	Company	Tableau	Metabase	PowerBI
Business	Subsidiary of:	Salesforce		Microsoft Azure
	HQ Location	Seattle, WA USA	USA	WA, USA
	Regions	TX, CA, MA, Canada, UK, EU, JP, AUS		Worldwide
	Employee Size	1001-5000 (LinkedIn)	11-50 (LinkedIn)	11-50 (LinkedIn)
	Established	2003	2014	1975
	Key Roles	Listed		
Security	SOC 2	SOC 2 Type II	SOC 2 anticipated Q4 2021	SOC 1, SOC 2, SOC 3
	ISO			ISO/IEC 27001 and ISO/IEC 27018
Privacy	Storage Geolocation	Live connections or extract		Most Azure services enable you to specify the region where
	GDPR Compliant	Not explicitly stated	Not explicitly stated	Yes
	CCPA Compliant	Yes		Yes
Competitive Analysis	Pros	Live visual analytics, Vast amount of supported data sources	Cloud-based and on-premise platform for businesses of all	Connect with Microsoft and third party applications including
	Cons	Expensive	Not as feature rich as competitors, no support	Requires desktop application
	Features	Dashboard	Ad hoc Reporting	Ad hoc Reporting
	Deployment	Cloud, SaaS, Web-Based	Cloud, SaaS, Web-Based	Cloud, SaaS, Web-Based
	Support	Documentation	Email/Help Desk	Email/Help Desk
Credibility	Customers	Red Hat, Henkel, Hello Fresh, Chipotle, Lenovo, Verison,	Usabilla, treebo, N26, gojek, AngelList Venture	Adobe, PharmID, WorldSmart, Gartner, Forrester
	Recognition	Top Performer Data Analysis Software & Data Visualization		Data Analysis Software, Data Visualization Software,
Integrations		Salesforce, PostgreSQL, Amazon Redshift, Snowflake and	Snowflake and more	Postgres, Amazon Redshift, Snowflake and more
Price	Billing Period	Annual	Monthly	Monthy
	$USD Full License	70	5 - 85	10
	Edit existing dashboard	42		
	Viewer Only	15		
	Period	User/Monthly	First 5 users then $5 per additional user	User/Monthly
	Trial Period	14-day	14-day with credit card	Free version

	No. Users	Tableau Cost (USD)	Metabase Cost (USD)	Power BI Cost (USD)
Per User Cost - Full Licence	5	350	85	50
	15	1050	135	150
	25	1750	235	250
	50	3500	460	500

	No. Users	Tableau Cost (USD)	Metabase Cost (USD)	Power BI Cost (USD)
Per User Cost - Tableau Mixed Licence (25% Full / 25% Edit / 25% View)	5	239	85	50
	15	635	135	150
	25	894	235	250
	50	1775	460	500