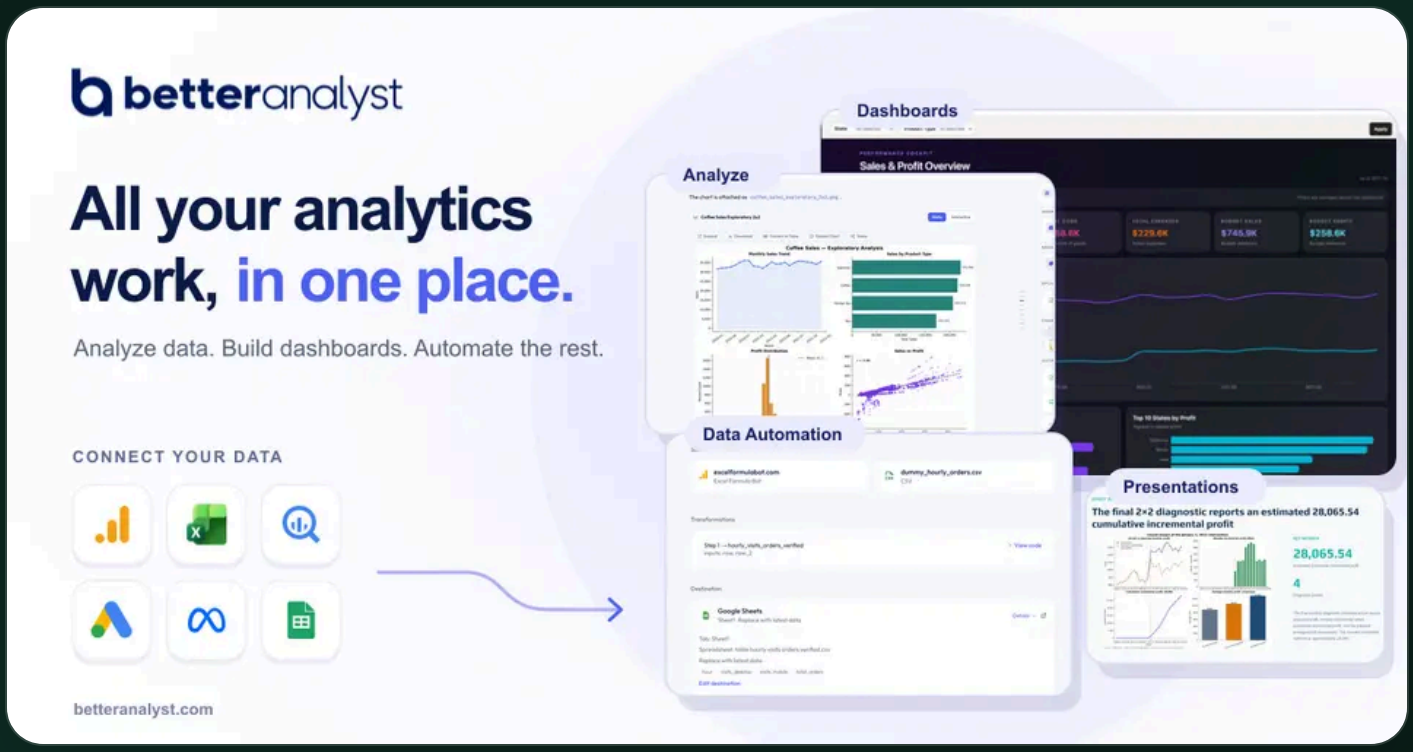
ToolGPA

NOVEMBER 2026

Better Analyst (formerly Formula Bot)

The Insider's Guide

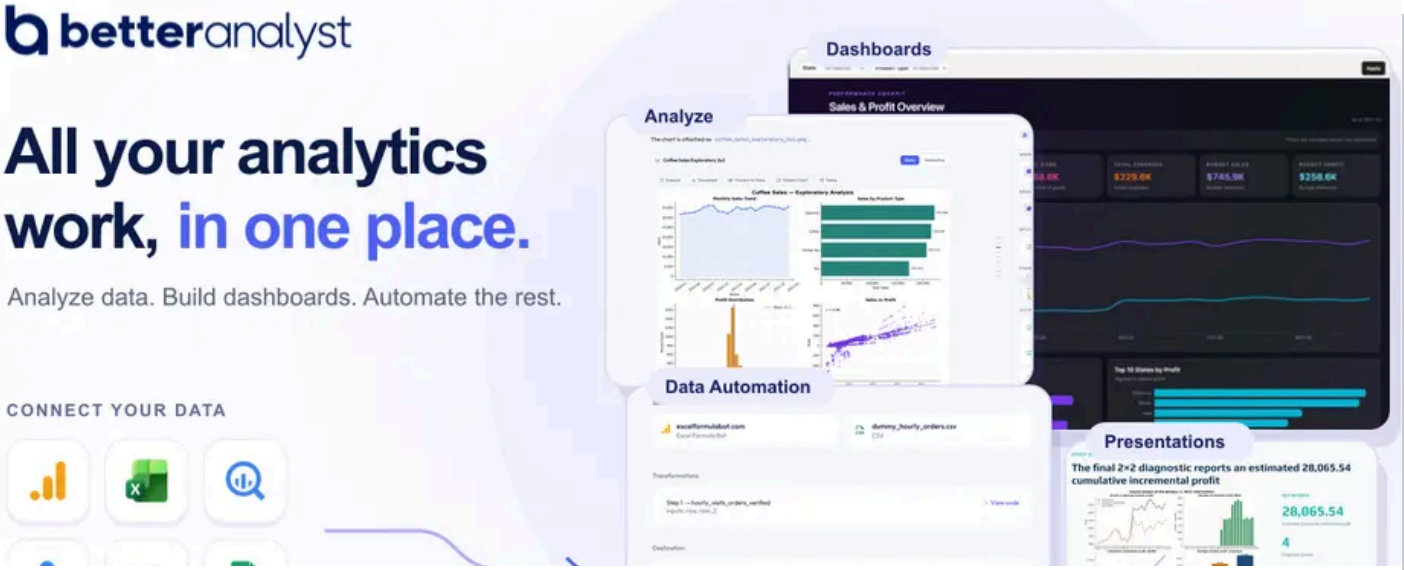
AI data analyst: chat, dashboards and alerts over files and databases



Every plan, grade, refund rule and rival among spreadsheet and database tools, read from Better Analyst (formerly Formula Bot)'s own pages.

Made by Better Analyst · checked Nov 13, 2026 · toolgpa.com

2.2
GPA



Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

03 What it does
Its main features, where it runs, what it works with and who makes it

04 Where it stands
Its grades against its category, and whether to keep it or make your own

05 The alternatives
The tools it is most often weighed against, side by side

06 Quick answers
The questions people ask about it, each answered in a line or two

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Better Analyst (formerly Formula Bot)'s own pages, its app-store listings and our grades. Every fact in it is on Better Analyst (formerly Formula Bot)'s page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.2

GPA, above 17 of the 63 other spreadsheet and database tools we grade

Formula Bot has been renamed Better Analyst; the vendor says accounts and workflows carried over and formulabot.com redirects to the new site. It began as an Excel and Google Sheets formula generator and now connects to files, spreadsheets, ad and analytics platforms and databases, so you can ask questions in plain English, build dashboards and schedule alerts.

> "
>
> **A web app where you connect sources and ask questions; no store rating on record.**
>
> From our grade for ease of use

To get you started, here are **9 things to know about Better Analyst (formerly Formula Bot)**, taken from its own pages and our grades.

1 **Best for chatting with spreadsheets and databases**

Formula Bot, now Better Analyst, lets you chat with files and databases and build dashboards.

2 **Paid plans start at $20 a month**

As its pricing page puts it: $20 per month, billed annually ($30 billed monthly).

3 **There is a free plan**

Free: 10 chat messages and 100 AI credits a month, 1 connected data source of any type and 1 AI dashboard.

4 **It runs on Web**

Web.

5 **Chat with your data**

Ask questions in plain English about a file or connected source; the site says each answer shows the SQL or Python behind it.

6 **Dashboards**

Describe a dashboard and edit it by chat or by dragging; share it with viewers who each see only the rows they are allowed to. Free viewers are on Team.

7 **Alerts and Data Flows**

Scheduled tasks, alerts and data flows run daily on paid plans, with hourly flows on Team.

8 **A 2.2 GPA, above 17 of 63**

That is against the other spreadsheet and database tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Better Analyst (formerly Formula Bot) you would be making a spreadsheet engine with its formulas. That is not a weekend's work, with an AI app builder or without one.

Better Analyst (formerly Formula Bot) at a glance

PRICING Free plan, from $20 per month, billed annually ($30 billed monthly)	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Better Analyst	CATEGORY Spreadsheets & Databases
OUR GRADE 2.2 GPA, fair	

The report card

Best for chatting with spreadsheets and databases

Formula Bot, now Better Analyst, lets you chat with files and databases and build dashboards. Pro is $20 a month on annual billing, the free plan allows 10 chat messages a month, and it has drifted from formulas toward BI-style analysis.

TOOLGPA REPORT CARD

Graded Nov 13, 2026

Better Analyst (formerly Formula Bot)

SUBJECT	GRADE	COMMENT
Value for money	C	Pro is $20 a month on annual billing, $30 monthly, between the middle and dearer quarter of this category.
Free plan and trial	C	A free plan with 10 chat messages and 100 AI credits a month, one data source and one dashboard, which you'll use up quickly.
Features	C	Chat with data, dashboards, alerts and bulk jobs. The focus has moved from formulas to analysis, and it is a web app, not an Excel add-in.
Ease of use	C	A web app where you connect sources and ask questions; no store rating on record.
Platforms and integrations	B	Web with a real list of connectors: Google Sheets, Analytics, Search Console, Airtable, Snowflake, BigQuery and Power BI. No desktop or phone apps.

Grade point average Fair, out of 4.0 **2.2**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Better Analyst (formerly Formula Bot) is for

- ✓ Fits if you want to ask questions of a file or database in plain words
- ✓ Works for people with Google data sources who want dashboards

Who it is not for

- ✗ Tight if you stay free: 10 chat messages a month and 1 data source
- ✗ Skip it if you want a formula generator only, as the product has moved toward BI
- ✗ Pricey if you add credits, at $10 per 1,000, with unused top-ups carrying over one month only
- ✗ Watch out: Team is $119 for 5 people, and embedded chat is capped at 1,000 messages a month

Good to know

Good for

- ✓ Marketers and agencies pulling Google Analytics, Search Console and Ads data into one place
- ✓ Individuals who started with the formula generator and now want analysis on whole files
- ✓ Small teams that want shared dashboards with free viewers

Worth knowing

- ⓘ The product has moved beyond a formula generator toward BI-style analysis; it is a web app, not an add-in inside Excel.
- ⓘ The free plan allows 10 chat messages a month.
- ⓘ Credit top-ups cost $10 per 1,000 AI credits, and unused top-ups carry over only one month.
- ⓘ Embedded chat for your own site is limited to 1,000 messages a month on Team, then $50 per 1,000.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$20

A month to start. There is a free plan too

Better Analyst (formerly Formula Bot) has a free plan. Paid plans start at $20 per month, billed annually ($30 billed monthly).

FREE

$0

10 chat messages and 100 AI credits a month, 1 data source, 1 dashboard.

PRO

$20

per month, billed annually ($30 billed monthly)

One person: unlimited chat and data sources, unlimited dashboards refreshed daily, 3,000 AI credits a month.

TEAM

$119

per month for 5 people, billed annually ($149 billed monthly)

5 people included, $15 a month per extra person up to 50; 10,000 shared AI credits, free dashboard viewers, Slack agent, hourly Data Flows.

ENTERPRISE

Custom

Sold through sales on an annual contract: SSO, SCIM, audit log, DPA, SLA and invoicing.

The free plan

Free: 10 chat messages and 100 AI credits a month, 1 connected data source of any type and 1 AI dashboard.

Read from betteranalyst.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save up to 33% with annual billing

The pricing page states annual billing saves up to 33%; Pro is $20 a month annually against $30 monthly.

Stated on betteranalyst.com

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

AI data analyst: chat, dashboards and alerts over files and databases. Here is what it does, as its own site describes it, and what it covers: AI features, chat assistant, workflow automation, spreadsheets, reports, dashboards.

> **Chat with data, dashboards, alerts and bulk jobs.**

From our grade for features

Chat with your data

Ask questions in plain English about a file or connected source; the site says each answer shows the SQL or Python behind it.

Dashboards

Describe a dashboard and edit it by chat or by dragging; share it with viewers who each see only the rows they are allowed to. Free viewers are on Team.

Alerts and Data Flows

Scheduled tasks, alerts and data flows run daily on paid plans, with hourly flows on Team.

Connectors

Listed sources include Google Sheets, Airtable, Google Analytics, Search Console, Google Ads, BigQuery, Snowflake, PostgreSQL, MySQL, SQL Server, Power BI and Tableau.

Bulk jobs on AI credits

PDF-to-Excel conversion costs 10 credits a page, enriching a row 1 credit and a deep research report 20; chat and dashboards use none.

Where it runs

- Web

What it works with

- Google Sheets
- Google Analytics
- Google Search Console
- Google Ads
- Airtable
- Snowflake
- BigQuery
- Power BI

Better Analyst (formerly Formula Bot) is made by Better Analyst.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

17/63

Other spreadsheet and database tools it is graded above

Better Analyst (formerly Formula Bot)'s GPA of 2.2 is higher than 17 of the 63 other spreadsheet and database tools we grade, and level with 10.

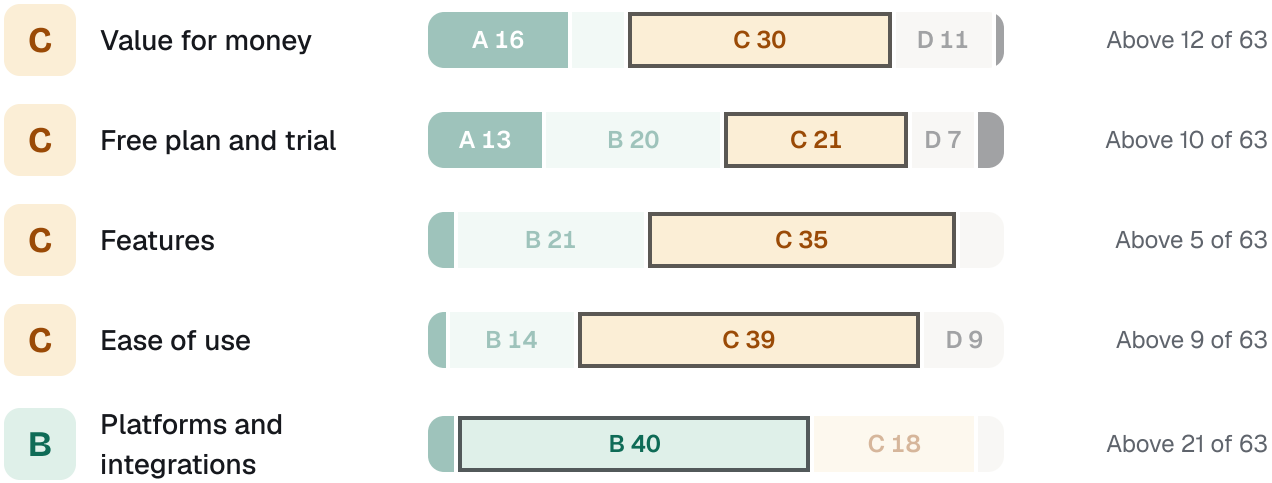
It stands best on platforms and integrations (B, above 21 of 63) and worst on features (C, above 5).

Its paid plans start at $20 a month, against a middle price of $12 for the category: 32 of the 47 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 20 tools score higher and cost less.

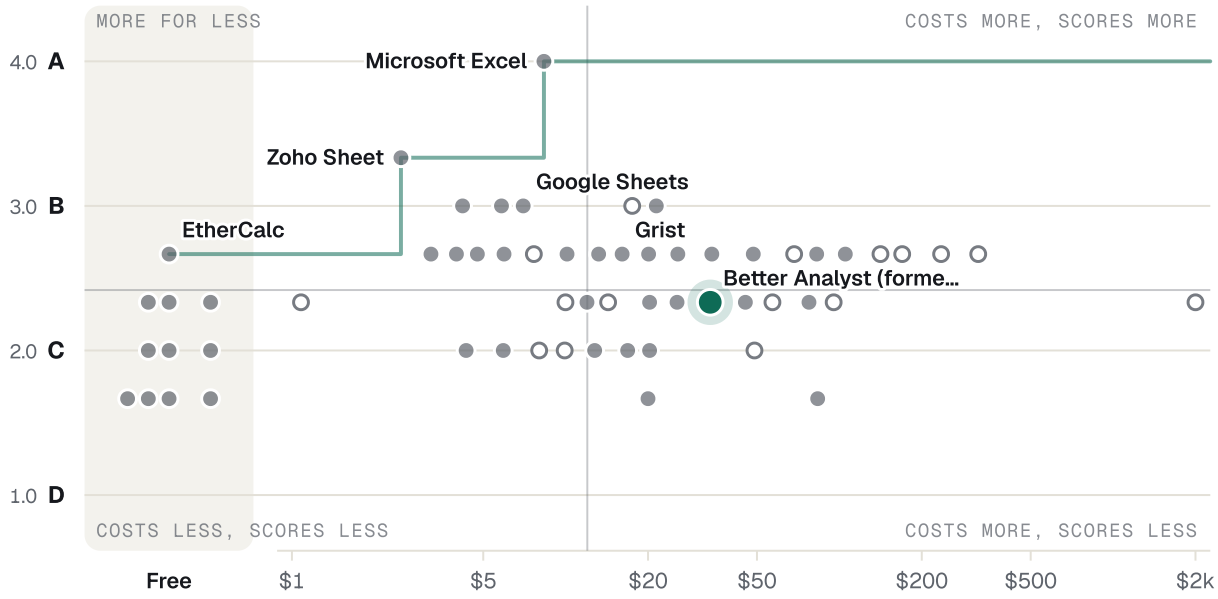
Each grade against the category

Every bar is all 64 spreadsheet and database tools we grade, cut by the letter each got. Better Analyst (formerly Formula Bot)'s own letter is outlined.



Price against what you get

Each dot is one of 59 spreadsheet and database tools. Further left costs less; higher up scores better on features, ease of use and platforms. Better Analyst (formerly Formula Bot) is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Better Analyst (formerly Formula Bot) you would be making a spreadsheet engine with its formulas. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 36 of the 63 other spreadsheet and database tools grade higher. It costs $240 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- A spreadsheet engine with its formulas.
- An AI model, which you can rent by the request but not make.
- Connections to other products, each kept working as those products change.
- Connections that pull numbers from dozens of other services.

What this rests on. Better Analyst (formerly Formula Bot)'s listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



GPTExcel, Formulas HQ, SheetAI App, Ajelix and Sourcetable

The 5 tools Better Analyst (formerly Formula Bot) is most often weighed against, with where each one differs from it.



2.0 GPA

GPTExcel

Free plan · from $9/mo

AI assistant for Excel files: formulas, pivot tables and analysis.

- Better Analyst (formerly Formula Bot) also covers workflow automation and dashboards.
- GPTExcel also covers presentations.

Better Analyst (formerly Formula Bot) and GPTExcel compared in full

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2.4 GPA

Formulas HQ

Free plan · from $4.33/mo

AI generators for spreadsheet formulas, scripts, regex and analysis.

- Better Analyst (formerly Formula Bot) also covers workflow automation, reports and dashboards.

Better Analyst (formerly Formula Bot) and Formulas HQ compared in full



2.4
GPA

SheetAI App

Free plan · from $12/mo

Google Sheets add-on that runs AI prompts as a cell formula.

- Better Analyst (formerly Formula Bot) also covers chat assistant, workflow automation, reports and dashboards.
- SheetAI App also covers image generation and video generation.

Better Analyst (formerly Formula Bot) and SheetAI App compared in full



2.0
GPA

Ajelix

Free plan · from $32/mo

AI chat and agents for Excel, Google Sheets and office files.

- Better Analyst (formerly Formula Bot) also covers workflow automation, reports and dashboards.
- Ajelix also covers AI agents.

Better Analyst (formerly Formula Bot) and Ajelix compared in full



2.2
GPA

Sourcetable

Free plan · from $29/mo

AI spreadsheet that queries databases and business apps.

- Better Analyst (formerly Formula Bot) also covers chat assistant, workflow automation, reports and dashboards.

Better Analyst (formerly Formula Bot) and Sourcetable compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Better Analyst (formerly Formula Bot) free?

Better Analyst (formerly Formula Bot) has a free plan. Free: 10 chat messages and 100 AI credits a month, 1 connected data source of any type and 1 AI dashboard.

How much does Better Analyst (formerly Formula Bot) cost?

Better Analyst (formerly Formula Bot) lists 4 plans. Free: $0.

What platforms does Better Analyst (formerly Formula Bot) work on?

Better Analyst (formerly Formula Bot) is available on Web.

Does Better Analyst (formerly Formula Bot) offer any discounts?

Better Analyst (formerly Formula Bot) publicly lists the following: Save up to 33% with annual billing.

Does Better Analyst (formerly Formula Bot) have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Better Analyst (formerly Formula Bot) is listed for Web.

Does Better Analyst (formerly Formula Bot) have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Better Analyst (formerly Formula Bot) is listed for Web.

Is Better Analyst (formerly Formula Bot) open source?

Better Analyst (formerly Formula Bot) is not described as open source on its own site, as read on Nov 13, 2026.

What does Better Analyst (formerly Formula Bot) integrate with?

Better Analyst (formerly Formula Bot)'s listing names Google Sheets, Google Analytics, Google Search Console, Google Ads, Airtable, Snowflake, BigQuery and Power BI.

Who makes Better Analyst (formerly Formula Bot)?

Better Analyst (formerly Formula Bot) is made by Better Analyst.

What are the alternatives to Better Analyst (formerly Formula Bot)?

The closest alternatives to Better Analyst (formerly Formula Bot) in our directory are GPTExcel, Formulas HQ, SheetAI App, Ajelix and Sourcetable.

How does Better Analyst (formerly Formula Bot) compare with other spreadsheet and database tools?

Better Analyst (formerly Formula Bot)'s GPA of 2.2 is higher than 17 of the 63 other spreadsheet and database tools we grade, and level with 10.

Is Better Analyst (formerly Formula Bot) good value for money?

ToolGPA grades Better Analyst (formerly Formula Bot) C for value for money.

Could I make my own version of Better Analyst (formerly Formula Bot)?

To replace Better Analyst (formerly Formula Bot) you would be making a spreadsheet engine with its formulas.

Where this guide comes from

The prices, plans, platforms and features were read from Better Analyst (formerly Formula Bot)'s own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Better Analyst's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Better Analyst. Prices change, so check betteranalyst.com before you buy.

betteranalyst.com/

betteranalyst.com/pricing

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Better Analyst (formerly Formula Bot), kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/formula-bot

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Better Analyst (formerly Formula Bot): The Insider's Guide", checked Nov 13, 2026. https://toolgpa.com/tools/formula-bot
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Know someone choosing between spreadsheet and database tools?

Send them this guide: toolgpa.com/tools/formula-bot/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded spreadsheet and database tools after Better Analyst (formerly Formula Bot), each with an Insider's Guide of its own.

Spreadsheets & Databases Insider's Guide

Every one of the 64 spreadsheet and database tools we grade, compared

Zoho Sheet Insider's Guide

Collaborative online spreadsheet with a free version

3.6 GPA

Google Sheets Insider's Guide

Browser-based spreadsheet, free with a Google Account

3.4 GPA

Microsoft Excel Insider's Guide

Spreadsheet app sold with Microsoft 365, free in the browser

3.4 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Better Analyst (formerly Formula Bot)'s pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Better Analyst (formerly Formula Bot) is a trademark of its owner, and this guide is not made, paid for or approved by Better Analyst. Prices and plans change: check betteranalyst.com before you buy.