

MicroStrategy vs. Tableau



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

Explore the top ways that MicroStrategy outperforms Tableau.

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

Generates 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 SQL Generation, Dossier Creation, and Q&A. 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. Build on our trusted BI capabilities to fast-track AI deployments.

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.

TABLEAU

Dated Natural Language Querying

Advanced natural language processing capabilities are currently only in pilot phase, with no published generally available (GA) release date. Current GA features provide inefficient Natural Language Processing. Questions must exactly match attribute/metric names. The output only includes visualizations.

No Comparable Offering

No published plan for similar feature.

No Comparable Offering

Tableau AI does not cater to architects.

AI for the Few

AI features tailored to consumers. No AI tools catering to architects or developers.

Unclear Timeline

Tableau GPT will not be in pilot until November 2023. No concrete GA release date, as of September 2023.

Inconsistent Object Definitions

Many objects are stored at dashboard level. Additional resources required to ensure that AI will generate the same answers for all users.

Decentralized Security

Must manually configure security for each dataset, which may introduce data security issues.

Salesforce Prioritization

Salesforce has prioritized integrating GPT-powered features in its CRM platform. Salesforce AI features launched in July 2023. Tableau GPT GA will not be released until 2024.

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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