

Data Storage and Visualization Analysis of Tableau and Power BI: Unveiling the Strengths and Weaknesses based on Performance

Divya TL¹, Anupama Kumar S², Divya M³, Dhanya M⁴ and Srijith M⁵
^{1,3-5}RV college of engineering/Department of MCA, Bengaluru, Karnataka, India
Email: divyatl@rvce.edu.in, {divyam.mca22, srijithv.mca22, dhanyam.mca22}@rvce.edu.in
²RV college of engineering/Department of AI & ML, Bengaluru, Karnataka, India
Email: anupamakumar@rvce.edu.in

Abstract— The advent of advanced data visualization tools such as Tableau and Power BI has revolutionized Business Intelligence (BI), enabling organizations to transform raw data into actionable insights for better decision-making. This paper presents a comprehensive comparative analysis of Tableau and Power BI, focusing on their features, functionalities, and suitability for various business needs. The study involves fetching data from Azure Data Lake Storage Gen2 and analyzing it based on key parameters including data connectivity, visualization capabilities, data handling efficiency, and complex analytics performance. By evaluating processing speed, scalability, and resource utilization, this research provides a detailed assessment of each tool's strengths and weaknesses. The findings, derived from experimental data, offer valuable insights for organizations seeking to enhance their BI strategies, ultimately supporting informed decision-making and improved business outcomes.

Index Terms—Digital era, data storage, Business Intelligence, Azure Data Lake storage, Tableau, and Power BI.

I. INTRODUCTION

In today's data-driven world, organizations rely heavily on data visualization and analytics tools to derive meaningful insights and make informed decisions. Among the plethora of options available, Tableau and Power BI stand out as leading contenders, offering robust functionalities and intuitive interfaces. This paper aims to elucidate the comparative strengths and weaknesses of these two platforms, facilitating a deeper understanding of their suitability for different use cases. This paper conducts a comprehensive comparative analysis of Tableau and Power BI, focusing on their suitability for various business needs. Utilizing Azure Data Lake Storage Gen2 as the data source, the study evaluates each tool's performance in critical areas including data connectivity, visualization capabilities, analytics, and scalability. By systematically fetching data from cloud storage and analyzing it based on predefined parameters, the project aims to derive actionable insights that will inform decision-making processes. The ultimate goal is to provide stakeholders with valuable information to optimize their Business Intelligence (BI) strategies, thereby maximizing the value derived from their data assets. This analysis will identify the strengths and limitations of Tableau and Power BI, offering a detailed assessment to guide organizations in selecting the most effective BI tool for their requirements.

A. Tableau

It is a powerful data visualization tool that enables users to create interactive and shareable dashboards. Key features include drag-and-drop functionality, a wide range of visualization options, and support for various data sources.

B. Power BI

It is a business analytics tool developed by Microsoft, offering similar functionalities to Tableau. It provides a range of visualization options, including interactive dashboards and reports.

C. Azure Data Lake Storage Gen2

Azure Data Lake Storage is a cloud-based, enterprise-grade data lake solution designed to handle extensive volumes of data in any format and support big data analytical workloads. It allows organizations to capture data of various types and ingestion speeds in a unified repository, facilitating easy access and analysis using diverse frameworks.

Key feature are,

- Hadoop-compatible access
- Hierarchical directory structure
- Optimized cost and performance
- Finer grain security model
- Massive scalability

II. METHODOLOGY

Data Integration: The study begins with the integration of Tableau and Power BI with Azure Data Lake Storage Gen2. This involves configuring each tool to access and retrieve data from the cloud-based data repository, ensuring that the data is available for detailed analysis.

Analysis and Visualization: Once the data is integrated, Tableau and Power BI are utilized for data visualization, analytics, and reporting. This step involves using each tool's features to transform the raw data into meaningful insights through various visualization techniques and analytical methods.

Performance Evaluation: A comparative analysis is conducted based on predefined parameters, including data connectivity, security, collaboration, visualization capabilities, efficiency, scalability, and responsiveness. This evaluation aims to assess the performance of Tableau and Power BI in handling and processing the data.

Reporting: The final step involves generating comprehensive reports that summarize the findings from the comparative analysis. These reports present the insights derived from evaluating Tableau and Power BI, offering valuable information for decision-making and strategy optimization.

III. IMPLEMENTATION

A. Security Considerations

TABLE I: COMPARISON OF POWER BI AND TABLEAU FOR SECURITY

Power BI	Tableau
With Azure BLOB storage and Azure SQL database, Power BI manages data storage security. Row-level security (RLS) is also available in Power BI for role-based access to data.	A publisher may set access permissions for Tableau's pre-set roles: viewers, interactors, and editors. Publishers can also create user filters to add row-level security to Tableau.

B. Collaboration and Sharing

TABLE II: COMPARISON OF POWER BI AND TABLEAU FOR COLLABORATION AND SHARING

Power BI	Tableau
The Power BI Service lets users share reports for free. In addition, other Power BI users can view shared BI content if they have Power BI accounts and report URLs.	Using the Tableau Server allows users to share dashboards and publish them, which can be done on a paid basis.

C. Active and Inactive relationships in Data Models

TABLE III: COMPARISON OF POWER BI AND TABLEAU FOR RELATIONSHIP

Power BI	Tableau
Power BI allows multiple inactive relationships between the same tables.	Tableau does not allow inactive relationships.

IV. COMPARATIVE ANALYSIS OF TABLEAU AND POWER BI

TABLE IV: COMPARISON OF POWER BI AND TABLEAU

Aspect	Tableau	Power BI
Data Connections and Integrations	Supports various data connections including databases, cloud services, spreadsheets, etc. Real-time data connection for instant updates.	Supports integration with other Microsoft tools, multiple data connections for updating data from various platforms.
Visualization Capabilities	Rich visualization options, extensive customization features, highly interactive and visually appealing dashboards.	Robust set of visualization tools, various chart types, and interactive features. Custom visuals can be integrated seamlessly.
Collaboration and Sharing	Easy sharing of visualizations and dashboards within Tableau Server or Tableau Online. Collaboration features such as commenting, annotations, and subscriptions.	Sharing and collaboration through Power BI service, publishing reports to the cloud, real-time collaboration.
Analytical Language	Uses MDX, but it is mainly used in OLAP.	Uses DAX function which is more efficient
Query Editor	Tableau does not support this feature yet.	This unique feature lets businesses edit a data file before pushing it to Power BI, making other processes much simple.
Cost and Licensing	Various editions catering to different user needs, licensing based on per-user or per-server basis.	Free version with limited functionalities, paid plans with different features. Integration with Microsoft 365 subscriptions
Security	A publisher may set access permissions for Tableau's pre-set roles: viewers, interactors, and editors. Publishers can also create user filters to add row-level security to Tableau.	With Azure BLOB storage and Azure SQL database, Power BI manages data storage security. Row-level security (RLS) is also available in Power BI for role-based access to data.
Community Support and Ecosystem	Vibrant and active user community, ample resources such as forums, user groups, online training, and access to Tableau Public for free sharing.	Large user base, extensive support resources including forums, documentation, official training materials. Seamless integration with other Microsoft tools and services.

V. CONCLUSION

Tableau and Power BI are compared to show off their distinct advantages suited to various user requirements. Tableau is a well-liked tool for customers who want more customisation and freedom because of its extensive analytical capabilities, varied visualization options, and intuitive interface. Its extensive data connectivity and third-party application interaction increase its capacity to adapt to many types of data settings.

Power BI, on the other hand, shines in situations that are heavily focused on Microsoft because of its smooth connection with Microsoft services and products. Data analysis is streamlined by its AI-driven capabilities, which include machine learning and natural language processing. These features also provide automatic insights and suggestions. Furthermore, Power BI works especially well for enterprises that have a significant investment in the Microsoft ecosystem because of its robust collaboration features and wide range of connectivity choices.

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