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A TUTORIAL ON USING QLIK ANALYTICS PLATFORM FOR BUSINESS ANALYTICS

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ABSTRACT

Business Analytics focuses on how businesses, non-profits, and governments use data to gain insights and improve organizational decision-making skills. Due to an increasing availability of large data sets from a variety of sources (Big Data), employees with business analytic skills are in-demand in many industries throughout the world. There are numerous analytics platforms that can be brought into the classroom to introduce students to business analytics concepts. The goal of this tutorial is to familiarize the audience with key aspects of using the Qlik (pronounced "Click") analytics platform - one of the leading commercial business analytics tools on the market according to Gartner's 2018 Magic Quadrant for analytics and business intelligence platforms (Howson, Sallam, & Richa, 2018). The tutorial will be organized into 3 parts: (1) discussion of pros and cons of the top 3 business intelligence platforms – Microsoft's Power BI, Tableau, and Qlik, (2) brief introduction to Qlik and a quick review of its functionality, and (3) a hands-on walk through of an exemplar class project using simple linear regression on healthcare insurance data. The tutorial will conclude with best practices and suggestions for incorporating the Qlik Analytics platform into information systems curriculum at the undergraduate and graduate level.

Keywords

Tutorial, Business Analytics, Qlik, IS Curriculum

REFERENCES

1. Howson, C., Sallam, R. L., & Richa, J. L. (2018) Magic quadrant for analytics and business intelligence platforms. *Gartner, Inc., Tech. Rep*, 2.