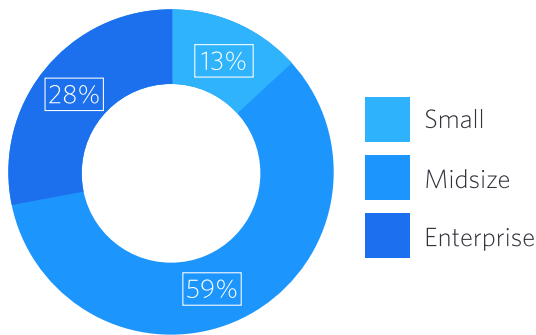
Domo



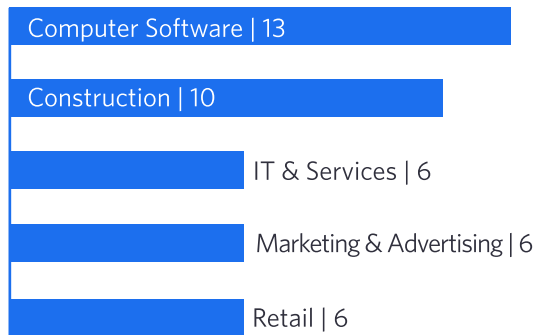
TR Score 8.3 out of 10

Domo is a web-based BI tool that provides a suite of capabilities from data warehouse and ETL to visualizations, scheduled reports, and alerts. The product has a much-praised user interface. Domo is capable of ingesting and integrating data from many different sources and producing high-quality visualizations of that data. Integration with enterprise applications is facilitated by a large library of pre-built connectors. Domo also incorporates strong collaboration tools, facilitating real-time discussions around data. Domo's go-to-market approach is somewhat different to its competitors in that Domo primarily targets business decision-makers.

Reviewer Company Size Distribution



Top 5 Reviewer Industries



Great Fit For: Companies that want a modern line of business and executive dashboard tool with strong collaboration capabilities will benefit from Domo's integrated chat and data sharing capabilities.

PROS

- + **Strong visualization capabilities**
(mentioned in 22 reviews)

Visualization layer is clean and is very business presentable. It's simple but includes depth. Visuals can be created/used by all roles throughout our firm, it's not limited to analysts.

Kyle T. | Business Operations Engineer
Financial Services

- + **Elegant user interface**
(mentioned in 16 reviews)

As a tool it's comfortable, approachable and forgiving. If you have a tool that end users can dive into without fear, and create and think and collaborate, without training, without hand-holding, you quickly realize how rare and important that is.

Jesse M. | VP Data Analytics
Insurance

CONS

- **Product training is inadequate**
(mentioned in 5 reviews)

The training was very lacking and should have been sold up front with much more options than after the fact.

John S. | VP of IT
Plastics

- **Steep learning curve**
(mentioned in 5 reviews)

Not for the faint of heart! Even if someone else implements for you and builds out initial data tables, you'll likely need SQL skills to build complex visualizations or to make any changes to your data structure.

Katie N. | Business Process Manager
Computer Software



80% agree that Domo delivers good value for the price.



100% are happy with Domo's feature set.



54% agree that Domo lives up to sales and marketing promises (36% were not involved).



54% thought that implementation went as expected (36% were not involved).



80% said would buy Domo again.

Based on a survey of 11 Domo users.

Interested in learning more about Domo? [Read reviews on TrustRadius.](#)

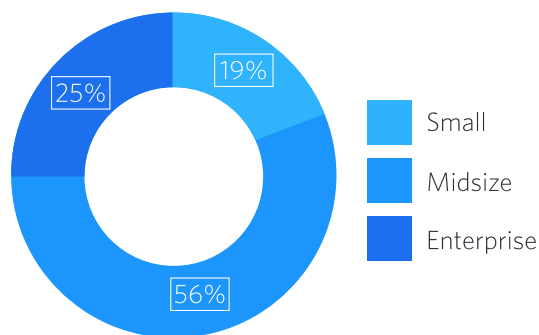
Looker



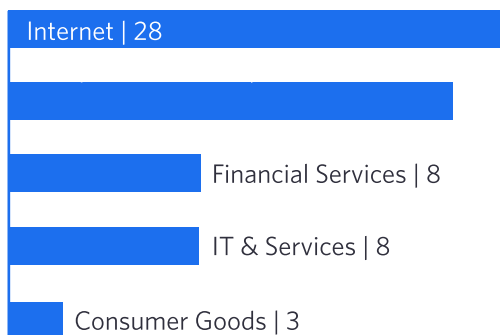
TR Score 8.3 out of 10

Looker provides a cloud-native BI platform that connects directly to modern, high-speed analytics databases like Amazon.com's RedShift, Snowflake, Google's BigQuery, or Microsoft's SQL. Looker also created its own modeling language called LookML that allows developers to define the relationships in their database. This means non-technical business users can explore, save, and download data without needing to know SQL. These data models make it possible for non-technical users to build dashboards, drill into row-level detail, and access metrics. Looker also provides support for data science including Google BigQuery ML and Action Hub. In June of 2019, Google announced that it is in the process of acquiring Looker.

Reviewer Company Size Distribution



Top 5 Reviewer Industries



Great Fit For: Organizations that wish to empower business users to build their own dashboards and reports, and have skilled BI developers that can leverage LookML to build data models on behalf of business users.

PROS

- + **Building data models**
(mentioned in 9 reviews)

The LookML language for creating data models is extremely intuitive. It blurs the line between the data integration aspect of BI and the visualization or self-service BI component.

[Ian H.](#) | Manager Business Analytics
Oil & Energy

- + **Customer Support**
(mentioned in 9 reviews)

Support is AMAZING. Our live chat support team are always super friendly and go above and beyond to help us. I even had their CTO Lloyd respond to me once.

[Michael S.](#) | Head of Online Advertising
Photography

CONS

- **Visualization capabilities could be richer**
(mentioned in 7 reviews)

Looker needs some improvement in the visualization aspects of the product, they are very good at getting the data, but the choices for visualizing that data are somewhat limited, there are workarounds for some of the weaknesses but they tend to be labor intensive and fragile.

[Verified User](#) | Information Technology
Consumer Electronics

- **Calculations can be difficult to run**
(mentioned in 6 reviews)


The calculation field can be incredibly useful but, again, requires technical expertise which not all of our users have.


[Verified User](#) | Product Management
Computer Software


70% agree that Looker delivers good value for the price.


100% are happy with Looker's feature set.


70% agree that Looker lives up to sales and marketing promises (30% were not involved).


90% thought that implementation went as expected (10% were not involved).


100% said would buy Looker again.

Based on a survey of 10 Looker users.

Interested in learning more about Looker? [Read reviews on TrustRadius.](#)