

“Veille Métier” – Data Viz Tools Comparison 2025

Power BI, Tableau, Looker Studio – Comparative Dashboard

KEY METRICS COMPARISON

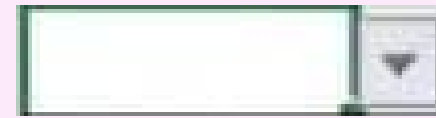
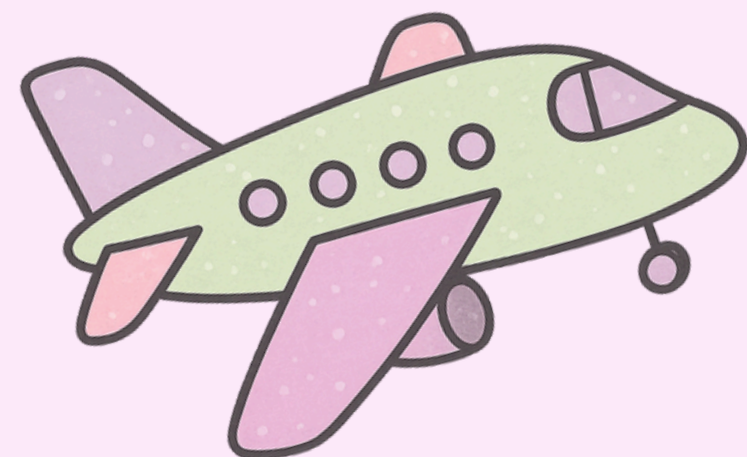
HEATMAP & TOOL RANKING

NEW TOOLS & FEATURES

RECOMMENDATIONS

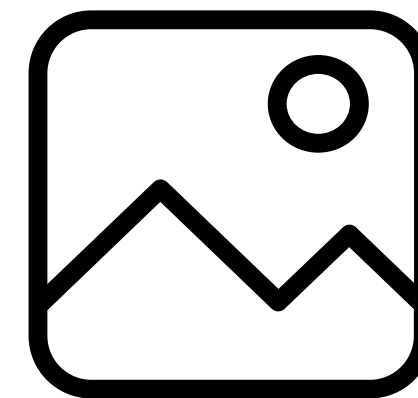
DATA SOURCES

MEASURED IMPACT



1. KEY METRICS COMPARISON

Quickly compare the main metrics for Power BI, Tableau, and Looker Studio. Use the dropdown menu to switch between criteria such as cost, usability, performance, and data connectors. Each chart focuses on a single metric, helping you identify strengths and weaknesses at a glance.



“Veille Métier” – Data Viz Tools Comparison 2025

Power BI, Tableau, Looker Studio – Comparative Dashboard

KEY METRICS COMPARISON

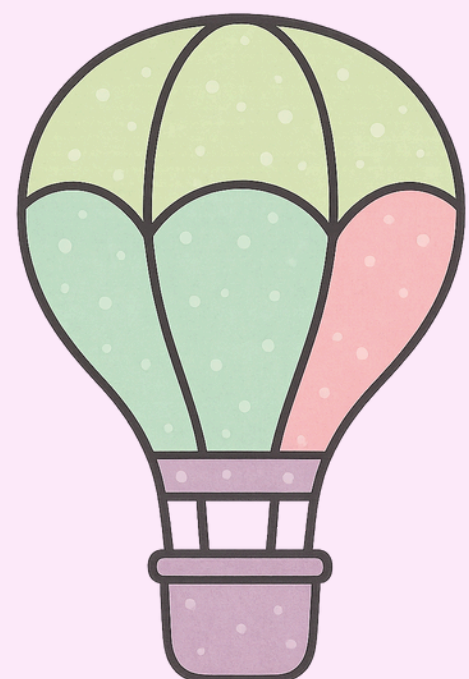
HEATMAP & TOOL RANKING

NEW TOOLS & FEATURES

RECOMMENDATIONS

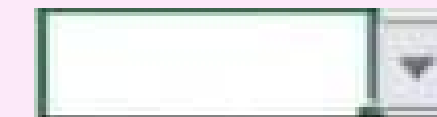
DATA SOURCES

MEASURED IMPACT



2. HEATMAP & TOOL RANKING

Visualize the ranking of each tool across all selected metrics. The heatmap highlights which platform excels in each area, while the dynamic filter allows you to focus on one metric at a time. This overview helps prioritize tools based on your specific needs.



1st place

LOOKER STUDIO

2nd place

TABLEAU

3rd place

POWER BI

“Veille Métier” – Data Viz Tools Comparison 2025

Power BI, Tableau, Looker Studio – Comparative Dashboard

KEY METRICS COMPARISON

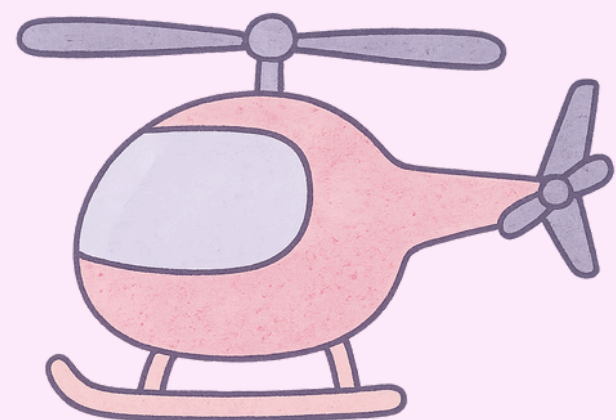
HEATMAP & TOOL RANKING

NEW TOOLS & FEATURES

RECOMMENDATIONS

DATA SOURCES

MEASURED IMPACT



3. NEW TOOLS & FEATURES EXPERIMENTATION (2025)

Discover my hands-on experimentation with the latest features and updates from Power BI, Tableau, and Looker Studio (2025). The video tutorial demonstrates practical tests on each platform, showing their new capabilities and potential business impact.



“Veille Métier” – Data Viz Tools Comparison 2025

Power BI, Tableau, Looker Studio – Comparative Dashboard

KEY METRICS COMPARISON

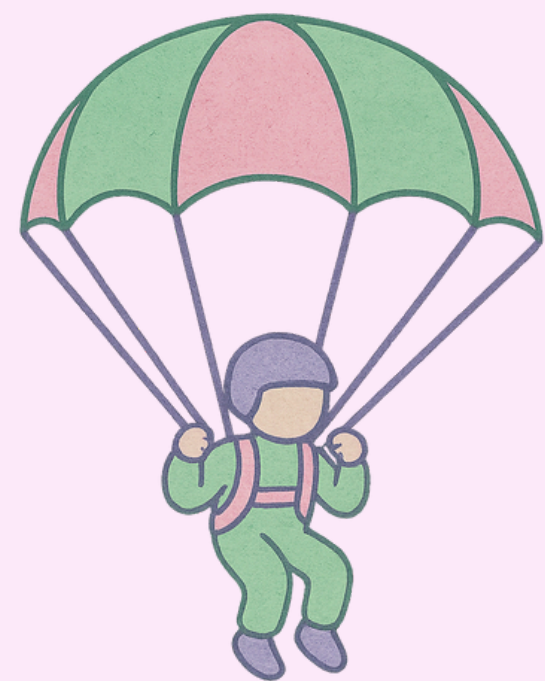
HEATMAP & TOOL RANKING

NEW TOOLS & FEATURES

RECOMMENDATIONS

DATA SOURCES

MEASURED IMPACT



4. RECOMMENDATION FOR AEROWORLD

If Aeroworld needs:

- Maximum compatibility, ease of access, and low cost: **Looker Studio**
- High performance and advanced analytics: **Tableau**
- A balance of cost, enterprise features, and AI innovations: **Power BI**

My advice:

For most business scenarios, especially those involving cross-departmental collaboration, cloud access, and easy sharing, Looker Studio is the recommended choice due to its cost, accessibility, and vast integration options.

However, if your team manages large volumes of data or requires advanced analytics and on-premise deployment, consider Tableau or Power BI.

All three tools have their strengths. My dashboard presents a detailed scorecard to help Aeroworld prioritize according to its strategic and technical priorities.

“Veille Métier” – Data Viz Tools Comparison 2025

Power BI, Tableau, Looker Studio – Comparative Dashboard

KEY METRICS COMPARISON

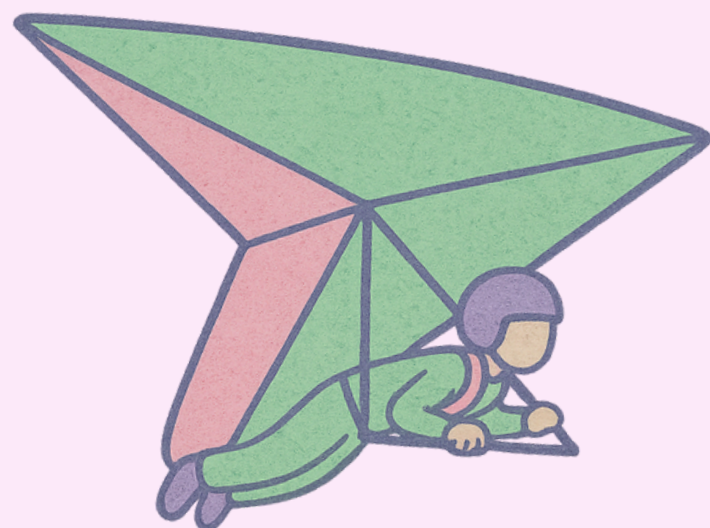
HEATMAP & TOOL RANKING

NEW TOOLS & FEATURES

RECOMMENDATIONS

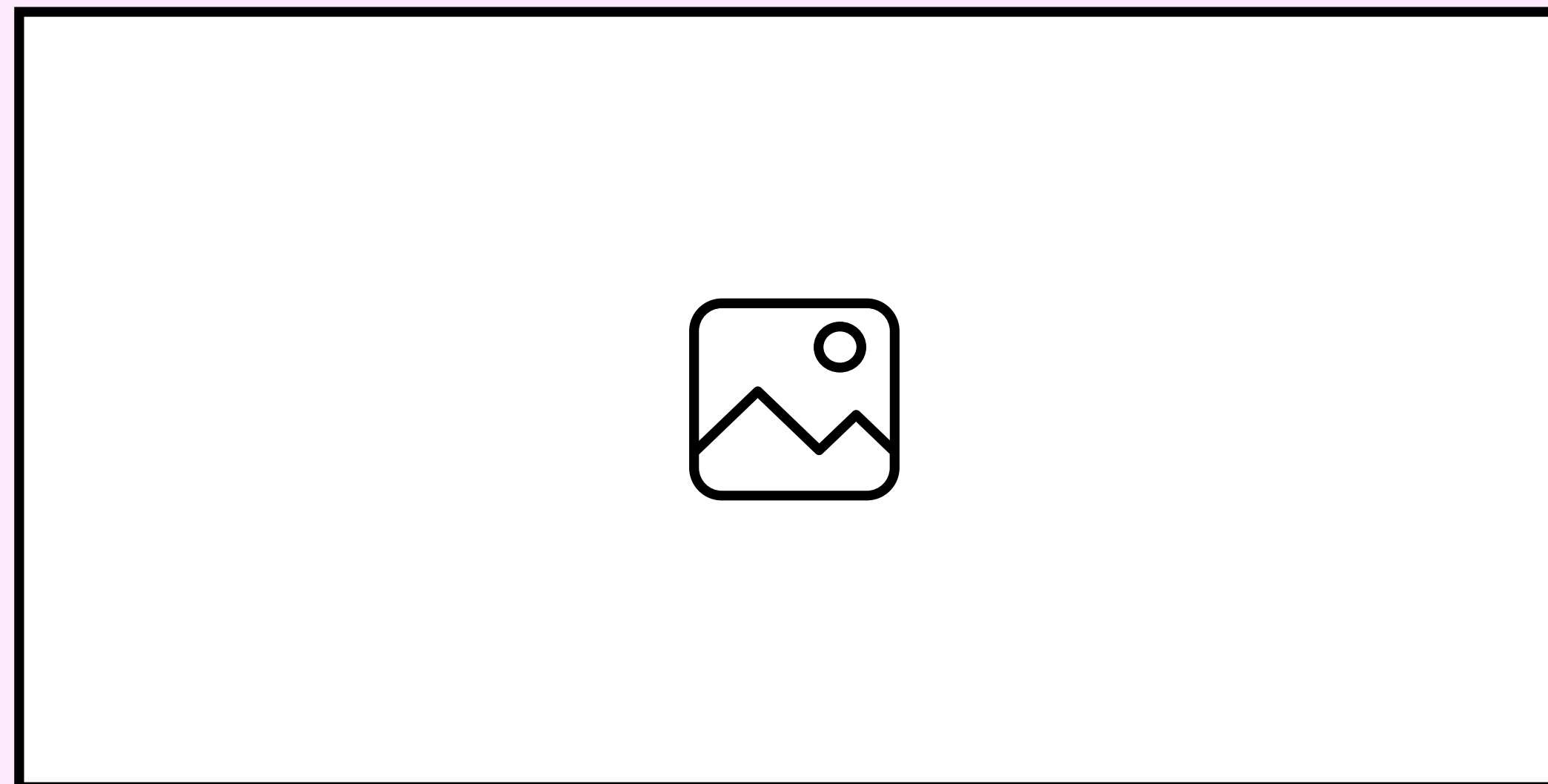
DATA SOURCES

MEASURED IMPACT



5. DATA SOURCES & REFERENCES

This dashboard is based on publicly available, up-to-date, and reputable sources for software pricing, technical features, and user feedback. Here are the main data sources used to inform our comparative analysis:



Methodological Note:

All values are the result of market research conducted between January and August 2025, based on vendor documentation, professional review sites, and specialized tech blogs. For each criterion, only the most recent and reliable information has been retained. Where appropriate, prices have been converted to euros using the official exchange rates of early 2025. Full links and supplementary documentation available upon request.

This sources page ensures the full transparency and reproducibility of the comparative analysis presented in the dashboard.

“Veille Métier” – Data Viz Tools Comparison 2025

Power BI, Tableau, Looker Studio – Comparative Dashboard

KEY METRICS COMPARISON

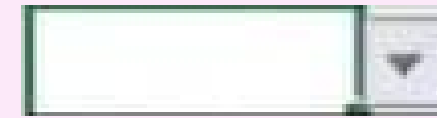
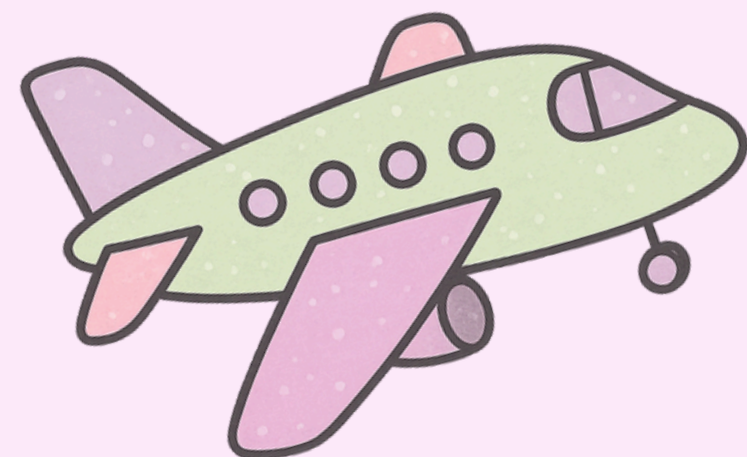
HEATMAP & TOOL RANKING

NEW TOOLS & FEATURES

RECOMMENDATIONS

DATA SOURCES

MEASURED IMPACT



6. MEASURED IMPACT FOR AEROWORLD

This page evaluates each tool's performance in a practical "Gantt-to-Publish" scenario, combining five weighted factors into a single **Impact Score**. The weighting reflects Aeroworld's priorities: Performance & Scalability (35%), Compatibility & Data Connectors (25%), Ease of Use & Training (15%), Total Cost of Ownership (15%), and Operating System Support (10%).

These weights ensure the score aligns with Aeroworld's operational needs, where handling large datasets, integrating multiple data sources, and maintaining cross-platform accessibility are critical.

