One family of Power BI visuals for the chart types the built-in set does not draw.

55 visuals live on Microsoft Marketplace, 32 of them certified by Microsoft, independently rated, and bought per user through Microsoft, billed by Microsoft rather than a new supplier.

5 of the top 10

of all 1,240 visuals rated in the OKVIZ Index are SmartVisuals

39

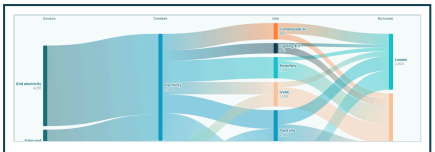
of our visuals rank in the top 10 % of the OKVIZ Index

Top-rated in 42

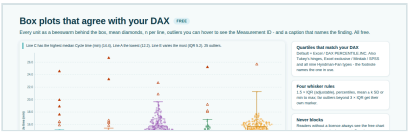
of the 52 chart types we cover, among dedicated visuals

7.93 vs 5.79

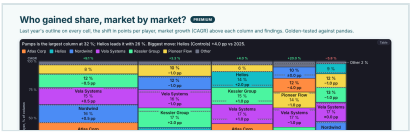
our OKVIZ average on 50 rated visuals vs the index average



Sankey



Box Plot



Marimekko

FOR REPORT DEVELOPERS

Build with one toolkit, not fifty.

A consistent format pane

Shared cards such as Theme and Accessibility work the same way across the family, and the pane shows your real field names. Every visual's full settings are published as a reference page.

Power BI's own formatting tools

Conditional formatting (fx) rules on colours, on-object formatting and report-theme colours, in the visuals where the chart supports them; each visual's page lists what it has.

Free to prototype

Every visual installs free. While you edit, every premium feature already works on your own data, without a watermark.

A sample report per visual

42 visuals ship a ready sample to open in Power BI Desktop, plus documentation, release notes and a public requests board.

Support · Release notes · Requests and bugs

FOR REPORT USERS

Quality someone else measured.

The OKVIZ Index rates Power BI custom visuals from 0 to 10 on features, design and support. 50 SmartVisuals visuals are rated, averaging 7.93 against an index average of 5.79 across 1,240 visuals. 5 of ours are in the index top 10, 13 in the top 25, 35 in the top 100 and 39 in the top 10 %. Among dedicated visuals (suites tagged with six or more chart types left out), ours is the top-rated one in **42 of the 52 chart types** where we have a visual, including Sankey Diagram, Box & Whisker Plot, Violin Plot, Marimekko Chart, Waterfall Chart, Calendar, Tornado Diagram, Pareto Chart, Venn Diagram, Beeswarm Chart, Candlestick Chart, Heatmap, and in 9 of the 15 OKVIZ categories we appear in, including Change over time, Distribution, Flow, Infographics, Narratives, Part-to-Whole, Proportion, Ranking. Our ratings on OKVIZ.

Chart types Power BI's built-in visuals do not draw:

`Box plot` `Violin plot` `Gantt chart` `Sankey diagram` `Marimekko` `Likert scale` `Cohort retention`

FOR THE BUDGET OWNER AND IT

No new vendor to onboard.

Certified by Microsoft

32 of 55 visuals carry the Power BI certified badge: Microsoft reviewed their code and confirmed they make no external calls. They also work in Export to PDF and PowerPoint, subscriptions and certified-only tenants.

Bought and invoiced through Microsoft

Visuals are bought on Microsoft Marketplace with your organisation's Microsoft account, and Microsoft bills and invoices. No new supplier to set up in procurement.

Per-user pricing, published

36 of 49 paid visuals cost $1.99 per user per month or $19 per year; the range is $1.99–$4.49 per user per month, or $19–$45 per user per year. A published Marketplace price never changes.

Licensing for teams

4 suites bundle several chart types under one licence, each $4.49 per user per month or $45 per year: Part-to-Whole (7 views), Distribution (6 views), Time Series (6 views), SmartVisuals Research (3 views). A team gets several chart types for one per-user price, assigned to a security group.

Individual offers

Need a different price or terms for your team? We can set up a private offer for your organisation on Microsoft Marketplace: still bought and invoiced through Microsoft, under your existing agreement. Write to ladislav@smartvisuals.io.

Free versions, cancel any time

5 visuals are free outright and every paid one keeps a free tier for every reader. Paid plans start with a 30-day trial; cancel in the Microsoft 365 admin center.

The AI Chatbot calls an AI service, so it is licensed on this site and not certified.

COMPARED WITH ESTABLISHED VENDORS

Where each one is strong.

From each vendor's public pages and Microsoft Marketplace listings, reviewed 18 November 2026; our figures as of 18 November 2026. Each vendor goes deep in its own chart families. What differs is how many chart types you get, what the free version lets you do, how you pay and who reviewed the code.

VENDOR	CHART TYPES COVERED	WHAT THE FREE VERSION GIVES YOU	PRICING MODEL	CERTIFIED BY MICROSOFT	BOUGHT VIA MICROSOFT MARKETPLACE
Zebra BI	5 visuals: tables, charts (waterfall, variance, line, column, area, dot, lollipop, combo, small multiples) and cards [2]	Free plan for one user with limited features (no side-pane settings, up to 5 cards, one comparison); a full-feature trial, then back to Free. Every viewer needs a licence [3]	Annual plans per user tier: $816/year up to 10 users, $3,792/year up to 50; Enterprise on request [4]	Some: 3 of 5 listed visuals (Tables, Charts, Cards) [5]	No, listed there but licensed directly by Zebra BI [2]
Inforiver (Lumel)	100+ charts in Analytics+ (vendor's count), plus matrix, table and write-back visuals [6]	Free in Power BI Desktop; publishing or sharing in the Power BI Service needs a licence [7]	Analytics+ from $95 per creator per month; Enterprise quote-based, from $12,000/year [8]	Most: 20 of 22 listed visuals, Analytics+ included [9]	Yes for most visuals; also sold directly [8]
ZoomCharts	13 Drill Down visuals: pie, donut, combo, line, bubble, scatter, network, graph, map, waterfall, timeline, time series [10]	Free Mode with core features locked (Line PRO: 1 category, 1 series, no tooltips, legend or zoom); 30-day trial. Every viewer needs a licence [11]	Per user; on Marketplace from $0.99/user/month per visual, bundle from $2.99; direct licences on request [12]	Most: 22 of 24 listings (the two Map visuals are not) [13]	Yes; direct quotes also offered [14]
Microsoft (built-in and free visuals)	About 30 built-in visual types (our count), plus 27 free Microsoft visuals on Marketplace [15]	Everything is free, in Desktop and the Service, with no watermark or row limit [15]	Free, included in Power BI [15]	Yes: all 27 Microsoft visuals on Marketplace; built-in visuals are part of Power BI [16]	Built in; extra visuals free on Marketplace [16]
SmartVisuals	55 visuals covering 52 chart types [1]	A free tier in every paid visual for every reader, never blocked or watermarked; every premium feature works while you edit; 5 visuals free outright	Per user, published: $1.99/month or $19/year for most visuals, up to $4.49/month	32 of 55 visuals	Yes, bought and billed only there

Certified: live Power BI visual offers carrying Microsoft's certified badge in the Marketplace catalog.

[1] OKVIZ Index: https://okviz.com/index/
[2] Zebra BI Charts on Microsoft Marketplace: https://marketplace.microsoft.com/en-us/product/WA200000805
[3] Zebra BI help, pricing plans and the Free plan: https://help.zebrabi.com/kb/power-bi/pricing-plans/
[4] Zebra BI pricing: https://zebrabi.com/pricing/
[5] Microsoft Marketplace, Power BI visuals by Zebra BI: https://marketplace.microsoft.com/en-us/search/products?search=zebra%20bi&product=power-bi-visuals
[6] Inforiver Analytics+: https://inforiver.com/analytics-plus/
[7] Inforiver docs, installing Analytics+: https://docs.inforiver.com/analytics+/introduction-to-analytics+/installing-analytics+
[8] Inforiver Analytics+ pricing: https://inforiver.com/analytics-plus/pricing/
[9] Microsoft Marketplace, Power BI visuals by xViz LLC dba Lumel: https://marketplace.microsoft.com/en-us/search/products?search=lumel&product=power-bi-visuals
[10] ZoomCharts Power BI visuals and pricing: https://zoomcharts.com/en/microsoft-power-bi-custom-visuals/pricing/
[11] ZoomCharts docs, Drill Down Line PRO free vs paid fields: https://zoomcharts.com/en/microsoft-power-bi-custom-visuals/documentation/drill-down-line-pro/free-vs-paid-fields/
[12] ZoomCharts purchase assistance: https://www.zoomcharts.com/en/microsoft-power-bi-custom-visuals/assistance/
[13] Microsoft Marketplace, Power BI visuals by ZoomCharts: https://marketplace.microsoft.com/en-us/search/products?search=zoomcharts&product=power-bi-visuals
[14] ZoomCharts Drill Down Donut PRO on Microsoft Marketplace: https://marketplace.microsoft.com/en-us/product/WA104381941
[15] Microsoft Learn, Power BI visualizations overview: https://learn.microsoft.com/en-us/power-bi/visuals/power-bi-visualizations-overview
[16] Microsoft Marketplace, Power BI visuals by Microsoft Corporation: https://marketplace.microsoft.com/en-us/search/products?search=microsoft%20corporation&product=power-bi-visuals

Figures as of 18 November 2026. Sources: Microsoft Marketplace catalog, OKVIZ Index.

Questions or a team quote: ladislav@smartvisuals.io · smartvisuals.io/visuals

Larger team? Ask for a private offer.