



# Which report format do I need?

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The report format you need will depend on the tool you're importing your data into.



## When in doubt

Take a CSV export. If your tool doesn't have an obvious CSV importer, look for a text file import.

## CSV imports

Every data visualization or analysis tool we've interacted with supports CSV import, though it's often called a text file import.

You can generate CSV report exports at all plan levels using the [Export data from Owl Analytics](#) option in all reports and using the [Owl Analytics Export API](#). This feature is available on [select plans](#).

Here are instructions on uploading CSVs to some popular data tools:

- Power BI from Microsoft: [Power Query Text/CSV connector](#)
- Tableau from Salesforce: [Text File connector](#)
- Looker Studio from Google: [Upload CSV files to Looker Studio](#)

## XML imports

Some tools explicitly support XML file imports, for example:

- Power BI from Microsoft: [Power Query XML connector](#)

You can generate XML report exports at all plan levels using the [Export data from Owl Analytics](#) option in all reports and using the [Owl Analytics Export API](#). This feature is available on [select plans](#).

## HTML imports

Some tools explicitly support HTML-formatted data imports.

You can generate HTML report exports at all plan levels using the [Export data from Owl Analytics](#) option in all reports. HTML format isn't available in the Owl Analytics Export API.

## TSV imports

Some tools explicitly support Excel imports. The TSV export format available in all reports should work with these import formats. TSV generates a CSV file which you can quickly save as a .xlsx file/workbook to use with these importers.

You can generate TSV report exports at all plan levels using the [Export data from Owl Analytics](#) option in all reports. TSV format isn't available in the Owl Analytics Export API.

## JSON imports

Some tools explicitly support JSON-formatted data imports, for example:

- Power BI from Microsoft: [Power Query JSON connector](#)
- Tableau from Salesforce: [JSON File](#)

You can generate JSON report exports at all plan levels using the [Export data from Owl Analytics](#) option in all reports. JSON format isn't available in the Owl Analytics Export API.

## Programmatic exports/imports

If you don't want to manually generate exports from your Owl Analytics report, you'll need to use our [Owl Analytics Export API](#). This feature is available on [select plans](#). For programmatic exports and imports, you may want to use a [Web connector](#) or set up a new [Server](#) in your tool, for example:

- Power BI from Microsoft: [Power Query Web connector](#)
- Tableau from Salesforce: [Web Data Connector](#)

Or your developers may set up a script that will programmatically update a CSV or XML file stored on your server with fresh data from the API.

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