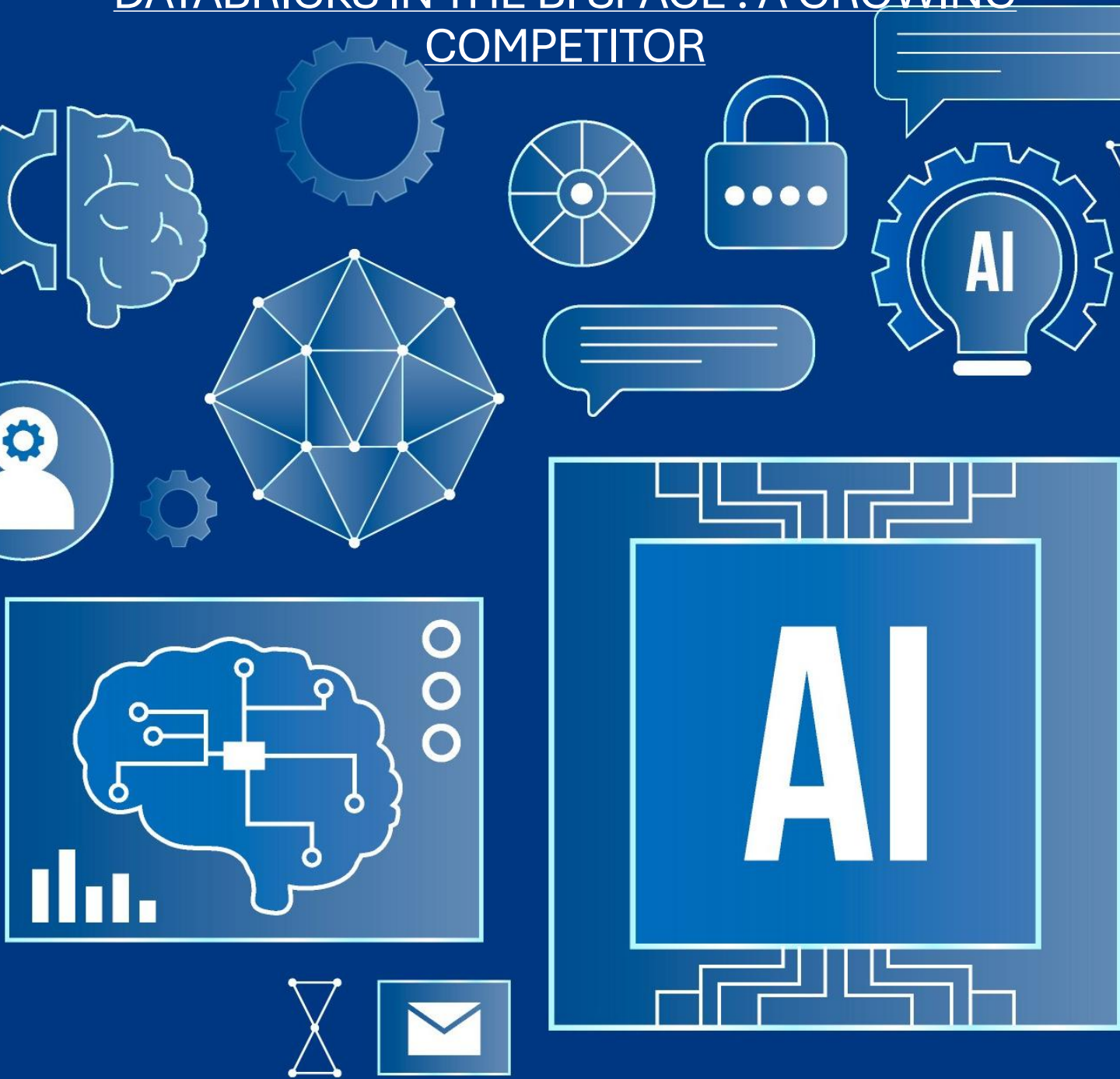


DATABRICKS IN THE BI SPACE : A GROWING COMPETITOR



connect@iqranalytics.com



<https://iqranalytics.com/>



www.linkedin.com/company/iqranalytics

BI in Databricks

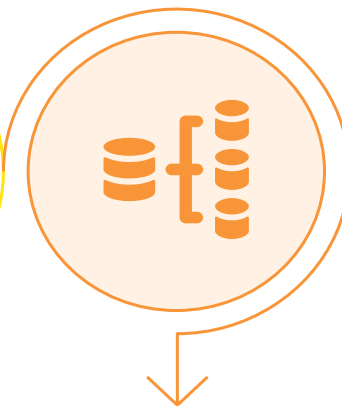
Over the past few years, Databricks has been steadily strengthening its presence in the Business Intelligence (BI) space and has now introduced several features that position it as a strong alternative to established BI platforms like Power BI and Tableau.

Many organizations have already started adopting **Databricks dashboards** for their simplicity and seamless integration with data pipelines. Let's take a closer look at the key features that make Databricks a serious contender:



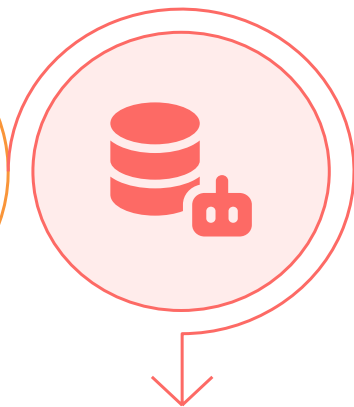
Dashboards

Databricks enables quick dashboard creation from tables. Limited formatting options ensure simplicity and power.



Metric Views

Metric views tackle the translation gap by providing a reusable semantic layer. Business logic is defined once.



Databricks Genie

Databricks Genie allows users to interact with data in plain English. It generates insights from complex queries.

Dashboards :

Databricks allows users to quickly build dashboards from any table or metric view. While the visualization options are not as extensive as those in Power BI or Tableau, the platform intentionally keeps the formatting options limited to the most critical ones.

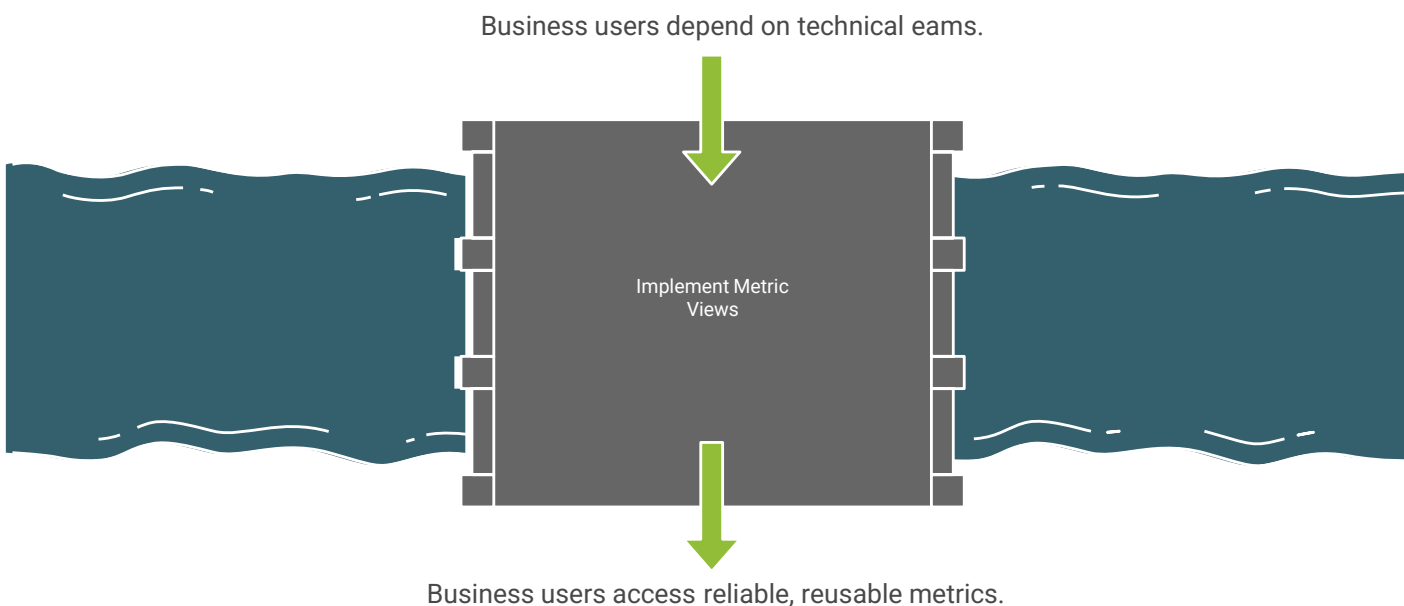
This ensures dashboards remain simple, clean, and powerful without overwhelming users with unnecessary complexity.

Metric Views (Semantic Layer) :

One of the biggest pain points in BI has always been the “*translation gap*”—when business users rely on technical teams for even basic metrics

Metric views tackle this by providing a reusable semantic layer in which Business logic and calculations are defined once, and then applied consistently everywhere.

Metric views bridge the gap between business users and data.



AI Agent - Genie :

Perhaps the most exciting innovation is Databricks Genie—arguably the strongest differentiator in their BI arsenal.

Genie allows users to interact with their data in plain English, generating insights that would otherwise require complex SQL queries behind the scenes.

It can be built on top of tables or metric views and even integrated directly into dashboards. User can get standard insights through a dashboard, and when deeper exploration is needed, simply “ask Genie” to dig further.

What lies Ahead ?

The BI space is no longer just about building dashboards—it’s about enabling users to understand and act on data faster. And in that race, Databricks is clearly making its presence felt.

It will be fascinating to see how this plays out over the coming years.

Microsoft, with Power BI’s massive adoption, is unlikely to ignore this challenge. But with Databricks combining the power of data engineering, AI, and BI under one roof, the competitive landscape is becoming more dynamic than ever.





About Us

We are a team of passionate data enthusiasts who thrive on numbers, insights, and problem-solving. With a strong foundation in Retail, Hospitality, Banking, Insurance, Entertainment, and Technology, we bring decades of combined experience in transforming raw data into strategic business value.

Our vast experience handling large-scale customer transactional and behavioral data, building Customer 360 solutions help businesses understand customer journey, lifecycle analytics and engagement patterns.



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