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DATAcated Rising Stars

Data Visualization



2024

Kate Strachnyi

DATAcated.com

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I'm Kate Strachnyi, founder of DATAcated; a media company focused on helping companies reach their audience by amplifying their brand and expertise in artificial intelligence (AI), machine learning (ML), and data science.

I'm excited to introduce the DATAcated Rising Stars document, a comprehensive, unbiased overview of data visualization software vendors.

This report shows how each software platform helps solve business challenges, with options for customization to fit company branding and boost user satisfaction.

It includes images of the user interface and details on how easy the software is to support and maintain. It covers data needs, explaining whether the software works with both structured and unstructured data.

There's information on customer support and user training to help new users get started, plus features to make the software easy to adopt, whether it's no-code, low-code, or high-code. Security, compliance, and disaster recovery plans are described to show how data is protected.

The report also explains how often updates happen, how the software scales to handle growth, and any limits on users or data. It includes pricing plans, GenAI or AI-powered features, ideal company size, and options for cloud or on-premise deployment.

Additionally, it shares the level of analytics maturity needed to get the most value and includes client stories for real-world insight.

Note: Information in this report was collected directly from vendors.



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Astrato Analytics

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Astrato

DESCRIPTION:

Astrato empowers everyone with self-service BI to build dashboards & reports, answer data questions, and accelerate analytics adoption.

BUSINESS CHALLENGES SOLVED

Astrato addresses the challenge of IT dependency by enabling users to create their own reports, reducing dashboard development time and IT backlogs, while supporting faster, data-driven decision-making.

DATA TYPES

Astrato operates optimally with structured data.

SUPPORT TYPE

Astrato offers business hours support.

BRANDING NEEDS

Astrato can be customized for branding needs.

SUPPORT EASE



USER ENJOYMENT & SATISFACTION

Astrato offers an intuitive, user-friendly interface that enables non-technical users to easily build and customize reports, dashboards, and data apps. This accessibility empowers users, boosts their confidence, and enhances satisfaction by making data both actionable and easy to understand.

ANALYTICS MATURITY



Organizations at an intermediate stage of analytics maturity will gain the most value from Astrato. These organizations can handle more complex data sets, use data in decision-making with moderate acceptance, and have developing data literacy, with some staff already trained in data analysis.

HIRE SUPPORT

Clients don't need to hire specialized external engineers for support. Astrato's no-code capabilities make building dashboards straightforward, with drag-and-drop features and smart suggestions that make the process easy, even without technical expertise.

USER TRAINING

New users are trained through a comprehensive training portal, recorded webinars, and additional training and enablement sessions provided to customers. These resources ensure that users can get started quickly and effectively with the software.

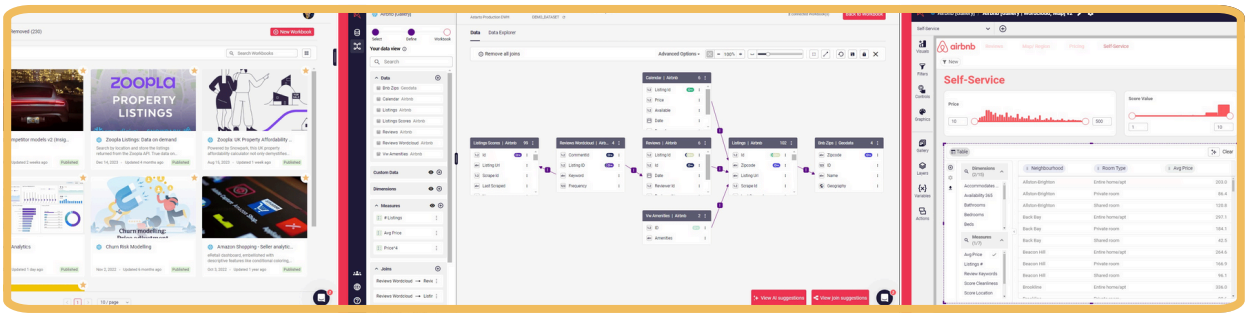
DATA REQUIREMENTS

Astrato requires clean, analytics-ready data for optimal performance. It visualizes data directly from the source, whether it's in a data warehouse or data lakehouse, ensuring that the data remains unmodified and reflects a single source of truth from your data cloud. What you store is what you get.

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Astrato Analytics

USER INTERFACE



ADOPTION RATES

Astrato enhances user adoption rates through comprehensive onboarding, user-friendly tutorials, and a responsive support team. Its no-code development, embedded analytics, and AI-driven features make the software easy to navigate and increase productivity, leading to quicker insight generation and higher adoption rates.

DATA SECURITY

Astrato ensures robust data security through encryption, access controls, and compliance with industry standards like GDPR and HIPAA. It also inherits security measures from vendors like Snowflake, Databricks, and Google BigQuery, including row-level security and role-based access control (RBAC).

TECHNICAL SKILL REQUIRED

Astrato is a low-code platform, designed for users with minimal technical skills, while also offering advanced capabilities like SQL entry and the ability to call stored procedures and ML functions for more experienced users.

COMPLIANCE

Astrato ensures compliance with data-related industry regulations, such as GDPR and HIPAA, by adhering to these standards and maintaining data privacy through continuous monitoring and regular updates.

DISASTER RECOVERY

Astrato has a comprehensive disaster recovery plan that includes regular backups, failover procedures, and content replication to ensure business continuity. Importantly, customer data is never copied, maintaining the integrity and security of their information.

SOFTWARE UPDATES

Astrato updates its software weekly, following a transparent and seamless process that incorporates user feedback. This approach ensures that updates are smooth and cause minimal disruption to users.

USER & DATA CAPACITY

Astrato's software can handle thousands of users and millions of transactions, both in reading and writing data, ensuring it scales effectively for enterprise-level operations.

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Astrato Analytics

Astrato

PRICING PLANS

Astrato's pricing starts at $12 per user for the starter plan. Custom pricing plans are also available, tailored to business needs for optimal cost efficiency and flexibility.

SUITABLE ORGANIZATION

Astrato is best suited for organizations with under 100 employees.

REGION SPECIFIC

Astrato operates globally, offering solutions that cater to international markets without being region-specific.

SCALABILITY

Astrato scales effectively to meet growing business demands, accommodating increasing data volumes and user numbers without compromising performance. It harnesses the power of your data cloud, allowing warehouses to automatically scale to match any surge in demand for analytics that Astrato generates.

CLIENT TESTIMONIAL

"What an easy no-code solution. Being a developer, it's hard enough to find time to support the workload of clients, let alone support internal customer-facing teams with daily insight and analytics. This is where Astrato lends itself so amazingly, because with very little support our internal users can now surface insights straight out of Google Sheets/ Postgres database without the need for any coding skills."

Lee Smith, Visualization Lead at AdviseInc Ltd

INSTALLATION REQUIREMENTS

Astrato can be accessed through an online portal with minimal IT intervention required for setup.

GEN AI INTEGRATION

Astrato integrates GenAI to provide (1) natural language querying, and automated insights, as well as (2) a copilot to boost productivity.

DEPLOYMENT OPTIONS

Astrato offers cloud-based deployment.

LEARN MORE

If you'd like to learn more about Astrato, check out their website here: https://astrato.io/

Flourish

DESCRIPTION:

Flourish is a tool that helps users create easy and engaging data visualizations to tell better stories with their data.

BUSINESS CHALLENGES SOLVED

Flourish solves the challenge of making data accessible and engaging by providing templates and easy embedding options, enabling users of any skill level to create and share interactive visualizations that effectively communicate insights and engage their audience.

SUPPORT EASE



ANALYTICS MATURITY



Flourish is best suited for organizations at an intermediate level of analytics maturity, where data is used in decision-making, and there is growing data literacy with some staff trained in data analysis.

DATA REQUIREMENTS

Data quality and specific data structures are not applicable to Flourish's tool.

DATA TYPES

Flourish can handle both structured and unstructured data.

SUPPORT TYPE

Flourish offers customer support through a ticket system.

BRANDING NEEDS

Flourish can be customized for branding needs.

USER ENJOYMENT & SATISFACTION

Flourish makes users happy by turning data into beautiful, interactive stories with an easy-to-use, no-code interface. It allows users to focus on creating impactful narratives without worrying about technical challenges, making the process smooth and enjoyable.

HIRE SUPPORT

Clients do not need to hire external engineers or experts. Flourish is designed to be user-friendly, so anyone can create and share data visualizations without technical expertise.

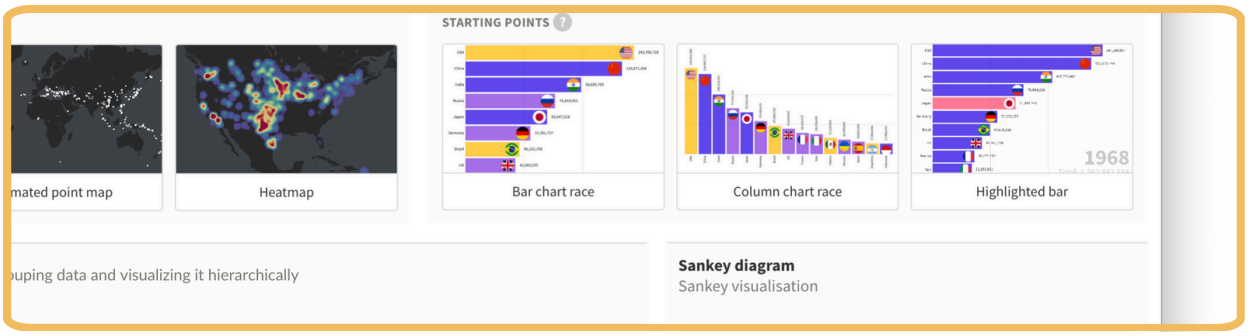
USER TRAINING

Flourish provides tutorials, regular webinars, and accessible support to help new users quickly get started with creating data visualizations.

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Flourish

USER INTERFACE



ADOPTION RATES

Flourish enhances user adoption with comprehensive onboarding documentation and upcoming workflows that help users quickly create charts without the need for extensive data wrangling.

DATA SECURITY

Flourish ensures compliance with data-related regulations by being ISO27001 certified, hosting data in AWS Western Europe within the EEA, and continuously monitoring legal changes across countries. The legal team ensures Flourish meets obligations in all jurisdictions.

TECHNICAL SKILL REQUIRED

Flourish is a no-code platform, requiring no technical skills to create visualizations, but it also offers a Flourish API for users seeking full customization and versatility.

COMPLIANCE

Flourish ensures compliance with data-related industry regulations by being ISO27001 certified, an internationally recognized information security standard certified by the British Standards Institute.

DISASTER RECOVERY

Flourish has a disaster recovery plan that is regularly tested alongside live deployments to ensure quick recovery in case of disruption. A full test of the disaster recovery procedure is conducted at least once a year.

SOFTWARE UPDATES

Flourish updates its software regularly to improve performance and introduce new templates. Each update is thoroughly tested in development and staging environments before being released to users.

USER & DATA CAPACITY

No limits!

Flourish

PRICING PLANS

Flourish offers custom pricing plans tailored to the specific needs of each user or organization.

SUITABLE ORGANIZATION

Flourish is best suited for organizations with 1,000 or more employees.

REGION SPECIFIC

Flourish is designed to operate globally and is not limited to specific regions.

SCALABILITY

Flourish scales easily to meet growing business demands, allowing users to create and manage more visualizations as their needs expand without compromising performance.

CLIENT TESTIMONIAL

“Flourish is such an intuitive data visualization tool. Starting out as a novice, I was able to play around and build roughly what we wanted to do by myself.”

Lionel Faull, Chief reporter, Kontinentalist

INSTALLATION REQUIREMENTS

Flourish can be accessed directly through an online portal at flourish.studio, without the need for IT intervention.

GEN AI INTEGRATION

AI and GenAI are not applicable to Flourish’s tool.

DEPLOYMENT OPTIONS

Flourish offers cloud-based deployment.

LEARN MORE

If you’d like to learn more about Flourish, check out their website here: https://flourish.studio/

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Quaeris, Inc.

quaeris

DESCRIPTION:

QuaerisAI is an AI platform that helps you build data products using natural language.

BUSINESS CHALLENGES SOLVED

QuaerisAI addresses the challenge of managing too many software tools by providing one platform that handles conversational queries, instant dashboards, perfect PDF and PPT reports, and automates tasks like contract tracking, signature validation, and invoicing.

SUPPORT EASE

1 2 3 4 5

Simple ✓ ○ ○ ○ ○ Complex

ANALYTICS MATURITY

Beginner ○ Intermediate ✓ Advanced ○

Organizations at the intermediate stage of analytics maturity will gain the most value from QuaerisAI. These organizations can handle more complex data sets, use data in decision-making, and have a developing data literacy, with some staff trained in data analysis.

DATA REQUIREMENTS

Our software works with the same data and data sources you're already using, supporting about 20 data sources out of the box like Snowflake, Databricks, and SQL Server. For unstructured data, QuaerisAI connects with platforms like SharePoint, OneDrive, and Google Drive, so no special data quality or structure is required.

DATA TYPES

Quaeris can handle both structured and non structured

SUPPORT TYPE

Quaeris offers 24/7 support.

BRANDING NEEDS

Quaeris can be customized for branding needs.

USER ENJOYMENT & SATISFACTION

Using QuaerisAI enhances user enjoyment and satisfaction by making tasks simple and stress-free. It's a zero-code platform, so business users can handle everything without needing technical skills or complicated tools, allowing them to work more efficiently and independently.

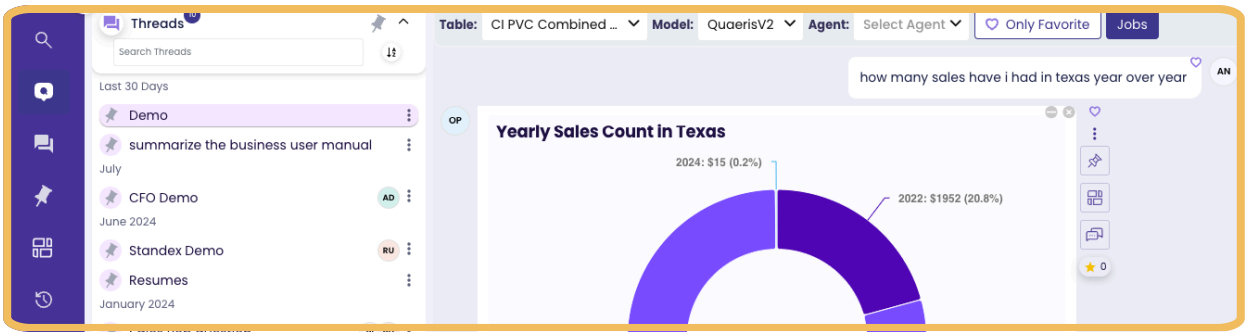
HIRE SUPPORT

Clients never need to hire specialized external engineers or experts. QuaerisAI is built for easy self-onboarding, and users can manage everything themselves without IT support. Administrative tasks are simple to learn, so outside consulting is unnecessary.

USER TRAINING

Quaeris offers self-service guided training available on-demand. We also provide hour-long training sessions for both end-users and Administrators to help them get started efficiently.

USER INTERFACE



ADOPTION RATES

Quaeris boosts user adoption with an easy-to-use interface and built-in guides to help users navigate the software. We also offer self-service training, and our friendly Customer Success team is always ready to help users get the most out of the platform.

DATA SECURITY

QuaerisAI keeps your data secure by not moving it. Instead, we send queries directly to where the data is stored. For extra security, they can install QuaerisAI within your private cloud or behind your firewall, making it ideal for industries like Financial Services and Healthcare. This keeps data safe while breaking down data silos.

TECHNICAL SKILL REQUIRED

Quaeris is a no-code platform, meaning no technical skills are required to use it. We don't rely on drag-and-drop features either, making it even simpler and more modern for users to work with.

COMPLIANCE

QuaerisAI ensures compliance with data-related industry regulations by being in the process of SOC2-Type 2 certification. Additionally, they offer the option to install and deploy QuaerisAI in your private cloud, providing an extra layer of security and confidence for regulated industries.

DISASTER RECOVERY

QuaerisAI relies on the disaster recovery processes of major cloud providers like Azure, AWS, and GCP to ensure data and system recovery in case of an emergency.

SOFTWARE UPDATES

QuaerisAI updates its software twice a month with major releases, using Azure CI/CD for a seamless process that doesn't disrupt customers. Hotfixes are applied as needed to ensure users never have to deal with bugs.

USER & DATA CAPACITY

There is no limit on the number of users, transactions, or data that QuaerisAI can handle.

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Quaeris, Inc.

quaeris

PRICING PLANS

QuaerisAI offers two pricing plans: User Group pricing and Consumption-Based pricing, allowing flexibility based on your needs.

SUITABLE ORGANIZATION

Quaeris is best suited for organizations with 1,000 or more employees.

REGION SPECIFIC

Quaeris is designed to operate globally.

SCALABILITY

QuaerisAI scales effortlessly to meet growing business demands. Built on Kubernetes, it seamlessly adjusts to increased usage and evolving needs of users.

CASE STUDY

A fast-growing marketing agency, formed by combining several companies, faced challenges with five business lines and no standard contracts or tracking for signed deals and changes. They first tried a Contract Management System (CLM) but found it too rigid. Instead, they chose QuaerisAI's Contract Tracking & Analytics (CTA) App, which gives flexibility and pulls out structured data later. With QuaerisAI, the finance team can easily track contracts, ask questions in plain language, and get automatic updates. They can also analyze contracts for renewals, terms, and compare bookings to billing trends for better insights.

INSTALLATION REQUIREMENTS

The installation of QuaerisAI does not require IT intervention. It can be accessed and used through an online portal.

GEN AI INTEGRATION

GenAI is at the core of QuaerisAI, and since 2022, our model has continuously improved. Our advanced AI adapts to each client by training on their data, learning the specific language and structure of their datasets, making it smarter and more effective over time.

DEPLOYMENT OPTIONS

Quaeris offers on-premises and cloud-based deployment.

LEARN MORE

If you'd like to learn more about QuaerisAI, check out their website here: https://www.quaeris.ai

DESCRIPTION:

Yellowfin offers a powerful and flexible embedded analytics and business intelligence (BI) platform.

BUSINESS CHALLENGES SOLVED

Yellowfin simplifies analytics workflows, making data accessible to non-technical users through its Natural Language Query feature. It offers customizable dashboards for deeper insights and allows developers to embed white-label analytics. The platform is flexible, deployable on-premise, in the cloud, or in containerized environments.

SUPPORT EASE



ANALYTICS MATURITY



Organizations at an advanced stage of analytics maturity will gain the most value from Yellowfin. These organizations handle complex data sources, have a strong culture of data-driven decision-making, and high data literacy, enabling them to perform sophisticated data analysis.

DATA REQUIREMENTS

Yellowfin requires a certain level of data quality to function optimally, although it includes features like data profiling to help identify poor-quality data. It connects to various data sources and structures, but is most commonly used with relational structures. However, it doesn't have built-in data cleansing tools.

DATA TYPES

Yellowfin can handle both structured and non structured

SUPPORT TYPE

Yellowfin has four support teams that provide global coverage.

BRANDING NEEDS

Yellowfin can be customized for branding needs.

USER ENJOYMENT & SATISFACTION

Yellowfin enhances user satisfaction with its intuitive interface, easy dashboard design, and data storytelling features. Users appreciate its ability to handle large data sets, build customizable reports, and integrate predictive analytics for tailored insights across the organization.

HIRE SUPPORT

Clients don't need to hire specialized external engineers. Yellowfin's support team handles customer issues, with free training available through Yellowfin University, extensive product documentation, and an active user community. Additionally, embedded customers receive support through Launchpad Services.

USER TRAINING

Yellowfin offers free training through Yellowfin University to help new users get started. For those seeking advanced learning, paid training and certification are available through our certified training partner, Minerra.

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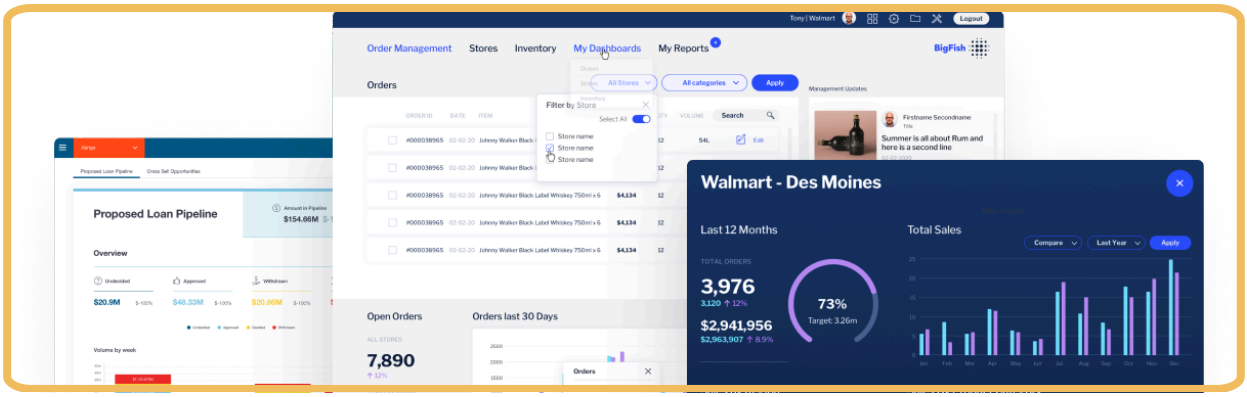
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Yellowfin

USER INTERFACE



ADOPTION RATES

Yellowfin enhances user adoption by offering an intuitive dashboard design, data storytelling features, and assisted insights. Its Guided Natural Language Query (NLQ) and user-friendly interface make it accessible for everyone, from business users to data analysts, encouraging widespread use across the organization.

DATA SECURITY

Yellowfin secures data with row-level security, role-based access, and group management. Users are assigned roles that control their permissions, and groups allow for efficient management of security settings. Granular functions determine access to specific features, ensuring the right level of access for each user.

TECHNICAL SKILL REQUIRED

Yellowfin is a low-code/no-code platform. Many features are customizable through the user interface without coding. However, for advanced use cases, coding is required using standard languages like HTML, JavaScript, CSS, and Java, with no proprietary languages involved.

COMPLIANCE

Yellowfin ensures compliance with data-related industry regulations through certifications such as UK Cyber Essentials (2018-2020) and SOC2 Type 2, achieved in 2021. These accreditations demonstrate Yellowfin's commitment to meeting industry security standards.

DISASTER RECOVERY

Yellowfin relies on cloud based disaster recovery.

SOFTWARE UPDATES

Yellowfin releases product updates quarterly and patches as needed.

USER & DATA CAPACITY

Yellowfin has no limit on the number of users, transactions, or data it can handle. For instance, a large global fast-food chain uses Yellowfin for a customer franchisee portal with hundreds of users and over 100,000 transactions.

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Yellowfin

PRICING PLANS

Yellowfin offers value-based pricing for embedded analytics and flexible pricing models for software vendors and enterprise customers.

SUITABLE ORGANIZATION

Yellowfin is best suited for organizations with 1,000 or more employees.

REGION SPECIFIC

Yellowfin operates globally and supports multiple languages out of the box, including English, Spanish, French, Japanese, Chinese Simplified, German, Brazilian Portuguese, Italian, and Dutch.

SCALABILITY

Yellowfin scales to meet growing business demands by supporting clustering, which allows multiple application servers to share a single Yellowfin repository, ensuring smooth performance as your business grows.

CLIENT TESTIMONIALS

“Cheers to 20 years of groundbreaking analytics and seamless collaboration with Yellowfin—the engine powering our itax4apps software. Together, we redefined how customers can perform their VAT reporting and integration with tax authorities, improving the speed, accuracy and efficiency of this labor-intensive process.” Frank Laarhoven, Founder, 4apps group

INSTALLATION REQUIREMENTS

Yellowfin installation is straightforward and can be accessed online. IT intervention is only needed for additional complexity or on-premise deployments that require specific permissions.

GEN AI INTEGRATION

Yellowfin integrates AI with features like Assisted Insights, Guided NLQ, and Signals. Assisted Insights explains data quickly using machine learning, while Guided NLQ simplifies queries by automatically generating filters and suggestions. Signals monitors data for significant changes and alerts users to key insights. Yellowfin also supports AI model integration via ETL and advanced functions.

DEPLOYMENT OPTIONS

Yellowfin offers on-premises and cloud-based deployment.

LEARN MORE

If you’d like to learn more about Yellowfin, check out their website here: https://www.yellowfinbi.com

visme

DESCRIPTION:

Visme empowers you to create interactive visual content effortlessly, achieving a design process up to 5x faster—no design skills required.

BUSINESS CHALLENGES SOLVED

Visme reduces design time by up to 70%, enabling teams to create engaging content at scale while maintaining brand consistency with set colors, fonts, logos, and templates. It also simplifies complex data visualization through easy-to-use charts, graphs, and data widgets.

DATA TYPES

Visme cannot handle both structured and non structured

SUPPORT TYPE

Visme offers 24/7 support.

BRANDING NEEDS

Visme can be customized for branding needs.

SUPPORT EASE



USER ENJOYMENT & SATISFACTION

Visme enhances user satisfaction by making content creation both faster and more cost-effective, with proven results like a 200% increase in conversions and a 70% reduction in design time. High-profile clients like the Denver Broncos and Tiffany & Co. consistently praise Visme for its positive impact on their teams, showcasing its ability to make content creation more enjoyable and efficient.

ANALYTICS MATURITY



Visme is best suited for organizations at an intermediate analytics maturity level. These organizations manage complex data, make data-driven decisions, and develop data literacy with some staff trained in data analysis.

HIRE SUPPORT

Clients can easily use Visme without hiring specialized engineers or experts, as it's a fully no-code platform designed for non-designers, featuring an intuitive, drag-and-drop interface.

USER TRAINING

Visme offers plenty of resources to help new users get started, including free courses, a detailed YouTube channel, and a helpful Support database with FAQs and tutorials to answer common questions easily.

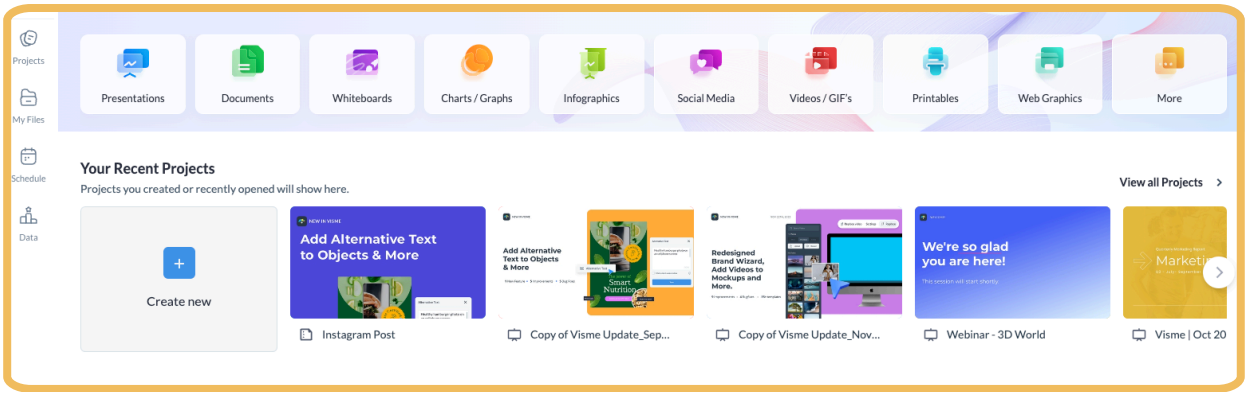
DATA REQUIREMENTS

Visme operates effectively without requiring a specific level of data quality or structured data, making it accessible and functional for all users.

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Visme

USER INTERFACE



ADOPTION RATES

New users can get started with Visme through our 24/7 support and account teams, who offer team demos and provide support articles, ensuring easy access to guidance on utilizing the platform's full range of features.

DATA SECURITY

Visme ensures data security by allowing users to share projects privately, set time-limited access links, and add encryption or password protection to projects, safeguarding content effectively.

TECHNICAL SKILL REQUIRED

Visme is a no-code platform, designed for users of all technical skill levels, allowing anyone to create and customize content without coding knowledge.

COMPLIANCE

Visme ensures compliance with data-related regulations by adhering to GDPR and striving to meet Section 508 and WCAG accessibility guidelines. While some content may currently meet only minimum compliance, Visme is committed to ongoing improvements in accessibility and compliance monitoring.

DISASTER RECOVERY

Disaster recovery processes are not applicable for Visme.

SOFTWARE UPDATES

Visme updates its software quarterly with new features and functionalities and continuously improves with bug fixes. A "What's New" announcement is published about twice a month to review recent updates, additions, and fixes.

USER & DATA CAPACITY

Visme's storage limits depend on the plan type. The Starter Plan includes 1 GB, while the Pro Plan offers 5 GB for new plans or 10-25 GB per user on old plans, with upgrades available to 50 GB or 200 GB. For Teams, each user has 10-25 GB, with upgrade options to 50 GB or 200 GB per user. Upgrading allows individual users to access up to 50 GB or 200 GB, depending on the chosen option.

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Visme

visme

PRICING PLANS

Visme offers recurring pricing plans.

SUITABLE ORGANIZATION

Visme is best suited for organizations with under 100 employees.

REGION SPECIFIC

Visme is designed to operate globally.

SCALABILITY

Visme scales to meet growing business demands with plans ranging from a Basic single-user option to Enterprise plans designed for large teams needing advanced collaboration and powerful content creation features.

CASE STUDY

The Denver Broncos used Visme to improve how their team creates and shares content. With Visme's easy-to-use design tools, team members could make professional presentations, social media graphics, and reports without needing design skills. This helped the Broncos' staff work together better and keep their branding consistent, all while reducing the need for outside designers. Visme made it simple for their team to create high-quality content quickly, boosting productivity and keeping their visual style strong across the organization.

INSTALLATION REQUIREMENTS

Visme can be accessed through an online portal, so no IT intervention is required for installation.

GEN AI INTEGRATION

Visme incorporates AI with features like the AI Image Editor, AI Writer, and AI Design Generator, as well as a ChatGPT integration, all designed to streamline content creation and enhance user productivity.

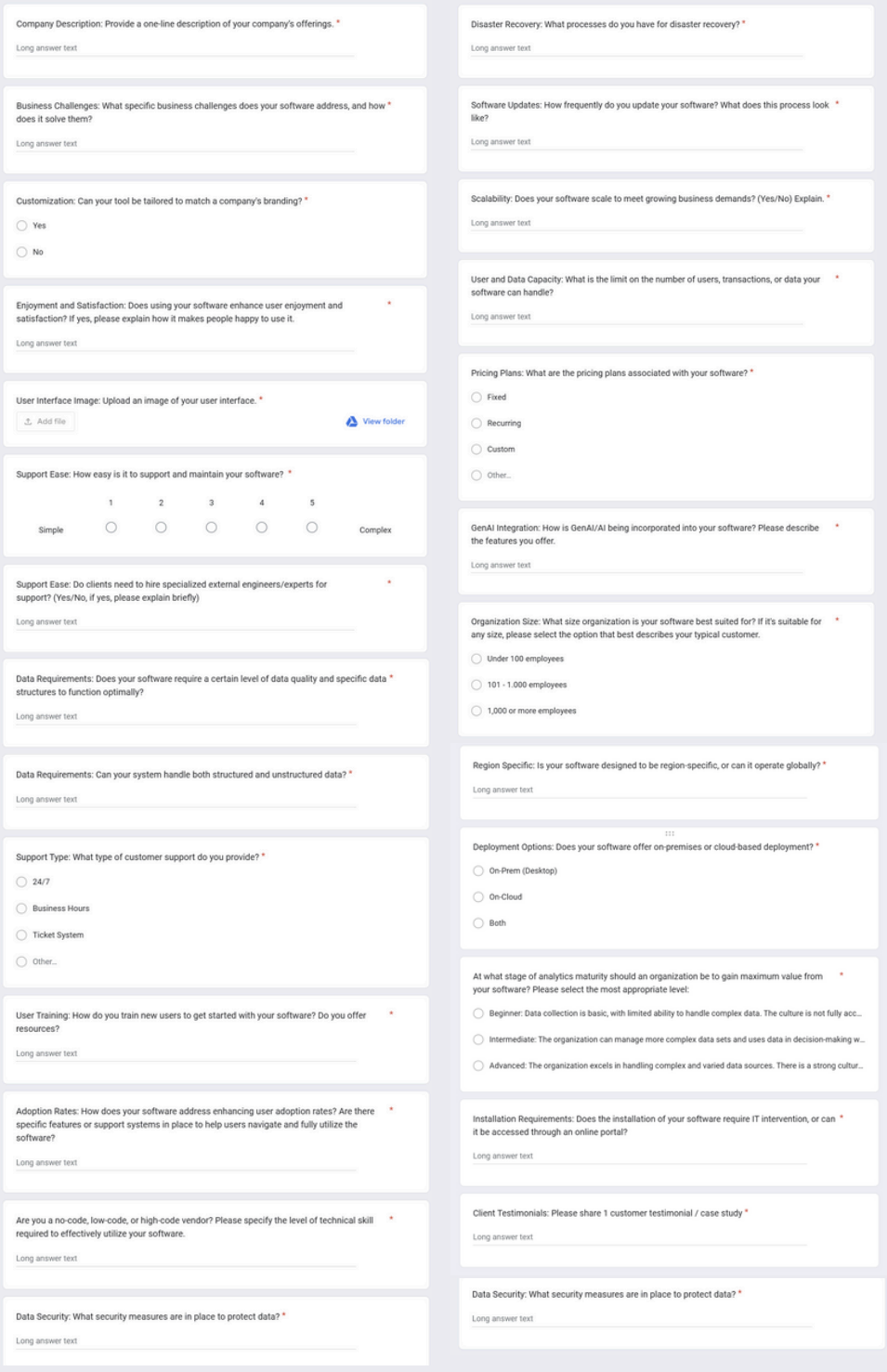
DEPLOYMENT OPTIONS

Visme offers on-premises and cloud-based deployment.

LEARN MORE

If you'd like to learn more about Visme, check out their website here: https://www.visme.co/

The following questions were asked to each vendor:



More Tools Coming Soon!

The Rising Stars Data Visualization Guide will continue to expand with powerful new tools. Readers can look forward to updates with more resources to enhance data visualization projects.

For inquiries about featuring a data visualization tool, please contact ks@datacated.com



2024