

Advanced Topic Presentation



# Why Qlik?

- Accelerate business value with data – on our cloud or any cloud.
- Turn raw data into remarkable outcomes with end-to-end, multi-cloud data integration and analytics solutions.
- Close the gaps between data, insights, and action.



Source: Gartner (February 2021)

Magic Quadrant for  
Analytics and  
Business Intelligence  
Platforms

# Functionalities - Data Integration Platform



# Functionalities - Insight Delivery & Literacy



# Functionalities - Advanced Analytics



# Product Comparison

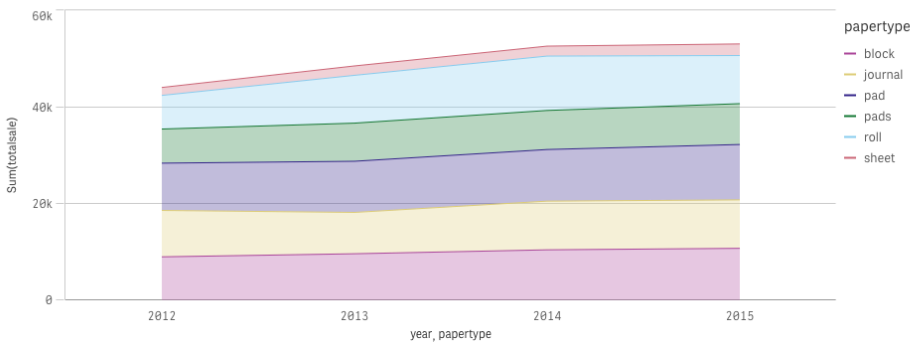


|                                   | QlikView | Qlik Sense |
|-----------------------------------|----------|------------|
| Qlik Associative Engine           | ✓        | ✓          |
| Pixel Perfect Design              | ✓        | ✗          |
| Advanced Data Visualization       | ✓        | ✓          |
| Web browser-based development     | ✗        | ✓          |
| Web browser-based analysis        | ✓        | ✓          |
| Responsive Design (touchable)     | ✗        | ✓          |
| Plenty of scope for customisation | ✓        | ✗          |
| Scalability for businesses        | ✓        | ✓          |
| Self Service BI via Drag & Drop   | ✗        | ✗          |
| Classic navigation via File tab   | ✓        | ✗          |
| Extensions in HTML/JS Basis       | ✗        | ✓          |
| PDF Reporting with Nprinting      | ✓        | ✓          |
| Data Storytelling and Mashups     | ✗        | ✓          |

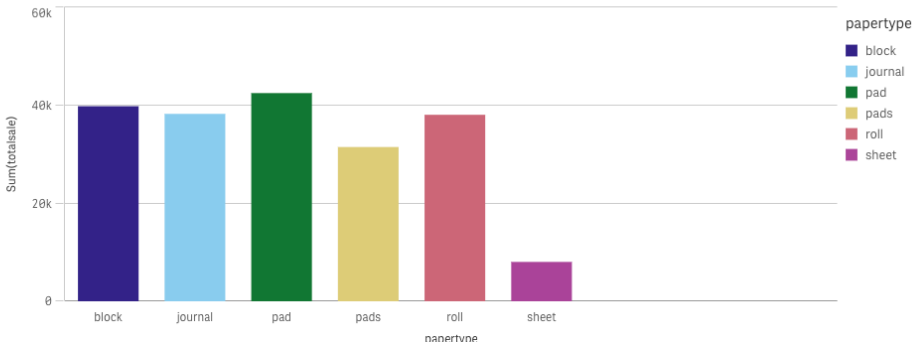
# Data Visualization

## Art Sales Demo

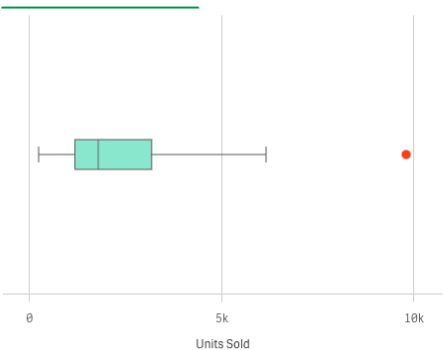
Total Sale by Paper Type - Time Series



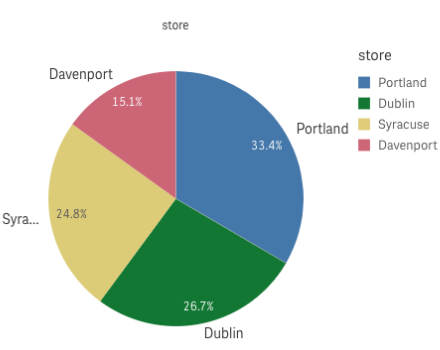
Total Sales by Paper Type



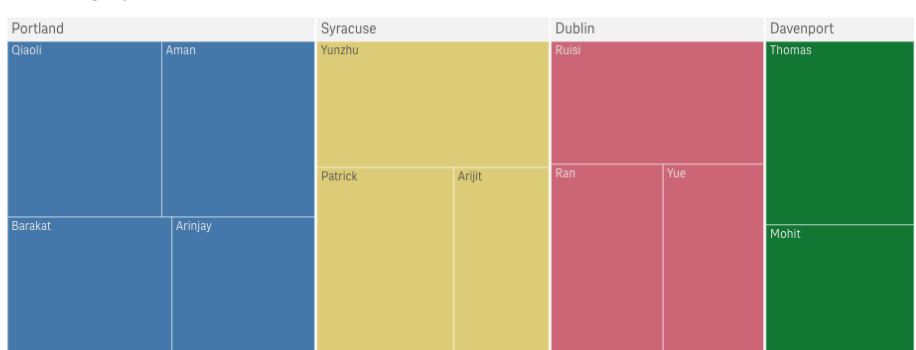
Unit Price Distribution



Units sold by Store



Total Sales by Rep - Across Stores



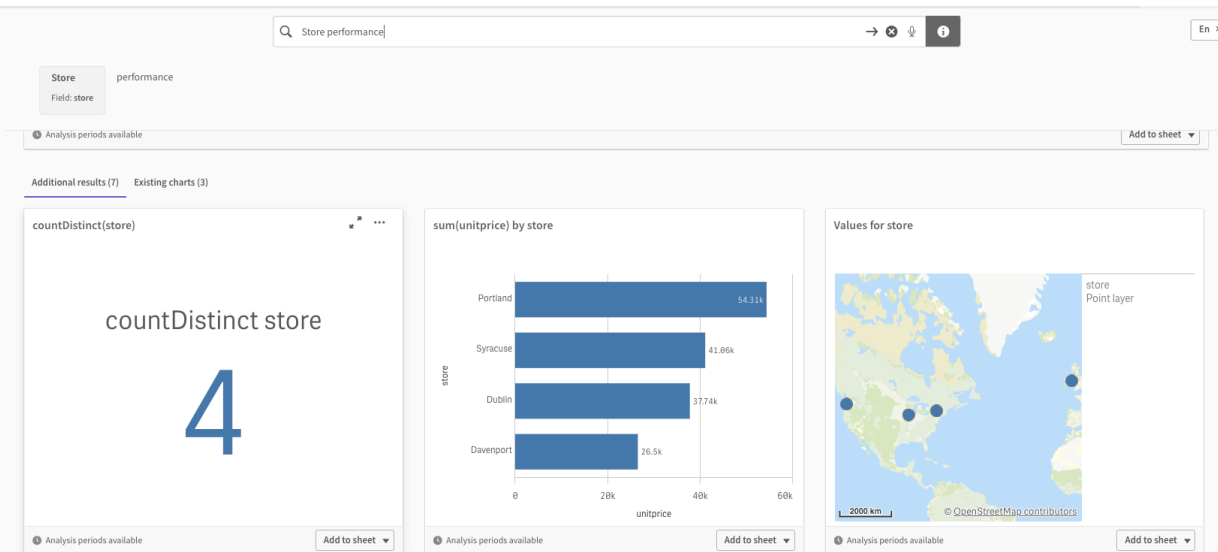
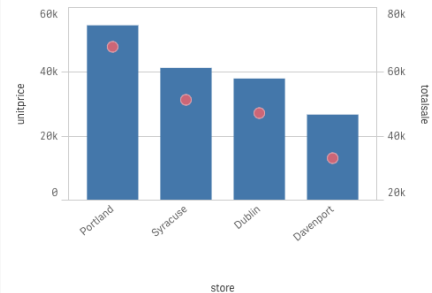
# Value Analytics - AI (NLP) driven Insights

## Matching result

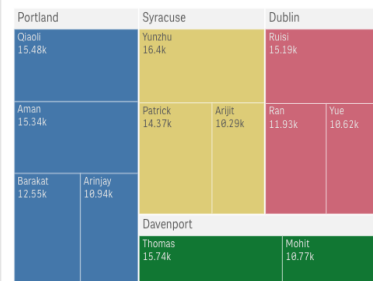
### Values for store

| store     |  |
|-----------|--|
| Davenport |  |
| Dublin    |  |
| Portland  |  |
| Syracuse  |  |

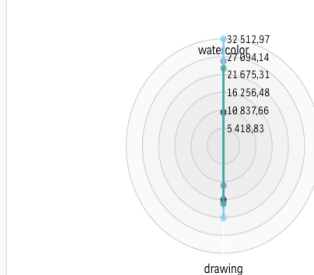
### Comparison of sum(unitprice) and sum(totalsale) for store



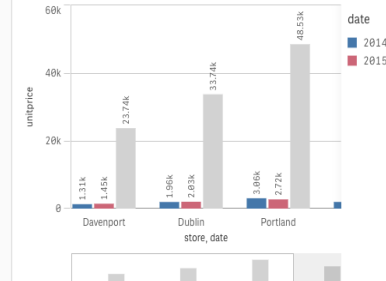
### sum(unitprice) by store and rep



### sum(unitprice) by store and paper



### sum(unitprice) by date (YTD) and store





# Learning & References

- [https://help.qlik.com/en-US/cloud-services/Subsystems/Hub/Content/Sense\\_Hub/Introduction/get-set-up.htm](https://help.qlik.com/en-US/cloud-services/Subsystems/Hub/Content/Sense_Hub/Introduction/get-set-up.htm)
- <https://learning.qlik.com/> - Convenient, Self-paced with Free courses and Interactive webinars
- <https://www.clearpeaks.com/qlik-sense-custom-themes/> - Custom themes
- <https://www.qlik.com/blog/posts/trends/big-data-analytics/>



The background is a solid blue color. In the top-right and bottom-left corners, there are decorative geometric patterns composed of overlapping triangles and quadrilaterals in various shades of blue, creating a 3D effect.

# Thank you!

**Sathish Rajendiran**