

# UpMetrics Advanced Analytics vs. PowerBI

Choosing the Right Tool for Your Mission

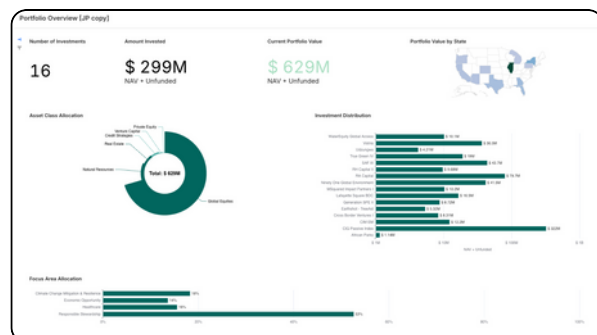
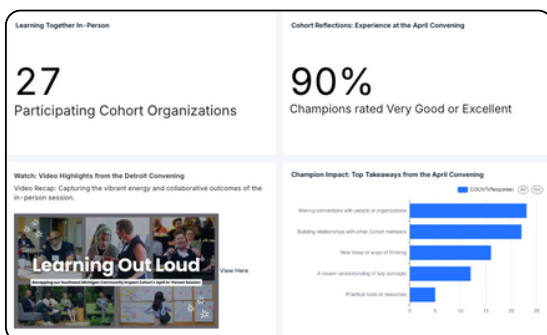


## Impact is not just another KPI to report on.

PowerBI is a world-class tool for business intelligence, but social impact reporting demands something different. Your board, funders, and community partners need **narrative, context, and accessibility** that generic BI tools weren't built to provide. UpMetrics Advanced Analytics is purpose-built to turn complex impact data into stakeholder-ready stories that share not just what happened, but who was affected and why it matters.

### STRATEGIC COMPARISON: HOW WE ARE DIFFERENT

Aspect	Microsoft PowerBI	UpMetrics Advanced Analytics
Built For	Commercial BI	Social & Environmental Impact Reporting
Approach	Table & Query-First	Chart & Story-First, Reusable
Storytelling	Data Visualizations Only	Data Visualizations + Narrative + Context + Branding
External Sharing	Complex Guest Permissions	One-click Public or Embedded Links
Primary Users	Business Analysts	Impact Analysts & Program Teams



## Three Reasons to Lead with UpMetrics

### 1. Built for Human-Centered Storytelling

PowerBI dashboards lack qualitative context. UpMetrics lets you add testimonials, maps, images, and other narrative elements directly alongside your charts. Your stakeholders see not just the numbers, but the story of communities and lives impacted behind them.

### 2. Sharing Externally Without the Friction

PowerBI requires guest licenses or complex SharePoint permissions for external sharing. UpMetrics gives you one-click public links. Your funders and partners get transparency and instant access without authentication barriers.

### 3. Efficiency Through Reusability

PowerBI requires rebuilding visualizations from scratch for each new dashboard. UpMetrics lets you create a chart once and reuse it anywhere. When data updates, it automatically updates everywhere the chart is used.

## Key Capabilities within UpMetrics Advanced Analytics

- ✓ **Exploratory Analysis:** Dive deeper into your data with advanced filters, cross-filtering, drill-downs, and benchmarking to uncover what's truly working and where to improve.
- ✓ **Professional Visualization:** Create high-resolution, branded charts and dashboards that move boards and funders to action.
- ✓ **Human-Centered Storytelling:** Layer images, testimonials, and other qualitative context alongside your data using rich text (Markdown) to tell an integrated story of impact.
- ✓ **Geographic Insights:** Use sophisticated mapping to reveal location-based trends and localize your decision-making.

## No Need to Replace Your Microsoft Stack

You don't need to choose between the Microsoft ecosystem and UpMetrics. Use PowerBI for internal analytics and UpMetrics for stakeholder-ready impact reporting:

- **Teams & SharePoint-Ready:** Easily embed live UpMetrics charts into the Microsoft tools your team is using.
- **Share externally with one click:** No guest licenses, no authentication barriers - just secure public links so external partners can interact with your data without needing an internal account.

## See It In Action

Watch our on-demand launch webinar.  
[Watch On-Demand Webinar](#)

## Need Support?

Explore tutorials, how-tos, and guides in our updated [Help Center](#)