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