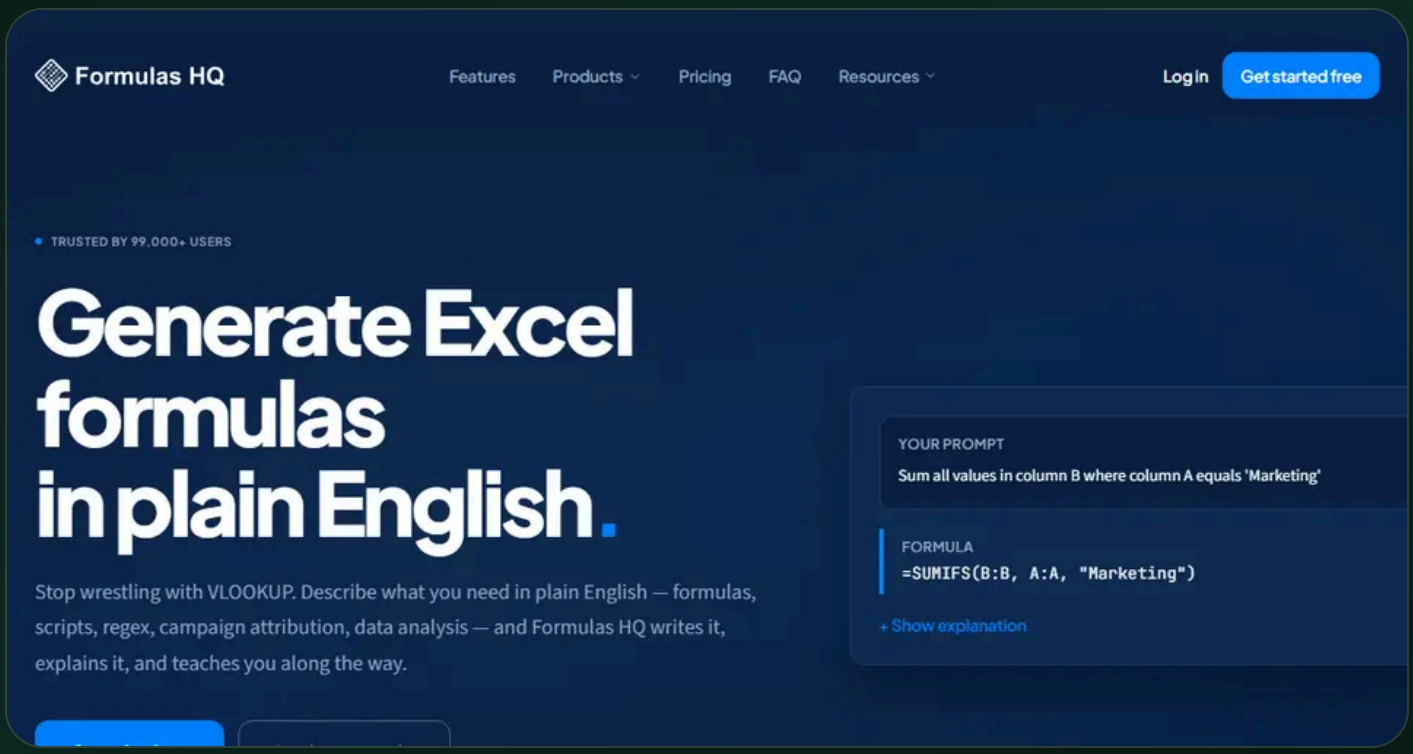
ToolGPA

NOVEMBER 2026

Formulas HQ

The Insider's Guide

AI generators for spreadsheet formulas, scripts, regex and analysis



Every plan, grade, refund rule and rival among spreadsheet and database tools, read from Formulas HQ's own pages.

Made by Formulas HQ · checked Nov 13, 2026 · toolgpa.com

2.4
GPA



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

ToolGPA put this guide together from Formulas HQ's own pages, its app-store listings and our grades. Every fact in it is on Formulas HQ'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

2.4

GPA, above 28 of the 63 other spreadsheet and database tools we grade

Formulas HQ is a web toolkit where you describe a calculation in plain English and get back an Excel or Google Sheets formula with an explanation. The same site covers VBA and Apps Script, Python, regular expressions and Salesforce formulas, and paid plans add chat with uploaded CSV or Excel files and a CSV analysis tool that runs in the browser.

To get you started, here are **9 things to know about Formulas HQ**, taken from its own pages and our grades.

> **A web app where you type a request and paste the result back; no store rating on record.**
>
> From our grade for ease of use

1 **Best for AI generators for formulas, scripts and regex**

FormulasHQ generates Excel and Sheets formulas, VBA, Apps Script and regex from a plain-English request.

2 **Paid plans start at $4.33 a month**

As its pricing page puts it: $4.33 per month, billed yearly.

3 There is a free plan

5 generations a month across the formula, VBA and Apps Script, regex and Salesforce formula tools, with how-to guides and generation history.

4 It runs on Web

Web.

5 Formulas for Excel and Google Sheets

Returns the formula with a summary, steps, examples and warnings; it can also explain a formula you paste in.

6 VBA, Apps Script and Python

Generates, explains or debugs macros and scripts; Python generation is on paid plans.

7 Regex and Salesforce formulas

Builds regular expressions with a breakdown, and Salesforce formulas, on the free plan too.

8 A 2.4 GPA, above 28 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 Formulas HQ 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.

Formulas HQ at a glance

PRICING
Free plan, from $4.33 per month, billed yearly

FREE PLAN
Yes

FREE TRIAL
Pro shows a 'Start free trial' button; the length is not stated on the page.

RUNS ON
Web

MADE BY
Formulas HQ

CATEGORY
Spreadsheets & Databases

OUR GRADE
2.4 GPA, fair

The report card

Best for AI generators for formulas, scripts and regex

FormulasHQ generates Excel and Sheets formulas, VBA, Apps Script and regex from a plain-English request. Pro is $4.33 a month billed yearly, but the free plan stops at 5 generations a month, chat with files needs Pro, and it is a separate web app.

TOOLGPA REPORT CARD — **Formulas HQ** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	A	Pro is $4.33 a month billed yearly, under 60% of the $8 where the cheaper quarter starts. The monthly price isn't shown.
Free plan and trial	C	A free plan, but 5 generations a month. Pro shows a free trial button with no length stated.

SUBJECT	GRADE	COMMENT
Features	C	Formula, VBA, Apps Script, regex and Salesforce generators, with chat on files and Data Wizard on Pro. Not inside Excel or Sheets.
Ease of use	C	A web app where you type a request and paste the result back; no store rating on record.
Platforms and integrations	C	Web only. It writes for Excel, Google Sheets and Salesforce, but has no add-in or apps.
Grade point average		Fair, out of 4.0 **2.4**

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 Formulas HQ is for

- ✓ Fits if you write a few formulas or scripts a week and don't remember the syntax
- ✓ Works for people who need regex or Apps Script and want a plain-English route

Who it is not for

- ✗ Tight if you stay free, since 5 generations a month goes fast
- ✗ Skip it if you want an add-in in Excel or Sheets, as this is a separate site
- ✗ Watch out: chat with files, Data Wizard and Python need Pro, and the page text shows only yearly prices
- ✗ Pricey if you want the website analyzer, which means the Analyzer plan at $21.24 a month billed yearly

Good to know

Good for

- ✓ Occasional spreadsheet users who need a formula explained
- ✓ Salesforce admins who want formula help and campaign attribution analysis
- ✓ People who prefer a low yearly price to a metered credit system

Worth knowing

- ⓘ The free plan stops at 5 generations a month.
- ⓘ Chat with files, Data Wizard and Python generation need Pro; the content analyzer needs the Analyzer plan.
- ⓘ It is a separate web app, not an add-in inside Excel or Google Sheets.
- ⓘ Prices are shown for yearly billing; the page text does not show what monthly billing costs.

PART 02 · PRICING

What it costs

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

$4.33

A month to start. There is a free plan too

Formulas HQ has a free plan. Paid plans start at $4.33 per month, billed yearly.

> **Pro shows a free trial button with no length stated.**
>
> From our grade for free plan and trial

FREE

$0

per month

5 generations a month.

PRO

$4.33

per month, billed yearly (monthly price not shown)

Unlimited generations; adds AI chat with file upload, Data Wizard CSV analysis, Python code generation, Salesforce campaign attribution and priority support.

ANALYZER

$21.24

per month, billed yearly (monthly price not shown)

Everything in Pro plus a website content analyzer for 10 sites and 200 pages, with sitemap crawling and CSV, XLSX or JSON export.

The free plan

5 generations a month across the formula, VBA and Apps Script, regex and Salesforce formula tools, with how-to guides and generation history.

Trying it first

Pro shows a 'Start free trial' button; the length is not stated on the page.

Read from formulashq.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 33% with yearly billing

The pricing section has a Monthly/Yearly toggle labeled 'Save 33%'.

Stated on formulashq.com

NONPROFIT

Non-profit and education discounts

The pricing section says non-profit and education discounts are available; no figures are given.

Stated on formulashq.com

What it does

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

1

Place it runs: Web

AI generators for spreadsheet formulas, scripts, regex and analysis. Here is what it does, as its own site describes it, and what it covers: AI features, chat assistant, spreadsheets.

> **Formula, VBA, Apps Script, regex and Salesforce generators, with chat on files and Data Wizard on Pro.**
>
> From our grade for features

Formulas for Excel and Google Sheets

Returns the formula with a summary, steps, examples and warnings; it can also explain a formula you paste in.

VBA, Apps Script and Python

Generates, explains or debugs macros and scripts; Python generation is on paid plans.

Regex and Salesforce formulas

Builds regular expressions with a breakdown, and Salesforce formulas, on the free plan too.

Data Wizard

Upload CSV files, filter, join and pivot them, then ask questions in English; the site says processing runs in the browser through DuckDB.

AI chat with files

Multi-turn chat over uploaded CSV or Excel files, with charts and saved conversation history.

Where it runs

Web

What it works with

Microsoft Excel

Google Sheets

Salesforce

Formulas HQ is made by Formulas HQ.

Where it stands

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

28/63

Other spreadsheet and database tools it is graded above

Formulas HQ's GPA of 2.4 is higher than 28 of the 63 other spreadsheet and database tools we grade, and level with 9.

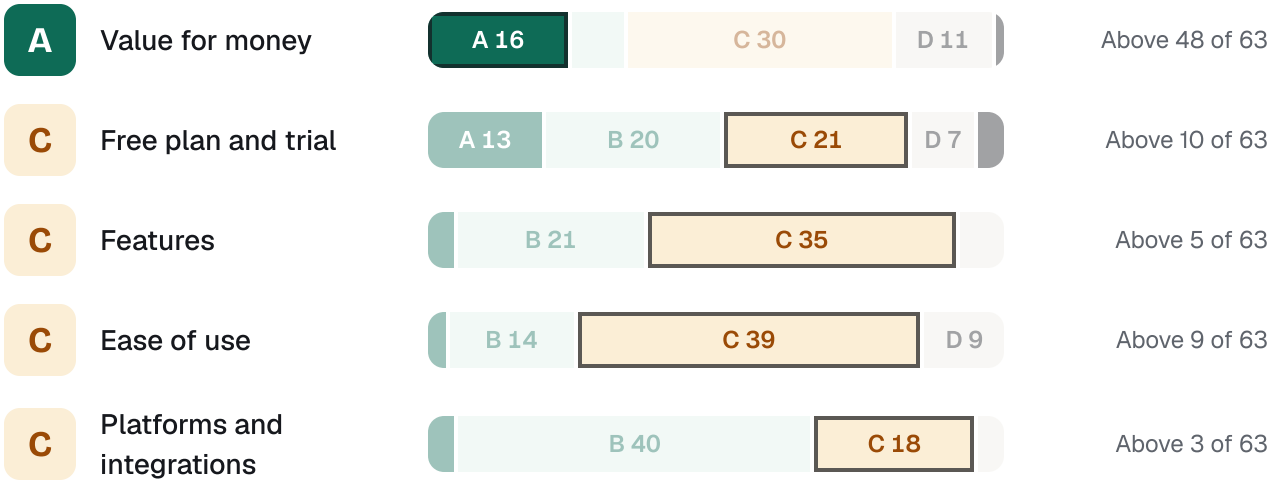
It stands best on value for money (A, above 48 of 63) and worst on platforms and integrations (C, above 3).

Its paid plans start at $4.33 a month, against a middle price of $12 for the category: 5 of the 47 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 9 tools score higher and cost less.

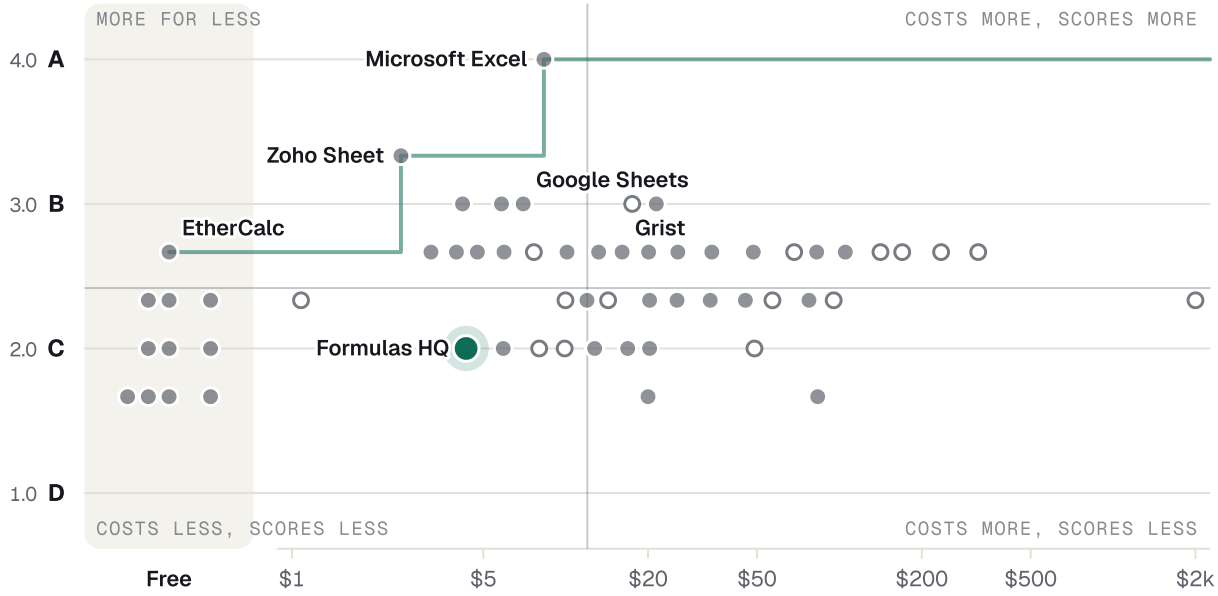
Each grade against the category

Every bar is all 64 spreadsheet and database tools we grade, cut by the letter each got. Formulas HQ'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. Formulas HQ 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 Formulas HQ 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.

It costs $51.96 a year.

What you could not

- ✕ A spreadsheet engine with its formulas.
- ✕ An AI model, which you can rent by the request but not make.

What this rests on. Formulas HQ'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



Better Analyst (formerly Formula Bot), GPTExcel, Ajelix, SheetAI App and Numerous

The 5 tools Formulas HQ is most often weighed against, with where each one differs from it.

2.2 GPA

Better Analyst (formerly Formula Bot)

Free plan · from $20/mo

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

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

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

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2.0 GPA

GPTExcel

Free plan · from $9/mo

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

- GPTExcel also covers presentations and reports.

Formulas HQ and GPTExcel compared in full



2.0
GPA

Ajelix

Free plan · from $32/mo

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

- Ajelix also covers AI agents.

Formulas HQ and Ajelix 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.

- Formulas HQ also covers chat assistant.
- SheetAI App also covers image generation and video generation.

Formulas HQ and SheetAI App compared in full



1.6
GPA

Numerous

From $8/mo

AI add-on for Google Sheets and Excel using a =AI function.

- Formulas HQ has a free plan. Numerous does not.

Formulas HQ and Numerous compared in full

Quick answers

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

14

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 Formulas HQ free?

Formulas HQ has a free plan. 5 generations a month across the formula, VBA and Apps Script, regex and Salesforce formula tools, with how-to guides and generation history.

How much does Formulas HQ cost?

Formulas HQ lists 3 plans. Free: $0 per month.

What platforms does Formulas HQ work on?

Formulas HQ is available on Web.

Does Formulas HQ offer any discounts?

Formulas HQ publicly lists the following: Save 33% with yearly billing; Non-profit and education discounts.

Does Formulas HQ have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Formulas HQ is listed for Web.

Does Formulas HQ have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Formulas HQ is listed for Web.

Is Formulas HQ open source?

Formulas HQ is not described as open source on its own site, as read on Nov 13, 2026.

What does Formulas HQ integrate with?

Formulas HQ's listing names Microsoft Excel, Google Sheets and Salesforce.

Does Formulas HQ have a free trial?

Yes. Pro shows a 'Start free trial' button; the length is not stated on the page.

Who makes Formulas HQ?

Formulas HQ is made by a company of the same name.

What are the alternatives to Formulas HQ?

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

How does Formulas HQ compare with other spreadsheet and database tools?

Formulas HQ's GPA of 2.4 is higher than 28 of the 63 other spreadsheet and database tools we grade, and level with 9.

Is Formulas HQ good value for money?

ToolGPA grades Formulas HQ A for value for money. Its paid plans start at $4.33 a month, against a middle price of $12 for the category: 5 of the 47 others that charge start lower.

Could I make my own version of Formulas HQ?

To replace Formulas HQ you would be making a spreadsheet engine with its formulas.

Where this guide comes from

The prices, plans, platforms and features were read from Formulas HQ'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 Formulas HQ'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 Formulas HQ. Prices change, so check formulashq.com before you buy.

formulashq.com/

formulashq.com/about

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

Formulas HQ, kept up to date

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

toolgpa.com/tools/formulas-hq

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, "Formulas HQ: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/formulas-hq
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Know someone choosing between spreadsheet and database tools?

Send them this guide: toolgpa.com/tools/formulas-hq/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded spreadsheet and database tools after Formulas HQ, 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 Formulas HQ'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. Formulas HQ is a trademark of its owner, and this guide is not made, paid for or approved by Formulas HQ. Prices and plans change: check formulashq.com before you buy.