



How Tellius Compares to Tableau for Self-Service Analytics

Tableau is a data visualization company focusing on business intelligence. When it was founded 20 years ago, Tableau was considered the gold standard of self-service analytics platforms thanks to its highly customizable drag-and-drop dashboarding.. However, as more organizations suffer from dashboard sprawl and the acquisition by Salesforce and management turnover, customers have complained about turmoil around pricing changes tied to Salesforce and stagnant innovation.

Tellius offers a different path toward self-service analytics with a natural language-first experience (e.g., natural language search, automated visualizations with natural language summaries, etc.), automated insights, a robust data preparation layer, accessible advanced analytics (including AutoML), all built on a highly scalable compute engine allowing analysis to be performed on billions of rows of data. The combination of these features and Tellius’ generative AI capabilities enables true self-service for the entire organization, upskilling all user types with an augmented analytics experience.



✓ Self-service experience takes you from business question to answer with natural language search and automated insights	⊖ Drag-and-drop dashboarding with highly customizable visualizations
✓ Intuitive automated insights finds hidden patterns in the data to help you understand the “why” behind changes in key metrics and enables users to dive deeper to understand what changes need to be made	⊖ Tableau Pulse is only available in Tableau Cloud, requires a very manual set-up process and does not enable deep dives into “why” metrics are changing and how to best address those changes.
✓ Tellius includes predictive analytics out-of-the-box including regression, classification, clustering, and recommendations with AutoML, point-and-click, and bring-your-own model options	⊖ Predictive analytics on Tableau are limited to regression analysis. For more advanced data science features, Tableau customers need access to Salesforce Einstein Discovery.
✓ Flexible deployment options for on the most popular cloud service providers and on-premise with feature parity across deployment type.	⊖ While Tableau provides a wide range of deployment options, Tableau Server customers receive a limited feature set compared with Tableau Cloud customers.
✓ Tellius prides itself on the combination of people and technology to help guide you through implementation and adoption.	⊖ For many Tableau customers standard support does not address key issues

Why Tellius?



Empowering self-service analytics

Designed from the ground up to provide an integrated experience that combines data preparation, transformation, querying, and insight generation, all in a user-friendly, intuitive experience



Supercharging analysis with powerful insights

Empowers users to understand not only "what" is happening but also "why," by running millions of variable combinations in the datasets, enhancing the depth and value of insights derived



Built for scale

Built with a powerful dual analytics engine that combines powerful ad hoc exploration capabilities for analytical queries at scale, optimized for data prep, insights, and ML workloads

Detailed Feature Comparison

Feature	Tellius	Tableau
^ Natural Language Search		
Natural Language Search	✓	⊖
Search data by simply asking a business question	✓	⊖
Search with detailed narratives and KPI creation	✓	⊖
^ Automated Insights		
Automated Insights	✓	⊖
Kick-off Insight from Search	✓	⊖
Anomaly detection with point of interest mapping on visualizations	✓	⊖
Automatic selection of insight type based on data	✓	⊖
Natural language narrative summary of insight	✓	✓
Key Driver Insights	✓	✓
..... Explore Top Segments	✓	⊖
..... Explore Top Predictive Factors	✓	⊖
Trend Insights	✓	✓
..... Explore Top Contributors to the Change	✓	⊖
..... Explore Top Reasons for the Change	✓	⊖
Comparison Insights	✓	⊖
..... Explore Top Differences	✓	⊖
..... Explore Top Reasons for the Difference	✓	⊖
^ Predictive Analytics		
Predictive Analytics	✓	⊖
AutoML	✓	⊖
Point-and-Click ML	✓	⊖
Bring Your Own Model	✓	⊖
Regression	✓	✓
Classification	✓	⊖
Clustering	✓	⊖
Recommender Systems	✓	⊖
^ Deployment		
Cloud	✓	✓
On-Premise	✓	✓
Feature parity across deployments	✓	⊖

Common Tableau Pitfalls



Yesterday's self-service analytics

Tableau's drag-and-drop dashboarding was innovative when it was first introduced, however this requires a degree of training which may limit adoption and only provides more questions than answers. Modern self-service analytics are designed to streamline a data consumer's workflow by enabling them to interact with data in natural language and automated insight generation.



Innovation stagnating

Tableau launched natural language search and automated insights-like features but only gained a modest adoption and have subsequently deprecated or slowed innovation in these areas. Tableau Pulse is the latest innovation attempt, however it is not being positioned as a core element of the product making it vulnerable to future cuts.



Salesforce acquisition causes turmoil

With Salesforce's acquisition, Tableau has left Server customers behind by placing some features only available on Tableau Cloud. In addition, Salesforce has begun tying some features like advanced analytics and AutoML licensing to purchasing Salesforce products. In this case, you need a Salesforce license, an Einstein Discovery license, and a Tableau license to access advanced analytics in Tableau.

Learn more about how Tellius empowers business users to do more with data.

Schedule a Demo