



MicroStrategy vs. Power BI

The integration of artificial intelligence (AI) has become a pivotal factor in empowering organizations to derive deeper insights from their data. Discover how MicroStrategy is advancing AI-powered analytics and what sets us apart from Power BI.

Explore the top ways that MicroStrategy outperforms Power BI.

MICROSTRATEGY

Advanced Natural Language Querying

Understand the “why” behind your data. Ask questions using the conversational AI assistant. Tailored visualizations and custom narratives answer your questions.

Auto Dossier Creation

Generate Dossiers in seconds. Specify the data you are interested in and let the AI assistant do the rest.

Auto SQL Generation

Generates accurate and efficient SQL Queries. Optimizes existing SQL statements. Explains complex SQL statements in natural language.

AI for All

AI features that empower all users. From architects to analysts to the end consumer.

Robust AI Features Available Now

Harness the power of AI today. Transform workflows with Auto for Data insights, Dossier Creation and SQL Generation. Additional features will be released soon.

Semantic Graph to Ensure Responsible AI

Trusted AI-generated answers. Provides centralized and reusable data structure. Ensures that the data is always accurate, and all users get the same answers.

Application Governance

AI features automatically respect Access Control Lists and security limitations at the user level. Built on our trusted BI capabilities to fast-track your AI deployments.

Centralized Anomaly Detection

Track metrics from different data sources, dossiers, and projects in one central hub. Automated alerting and natural language descriptions of anomalies.

Singular Focus

All AI innovation at MicroStrategy is focused on augmenting our BI capabilities and AI powered application development.

Consumption-Based Pricing

Pay only for what you use. No lock-in to the Microsoft technology stack.

POWER BI

Dated Natural Language Querying

Inefficient natural language processing. Questions must exactly match attribute/metric names. Output only includes visualizations.

Limited AI-Powered Dashboard Creation

The automatic dashboard creation feature lacks flexibility. Users cannot specify analysis types that they are interested in. Enhanced dashboard creation features are still under development as of September 2023.

No Comparable Offering

Copilot for Power BI does not cater to data architects.

AI for the Few

New AI features tailored to the dashboard creator. It is difficult for consumers to surface AI-driven insights.

Unclear Timelines and Overpromises

No published GA (General Availability) release timeline for Copilot in Power BI as of September 2023. Current Copilot functionality lags behind what Power BI has promised.

Inconsistent Object Definitions

Many objects are stored at dashboard level. Additional resources required to ensure that AI will generate the same answers across different dashboards.

Decentralized Security

You must manually configure security for each dashboard, which may introduce data security issues.

Siloed Anomaly Detection

Anomaly detection is only configurable within dashboards. Developers must enable anomaly detection for each dashboard.

Many Priorities

Microsoft must work on integrating AI features across all product lines. AI features for Power BI have taken the backseat to products like Office 365.

Pay Per User

Pay a flat rate per user per month. Waste money on unused subscriptions.

See the MicroStrategy difference

Deploy AI with trusted BI. Learn how: www.microstrategy.com/ai

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