
Topic

Google BI solutions comparison

By

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Date

Sept 25

Feature comparison of Google BI Tools

Criteria	 Looker Studio	 Looker Studio Pro	 Looker
 Licensing model / cost	Free	License is 9\$/user/month.	<ul style="list-style-type: none">Enterprise pricing (\$3,000–\$5,000/10 users)
 Organizing content	<ul style="list-style-type: none">Individual based ownershipOnly one workspace	<ul style="list-style-type: none">Organization-level workspaces, company-owned assets, major improvement for team admin.Assets such as reports and data sources can be organized within team workspaces using folders and subfolders, making it easier for groups to structure, locate, and manage shared content efficiently.	<ul style="list-style-type: none">Centralized, version-controlled modelAssets live within managed environment, ideal for enterprise standards
 Report Templates	<ul style="list-style-type: none">Publicly available templates in report gallery with a focus on marketing reporting using google products data + community section.Users can create a template by extending the report’s URL and sharing it. Can be added to community section with Google’s approval.	<ul style="list-style-type: none">Publicly available templates in report gallery with a focus on marketing reporting using google products data + community section.Organization-managed templates that can be centrally created, governed, and shared across teams with consistent branding and standards and efficient reuse of reporting assets company-wide.	<ul style="list-style-type: none">Does not offer pre-built plug-and-play report templates like Looker Studio; instead, reports are created using curated data models (LookML) that ensure standardized definitions and governance across all analytics.Templates in Looker are typically implemented as reusable dashboards or Explores built on these models, providing consistency and flexibility for custom reporting but requiring setup by BI or data engineering teams.
 User, permissions and access management	<ul style="list-style-type: none">Limited: Access and permission (view vs. edit) can only be set on a report level. Either add individuals or whole team accounts.	<ul style="list-style-type: none">Set access and pre-defined roles for workspacesPossible to manage users and assets within GCPPossible embedding: you can include your report in our own website page, making it easier for you to share the data insights.	<ul style="list-style-type: none">Extremely granular; row-level security, object/data/model-level permissions, SSO and detailed audit log.
 Security / Governance	<ul style="list-style-type: none">Basic Google security; content governed at the user/file level	<ul style="list-style-type: none">Organizational asset control; advanced data access policies, encryption, audit trails, regulatory compliance tools	<ul style="list-style-type: none">Enterprise-grade: fine-grained governance at all layers, policy-driven security, regulatory certifications
 Usability	Easy-to-use UI.	<ul style="list-style-type: none">Easy-to-use UI.Available mobile app for on-the-go access	<ul style="list-style-type: none">Adancedset up and config handled by BI/data engineers, steeper learning curve, but high customizability.

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 Integrations	<ul style="list-style-type: none">150+ out-of-the-box connectors (incl. Google products, some 3rd party)Scheduling via email.	<ul style="list-style-type: none">200+ sources, more enterprise databases, some exclusive connectors, enhanced BigQuery and SaaS coverageScheduling via email.	<ul style="list-style-type: none">50+ SQL DBs (BigQuery, Redshift, Snowflake, etc.) live and cached, support for data warehouses, lakes, APIsIntegrates well with Google services.Git version controlled.Scheduling via email/slack.
 SQL Runner	No, only in GCP	No, only in GCP	Yes, users can write and execute SQL queries directly within the tool.
 Visualizations	<ul style="list-style-type: none">Core set: Various charts and filters with drill-down and cross filtering options, automatic comparisons YoY/PoP	Same set with more automated reporting, AI summaries and personalization features	<ul style="list-style-type: none">All basic visualizations (incl. drill-down, cross-filtering and link to filtered dashboards) one would expect.Possibility to install existing custom visualizations or create your own using JavaScript. Interactive explorations, pixel-level design, custom JS support.
 Semantic Layer	No Basic data blending and calculated fields	No Basic data blending and calculated fields	Model and describe your data using LookML to tell Looker how to query your data, e.g., how do your tables relate, how is MRR defined in your company, etc. Ensures consistency and accuracy.
 Automation	One scheduled delivery per report Basic email export scheduling	Up to 20 deliveries per report Integration with Google Chat	<ul style="list-style-type: none">Comprehensive: robust scheduling, delivery rules, API integrations, and workflow automations.
 AI & Analytics	No built-in AI	Gemini AI assistant (conversational analytics, automated slides, predictive analysis Supports all data coming from Big Query or from the Google ecosystem	<ul style="list-style-type: none">Full ML/AI integrations—embeds Google AI and BigQuery ML models, built-in anomaly detection and forecasting

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Result/Summary	A free and easy to use self-serve BI solution enabling ad-hoc reporting, analysis and dashboarding. Looker Studio integrates well with other Google products.	In addition to all Looker Studio features, the Pro version is designed to support medium and large-scale enterprise environments (support, SLAs, collaboration, corporate security, user/asset management) with a lower price than Looker.	A high-end, but expensive data platform with enterprise features and a powerful semantic layer at its core, enabling business users to create analyses and dashboards in a self-service manner with streamlined metrics and dimensions.
Ideal for	Best suited for individual users, small businesses, consultants, or teams seeking rapid dashboard creation for marketing, website, or general reporting. The ideal clients are those who need easy data connectivity to Google products and third-party platforms, value quick setup and sharing, and do not require advanced security or governance.	Ideal for mid-sized companies, growing teams, or organizations that require scalable collaboration, secure asset management, centralized governance, and enhanced automation features without the complexity of traditional enterprise BI tools. These clients benefit from official support, advanced scheduling, organization-managed templates, team workspaces, and expanded data integrations.	Large enterprises and analytics-driven organizations needing complex modelling, integration with enterprise databases, robust governance, developer APIs, deep customization, and strict compliance or regulatory controls.

Background and Outlook

In 2020, Google bought Looker. Since then, Google downsized Looker's customer support department leading to a decrease in their quality and responsiveness.

In October 2022, Google announced the rebranding of Google Data Studio to Looker Studio as well as the launch of a Pro version.

In July 2024, Google introduced Gemini to Looker and Looker Studio Pro. Features like conversational analytics allow users to interact with data using everyday language, without needing technical skills. This helps businesses uncover hidden trends and make smarter decisions quickly. Google further strengthened its BI ecosystem by deepening the integration with BigQuery creating a more unified and seamless platform for data warehousing, integration, and analytics.

Thank you!

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