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# QlikView Your Business: An Expert Guide to Business Discovery with QlikView and Qlik Sense

By Oleg Troyansky, Tammy Gibson, Charlie Leichtweis



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## Unlock the meaning of your data with QlikView

The Qlik platform was designed to provide a fast and easy data analytics tool, and *QlikView Your Business* is your detailed, full-color, step-by-step guide to understanding Qlikview's powerful features and techniques so you can quickly start unlocking your data's potential. This expert author team brings real-world insight together with practical business analytics, so you can approach, explore, and solve business intelligence problems using the robust Qlik toolset and clearly communicate your results to stakeholders using powerful visualization features in QlikView and Qlik Sense.

This book starts at the basic level and dives deep into the most advanced QlikView techniques, delivering tangible value and knowledge to new users and experienced developers alike. As an added benefit, every topic presented in the book is enhanced with tips, tricks, and insightful recommendations that the authors accumulated through years of developing QlikView analytics.

## This is the book for you:

- If you are a developer whose job is to load transactional data into Qlik BI environment, and who needs to understand both the basics and the most advanced techniques of Qlik data modelling and scripting
- If you are a data analyst whose job is to develop actionable and insightful QlikView visualizations to share within your organization
- If you are a project manager or business person, who wants to get a better understanding of the Qlik Business Intelligence platform and its capabilities

## What You Will Learn:

The book covers three common business scenarios - Sales, Profitability, and Inventory Analysis. Each scenario contains four chapters, covering the four main disciplines of business analytics: *Business Case*, *Data Modeling*, *Scripting*, and *Visualizations*.

The material is organized by increasing levels of complexity. Following our

comprehensive tutorial, you will learn simple and advanced QlikView and Qlik Sense concepts, including the following:

#### **Data Modeling:**

- Transforming Transactional data into Dimensional models
- Building a Star Schema
- Linking multiple fact tables using Link Tables
- Combining multiple tables into a single fact table using Concatenated Fact models
- Managing slowly changing dimensions
- Advanced date handling, using the As of Date table
- Calculating running balances

#### **Basic and Advanced Scripting:**

- How to use the Data Load Script language for implementing data modeling techniques
- How to build and use the QVD data layer
- Building a multi-tier data architectures
- Using variables, loops, subroutines, and other script control statements
- Advanced scripting techniques for a variety of ETL solutions

#### **Building Insightful Visualizations in QlikView:**

- Introduction into QlikView sheet objects — List Boxes, Text Objects, Charts, and more
- Designing insightful Dashboards in QlikView
- Using advanced calculation techniques, such as Set Analysis and Advanced Aggregation
- Using variables for What-If Analysis, as well as using variables for storing calculations, colors, and selection filters
- Advanced visualization techniques - normalized and non-normalized Mekko charts, Waterfall charts, Whale Tail charts, and more

#### **Building Insightful Visualizations in Qlik Sense:**

- Introducing Qlik Sense - how it is different from QlikView and what is similar?
- Creating Sense sheet objects
- Building and using the Library of Master Items
- Exploring Qlik Sense unique features — Storytelling, Geo Mapping, and using Extensions

Whether you are just starting out with QlikView or are ready to dive deeper, *QlikView Your Business* is your comprehensive guide to sharpening your QlikView skills and unleashing the power of QlikView in your organization.

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### Editorial Review

From the Back Cover

#### Develop the business intelligence analytics solution your company needs

QlikView's toolset was designed to provide fast and easy analytics, helping you visualize and make sense of complex data points without overly complicated stacks of software that require lengthy technical training. QlikView Your Business illustrates the little-known features and techniques that help you get more out of the software, so you can unlock the stories within the data and deliver timely, relevant results. This guide has you covered from the basics to the advanced level, so you can quickly get up to speed and become productive with QlikView.

Oleg Troyansky and Tammy Gibson are premier QlikView gurus, and Charles Leichtweis has years of C-suite level business experience. Together, they bring you comprehensive insight into practical business analytics and a detailed look at what QlikView can do for your company. You'll learn how to approach, explore, and solve business intelligence problems using the robust QlikView toolset, and how to clearly communicate your results to stakeholders using QlikView's powerful visualization features. With coverage of both QlikView and Qlik Sense, you'll gain the skills you need to deliver the right solution for your audience as you learn to develop analytics tailored to sales, profitability, and inventory using popular scripting and visualization techniques.

With detailed explanations and easy to follow tutorials, you'll develop three complete analytic solutions and master QlikView's capabilities as you:

- Understand the business scenario and the most common routes to a solution
- Define the required data model and develop the Load Script to build it
- Develop insightful visualizations in QlikView and in Qlik Sense
- Improve application performance with expert recommendations
- Find the tools and educational resources data scientists need

The companion website provides exercises for each chapter, plus data that can be used to test the various data mining techniques in the book. [www.wiley.com/go/qlikview](http://www.wiley.com/go/qlikview)

#### About the Author

**OLEG TROYANSKY** is the President of Natural Synergies, the first North American BI firm that was created with the focus on QlikView solutions, services and education. He is a well-known QlikView educator and advocate, a 2014 QlikView luminary and a speaker at the Masters Summit for QlikView.

**TAMMY GIBSON** is a Senior QlikView Consultant at Natural Synergies. She's been developing QlikView solutions since 2004. She is also the co-founder and CTO of VenueCube, a company providing business intelligence analytics to entertainment venues and convention centers.

**CHARLES LEICHTWEIS** is a Senior Advisor of Phoenix Strategic Advisors and the head of their Sustainable Profitable Growth Practice. Charlie has led companies in a variety of "C" suite roles in a career

that spans 30 plus years. He holds an MBA in Operations Management, and is a CPA and CMA.

## **Users Review**

### **From reader reviews:**

#### **Wanda Legros:**

As people who live in the particular modest era should be upgrade about what going on or info even knowledge to make these people keep up with the era and that is always change and progress. Some of you maybe will certainly update themselves by examining books. It is a good choice to suit your needs but the problems coming to you is you don't know what one you should start with. This QlikView Your Business: An Expert Guide to Business Discovery with QlikView and Qlik Sense is our recommendation so you keep up with the world. Why, since this book serves what you want and wish in this era.

#### **Lester Magno:**

Hey guys, do you wishes to finds a new book to study? May be the book with the subject QlikView Your Business: An Expert Guide to Business Discovery with QlikView and Qlik Sense suitable to you? The particular book was written by well known writer in this era. The book untitled QlikView Your Business: An Expert Guide to Business Discovery with QlikView and Qlik Sense is the main of several books that everyone read now. This specific book was inspired a lot of people in the world. When you read this guide you will enter the new dimension that you ever know prior to. The author explained their strategy in the simple way, so all of people can easily to recognise the core of this e-book. This book will give you a great deal of information about this world now. In order to see the represented of the world in this particular book.

#### **Michael Larose:**

The publication with title QlikView Your Business: An Expert Guide to Business Discovery with QlikView and Qlik Sense possesses a lot of information that you can discover it. You can get a lot of help after read this book. This kind of book exist new know-how the information that exist in this guide represented the condition of the world today. That is important to you to be aware of how the improvement of the world. This specific book will bring you with new era of the globalization. You can read the e-book on your own smart phone, so you can read the item anywhere you want.

#### **Kimberly Plummer:**

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