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
Transforming the Data Model 197
Loading Data from a Spreadsheet 198
Enhancing the Data Model for Online Analytics 204
Joining Two Tables into One 207
Adding Calculated Fields 213
Additional Transformations: Calculating Conditional Flags 222
Adding a Master Calendar Table Using INCLUDE 233
PART III Expanding Your Skill Set: Profitability Analysis
Chapter 7 Defining a Business Scenario for Profitability Analysis 241
The Profit and Loss Statement 242
The Direct Variable Profitability (DVP) Model 245
Deep Dive Example 248
Use of Business Intelligence Tools Makes the Data Visible and Available 251
Chapter 8 Visualizing Profitability Analysis in QlikView 253
Simple Visualizations for Profitability Analysis 254
Preparing the Template for Profitability Analysis 254
Preparing the Expressions for Profitability Calculations 256
Revisiting Simple Visualization Objects 286
Learning Advanced Visualizations 292
Visualizing Components of Costs and Profits 292
How to Visualize Correlations Between Sales and Profits 308
Advanced Visualizations Using Set Analysis 339
Using Containers as an Alternative to Auto-Minimized Charts 349
Chapter 9 Data Modeling for Profitability Analysis 355
How QlikView Stores Data 356
Modeling Multiple Transaction Sources 361
Multiple Fact Tables 362
The Concatenated Fact Table 369
Working With Dimensions 370
Slowly Changing Dimensions Defined 371
Product Costs as Dimension Attributes 373
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
Integrating Extensions in Qlik Sense 750

Exploring the Feature of Converting Charts 752

Where to Find More Extensions and More Information 753

What About Mashups? 754

Appendix What’s Next? 755

Index 759

Ordering:

Order Online - http://www.researchandmarkets.com/reports/3024915/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Product Name: QlikView Your Business. An Expert Guide to Business Discovery with QlikView and Qlik Sense
Web Address: http://www.researchandmarkets.com/reports/3024915/
Office Code: SCH3UI3I

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Hard Copy (Paper back)</th>
</tr>
</thead>
<tbody>
<tr>
<td>USD 99 + USD 29 Shipping/Handling</td>
<td></td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr ☐</th>
<th>Mrs ☐</th>
<th>Dr ☐</th>
<th>Miss ☐</th>
<th>Ms ☐</th>
<th>Prof ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td>Last Name:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ___________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World