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This blog discusses the top 15 most in-demand data analytics tools that every data professional should know about in 2025. It covers both open-source and exclusive tools from companies like Tableau, Power BI, IBM Cognos, RapidMiner, KNIME, and many more. The blog also highlights how these tools help organizations extract meaningful insights from data and use them in business decisions. Table of Content These days business decisions made are not at all based on the intuitions of people in charge; rather, it is driven by data. Analyzing data gives insights into the exact problems faced and helps clear the roadblocks toward increased revenue and customer experience. A variety of Data Analytics tools and techniques help in achieving this. The most important ones are listed here in this blog. R is one of the best Data Analytics tools used for Data Mining, modeling, and heavy statistical computing. This free, open-source software is not just employed in analyzing data, but also creates software and applications that can perform statistical analysis seamlessly. Additionally, R has a graphical interface, making it a viable choice while carrying out a wide range of analytical modeling, such as time series analysis, linear/non-linear modeling, and data clustering, among others. Most statisticians use this because of the ready-to-publish nature of its plots, graphs, equations, and formulae. The language can come off as slightly complex compared to other tools of Data Analytics, but it still remains one of the most favored. Build Your Reputation as a Data Analytics Expert Data Analytics Course Online This high-level language supports both object-oriented programming and structured programming. Despite being a high-level language, it is the easiest to learn in the IT world. Python is a good facilitator in data analysis. Let us see how: It provides libraries like NumPy and Panda, making it easier to process data with parallel processing. Not always do you get data in readily usable formats? Python uses libraries like BeautifulSoup and Scrapy to extract it from the Internet. Visualizing datasets makes analysis much easier than trying to figure out patterns by just staring at them. Matplotlib and Seaborn are some libraries that help you represent data in the form of pie charts, bar graphs, etc. Its capacity to compute incredibly complex mathematical problems makes it the go-to tool for Machine Learning enthusiasts. Scikit-Learn helps them do such complex operations. Python also processes images using the OpenCV library. Statistical Analysis System (SAS) finds its application increasingly in Machine Learning, Data Science, and Business Intelligence (BI) problems. It is among the most popular BI tools that come with various features, including data visualization, data exploration, creating easy and insightful analysis, interactive dashboards, and ad-hoc reporting. SAS is one of the most frequently used statistical tools for data analysis. Some important features of SAS are as follows: The iOS and Android-friendly BI companion app helps you easily monitor business anywhere, at any time. SAS BI can be easily accessed through Microsoft Office, where analysts can create and distribute reports and charts as per convenience. SAS can predict behaviors and manage and optimize their communications. This University of California-developed tool is a large-scale data processing engine, which executes applications in Hadoop. It is known for its speed in processing, where the data analytics applications are executed 100x faster in memory and 10x faster on disk than on Hadoop. Because Apache Spark can work with Big Data efficiently, a lot of big companies with large amounts of unstructured data are adopting it into their stack. It can support basic data loading to handle SQL queries and Machine Learning. It has a unified nature that allows it to combine different libraries and processing types. It loads data from storage systems and performs computation operations on them. Spark is associated with a wide range of functionality. It includes libraries for structured data and SQL, stream processing, Machine Learning, and graph analytics. Now, let us read about Excel BI tools which are also one of the top Data Analytics tools used in industries today. Get 100% Hike!Master Most in Demand Skills Now! Analyzing data has become the most powerful skill these days. MS Excel might be the most primitive tool used among Data Analysts, but it makes it the go-to option for any beginner in the field. Even if you are an expert in all of the above tools, you might still need to use Excel. It is the most basic and popular tool used in the industry. It makes use of pivot tables to filter complex data and draws insights from them as per client requirements. It has advanced analytics options that help in modeling capabilities. The world of Data Science has become much simplified because of the Data Science tools used in this field. The above-mentioned Data Analyst tools are just an iceberg in the sea of options we have. It is considered a market leader amongst all the business intelligence tools available. Tableau eases the analysis and visualization of data by allowing analysts to work on live data sets without spending much time in data wrangling. Tableau's core query language "VizQL" forms the basis of this tool. VizQL helps minimize the need for end-user performance optimizations by translating the dashboard and visualization components into back-end queries. Benefits of using Tableau: Intelligent dashboard User-friendly Unrestricted data explorations Automatic updates Prompt analytics process and outcomes The products offered by Tableau include Tableau Online, Tableau Public, Tableau Reader, Tableau Server, and Tableau Desktop. Out of these, Tableau Public is a free platform. RapidMiner is a platform that allows users to perform data processing like integrating, cleaning, and transforming data, required before running predictive analytics. It is one of the commonly used platforms that facilitate Machine Learning, Data Preparation, and Model Operations. Easy extensions of RapidMiner can be possible by using R and Python scripts. The simple to use graphic interface allows analysts to prepare data and run models on their own. Also, numerous third-party plugins are available through RapidMiner's marketplace. Benefits of using RapidMiner: Ensured transparency End-to-End platform Easy-to-use graphic interface The products under the RapidMiner tool include Studio, GO, Server, Real-time scoring, Radoop. Power BI is offered by Microsoft and is commonly used by data analysts for creating interactive visualizations through the business intelligence capabilities and features offered by Power BI. Users are free to create and share dashboards and reports all by themselves with the help of Power BI. As an efficient business intelligence platform, it supports multiple data sources too. To facilitate simple distribution, Power BI allows users to combine many dashboards and reports into one single Power BI app. Some of the products offered by Power BI include Power BI Mobile, Power BI Embedded, Power BI Report Server, Power BI Premium, Power BI Pro, Power BI Desktop. Benefits of using Power BI: Ease of data analysis Effective data connectivity Data Protection across various Office platforms Easy integration Transform Your Skills in Business Analytics Business Analytics Online Course It stands for Konstanz Information Miner. KNIME is a no-code-based ETL and data analytics tool where users can design and execute machine learning or operation research-based experiments for improved speed to value. It is a free and open-source data analytics platform, also offering reporting and integration for analytics on a GUI-based workflow. KNIME works with machine learning and data mining libraries with no or minimal programming requirements. Basically, data scientists who wish to work with data for Machine Learning and do not possess programming knowledge, use KNIME as a platform. Benefits of using KNIME: No prior programming experience required End-to-end modeling User-friendly graphical interface QlikView is a self-service business intelligence platform aimed at enhancing business value through well-built support for data exploration and discovery by both technical and non-technical users. It is also one of the tools that support both cloud and on-premises deployment. Qlikview converts raw data into a knowledge base through effective data integration, conversational analytics, data literacy, etc. QlikView does not impose any restrictions on the amount of data to be used and facilitates prompt integration of data from multiple sources. Benefits of using QlikView: Promotes insight-driven actions Easy analysis Faster ROI due to shorter time period Dynamic dashboards Simple-to-use platform Mobility and Scalability Talend is an ETL tool used for data integration and is considered one of the most impactful and efficient ETL tools. Talend aims at providing solutions for data management, data preparation, data quality, data integration, and big data. It is also being considered as the upcoming market leader in Cloud and Big Data integration software. Talend is also known for providing services for enterprise application integration. Some of the products offered by Talend include Talend cloud data integration, Talend Data Loader, Talend Data Fabric, Talend Pipeline Designer, etc. Benefits of using Talend: Single Platform Accelerated development and deployment Sustainable and future proof Reduced development cost Transition into a Top Data Analytics Professional Data Analytics Online Program Splunk is a software platform that works on machine-generated data which is gathered from various sources like websites and devices and helps users search, analyze, and visualize the data. One of the most important services offered by Splunk is the real-time processing of data. Also, the best part in the case of Splunk is that the input data can be in any format and from any source. Splunk offers a unified method for organizing and pulling in real-time insights from machine-generated data. Splunk offers products like Splunk Free, Splunk Enterprise, and Splunk Cloud. Benefits of using Splunk: Enterprise-grade capabilities Real-time insights Single platform Ease of deploying User-friendly IBM Cognos is another business intelligence platform but it has in-built AI tools. It is used specifically for drawing out hidden insights in the data and presenting the same in simplified language. IBM Cognos is known for its full-fledged automated capabilities for data preparation, data cleansing, and aggregation of data sources. It is also known for quick data integration and data experimenting for analysis. IBM Cognos is web-based and is one of the powerful tools for data mining, monitoring, scorecarding, etc. The IBM Cognos suite consists of many products such as Report Studio, Query Studio, Cognos Connection, Event Studio, and Analysis Studio. Benefits of IBM Cognos: Unrestricted communication with third-party technologies Data Security Self-service functionalities Single access point for all functions Looker, a part of Google Cloud Platform, is one of the budding BI tools for data visualization and analytics. It offers multiple services including embedded analytics, custom data applications, and workflow integration. The modeling language used by Looker is known as 'LookerML'. Looker is gaining popularity as it allows anyone in the organization to create reports and dashboards along with access to a unified data source. Looker is also easily compatible with mostly all the transactional databases. Benefits of using Looker: Multi-cloud capabilities Available for tech as well as non-tech users End-to-end customized applications Entirely web-based platform This Business Analyst course teaches agile requirements management and backlog grooming. Jupyter Notebook is an open-source web application aimed at helping users to create and share documents. It can be run on both a browser and a desktop. Jupyter Notebook was formerly known as IPython Notebook and hence it still offers a wide variety of Python packages for its users. It is always a favorite for many data scientists as it supports almost all sorts of data science tasks like data cleaning, exploration, data visualization, deep learning, machine learning, etc. Benefits of using Jupyter Notebook: User-friendly and interactive environment Easy integration with multiple platforms Flexible to use Prompt data processing With this, we have finally come to an end. In this blog, we discussed in detail the multiple tools like Tableau, R, SAS, Python, Power BI, Excel, etc, that are used in Data Analytics. By now, it is quite clear that to handle a large amount of data, these tools are required by data analysts. With a growing consumer base, companies have now resorted to all the above-discussed tools and are on the lookout for professionals skilled in Data Analytics tools. Our Data Analytics course will teach you how to master these essential tools and help you stand out in this high-demand field. Data Analyst Course in Hyderabad Cohort Starts on: 28th Jun 2025 Introducing you to the world of Data analysis! In today's fast-paced digital landscape, the demand for insightful data analysis has never been greater. Several data analytics tools are available on the market to assist with this process, each with unique features and functionalities. Whether you're having consumer behavior, optimizing business processes, or unraveling complex scientific phenomena, having the right software can make all the difference. Best Software For Data AnalysisIn this article summary, we'll compare features, weigh benefits and drawbacks, and provide capabilities depending on how well the top data analytics Softwares perform in different scenarios. Top Software for Data Analytics There are several popular software options for data analytics, each with its strengths and suitability for different tasks. Here are some of the most widely used ones: Microsoft ExcelExcel is a widely used spreadsheet program that may be used for simple computations, graphing, and data manipulation activities. It also provides basic data analysis features. Because of its accessibility and familiarity, it is extensively used; yet, it does not have the sophisticated statistical and visualization tools needed for intricate analysis. Key Features: Excel is a versatile tool widely used for data analysis due to its familiarity and ease of use. It offers basic statistical functions, pivot tables, and charting capabilities.Suitable For: Small to medium-sized datasets and users who prefer a familiar interface for basic analysis tasks.TableauUsers may generate dynamic and interactive representations from a variety of data sources with Tableau, a sophisticated tool for data visualization. Because of its vast customization possibilities and user-friendly interface, it is highly regarded for its ability to explore and convey findings via intuitive dashboards. Key Features: Tableau is a powerful data visualization software that allows users to create interactive dashboards and visualizations from multiple data sources. It offers drag-and-drop functionality and intuitive design tools for creating compelling visualizations.Suitable For: Business users, analysts, and data scientists who need to communicate insights effectively through visually appealing dashboards and reports.Python Python provides a rich environment for data analysis with its adaptable libraries, including NumPy for numerical computation, Pandas for data manipulation, and Matplotlib for data visualization. It is ideal for a variety of analytical activities, including machine learning modeling and exploratory data analysis, and it is very adaptable and scalable. Key Features: Python, along with libraries like Pandas and NumPy, provides powerful tools for data manipulation, analysis, and visualization. It offers extensive capabilities for handling large datasets and performing complex operations.Suitable For: Data scientists, analysts, and programmers who require flexibility, scalability, and the ability to integrate data analysis into custom applications.RFor data analysis, statistical modeling, and visualization, R is a popular statistical programming language. Because it provides a wide range of packages for different types of analytical work, statisticians and data scientists find it to be quite popular. R is a powerful tool for sophisticated statistical analysis and intricate visualizations, but its learning curve could be more steep than that of other programs. Key Features: R is a programming language specifically designed for statistical analysis and data visualization. It offers a vast ecosystem of packages tailored for various analytical tasks, making it a preferred choice for statistical modeling and advanced data analysis.Suitable For: Statisticians, researchers, and analysts working with complex statistical models and specialized analytical techniques.Power BIPower BI is a collection of business intelligence tools that is a component of the Microsoft Power Platform. It consists of Power Query for data transformation, Power BI for data visualization, and Power Pivot for data modeling. It is preferred because to its connection with other Microsoft products and offers complete data analysis capabilities, ranging from data preparation to interactive dashboard building. Key Features: Power BI is a business analytics tool by Microsoft that enables users to visualize and share insights from their data. It offers robust data connectivity, interactive dashboards, and AI-driven analytics capabilities.Suitable For: Business users, data analysts, and decision-makers who require self-service analytics and real-time insights for decision-making.SASSAS is a full-featured software package designed for predictive modeling, data management, and advanced analytics. The software provides an extensive array of statistical techniques, machine learning algorithms, and data manipulation capabilities, rendering it appropriate for intricate analytical assignments in sectors including research, healthcare, and finance. Key Features: SAS is a comprehensive analytics platform offering a wide range of statistical analysis, data management, and machine learning capabilities. It is known for its reliability, scalability, and advanced analytics features.Suitable For: Enterprises, government agencies, and organizations with complex analytical needs and stringent data security requirements.Google AnalyticsGoogle Analytics is a web analytics service offered by Google that tracks and reports website traffic. It provides valuable insights into user behavior, website performance, and marketing effectiveness. Key Features: Google Analytics offers a range of features for analyzing website traffic, including audience demographics, acquisition sources, and user engagement metrics. It also supports custom reporting and integration with other Google products.Suitable For: Businesses and website owners seeking to understand and optimize their online presence through data-driven insights.Apache HadoopApache Hadoop is an open-source software framework used for distributed storage and processing of large datasets. It provides a scalable and fault-tolerant platform for big data analytics. Key Features: Hadoop consists of a distributed file system (HDFS) for storage and a distributed processing framework (MapReduce) for parallel computation. It supports the processing of large volumes of data across clusters of commodity hardware.Suitable For: Organizations dealing with massive volumes of data and requiring scalable solutions for storage and processing.Apache Spark Apache Spark is an open-source distributed computing system used for big data processing and analytics. It provides a fast and general-purpose framework for in-memory data processing. Key Features: Spark offers high-level APIs in multiple languages (e.g., Scala, Java, Python) for building parallel applications. It supports various data processing tasks, including batch processing, streaming analytics, machine learning, and graph processing.Suitable For: Organizations requiring real-time or near-real-time analytics on large datasets with complex processing requirements.KNIME (Konstanz Information Miner) KNIME (Konstanz Information Miner), a powerful open-source platform designed to streamline and simplify the data analysis and integration process. Born out of the University of Konstanz in Germany, KNIME has evolved into a leading tool in the data science community, offering a user-friendly interface coupled with robust functionality. Key Features: KNIME offers a drag-and-drop interface for building data processing pipelines, which can include tasks such as data preprocessing, machine learning, and visualization. It supports integration with various data sources and formats, as well as a wide range of plugins for extending functionality. KNIME emphasizes collaboration and scalability, making it suitable for both individual analysts and enterprise-scale data science teams.Suitable For: KNIME is suitable for data scientists, analysts, and researchers who prefer a visual approach to data analysis and workflow creation. It is particularly useful for organizations requiring flexible and scalable solutions for data analytics and automation.RapidMinerRapidMiner is a data science platform that offers an integrated environment for data preparation, machine learning, predictive analytics, and model deployment. It is designed to simplify the entire data science workflow, from data ingestion to model deployment. Key Features: RapidMiner provides a visual workflow designer that allows users to build, validate, and deploy predictive models without writing code. It offers a wide range of machine learning algorithms, data preprocessing tools, and model evaluation techniques. RapidMiner also supports integration with various data sources and systems, as well as advanced features such as automated machine learning (AutoML) and model optimization.Suitable For: RapidMiner is suitable for data scientists, analysts, and business users who require an end-to-end platform for data science and analytics. It is widely used in industries such as finance, healthcare, retail, and telecommunications for tasks such as customer segmentation, fraud detection, and predictive maintenance.Capabilities of Data Analytics Software For data analysis, each of these tools has a different set of characteristics and skills, such as: Microsoft Excel: Well-known for its integrated features, data visualization, and pivot tables.Tableau: Provides dashboards, powerful analytics, and interactive data visualization.Python: Offers flexible statistical analysis, machine learning, and data manipulation features.R: Widely used in predictive modeling, data visualization, and statistical computation.Power BI: Facilitates the preparation, visualization, and intra-organizational sharing of insights.SAS: Provides corporate intelligence, data management, and advanced analytics solutions.IBM SPSS: Well-known for its capacities in data mining, statistical analysis, and predictive modeling.Google Analytics: Concentrates on monitoring user activity, measuring performance, and web analytics.RapidMiner: Offers tools for predictive analytics, machine learning, and data preparation.KNIME: Provides machine learning, integration, and visual data analytics.Software Language/Platform Pros Cons Python Language Wide range of libraries for data manipulation and analysis Requires programming knowledge R Language Rich ecosystem of packages for statistics and visualization Steeper learning curve compared to some other tools SQL Language/ Platform Essential for working with relational databases Limited for advanced analytics and visualization Tableau Platform User-friendly interface Can be expensive for enterprise-level usage Power BI Platform Integrates well with Microsoft ecosystem May require additional licensing costs for certain features SAS Platform Robust statistical analysis capabilities Expensive, especially for small businesses Excel Platform Familiar interface for many users Limited for large datasets and complex analyses Apache Spark Platform Scalable for large datasets Requires knowledge of distributed computing How to choose right tool for Data Analytics?The choice of data analysis software depends largely on your specific needs, including the size and complexity of your data, your team's skill level, and your budget. For those new to data analysis, tools like Excel and Google Data Studio provide a gentle introduction. For more complex needs, particularly in large-scale environments, tools like Tableau, Power BI, or Apache Spark may be more appropriate. By selecting the right tool, you can ensure that your data analysis efforts are efficient, effective, and tailored to meet your organization's needs. ConclusionChoosing the appropriate data analytics platform is crucial to maximize data value and obtaining useful insights. Organizations may use data-driven methods to promote business success and make educated choices by knowing the features, benefits, and limits of the best data analytics tools. Solutions Review's listing of the best data analytics software is an annual sneak peek of the top tools included in our Buyer's Guide for Business Intelligence Platforms and companion Buyer's Matrix Report. Information was gathered via online materials and reports, conversations with vendor representatives, and examinations of product demonstrations and free trials. The editors at Solutions Review have developed this resource to assist buyers in search of the best data analytics software to fit the needs of their organization. Choosing the right vendor and solution can be a complicated process — one that requires in-depth research and often comes down to more than just the solution and its technical capabilities. To make your search a little easier, we've profiled the best data analytics software providers all in one place. We've also included platform and product line names and introductory software tutorials straight from the source so you can see each solution in action. Note: The best data analytics software is listed in alphabetical order. The Best Data Analytics Software Altair Platform: Altair One Related products: Altair Monarch, Altair Knowledge Hub, Altair Knowledge Studio, Altair Panopticon Description: Altair offers an open, scalable, unified, and extensible data analytics platform with integrated data transformation and predictive analytics tools. Desktop-based data preparation is available via Altair Monarch, while Knowledge Hub features team-driven data prep and a centralized data marketplace to speed collaboration and governance. Machine learning and predictive analytics are made available inside Knowledge Studio. Altair Panopticon houses the company's streaming processing and real-time visualization capabilities. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. Alteryx Platform: Alteryx Platform Related products: Alteryx Designer, Alteryx Server, Alteryx Connect, Alteryx Promote Description: Alteryx is a self-service data analytics software company that specializes in data preparation and data blending. Alteryx Analytics allows users to organize, clean, and analyze data in a repeatable workflow. Business analysts find this tool particularly useful for connecting to and cleansing data from data warehouses, cloud applications, spreadsheets and other sources. The platform features tools to run a variety of analytic jobs (predictive, statistical, spatial) inside a single interface. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. Amazon Web Services Platform: Amazon QuickSight Description: Amazon QuickSight is a serverless and embeddable business intelligence service for the cloud featuring built-in machine learning. The product lets you create and publish interactive BI dashboards that can be queried using natural language. It can automatically scale to thousands of users without any infrastructure. QuickSight also touts pay-per-session pricing so customers only pay when users access dashboards or reports. Dashboards can be accessed from any device. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. AnswerRocket Platform: AnswerRocket Description: AnswerRocket offers a search-powered data analytics platform designed for business users. The product enables you to ask business questions in natural language, and no technical skills are needed to run reports or generate analysis. AnswerRocket features a combination of AI and machine learning, as well as advanced analytic functionality. The platform can also automate manual tasks and answer ad hoc questions quickly. AnswerRocket is mobile-friendly and includes native voice recognition. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. BOARD Platform: BOARD Related products: BOARD Cloud Description: BOARD combines business intelligence, performance management, and predictive analytics into one platform. As a result, any change to data, data models, security profiles or business rules is immediately propagated to every application. The solution provides all the tools required to create and update databases, data presentations, analyses, and process models. The company also offers BOARD Cloud, a SaaS version of the platform, backed by Microsoft Azure. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. Domo Platform: Domo Related products: Domo Everywhere, Domo integration Cloud Description: Domo is a cloud-based, mobile-first BI platform that helps companies drive more value from their data by helping organizations better integrate, interpret and use data to drive timely decision-making and action across the business. The Domo platform enhances existing data warehouse and BI tools, and allows users to build custom apps, automate data pipelines, and make data science accessible for anyone across the organization through automated insights that can be easily shared with internal or external stakeholders. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. Hitachi Vantara Platform: Pentaho Platform Related products: Lumada Data Services, Pentaho Data Integration Description: Hitachi's Pentaho analytics platform allows organizations to access and blend all types and sizes of data. The product offers a range of capabilities for big data integration and data preparation. The Pentaho platform is purpose-built for embedding into and integrating with applications, portals, and processes. Organizations can embed a range of analytics, including visualizations, reports, ad hoc analysis, and tailored dashboards. It also extends to third-party charts, graphs and visualizations via an open API for a wider selection of embeddable analytics. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. IBM Platform: Cognos Analytics Related products: IBM Watson Analytics, IBM Watson Studio, IBM Hybrid Data Management Description: IBM offers an expansive range of BI and analytic capabilities under two distinct product lines. The Cognos Analytics platform is an integrated self-service solution that allows users to access data to create dashboards and reports. IBM Watson Analytics offers a machine learning-enabled user experience that includes automated pattern detection, support for natural language query and generation, and embedded advanced analytics capabilities. IBM's BI software can be deployed both on-prem or as a hosted solution via the IBM Cloud. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. Incorta Platform: Incorta Direct Data Platform Description: Incorta is a data platform that speeds up data ingestion and provides hastened join performance. The vendor has dubbed its product as 'The Industry's First No-ETL Data Warehouse.' Incorta features a Direct Data Mapping engine which provides real-time aggregation of complex business data without needing a data warehouse. Users can drill from top line, aggregated KPIs to supporting transaction records with one click. Incorta also enables you to drill anywhere with user-defined drill paths and hierarchies. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. Infor Birst Platform: Networked BI Description: Infor Birst is a cloud-based analytics solution that connects an organization using a network of interwoven virtualized BI instances. The provider's flagship product is its Networked BI platform. The tool features an adaptive user experience, multi-tenant cloud architecture, user data tier, and a completely virtualized data ecosystem. These capabilities enable use of BI across multiple regions, product lines, departments, and customers. Customers most commonly use the product for BI provisioning, and because it is cloud-based, decentralized analytics as well. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. Looker Platform: Looker Related products: Powered by Looker Description: Looker offers a BI and data analytics platform that is built on LookML, the company's proprietary modeling language. The product's application for web analytics touts filtering and drilling capabilities, enabling users to dig into row-level details at will. Embedded analytics in Powered by Looker utilizes modern databases and an agile modeling layer that allows users to define data and control access. Organizations can use Looker's full RESTful API or the schedule feature to deliver reports by email or webhook. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. Microsoft Platform: Power BI Related products: Power BI Desktop, Power BI Report Server Description: Microsoft is a major player in enterprise BI and analytics. The company's flagship platform, Power BI, is cloud-based and delivered on the Azure Cloud. On-prem capabilities also exist for individual users or when power users are authoring complex data mashups using in-house data sources. Power BI is unique because it enables users to do data preparation, data discovery, and dashboards with the same design tool. The platform integrates with Excel and Office 365, and has a very active user community that extends the tool's capabilities. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. MicroStrategy Platform: MicroStrategy 2020 Description: MicroStrategy merges self-service data preparation and visual data discovery in an enterprise BI and analytics platform. MicroStrategy provides out-of-the-box gateways and native drivers that connect to any enterprise resource, including databases, mobile device management (MDM) systems, enterprise directories, cloud applications and physical access control systems. Its embedded analytics tool allows MicroStrategy to be embedded in other web pages and applications such as portals, CRM tools, chatbots and even voice assistants like Alexa. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. Oracle Platform: Oracle Analytics Cloud Related products: Oracle Data Visualization Desktop Description: Oracle offers a broad range of BI and analytics tools that can be deployed on-prem or in the Oracle Cloud. The company provides traditional BI capabilities inside its Business Intelligence 12c solution. Oracle Data Visualization provides more advanced features, and allows users to automatically visualize data as drag-and-drop attributes, charts, and graphs. The tool also enables users to save snapshots of an analytical moment-in-time via story points. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. Pyramid Analytics Platform: The Analytics OS (Pyramid v2020) Description: Pyramid Analytics offers data and analytics tool through its flagship platform, Pyramid v2020. The solution touts a server-based, multi-user analytics OS environment that provides self-service capabilities. Pyramid v2020 features a platform-agnostic architecture that allows users to manage data across any environment, regardless of technology. The tool enables those users to prepare, model, visualize, analyze, publish, and present data from web browsers and mobile devices. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. Qlik Platform: Qlik Analytics Platform Related products: QlikView, Qlik Sense Description: Qlik offers a broad spectrum of BI and analytics tools, which is headlined by the company's flagship offering, Qlik Sense. The solution enables organizations to combine all their data sources into a single view. The Qlik Analytics Platform allows users to develop, extend and embed visual analytics in existing applications and portals. Embedded functionality is done within a common governance and security framework. Users can build and embed Qlik as simple mashups or integrate within applications, information services or IoT platforms. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. Salesforce Platform: Einstein Analytics Platform Related products: Salesforce Einstein Discovery, Salesforce Einstein Data Insights Description: The Salesforce Einstein Analytics platform is available in a number of flavors based on role, industry and included features. The product's automated data discovery capabilities enable users to answer questions based on transparent and understandable AI models. Users can also tailor analytics to their use case and enhance insights with precise recommendations and specific guidance. Einstein lets you create advanced experiences using customizable templates, third-party apps, or custom-build dashboards as well. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. SAP Platform: SAP Analytics Cloud Related products: SAP BusinessObjects BI, SAP Crystal Solutions Description: SAP offers a broad range of BI and analytics tools in both enterprise and business-user driven editions. The company's flagship BI portfolio is delivered via on-prem (BusinessObjects Enterprise), and cloud (BusinessObjects Cloud) deployments atop the SAP HANA Cloud. SAP also offers a suite of traditional BI capabilities for dashboards and reporting. The vendor's data discovery tools are housed in the BusinessObjects solution, while additional functionality, including self-service visualization, are available through the SAP Lumira tool set. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. SAS Platform: SAS Visual Analytics Related products: SAS Viya, SAS Visual Data Mining and Machine Learning Description: SAS Visual Analytics is available on-prem or in the cloud. Visual Analytics allows users to visually explore data to automatically highlight key relationships, outliers, and clusters. Users can also take advantage of advanced visualizations and guided analysis through autocharting. SAS has made its name as a result of advanced analytics, as the tool can ingest data from diverse data sources and handle complex models. In addition to BI, SAS offers data management, IoT, personal data protection, and Hadoop tools. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. Sigma Computing Platform: Sigma Platform Description: Sigma Computing offers a no-code business intelligence and analytics solution designed for use with cloud data warehouses. The product features an intuitive, spreadsheet-like user interface that provides users with the familiarity of Excel. Guided data warehouse access ensures that data remains secure, compliant, and in context. When users take action in Sigma, it automatically translates them into SQL. All queries are run live against the cloud data warehouse, and the results are passed back to Sigma. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. Sisense Platform: Sisense Description: Sisense makes it easy for organizations to reveal business insight from complex data in any size or format. The product allows users to combine data and uncover insights in a single interface without scripting, coding or assistance from IT. Sisense is sold as a single-stack solution with a back end for preparing and modeling data. It also features expansive analytical capabilities, and a front-end for dashboarding and visualization. Sisense is most appropriate for organizations that want to analyze large amounts of data from multiple sources. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. Tableau Software Platform: Tableau Desktop Related products: Tableau Prep, Tableau Server, Tableau Online, Tableau Data Management Description: Tableau offers an expansive visual BI and analytics platform, and is widely regarded as the major player in the marketplace. The company's analytic software portfolio is available through three main channels: Tableau Desktop, Tableau Server, and Tableau Online. Tableau connects to hundreds of data sources and is available on-prem or in the cloud. The vendor also offers embedded analytics capabilities, and users can visualize and share data with Tableau Public. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. TARGIT Platform: TARGIT Decision Suite (Decision Suite 2019) Description: TARGIT offers a modern BI and analytics platform that includes built-in data integration capabilities. The solution runs securely on-prem, in the cloud or in a hosted environment. TARGIT Decision Suite supports all major relational and multidimensional database technologies. The provider's 2019 platform refresh includes an entirely new design experience, fully integrated reporting, super intelligent documents, and new mobile apps. TARGIT has also upgraded to the tool's installer to improve the entire upgrade and installation process. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. Tellius Platform: Tellius Description: Tellius offers an AI-driven decision intelligence platform that enables fast insights from data. The company helps customers hasten their time-to-insight through augmentation and automation. The Tellius Platform combines AI and machine learning with a search interface for ad hoc exploration so users can ask questions about their business data, analyze billions of records, and gain automated insights. The company recently launched Live Insights, which offers AI-guided insights from cloud data warehouses without moving data. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. ThoughtSpot Platform: ThoughtSpot Description: ThoughtSpot is heavily influenced by artificial intelligence and automation. While it may seem complex, ease of use is a strength of the product. It features a full-stack architecture and intuitive insight generation capabilities via the in-memory calculation engine. A distributed cluster manager provides customizable scaling options, and support for existing ETL solutions ensures proper connectivity to desired data sources. ThoughtSpot Embrace allows you to run search and AI analytics directly in existing databases, and supports Google Cloud Storage. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. TIBCO Platform: TIBCO Spotfire Related products: TIBCO Jaspersoft, TIBCO Data Science Description: TIBCO's product capabilities are expansive, and range from data integration and API management to visual analytics, reporting, and data science. The company's BI and analytics portfolio comes in two main iterations: TIBCO Spotfire and TIBCO Jaspersoft. TIBCO Spotfire is the company's more modern platform. It features interactive visualization, data preparation, enterprise-class governance, and advanced analytic capabilities. TIBCO Jaspersoft supports traditional reporting and embedded BI functionality. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. Yellowfin BI Platform: Yellowfin Suite Description: Yellowfin is an Australia-based BI and analytics company that specializes in dashboards and data visualization. Its platform features a machine learning algorithm called Assisted Insights that provides automatic answers in the form of easy-to-understand best practice visualizations and narratives. Yellowfin comes pre-built with a variety of dashboards, and users can embed interactive reports into third-party platforms, such as a web page, wiki, or company intranet. The company also offers native apps for mobile devices. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. Zoho Platform: Zoho Analytics Description: Zoho Analytics is a self-service BI and data analytics tool that lets you incorporate data from a wide range of sources, blend it together, and create cross-functional reports and dashboards. The product features a drag-and-drop designer, as well as different visualization tools to drill down to specifics. A "smart" assistant called Zia can answer questions in the form of reports and KPI widgets via AI, machine learning and natural language processing. Users can share and publish reports and smart data alerts ping you when outliers or anomalies happen. Learn more and compare products with the Solutions Review Buyer's Guide for Analytics and Business Intelligence Platforms. Are you wondering which data analytics tools you should learn next? Or looking for a new tool to add to your stack? We've rounded up the top data analysis tools for 2025.Whether you're an aspiring data analyst or already working in the field, it's important to keep up with industry tools. In this post, we'll highlight some of the most important data analytics tools you need to know and why.From open-source tools to commercial software, you'll get a quick overview of each, including its applications, pros, and cons.And, to make sure you're truly ahead of the curve, we'll also explore AI tools for data analysis.Here's what we'll cover:Are you just getting started with data analytics? Try CareerFoundry's free data analytics short course for a practical introduction to the field.Data analytics tools are specialized platforms and software applications that are designed to collect, process, and analyze data. They're an essential part of the data analyst's toolkit, helping to extract meaningful insights from raw data and empower data-driven decision-making.Data analysis tools are primarily used for: Data cleaning and preparation: Data analysts use specialist tools to help identify and fix errors within datasets, standardize data formats, and prepare data for analysis. Statistical analysis: Performing calculations such as averages, trends, and correlations to uncover patterns and insights. Data visualization: Creating graphs, charts, and dashboards to make data easier to interpret and present. Predictive analytics: Some data analysis tools use algorithms and models to forecast future outcomes based on historical data.So what are the most powerful data analysis tools? Let's take a look.1. Microsoft ExcelExcel at a glance: Type of tool: Spreadsheet software. Availability: Commercial. Mostly used for: Data wrangling and reporting. Pros: Widely-used, with lots of useful functions and plug-ins. Cons: Cost, calculation errors, poor at handling big data.Excel: the world's best-known spreadsheet software. What's more, it features calculations and graphing functions that are ideal for data analysis.Whatever your specialism, and no matter what other software you might need, Excel is a staple in the field. Its invaluable built-in features include pivot tables (for sorting or totaling data) and form creation tools.It also has a variety of other functions that streamline data manipulation. For instance, the CONCATENATE function allows you to combine text, numbers, and dates into a single cell. SUMIF lets you create value totals based on variable criteria, and Excel's search function makes it easy to isolate specific data.It has limitations though. For instance, it runs very slowly with big datasets and tends to approximate large numbers, leading to inaccuracies. Nevertheless, it's an important and powerful data analysis tool, and with many plug-ins available, you can easily bypass Excel's shortcomings. Get started with these ten Excel formulas that all data analysts should know.2. PythonPython at a glance: Type of tool: Programming language. Availability: Open-source, with thousands of free libraries. Used for: Everything from data scraping to analysis and reporting. Pros: Easy to learn, highly versatile, widely-used. Cons: Memory intensive—doesn't execute as fast as some other languages. A programming language with a wide range of uses, Python is a must-have for any data analyst. Unlike more complex languages, it focuses on readability, and its general popularity in the tech field means many programmers are already familiar with it.Python is also extremely versatile; it has a huge range of resource libraries suited to a variety of different data analytics tasks. For example, the NumPy and pandas libraries are great for streamlining highly computational tasks, as well as supporting general data manipulation.Libraries like Beautiful Soup and Scrapy are used to scrape data from the web, while Matplotlib is excellent for data visualization and reporting. Python's main drawback is its speed—it is memory intensive and slower than many languages. In general though, if you're building software from scratch, Python's benefits far outweigh its drawbacks. You can learn more about Python in our full guide.3. RR at a glance: Type of tool: Programming language. Availability: Open-source. Mostly used for: Statistical analysis and data mining. Pros: Platform independent, highly compatible, lots of packages. Cons: Slower, less secure,