Augmented Analytics and Business Intelligence

BI platforms that combine GenAI, advanced analytics, explainability, and governed insights to drive decision intelligence

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

ABOUT THIS SHORTLIST

The era of dashboards is ending. Forward-looking analytics and BI platforms are evolving into decision intelligence system designed not just to visualize data, but to interpret, explain, and act on it. These GenAI-infused platforms combine governed natural language interfaces, predictive modeling, and agentic workflows to support faster, safer, and smarter enterprise decisions.

This Constellation ShortList identifies vendors delivering the next generation of augmented analytics—systems capable of answering complex questions, guiding users through "what-if" analyses, and triggering automated actions, and all grounded in smart data discovery and prep and business logic, governance policies, and semantic consistency.

Typical use cases include a sales manager receiving a proactive alert about deal slippage, complete with recommended follow-up actions pre-populated, a finance team using AI to explore budget anomalies, understand drivers, and simulate outcomes with guided narratives, or a business user querying data in plain English and triggering downstream actions directly from insight

New to this year's evaluation are criteria around prompt governance, semantic layers, and agentic orchestration—reflecting the rising importance of explainability, consistency, and operational integration as GenAI scales from analysts to business users, as well as across the enterprise.

7 SOLUTIONS TO KNOW

Constellation evaluates more than three dozen solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- AMAZON QUICKSIGHT
- MICROSOFT POWER BI
- ORACLE ANALYTICS CLOUD
- QLIK SENSE
- SAP ANALYTICS CLOUD
- TABLEAU (SALESFORCE)
- THOUGHTSPOT

LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email **ShortList@ContellationR.com** for more info.

To learn more about Constellation Research Shortlists visit: **www.constellationr.com/ShortList**

THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Safe, AI-powered search and chat that can answer questions using data using natural language query (NLQ) and generation (NLG), backed by controls to manage prompts, protect sensitive info, and ensure results can be reviewed and validated
- Built-in predictions and "what-if" scenarios that not only show trends but explain why something is happening and what might happen next
- Integration with or provision of a semantic and prompt layer that supports business-specific definitions, logic hierarchies, and contextualized answers for both analytics and GenAI
- GenAI-powered data preparation, including auto-joins, enrichment, profiling, cleansing, and AutoML recommendations, with assistant-style user guidance
- Contextual decision support through intent-aware recommendations based on user role, group, permissions, item/data trends, and embedded triggers, optionally tied to workflow automation
- Insight orchestration and agentic workflows that suggest or initiate multi-step actions in response to insights, based on role, context, and narrative logic, with inline delivery

ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

BUSINESS THEMES

Data to Decisions

Technology Optimization

Mike Ni
Vice President & Principal Analyst

Michael Ni covers the evolving Data-to-Decisions landscape—where CDOs, CIOs, and CPOs must modernize data infrastructure, integrate AI into decision-making, and scale automation to improve business outcomes.

Ni's research examines how enterprises operationalize AI, automate decision-making, and integrate data management and analytics into core business processes. He focuses on the challenges of scaling AI-driven decision systems, aligning data strategy with business goals, and the growing role of data and decisioning "products" in enterprise ecosystems.