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

Description: 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.

Contents:

Foreword xiii
Introduction xv

PART I Getting Started

Chapter 1 The Needs and Challenges of Business Intelligence and Analytics 3
    The Case for Business Intelligence 4
    Common Challenges of Business Analytics 6
    How Successful Businesses Use Business Intelligence 7
    Introducing the Six Process Spheres 7
    Identifying Business Measures 10
    What Companies Gain from Implementing BI 14
    The Business Scenario Used in the Book 16

Chapter 2 Why Use Qlik for Data Discovery and Analytics? 17
The Evolution of BI 18
Traditional Business Intelligence (OLAP) 18
Qlik’s Disruptive Approach to BI 20
Data Discovery Is the New Black 22
QlikView 11 Overview 23
In–Memory Storage Means No Need for Pre–Calculated Cubes 23
An Interactive User Experience 24
Associative Logic Powers Data Discovery 26
Right–Sized Analytics 32
Qlik Sense Overview 32
PART II Learning the Core Techniques: Sales Analysis
Chapter 3 Defining a Business Scenario for Sales Analysis 41
What Do You Mean When You Say Sales? 42
What Is the Real Value of the Sale? 43
What Happened? 45
Why Did it Happen? What Does It Mean for My Business? 46
What Data Is Needed 50
Advanced Sales Analysis Makes the Data Visible and Available 51
Chapter 4 Visualizing Sales Analysis in QlikView 53
Preparing the Environment and Getting Ready 54
Opening a Template Document 54
Sheets and Sheet Objects 57
Working with Colors in QlikView 59
List Boxes, Text Objects, and Other Sheet Objects 60
Introducing List Boxes and Multi Boxes 61
Table Box and How It Should (Not) Be Used 65
Using Text Objects for Labels, Images, and Backgrounds 66
Line/Arrow Object 69
Mind Your Selections: Search Object and Current Selections Box 70
Organizing and Arranging Objects on the Screen 73
Developing Simple Charts in QlikView 78
Main Components of QlikView Charts 79
Using Bar Charts to Compare Outcomes Among Brands, Channels, and Salespeople 82
Using Line Charts to Visualize Trends over Time 92
Using Pie Charts to Visualize Distribution of the Whole Between its Parts 97
Using Straight Tables and Pivot Tables to Show Details 100
First Round of Improvements 111
Gathering Feedback at the First Application Review 111
Using Groups to Add Flexibility to Your Charts 113
Comparing YTD to Prior YTD or Other Conditions 118
Building Dashboards 129
Bringing It All Together 140
Chapter 5 Data Modeling for Sales Analysis 145
Data Modeling Basics 146
The Transactional Software Class 147
Using ETL to Populate Dimensional Tables 155
Designing a Data Model for Sales Analysis 159
Tips Before You Start Scripting 168
Chapter 6 Developing a Data Load Script for Sales Analysis 169
Load Script and Script Editor 170
Script Editor Basics in QlikView 170
Anatomy of a QlikView SQL Select Statement 177
Organizing Your Script 179
Using the Table Viewer and Understanding the Data Model 186
Resolving Simple Challenges in Data Load 188
Introducing Synthetic Keys and Circular References 189
Avoiding Synthetic Keys by Renaming Fields 191
Using the QUALIFY and UNQUALIFY Commands 192
A Few Words About Naming Conventions 196
Preparing the Environment for Inventory Analysis 490

Using Advanced Aggregation (AGGR) for
Inventory Measures 500

Enhancing Visual Analysis with Advanced Aggregation 513

Developing Histograms 513

Visualizing Parts of Totals and Subtotals 518

Bucket Analysis 536

Does It Get Any More Advanced with Advanced Aggregation and Advanced Set Analysis? 542

Comparing TOTAL with AGGR() 542

Using TOTAL and AGGR() with Dimensions Outside of the Chart Data 545

More About Advanced Set Analysis 548

Comparative Analysis Using Alternate States 556

Declaring Alternate States 556

Assigning Objects to Alternate States 557

Using Alternate States in Combination with Set Analysis 560

Combining Selections from Multiple States 561

Getting Advanced with Straight Tables 563

Using Gauges in Straight Tables 564

Mini Charts (Sparklines) 567

Adding Images to Straight Tables 570

Adding Links (URLs) to Straight Tables 574

Advanced Presentation Features  Buttons, Actions, and Triggers 577

Buttons and Actions 578

Using Show Conditions and Calculation Conditions 582

Using Buttons, Actions, and Show Conditions to Develop Advanced
Navigation Features 583

Chapter 13 Data Modeling for Inventory Analysis 589

Calculating Running Balances 590

The Logic of Calculating a Running Balance 590

How Running Balances Apply to Inventory and Inventory Aging 591

The Concatenated Fact Table 593
<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>593</td>
</tr>
<tr>
<td>596</td>
</tr>
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<td>598</td>
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