STACKWIZARD

2025 Data Tool Search Query Report

StackWizard CY 2024 | Presented by Solution Monday

STACKWIZARD

What is StackWizard?

StackWizard is a free, completely unbiased, data tool compatibility engine that was purpose-built to shorten the research and evaluation process for those searching and shopping for data tools.

StackWizard eliminates the time needed to evaluate integration feasibility or map the features of new data tools from days, weeks, or months to just seconds.

It is accessible at: https://stackwizard.com/

14
Searchable data tool categories

170+
Data tools ranked

42s
Average time to display tools compatible with your stack

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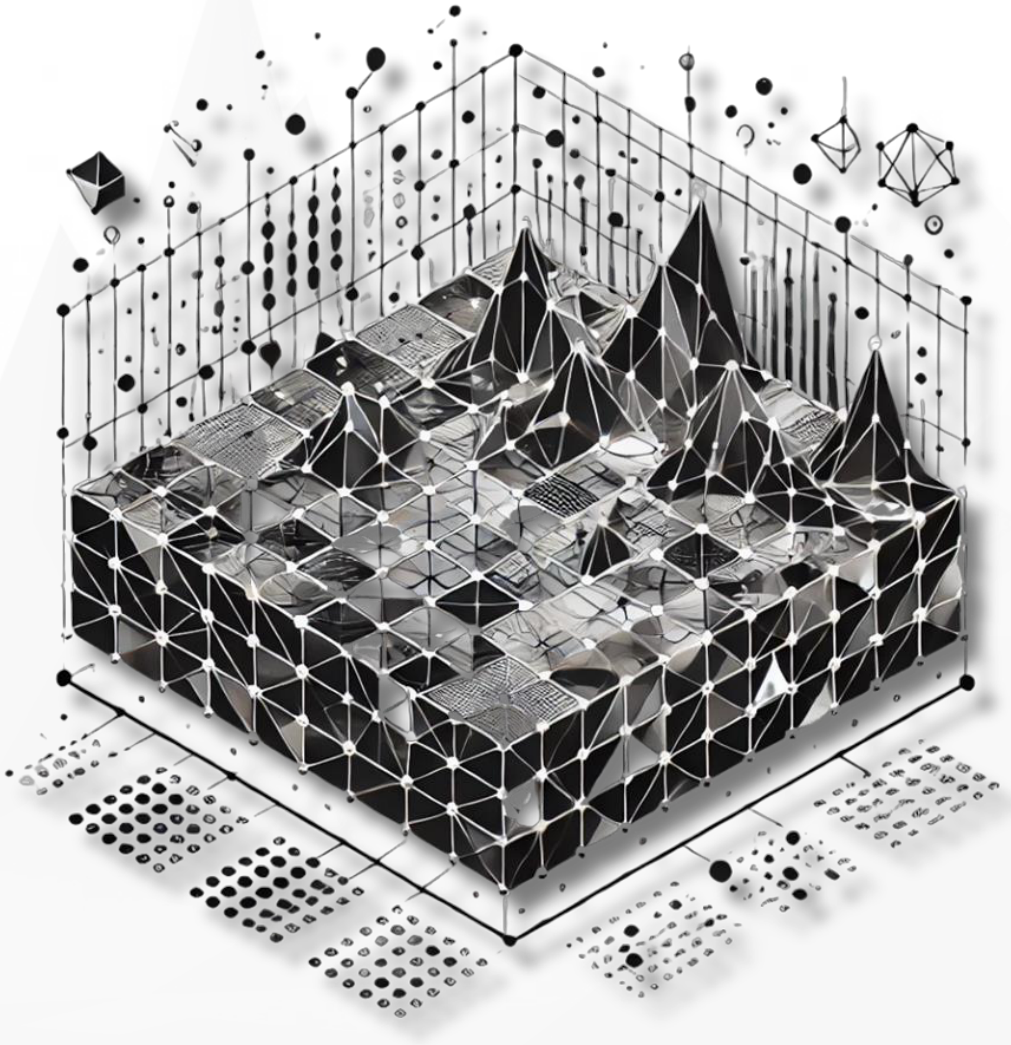
A note about our data and insights

This report was built with thousands of queries of those researching data engineering tool functionality and compatibility on StackWizard.com over the 2024 calendar year.

All resulting rankings are completely unbiased and factored completely on weighted results composed of each individual user's unique query.

The tools listed as the top tools in each category are the tools that have ranked highest most often, not necessarily the tools with the most features, functionality or currently available integrations. Company size, funding, marketing spend, and popularity are not calculated in our rankings at any point.

All tools included in this report were added by our team or added by submission through requests on the site.



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Landscape of Data Tools Currently in StackWizard

Business Intelligence

ibi, ATSCALE, MicroStrategy, einstein, GoodData, DOMO, birst, Qlik, amazon QuickSight, ThoughtSpot, Looker, biGENIUS, sisense

Data Governance & Access

Alation, atlan, Collibra, IMMUTA, satori, OVALEDGE, OKERA, SELECT STAR, raito, DataGalaxy, PRIVACERA, Informatica

Data Lakes

aws, lakeFS, Qubole, Google Cloud, CLOUDERA SDX, dremio, databricks, Azure

Data Observability

acceldata, Bigeye, SODA, MONTE CARLO, Metaplane, lightup, elementary, Databand, great expectations

Data Quality

talend, Collibra, Bigeye, SODA, Data Ladder, rudol, validio, lightup, ataccama, Anomalo, Syniti, great expectations, OpenRefine, DataKitchen, precisely

Data Warehouse

Yellowbrick, FIREBOLT, teradata., Amazon Redshift, VERTICA, snowflake, BigQuery, IBM DB2

ETL

talend, HEVO, Fivetran, DeltaStream, Stitch, Rivery, DataChannel, meltano, Keboola, Dataddo, MAGE, ESTUARY, Airflow, AWS Glue, dbt_, datacoves, Airbyte, rudderstack, pentaho, MATILLION, integrate.io, CALIBRATE

Management & Monitoring

ManageEngine OpManager, ScienceLogic, new relic, solarwinds, splunk>, zenoss, ZABBIX, checkmk, DATADOG, LogicMonitor, dynatrace, Amazon Cloudwatch, cisco AppDynamics

NewSQL

VOLTDB, Amazon Aurora, MariaDB, Couchbase, Cloud Spanner, influxdata, CockroachDB

NoSQL

APACHE HBASE, TigerGraph, Couchbase, DynamoDB, RAVENDB, mongoDB, redis, OrientDB, neo4j, ahana, ArangoDB, SCYLLA, cassandra

Query Engines

APACHE DRILL, ahana, trino, Starburst, presto, Apache Impala, SQL Server

RDBs

monetdb, SingleStore, SAP SQL Anywhere, MySQL, ORACLE DATABASE, PostgreSQL, Microsoft SQL Server, IBM, aws, IBM DB2

Reverse ETL

Rivery, rudderstack, HEVO, Grouparoo, Flywheel Software, Census, Weld, SYNCARI, POLYTOMIC, hightouch, Octolis

Visualization Tools

tableau, Streamlit, preset, SAP Lumira, plotly, Observable, Looker Studio, Grafana, Power BI

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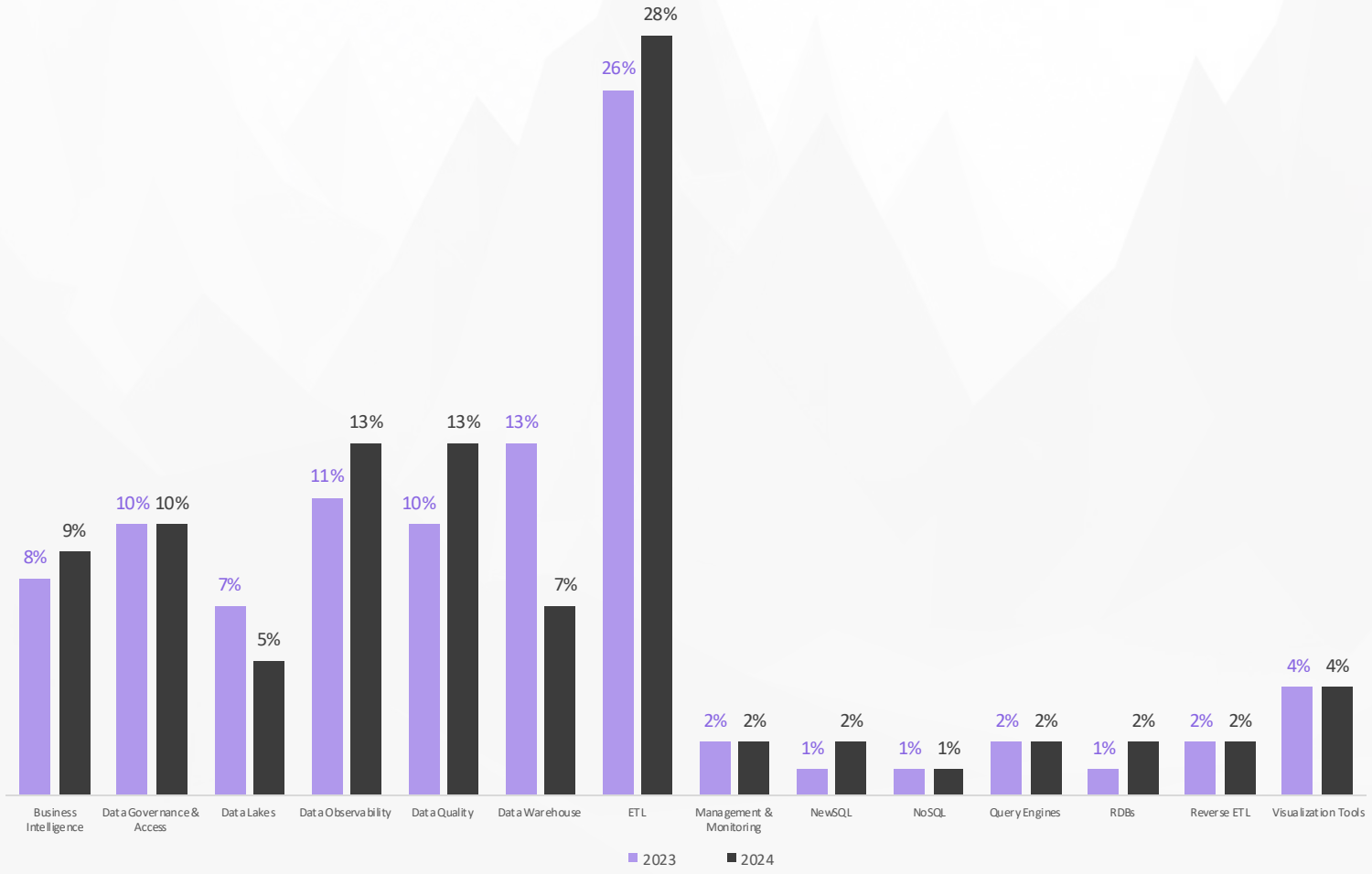
Data Tool Search Share By Category in 2024



A Few Takeaways From 2024's Data:

- ✓ ETL tools continue to lead search volume, reflecting their critical role in modern data pipelines
- ✓ There's still growing interest in data quality and observability, likely driven by businesses needing data trust
- ✓ The slightly steeper decline in searches for data warehouses compared to data lakes could indicate a shift in how organizations manage and store data, potentially reflecting increased adoption of hybrid or cloud-native architectures
- ✓ Individual category data shows increases in specific features and significant budget creation for the selection of new data tools as infrastructure is modernized

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Category: Business Intelligence

Business Intelligence Tools Currently Ranked in StackWizard

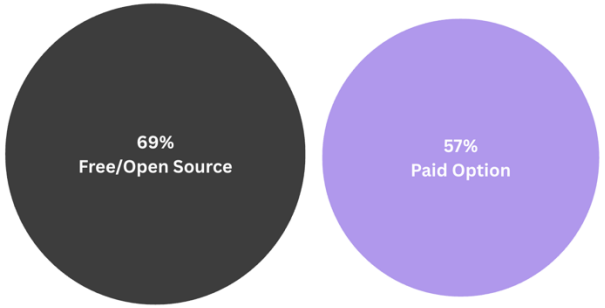
ibi, ATSCALE, birst, einstein, GoodData, DOMO, Qlik, amazon QuickSight, ThoughtSpot, biGENIUS, Looker, sisense, MicroStrategy

Top Business Intelligence Tools of 2024

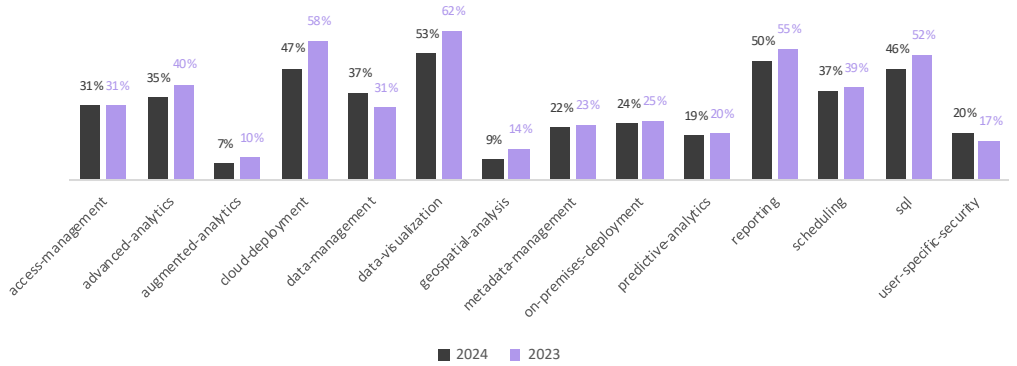
Looker

sisense

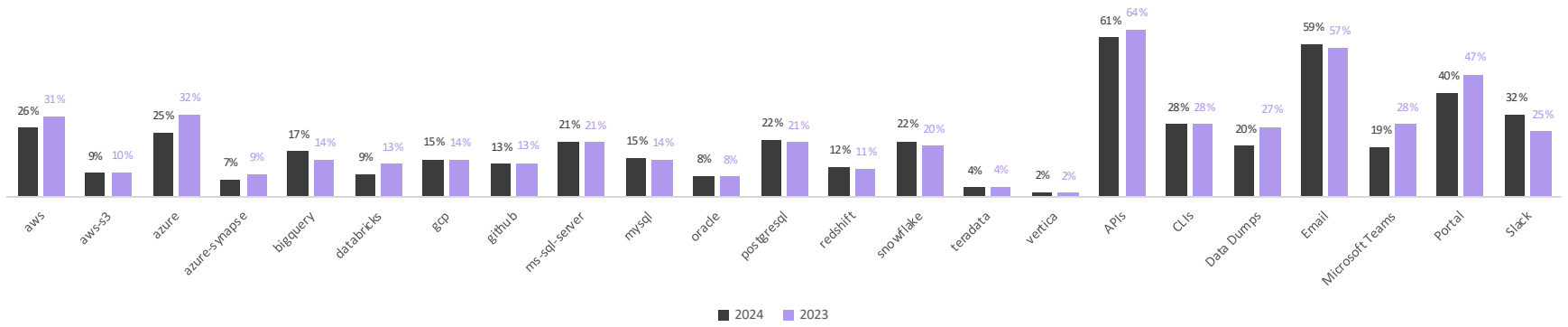
Free/Open Source or Paid



Features and functionality



Integrations



APIs & CLIs

Sharing Mechanisms

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Category: Data Governance & Access

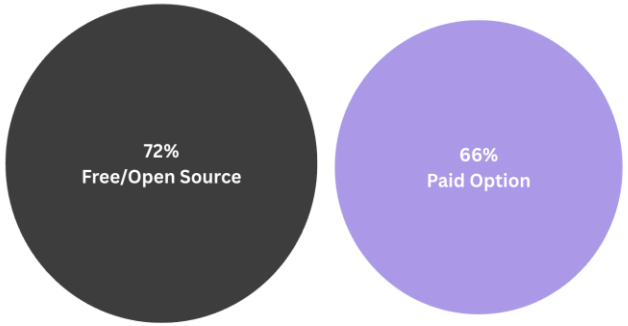
Data Governance & Access Tools Currently Ranked in StackWizard

Alation, atlan, raito, Collibra, IMMUTA, SELECT STAR, OKERA, OVALEDGE, Informatica, satori, PRIVACERA

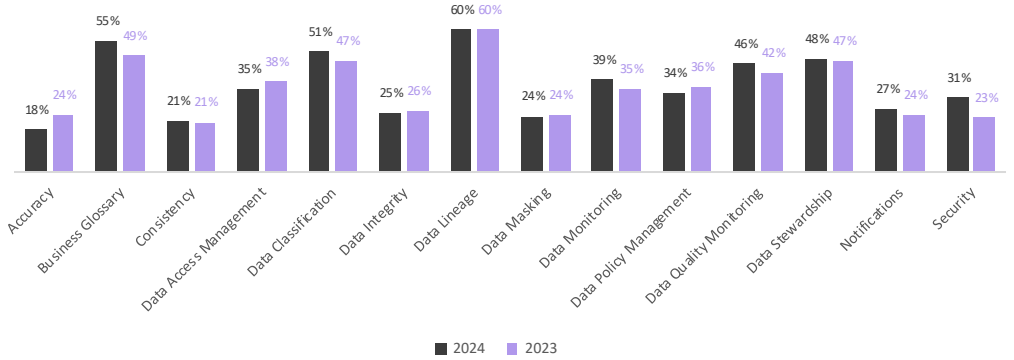
Top Data Governance & Access Tools of 2024

OVALEDGE, atlan, Alation

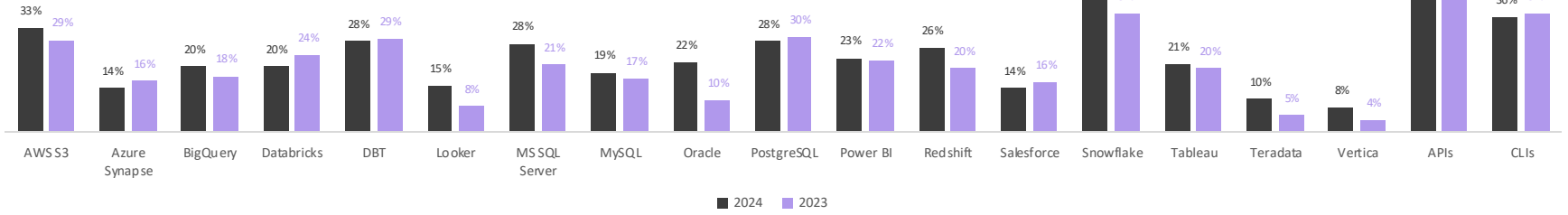
Free/Open Source or Paid



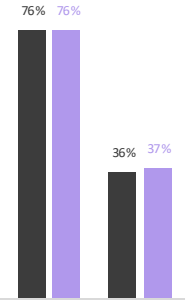
Features and functionality



Integrations



APIs & CLIs



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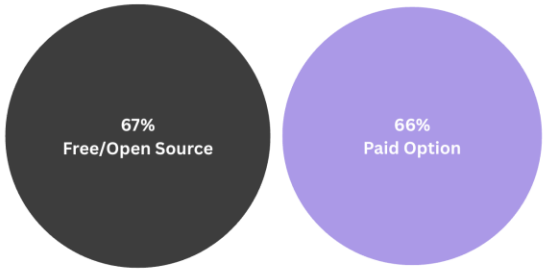
Category: Data Observability

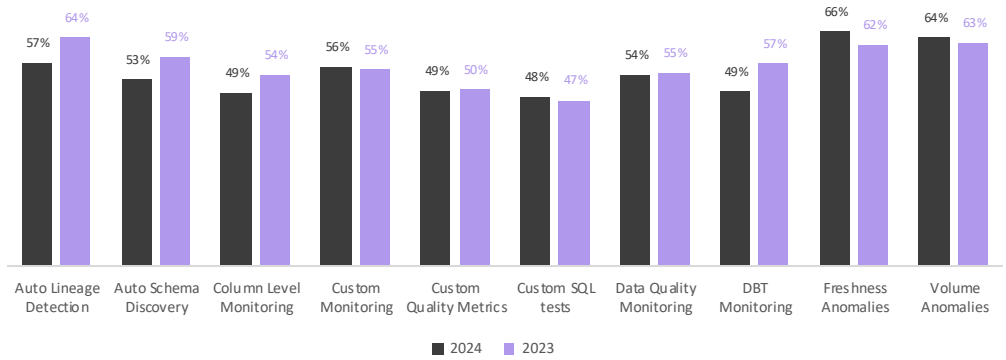
Data Observability Tools Currently Ranked in StackWizard

acceldata
Bigeye
MONTE CARLO
Metaplane
elementary
Databand
SODA
lightup
great expectations

Free/Open Source or Paid



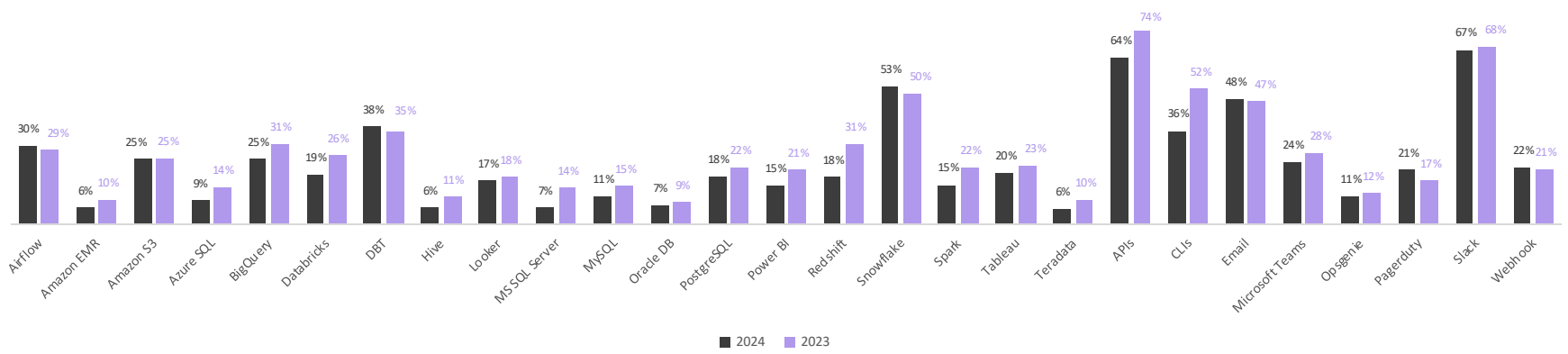
Features and functionality



Top Data Observability Tools of 2024

Databand
Metaplane

Integrations



APIs & CLIs

Alerting Options

Category: Data Quality

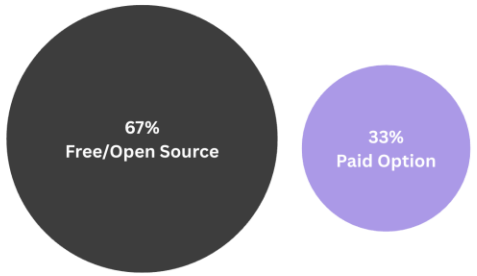
Data Quality Tools Currently Ranked in StackWizard

talend, Collibra, Syniti, Bigeye, SODA, precisely, Data Ladder, Anomalo, validio, lightup, great expectations, rudol, OpenRefine, ataccama, DataKitchen

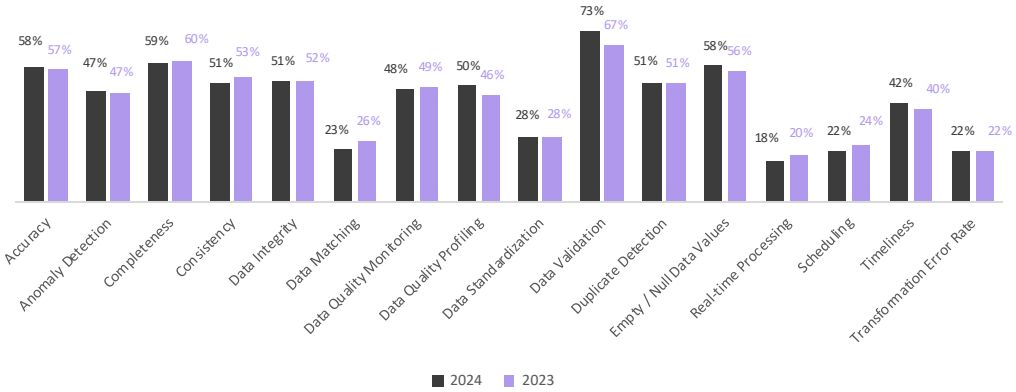
Top Data Quality Tool of 2025

SODA

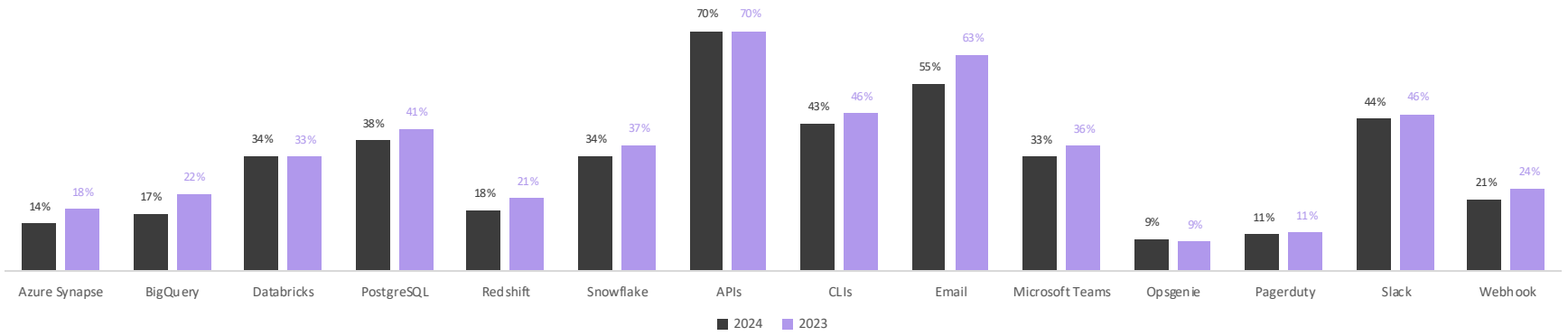
Free/Open Source or Paid



Features and functionality



Integrations



APIs & CLIs

Alerting

STACKWIZARD

Category: Data Warehouse

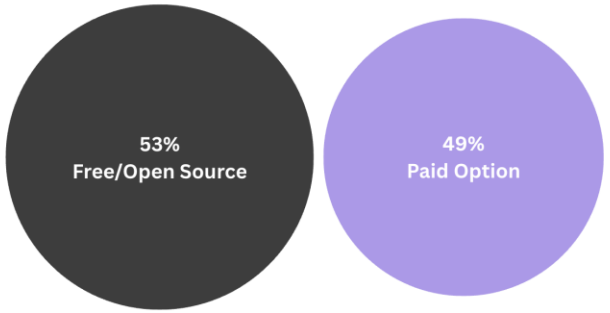
Data Warehouses Currently Ranked in StackWizard

Yellowbrick, FIREBOLT, teradata., VERTICA, Amazon Redshift, BigQuery, IBM DB2

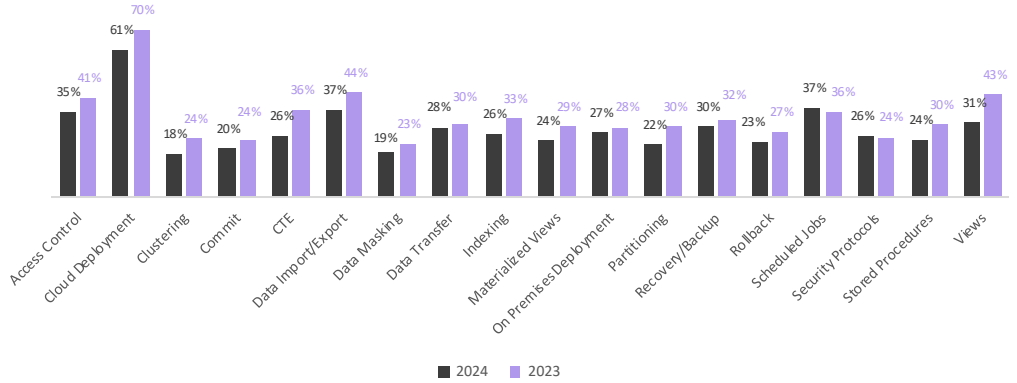
Top Data Warehouses of 2025

teradata., VERTICA

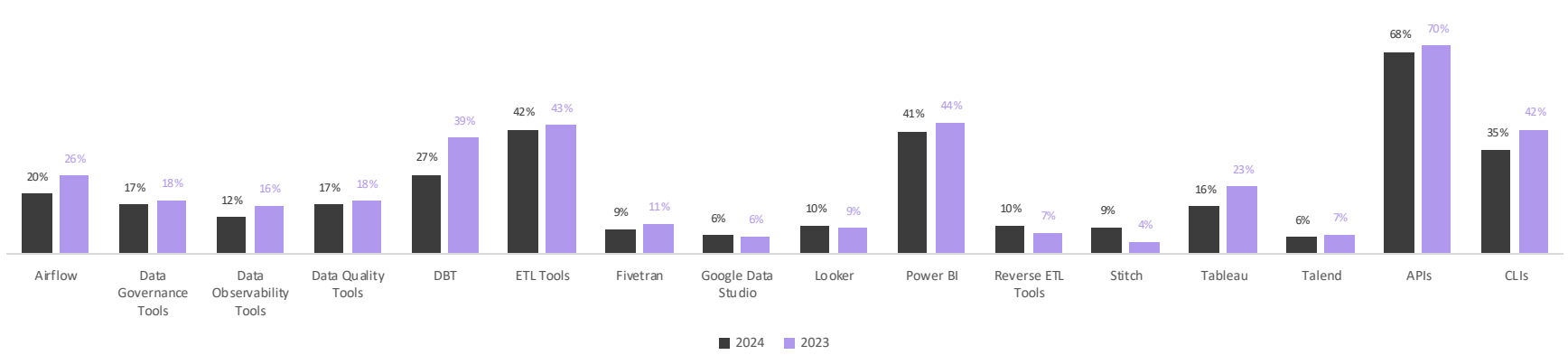
Free/Open Source or Paid



Features and functionality



Integrations



APIs & CLIs

Category: ETL

ETL Tools Currently Ranked in StackWizard

talend, HEVO, Fivetran, Stitch, Rivery, DataChannel, Dataddo, MAGE, ESTUARY, AWS Glue, dbt_, datacoves, rudderstack, pentaho, MATILLION, DeltaStream, meltano, integrate.io, Airflow, Airbyte, CALIBRATE, Keboola

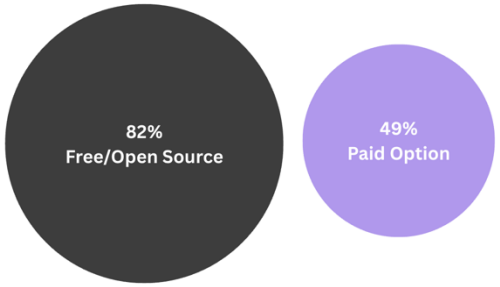
Top ETL Tools of 2024

pentaho

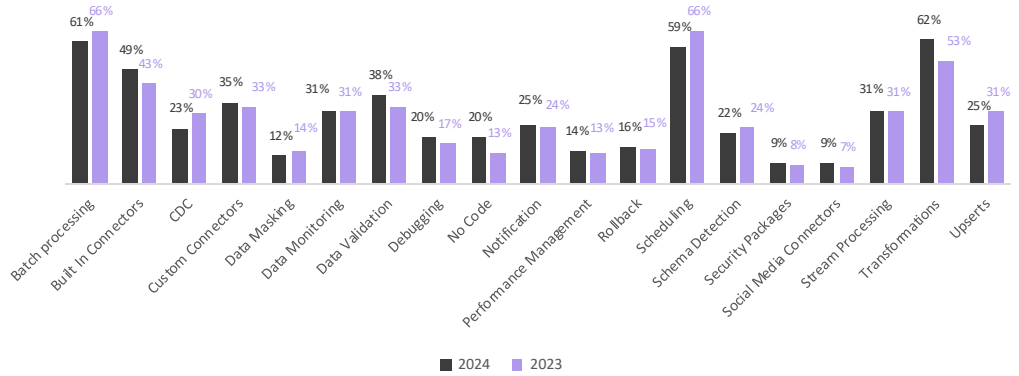
Airbyte

dbt_

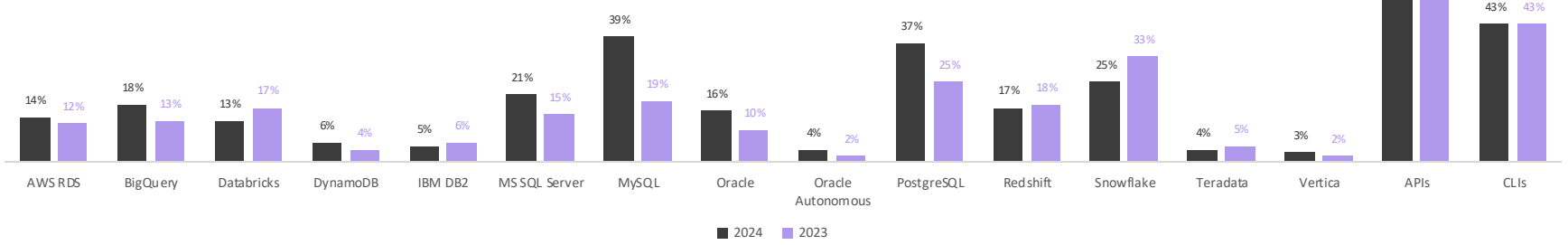
Free/Open Source or Paid



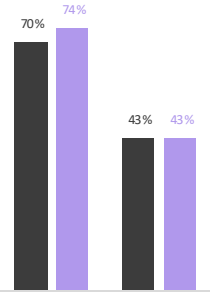
Features and functionality



Integrations



APIs & CLIs



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Category: Data Lakes

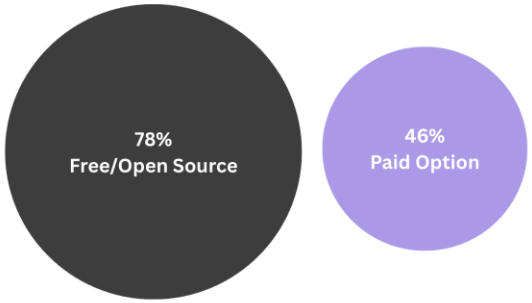
Data Lakes Currently Ranked in StackWizard

aws, lakeFS, Google Cloud, CLOUDERA SDX, databricks, Azure, Qubole, dremio

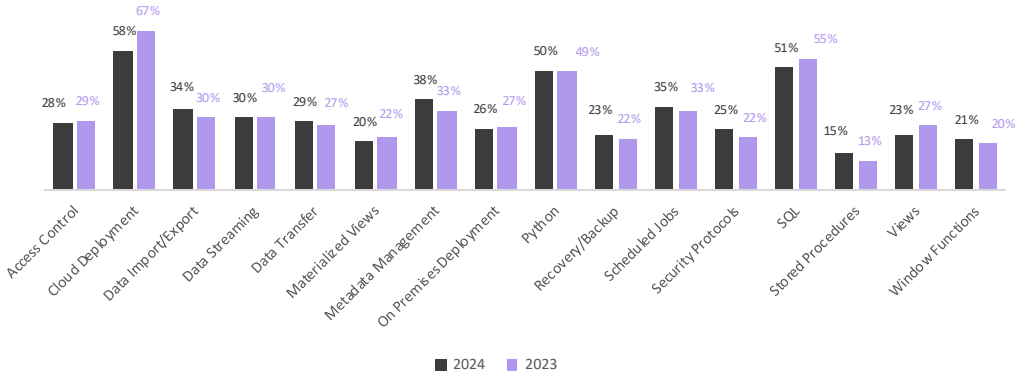
Top Data Lake of 2024

databricks

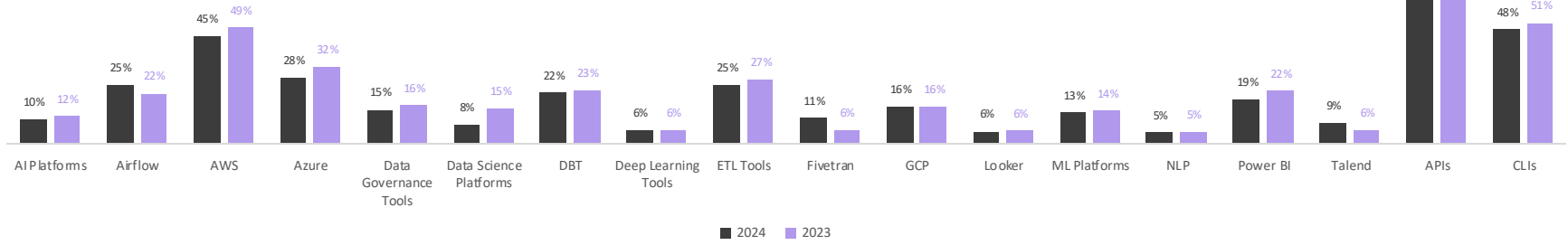
Free/Open Source or Paid



Features and functionality



Integrations



APIs & CLIs

Category: Management & Monitoring

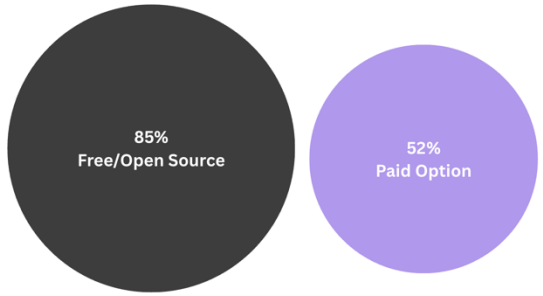
Management & Monitoring Tools Currently Ranked in StackWizard

ManageEngine OpManager, ScienceLogic, solarwinds, splunk>, zenoss, checkmk, DATADOG, dynatrace, Amazon Cloudwatch, new relic, ZABBIX, LogicMonitor

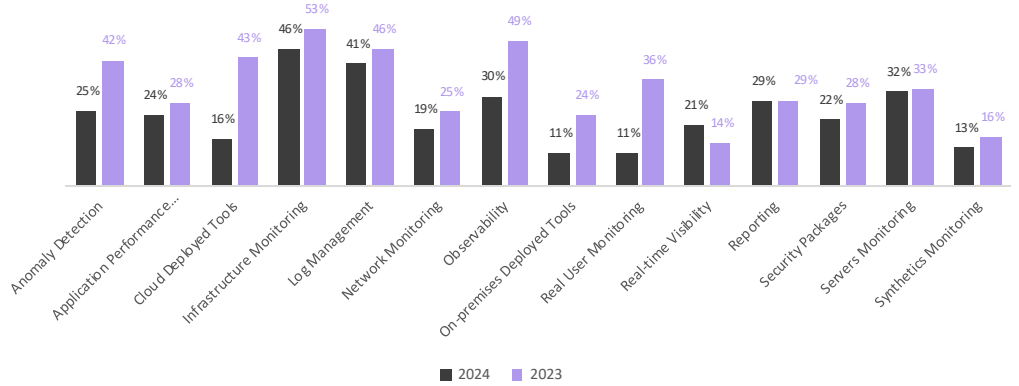
Top Management & Monitoring Tool of 2024

DATADOG

Free/Open Source or Paid



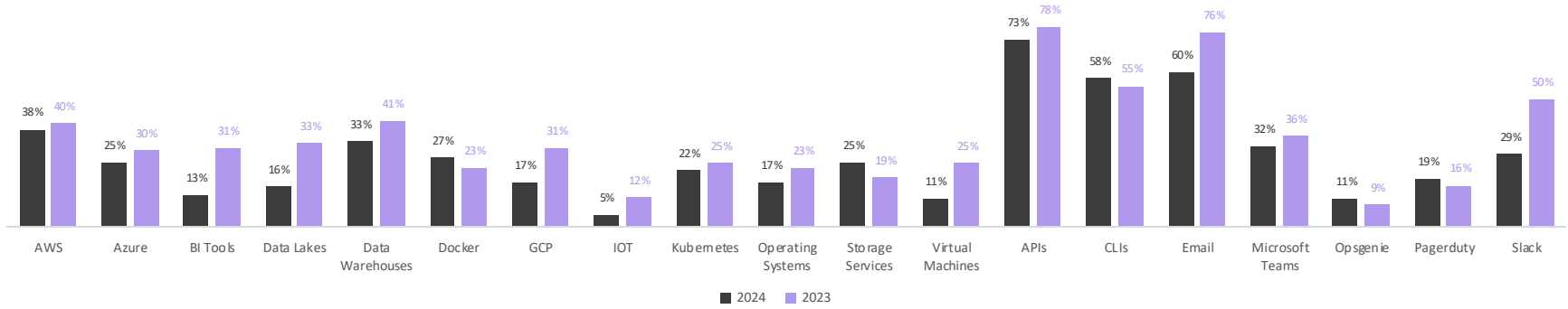
Features and functionality



Integrations

APIs & CLIs

Alerting

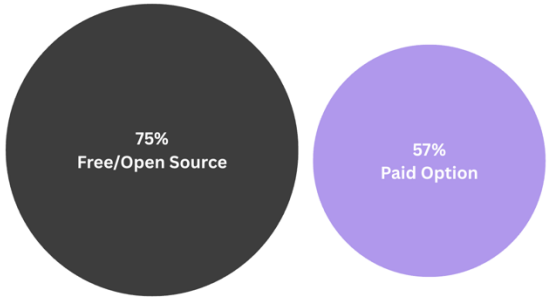


Category: NewSQL

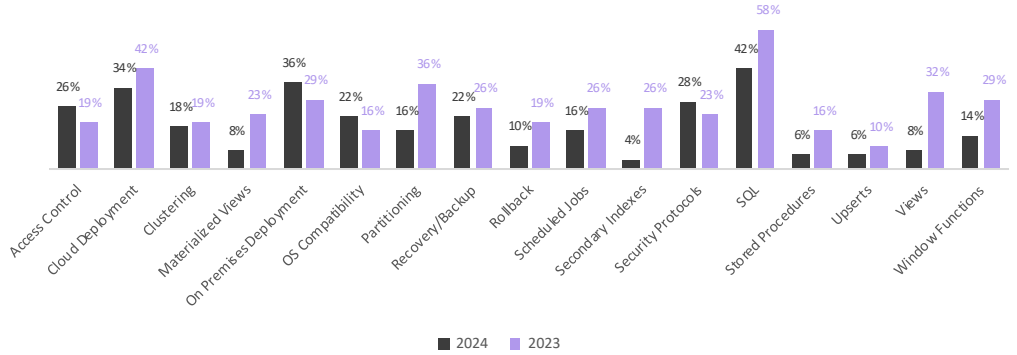
NewSQL Tools Currently Ranked in StackWizard

VOLTDB, MariaDB, Couchbase, Amazon Aurora, CockroachDB, influxdata, Cloud Spanner

Free/Open Source or Paid



Features and functionality

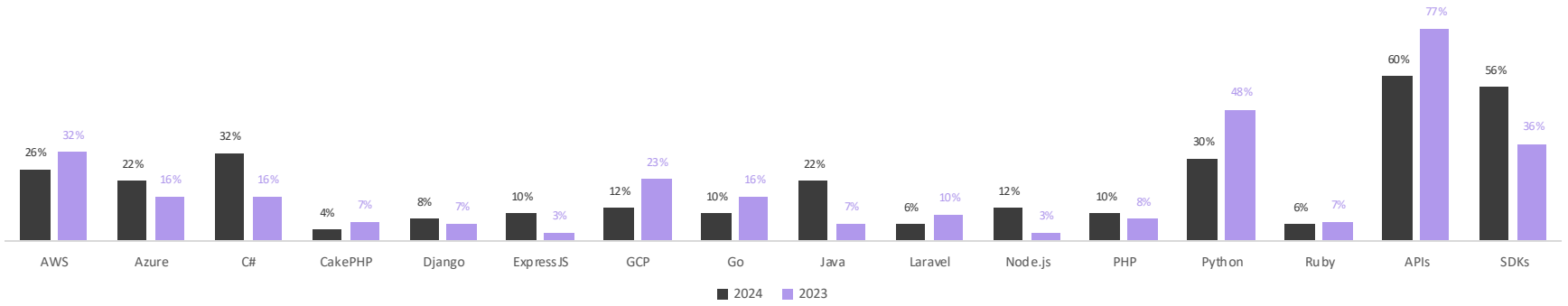


Top NewSQL Tools of 2024

MariaDB, CockroachDB

Integrations

APIs & SDKs

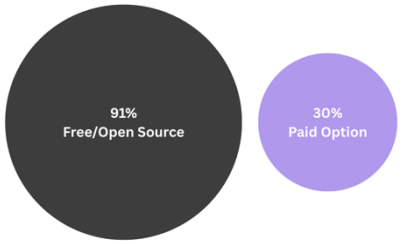


Category: NoSQL

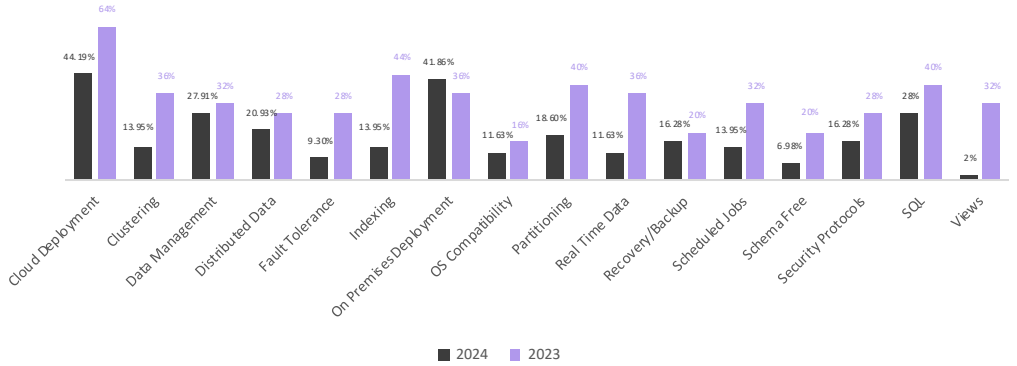
NoSQL Tools Currently Ranked in StackWizard

Apache HBase, TigerGraph, DynamoDB, RavenDB, redis, OrientDB, ahana, ArangoDB, SCYLLA, mongoDB, neo4j, cassandra

Free/Open Source or Paid



Features and functionality

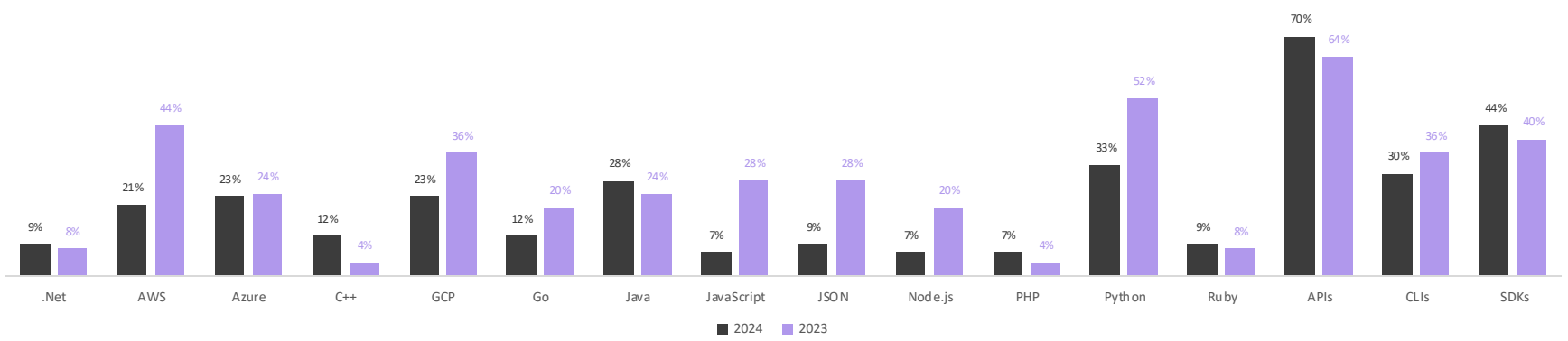


Top NoSQL Tool of 2024

Couchbase

Integrations

APIs, CLIs & SDKs



STACKWIZARD

Category: Query Engines

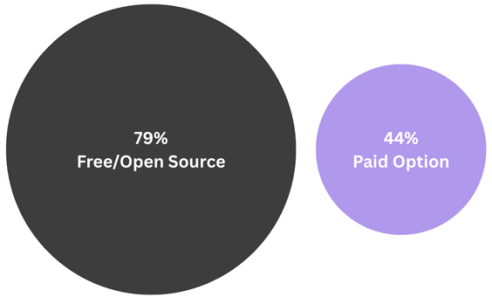
Query Engines Currently Ranked in StackWizard

Apache Drill, trino, ahana, presto, Apache Impala, Starburst, Microsoft SQL Server

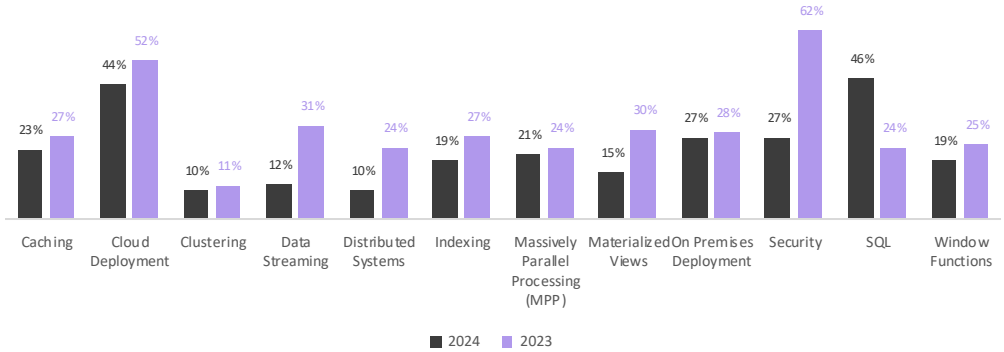
Top Query Engine of 2024

trino

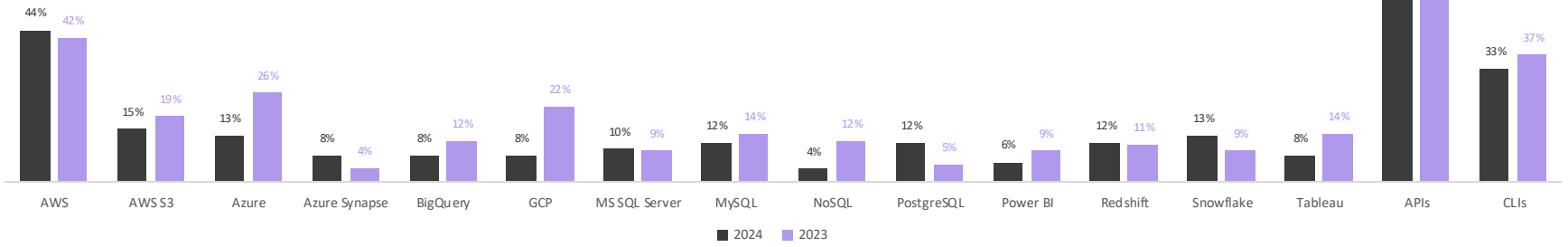
Free/Open Source or Paid



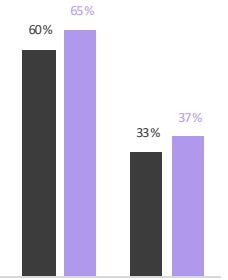
Features and functionality



Integrations



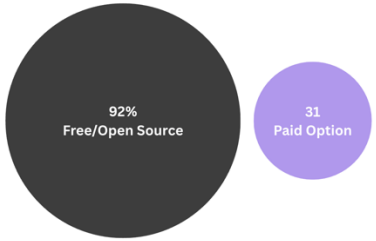
APIs & CLIs



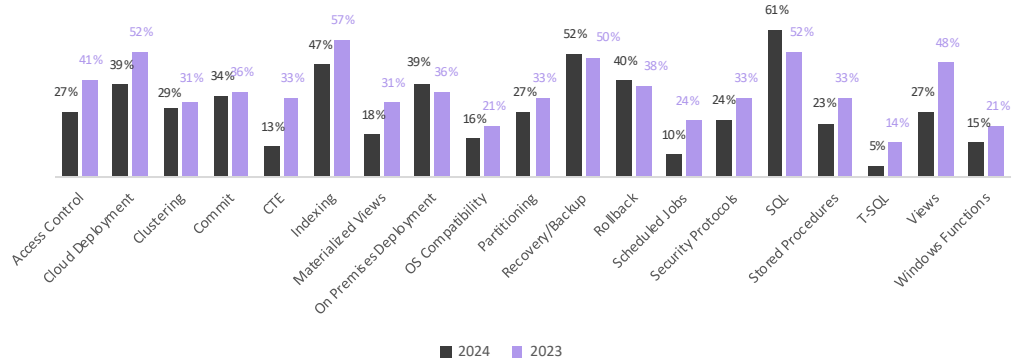
Category: RDBs

RDBs Currently Ranked in StackWizard

Free/Open Source or Paid



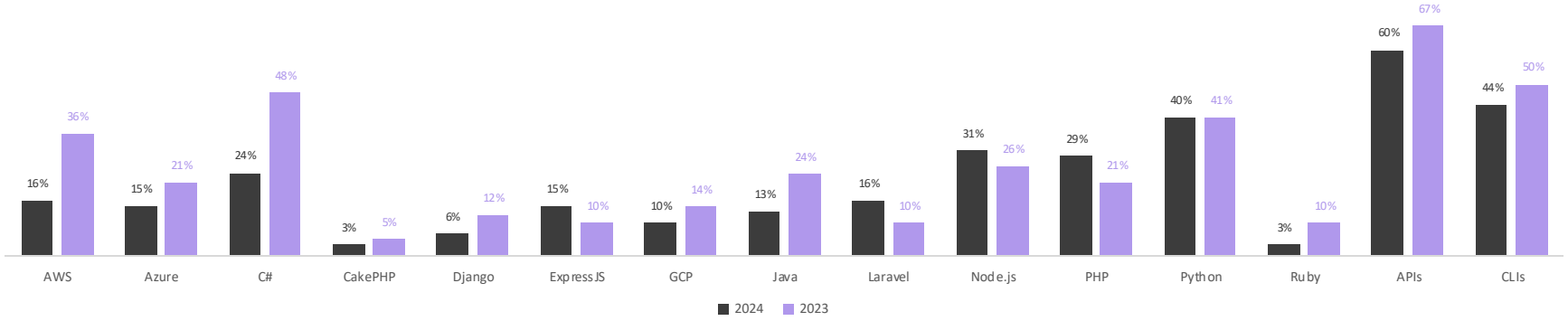
Features and functionality



Top RDBs of 2024

Integrations

APIs & CLIs



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Category: Reverse ETL

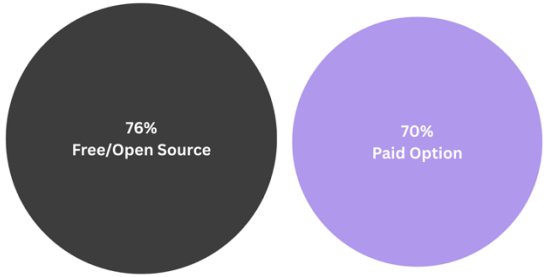
Reverse ETL Tools Currently Ranked in StackWizard

Rivery, rudderstack, Grouparoo, Flywheel Software, Weld, SYNCARI, hightouch, Octolis, HEVO, Census, POLYTOMIC

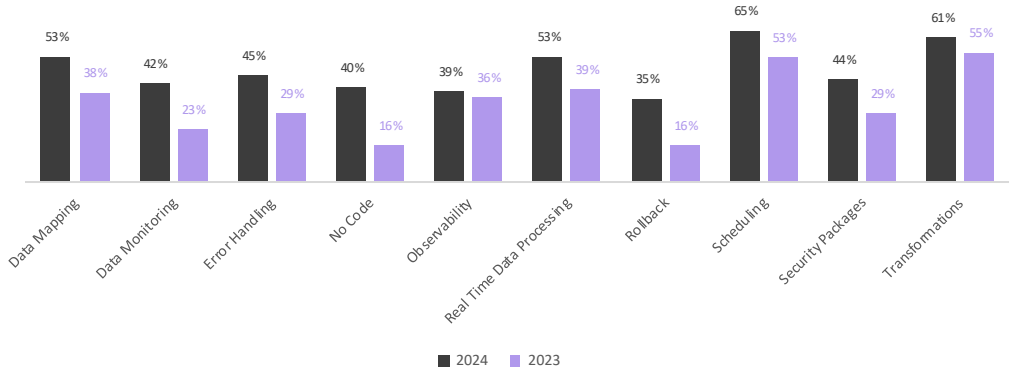
Top Reverse ETL Tool of 2024

hightouch

Free/Open Source or Paid



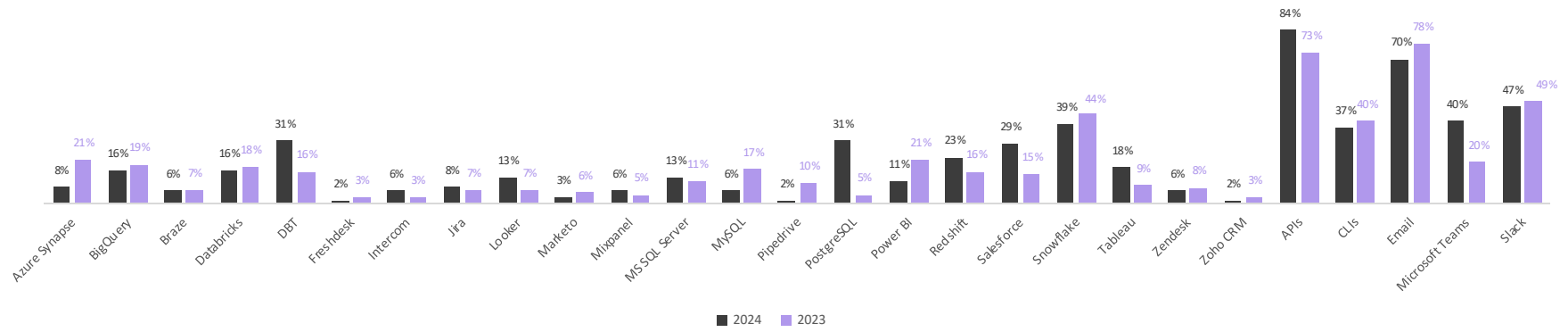
Features and functionality



Integrations

APIs & CLIs

Alerting Options



STACKWIZARD

Category: Visualization

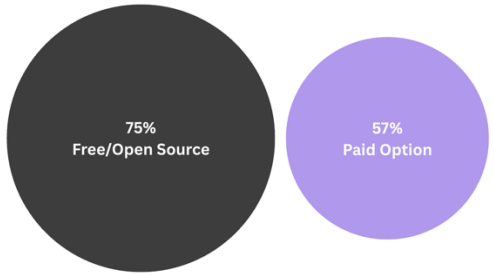
Visualization Tools Currently Ranked in StackWizard

tableau, Grafana, Streamlit, SAP Lumira, plotly, Looker Studio, Observable, D3, preset, Power BI

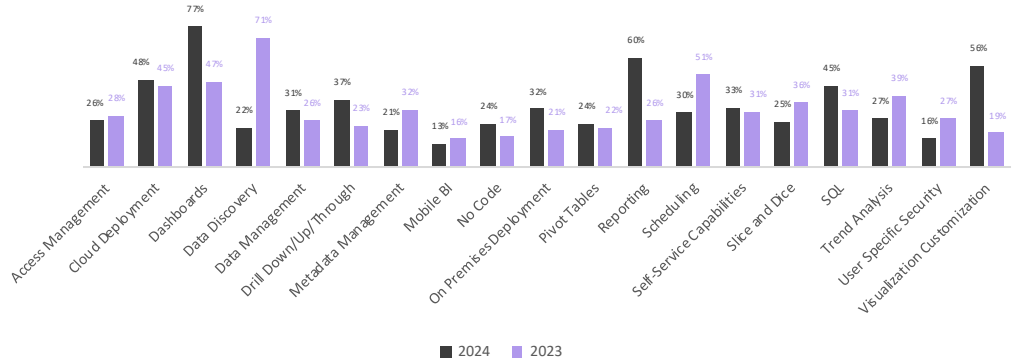
Top Visualization Tool of 2024

tableau

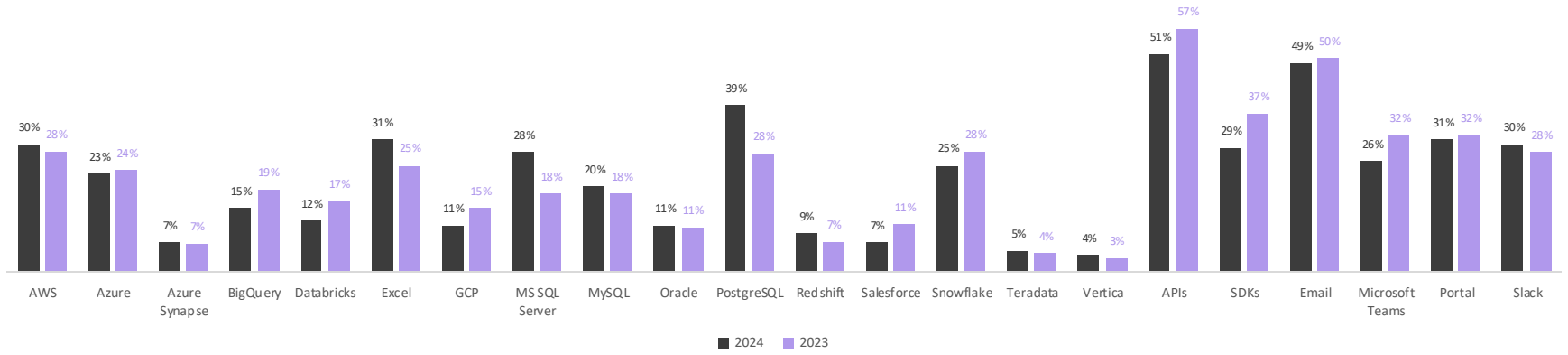
Free/Open Source or Paid



Features and functionality



Integrations



APIs & CLIs

Sharing Mechanisms

STACKWIZARD

Submit a change request or add a tool to StackWizard

Submit a change request for a currently live tool
stackwizard.com/change-request

Add a tool to StackWizard
stackwizard.com/add-tool

Claim a tool page
stackwizard.com/claim

Questions & General Inquiries
info@stackwizard.com