BUSINESS ANALYTICS LAB

The course aims to develop the necessary skills for the autonomous development of Business Analytics projects with Qlik Sense.

Contents

1. Business requirements analysis

2. Architecture:

   - Qlik Sense architectural analysis
   - Use of the different Versions: Qlik Sense Desktop, Qlik Sense Server, Qlik Cloud.

3. Scripting and Data Modeling
   - Design analysis: data extraction, modeling, front-end construction phases
   - Deployment best practices: QlikView Deployment Framework in Qlik Sense
   - The associative model and the database in memory
   - Star and snowflake scheme according to the associative paradigm. Facts, dimensions and measurements.
   - Controlled construction of compound keys: how to avoid synthetic keys
   - Connection to external data sources: from traditional ODBC / OLEDB methods to Web Services. Basics of the scripting language in Qlik Sense
   - Handling of variables, set commands, let, settings of variables containing functions
   - Conditions: IF-THEN-ELSE instructions and FOR-NEXT loops
   - Nested Load, Load statements for recursive calculations
   - The joins in Qlik: OUTER JOIN, LEFT, RIGHT and INNER JOIN. KEEP
   - The use of Mapping for the decoding of some types of data.
   - Use of the link table to link multiple facts of different granularity: link active, passive and budget cycles
   - Examples of automatic georeferencing of information data

Front End Creation

   - The graphical ways of representing data, business cases

   - How to use the DAR (Dashboarding, Analysis, Reportng) philosophy with Qlik Sense Applications and analysis sheets: structure and visual objects
   - The central library of "Master Items": Measurements, Dimensions and Views.
   - Best practice in writing formulas: examples

   - Using the SET ANALYSYS in expressions
   - Appropriate use of bar graph, combination graph, line graph, pie / area graph Display of measurements with speedometers and with the KPI object
   - Pivot table and straight table
   - Using the scatter plot to visualize relationships between measures
   - The geographical representation. The map
   - Free search of data in Google-Like mode on the whole model
   - The use of bookmarks to record the most frequent filter combinations
   - Presentations: Stories and Snapshots. How to create and send effective presentations with Sense. Use of extensions: Google apps, variable management, Waterfall charts and more

Business cases

All topics will take based on data that is not real but related to realistic business cases. The ultimate goal is to allow students to carry out a Business Analytics project from start to finish.