



Qlik Platform End-to-End Data Pipelines

The Infotrust: Qlik Customer Day 2025

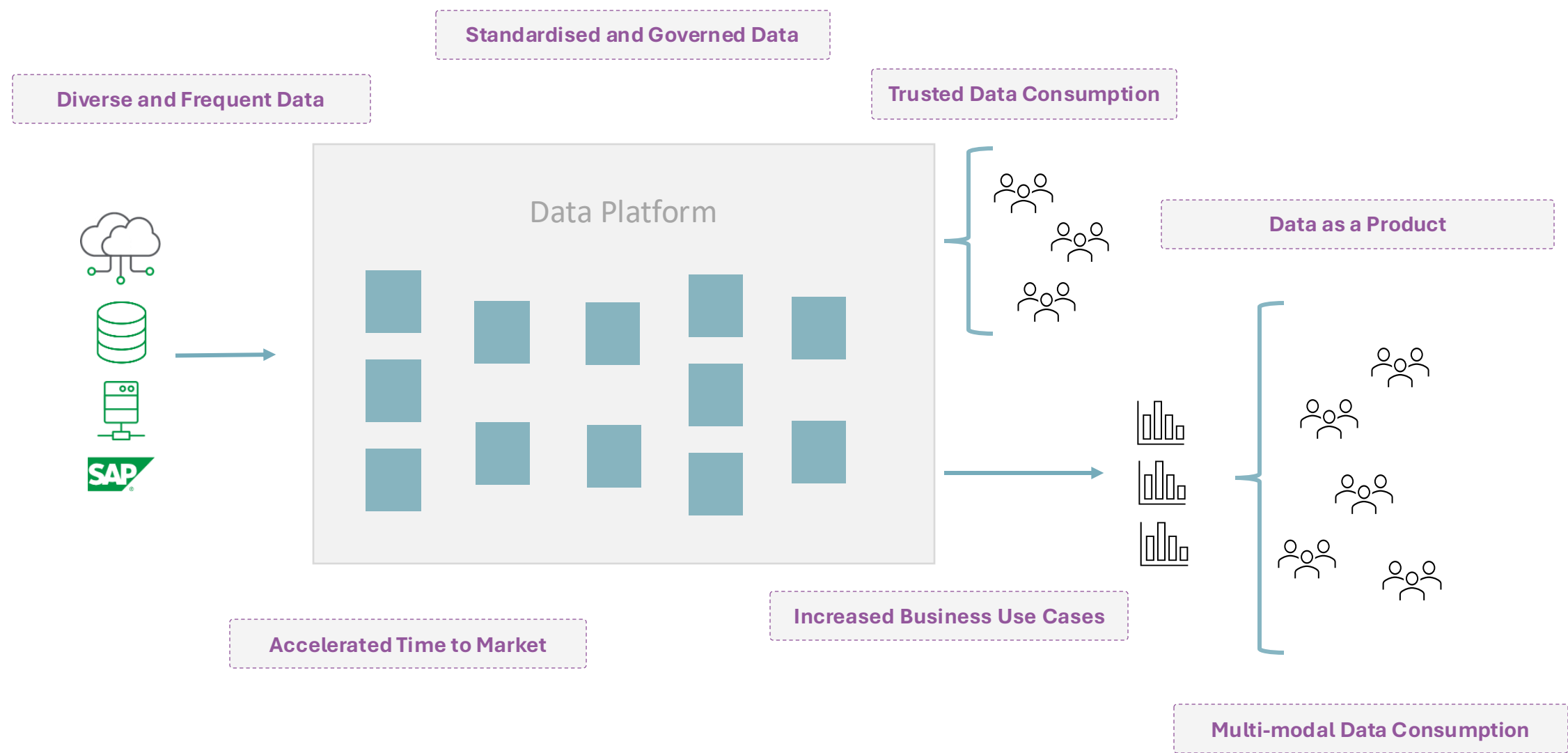
Zoe Johnson

Hannu Ranta

Māris Svilāns

May 2025

Data Platform Architecture





Best-in-class data, analytics, and AI
to drive better outcomes

DATA

Trust

Move
Transform

Access

Analyze

Predict

Answer

Act

OUTCOME



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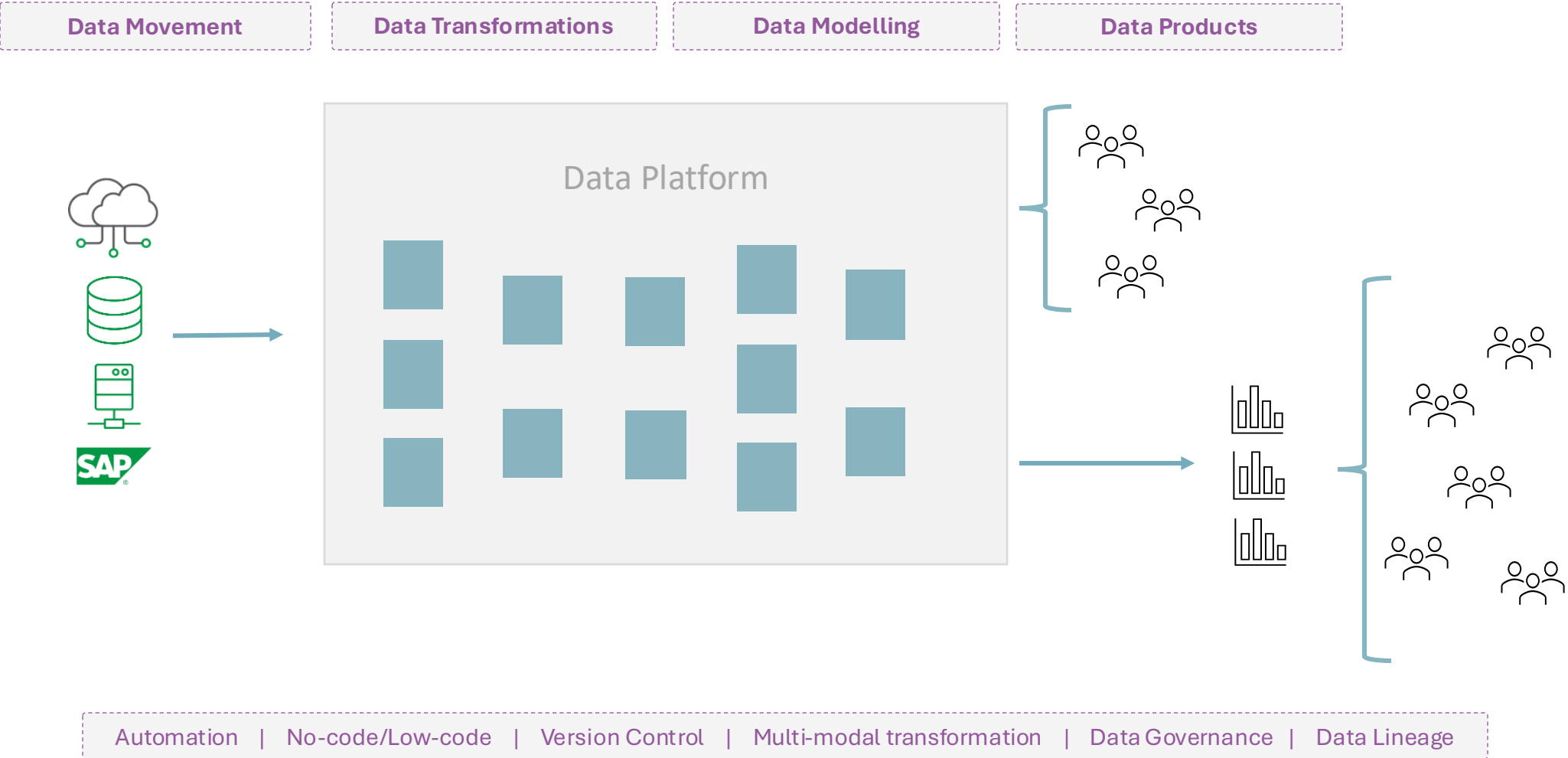
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Pipelines for Standardised Data Platforms





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Create ML-ready data



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zoejohnson.eu.qlikcloud.com/data-integration/projects/all

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Home Data marketplace Catalog Data quality Projects Monitor views Connections Automations

Projects

Filter by name Spaces Owner All filters Last modified

churnBefore Data Scientist self Service Northwind_ODS customerChurnDataPipeline

customerChurnPipeline churnProjectDIS AI_BREAKFAST_STHLM ChurnProject

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Create ML-ready data

Share ML-ready data



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Home Data marketplace Catalog Data quality Projects Monitor views Connections Automations

Manager view Build, manage and activate data products for consumers Switch to consumer + Create new

Search for data products Spaces DA_Connection Tags Owner Last modified

DA_Connection x Clear all

ZJ_SalesDataMart ...
6 DA_Connection Inactive

EndToEnd_ChurnData ...
1 DA_Connection Active
Cleansed and transformed dataset with data on information and reasons why clients have churned in the past. Added 'chu...

ChurnDataDIS ...
1 DA_Connection Active
Churn and lines data inc. classification of reason. Transformed for DIS.

ChurnData ...
2 DA_Connection Active
Cleansed and transformed datasets with information and reasons why clients have churned in the past. One dataset includ...

churnBefore ...
1 DA_Connection Inactive

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Customer Churn

Only you

Types

Recently used

Churn Analysis
Updated a day ago

Churn_Reason_exp
Updated 3 days ago

Churn_Reason_Model_MC
Updated 2 days ago

Churn_Prediction_Exp
Updated 3 days ago

Churn_ML_Prepare_Data
Updated 3 days ago

Churn_Prediction_Results_Coo...
Updated 2 days ago

Churn_Prediction_Results.par...
Updated 2 days ago

Churn_Model_LR_Deployed
Updated 2 days ago

Churn_Training_Data.parquet
Updated 3 days ago

Churn data in CDP
Updated 17 minutes ago

Note

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Updated 2 days ago

Churn_Prediction_Results_Coo...

Updated 2 days ago

Churn_Prediction_Results.par...

Updated 2 days ago

Churn_Training_Data.parquet

Updated 3 days ago

Churn data in CDP

Updated an hour ago

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Customer Churn

Only you

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Recently used

Churn_Model_LR_Deployed

Updated 2 days ago

Churn_Reason_Model_MC

Updated 2 days ago

Churn_Reason_exp

Updated 3 days ago

Open ML experiment

Churn_Prediction_Exp

Updated 3 days ago

Churn_ML_Prepare_Data

Updated 3 days ago

Churn Analysis

Updated a day ago

Churn_Prediction_Results_Coo...

Updated 2 days ago

Churn_Prediction_Results.par...

Updated 2 days ago

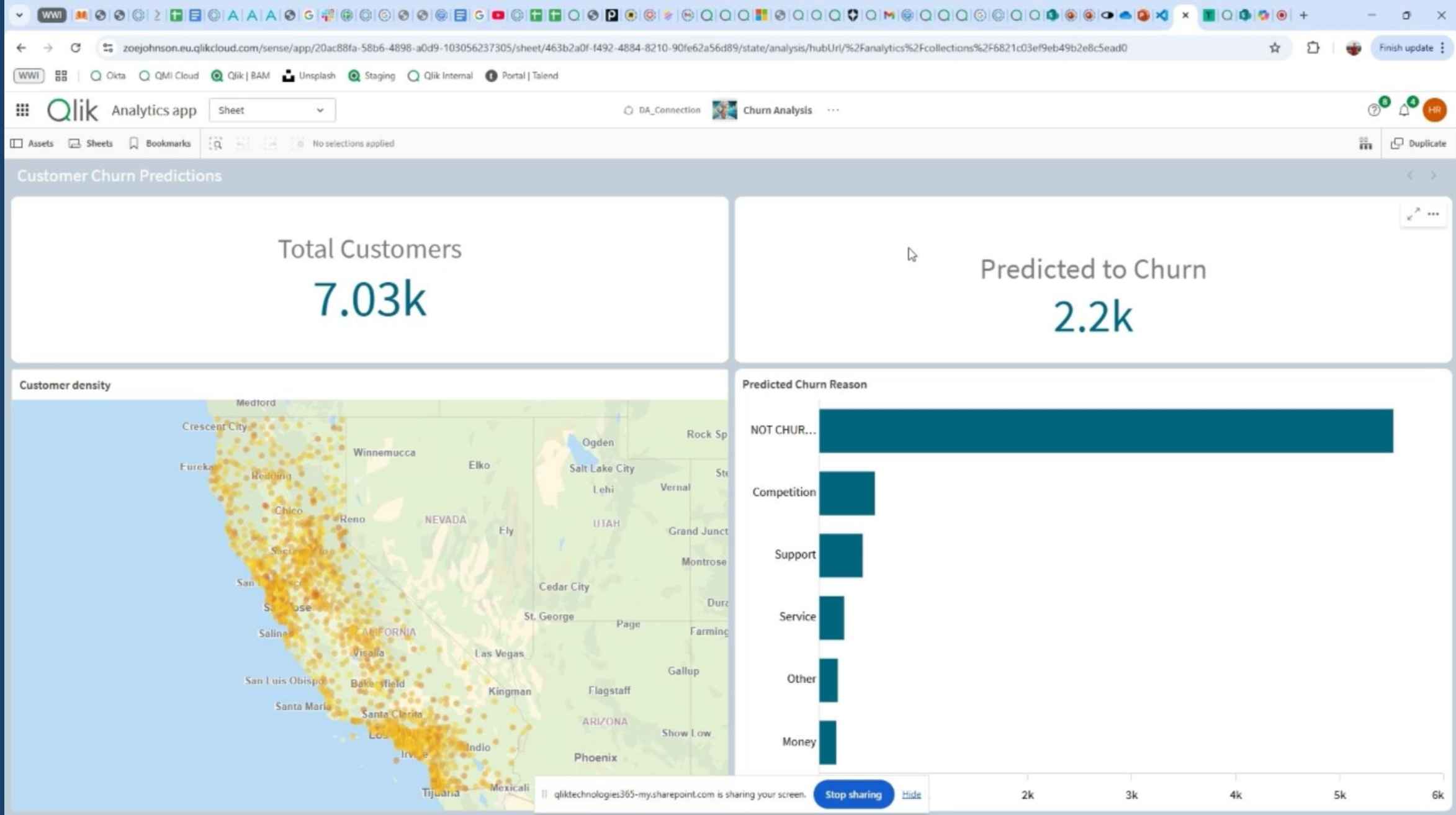
Churn_Training_Data.parquet

Updated 3 days ago

Churn data in CDP

Updated an hour ago

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Qlik Platform End-to-End

Customer Churn example

