



# Full Stack Vs. Traditional BI Tools: What's the Difference?

Are you struggling to make sense of all the data your business is generating? You're not alone. In fact, according to a recent study, [By 2025, the world will generate just over 180 zettabytes of data](#).

But the real question is- who will effectively analyze it and how?

That's where Business Intelligence (BI) tools show up.

BI tools can help enterprises to organize, research, and visualize their data, providing valuable insights to drive decision-making and improve performance.

Yet not every BI tool is created equal.

A new type of BI tool has emerged in recent years: the [Full-Stack Business Intelligence Software](#). Unlike traditional BI tools, which are designed to work with structured data, full-stack BI tools are designed to work with both structured and unstructured data.

And since [95% of companies](#) struggle to manage their unstructured data, it's a smooth sail for everyone.

But what does that mean for your business? In this blog post, we'll explore the key differences between full-stack and traditional BI tools and help you determine which one is right for your business.

Let's dive in!

## What do we mean by traditional BI tools?

Let's start with traditional BI tools.

These tools are what most people think of when they hear the term "BI". Traditional BI tools are typically used for data analysis, reporting, and dashboard creation.

They provide users with a way to connect to various data sources, extract data, transform it into usable information, and visualize it in charts, graphs, and tables. Examples of traditional [BI tools](#) include Tableau, QlikView, and Microsoft Power BI.

One of the advantages of traditional BI tools is their ability to handle large amounts of data. They're designed to work with structured data, such as data stored in relational databases, and can process this data quickly and efficiently.

However, traditional BI tools can have a steep learning curve, requiring some technical expertise to use effectively. Additionally, they may not be as flexible as Full-Stack Business Intelligence Software in integrating different data sources and performing more complex data analysis tasks.

## What do we mean by Full-Stack BI tools?

These tools are designed to handle the entire data pipeline, from data ingestion to data analysis and [Business Intelligence reports](#). They provide a comprehensive solution for businesses that need to manage and analyze data from various sources.

Full-stack BI tools include both data warehousing and data visualization capabilities, making them a one-stop shop for all your [Business Intelligence technologies](#) needs. Examples of full-stack BI tools include Grow, Looker, and Domo.

The biggest advantage of full-stack BI tools is their ability to handle unstructured data. According to a recent survey by TDWI, [68% of organizations](#) use unstructured data as part of their data management and analytics strategies. Full-stack BI tools are designed to work with this type of data, including social media data, log files, and sensor data, among others.

In addition, Full-Stack Business Intelligence Software can help organizations become more data-driven. According to McKinsey's study, companies that use data to drive decision-making are [23 times more likely to acquire customers](#), six times more likely to retain customers, and 19 times compared to businesses that don't use data, which is more profitable. Full-stack BI tools provide a user-friendly and intuitive interface that allows non-technical users to access

and analyze data, which can help organizations make better decisions and improve their bottom line.

However, there are also some limitations to full-stack BI tools.

One of these limitations is their efficiency when processing large amounts of data. According to a survey by Forbes, 61% of organizations struggle with managing and processing large volumes of data. Traditional BI tools are designed to handle large amounts of structured data more efficiently than full-stack BI tools. Additionally, full-stack BI tools may not have the same level of technical capabilities as traditional BI tools, which can be a disadvantage for organizations that require advanced data analysis features.

To learn more about full-stack BI software, read [here](#).

So, what's the major difference between full stack and traditional BI tools? Let's see.

## **The Major Difference Between a Traditional and a Full-Stack Business Intelligence Tool**

The key difference is that traditional BI tools focus on data analysis and reporting, while full-stack BI tools provide end-to-end data management and analysis capabilities. Traditional BI tools are designed for technical users who need to work with large amounts of structured data, while full-stack BI tools are designed for non-technical users who need a more flexible and scalable solution for managing and analyzing data.

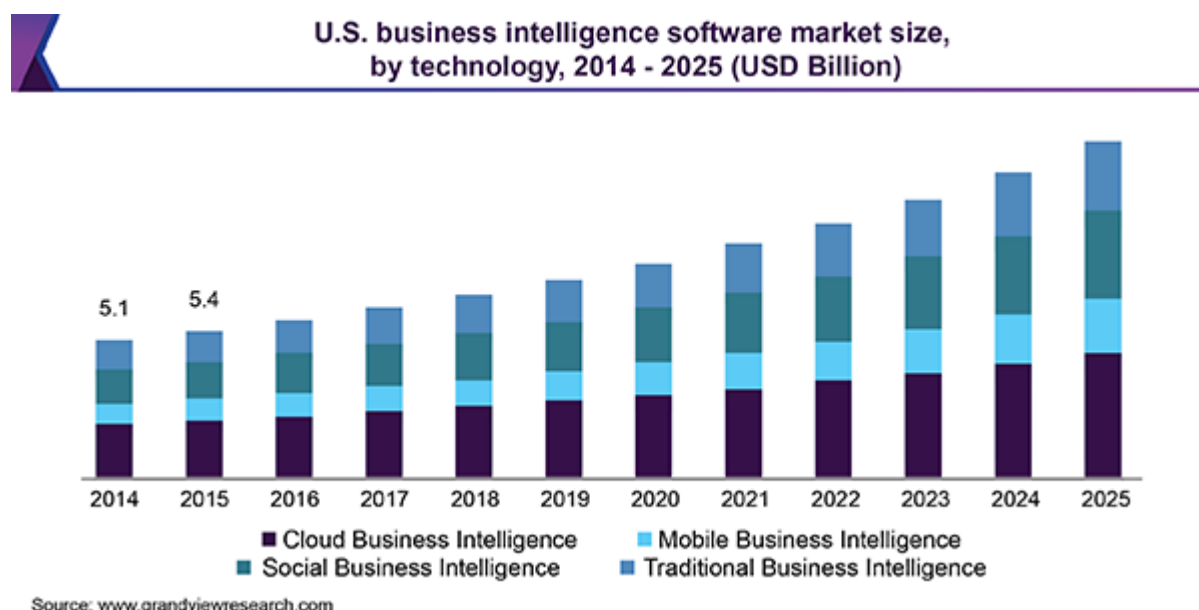
When choosing between full stack and traditional BI tools, there are several factors to consider. These include your business needs, the types of data you need to work with, and the technical expertise of your team. If you're working with large amounts of structured data and need powerful data analysis capabilities, then traditional BI tools may be the best choice. However, if you need a more flexible and user-friendly solution for managing and analyzing data from various sources, then full-stack BI tools may be the better option.

## **So which one should you choose?**

According to a recent report by Gartner, the demand for full-stack BI tools is increasing rapidly. In fact, Gartner predicts that by 2025, [80% of organizations will use a full-stack](#) BI platform for

data management and analytics. This is partly due to the increasing need for organizations to work with unstructured data and the desire for a more user-friendly and intuitive BI solution.

However, traditional BI tools still have their place. They're ideal for organizations that work with large amounts of structured data and require advanced data analysis features. The traditional BI market is expected to grow at a compound annual growth rate of [11.4% from 2018 to 2023](#).



*Image*

Source: Grand View Research

In conclusion, choosing between full stack and traditional [Business Intelligence dashboard tools](#) ultimately depends on your business needs. Full-stack BI tools are ideal for organizations that need a flexible and user-friendly solution for managing and analyzing data from various sources. Traditional BI tools are best for organizations that require advanced data analysis capabilities and work with large amounts of structured data. Regardless of which one you choose, both types of BI tools can help you become more data-driven and make better decisions for your business.

And if you're looking for a full-stack BI tool that can handle all your Business Intelligence dashboard tools needs, we have just the thing for you. Read [Grow Reviews Cost & Features](#) [GetApp](#) and get first-hand reviews from verified clients like yourself!