SEO Research Data

for Analytics, Feb 2022

Sub-Industry | Business Intelligence Platforms Software

OUTLIERS

Power BI	90, $95,663,936
ORACLE ESSBASE	87, $8,652,590
tableau	41, $3,729,717
DOMO	31, $1,007,070

Monthly Organic Traffic Value (y-axis: $0 – $800,000)

Directive SEO Score* (x-axis: 28 – 31)
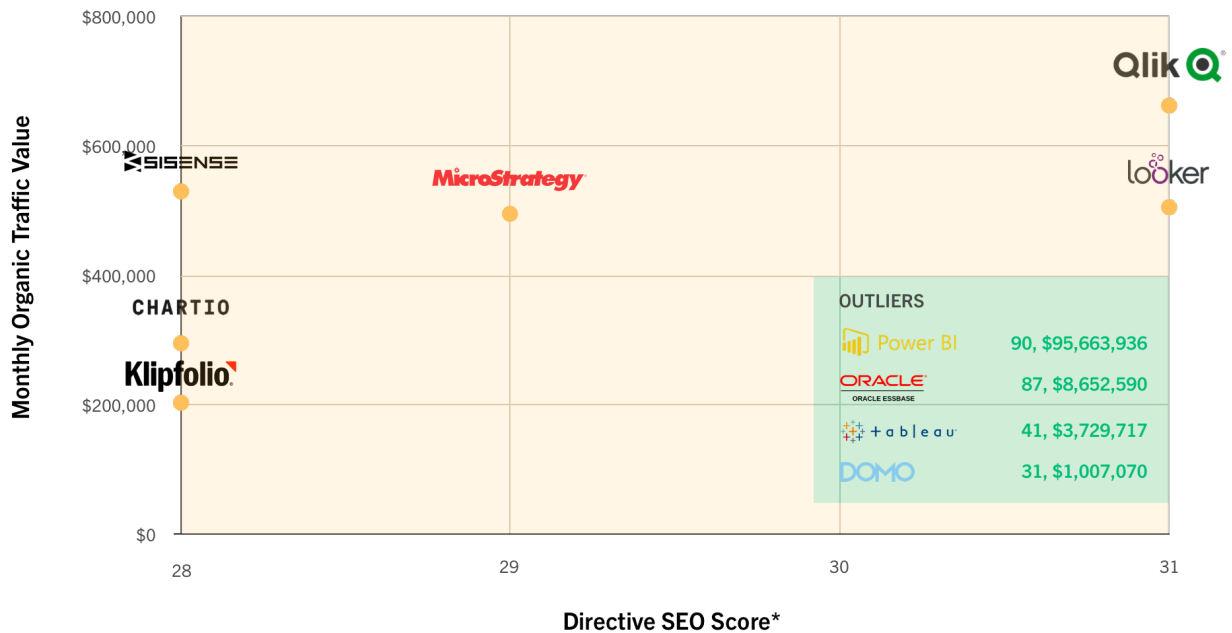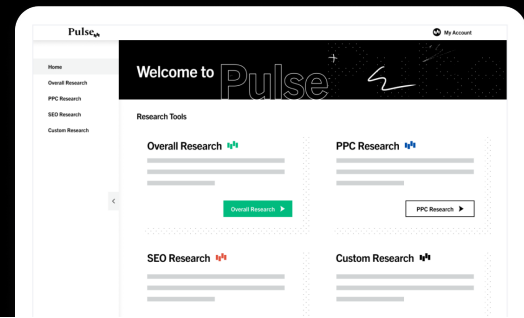
Rank	Company Name	Directive SEO Score	Est. Monthly Ad Spend	Rank	Company Name	Directive SEO Score	Est. Monthly Ad Spend
1	Microsoft Power BI	90	$95,663,936	6	Qlik	31	$660,970
2	Oracle Analytics On-Premise Essbase	87	$8,652,590	7	MicroStrategy	29	$494,012
3	Tableau Software	41	$3,729,717	8	Chartio	28	$292,829
4	Looker	31	$504,889	9	Sisense	28	$528,332
5	Domo	31	$1,007,070	10	Klipfolio	28	$201,997

* Directive Score: This metric is a weighted calculation of all the aggregate data combining paid metrics, organic metrics, and estimated spend in order to calculate the strength of a brand's visibility online on a scale from 0-100.