

Deep dive demo QDA: use cases with Qlik Cloud Analytics

Qlik | THE iNFOTRUST

Qlik CUSTOMER DAY 2025

IN-PERSON EVENTS

MAY 20
RIGA

MAY 22
VILNIUS



ASK A QUESTION
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SPEAKER

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Qlik Architect, The Infotrust

Qlik Enterprise Architect and Qlik certified
trainings instructor.

Delivering the most complex projects
for the largest Baltics and international customers.
16+ years of experience with Qlik.

Data preparation

Self- Service

➤ Data Manager “Bubbles”

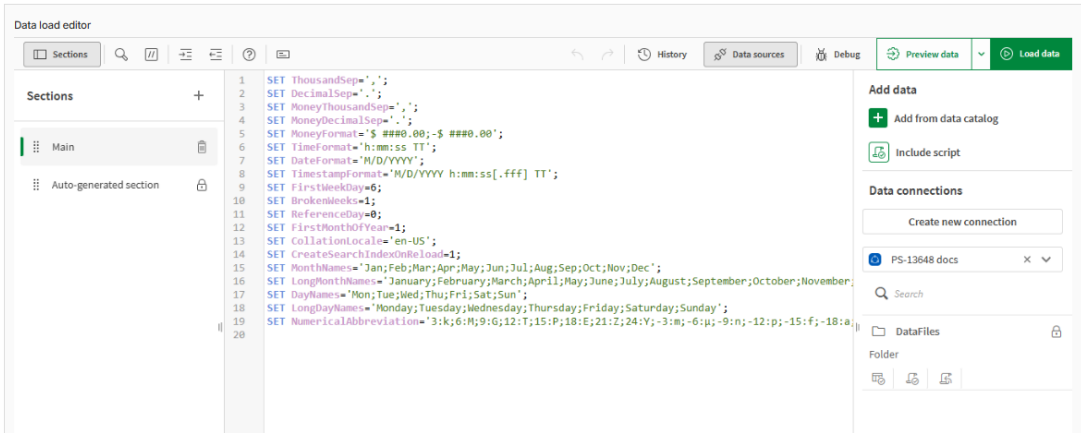


➤ Data Load Editor in app

➤ Script file object

➤ Script file .qvs

Developer



autogenerated script

Script

Personal

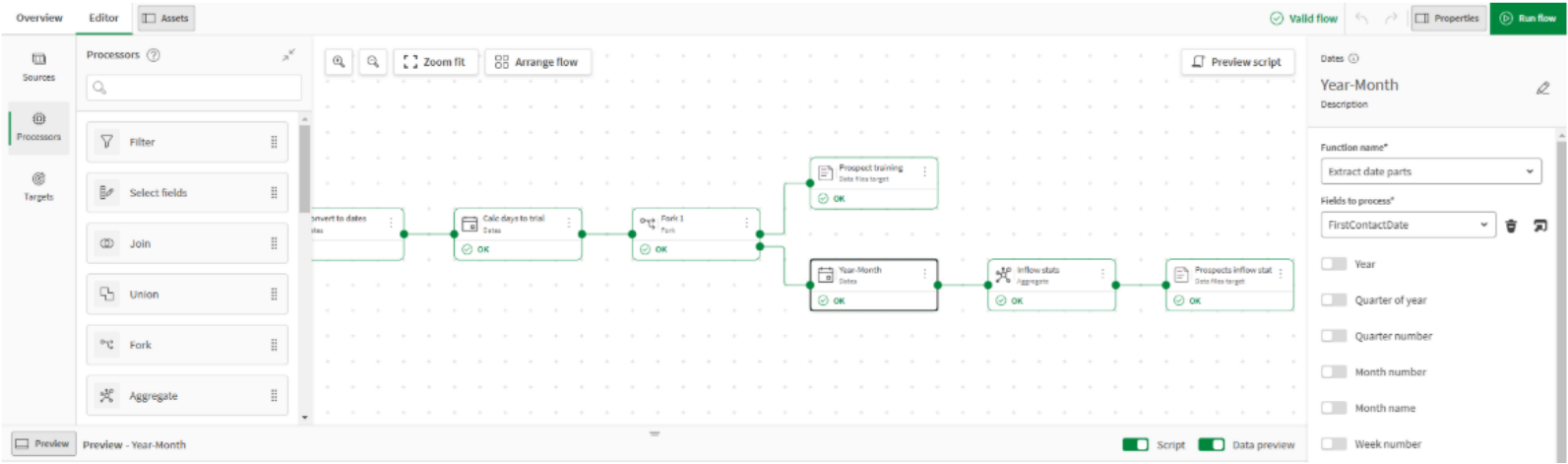
Locale variables.qvs

Script

Personal

➤ Data flow

Data flow
Create a data flow to prepare your data.
[Learn more](#)



Data preparation

Data flow

A data flow is an intuitive no-code experience that allows you to create a visual flow to prepare data. It has 3 types of building blocks:

- **Source** is the first building block of the data flow that contains data you want to prepare. It can be any file from catalog or data from connection.
- **Processors** are the building blocks that contain the different preparation functions available in a data flow. They receive the incoming data and return the prepared data to the next step of the flow. For example: Filter, Sort, Union, Join, Split, Calculate fields, Aggregate, Unpivot, Numbers, Strings, Dates, Fork, Qlik script, etc.
- **Target** is the last building block of the data flow where you specify result storing place (Data file in Qlik Cloud or External storage through connection) and file type (**.qvd**, **.parquet**, **.txt** or **.csv**)

At each step of your data flow, you can preview a sample of the actual data that will be output, as well as the script that is generated in parallel.

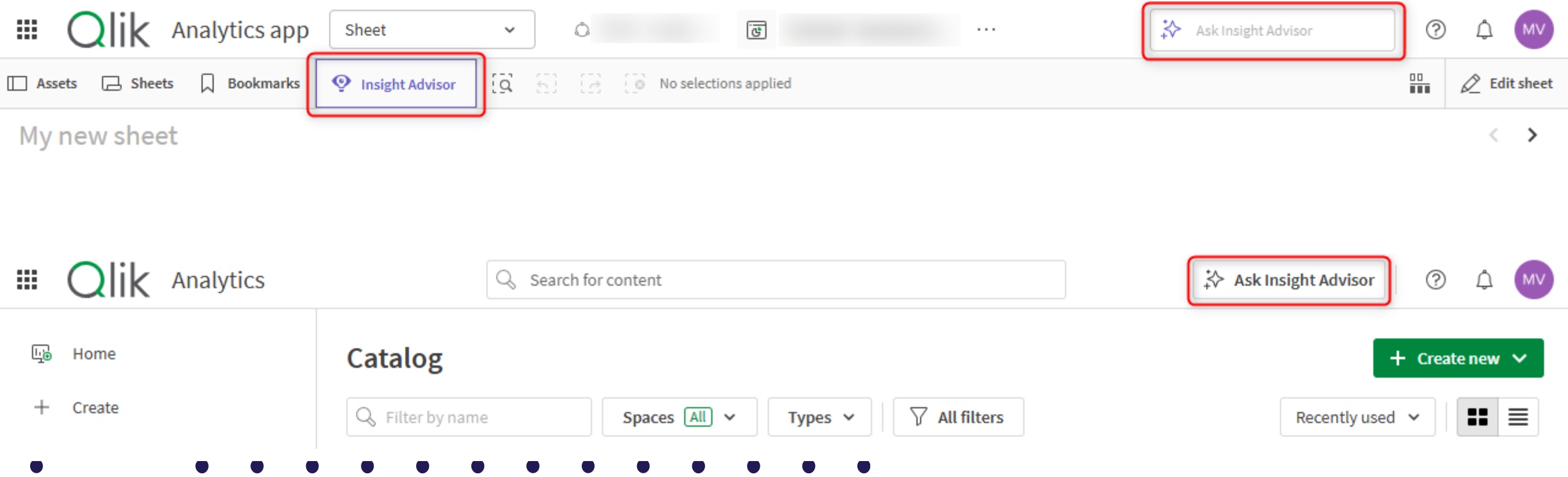
You can convert data flows into scripts.

Insight Advisor

Insight Advisor relies on the Qlik cognitive engine and learned precedents to understand the relationships and uses of fields in your data model. You can optionally customize the logical model used by Insight Advisor for an app. You can add vocabulary to your business logic that helps Insight Advisor handle alternate terminology users might use when querying Insight Advisor.

You can customize the following areas of business logic in Qlik Sense:

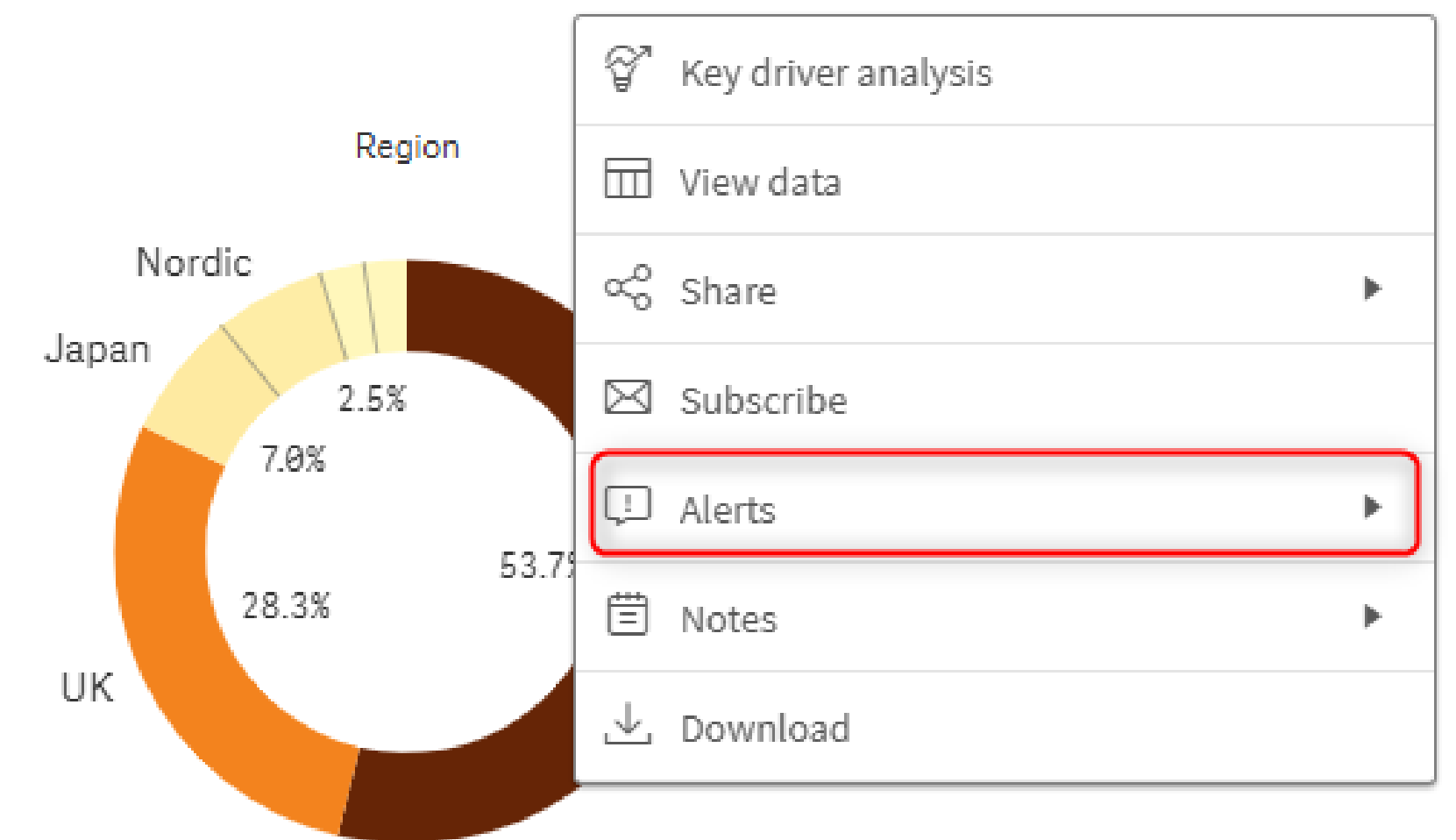
- **Logical model:** Customize the fields and groups used in the model, create packages, define field hierarchies, default calendar periods, and set behaviors.
- **Vocabulary:** Add terms and associate them to fields and values in your data to enable users to use alternative terminology when using natural language questions with Insight Advisor



Alerts

Qlik Cloud Alerts are notifications or triggers that inform users about outliers and anomalies in the data within Qlik Sense application.

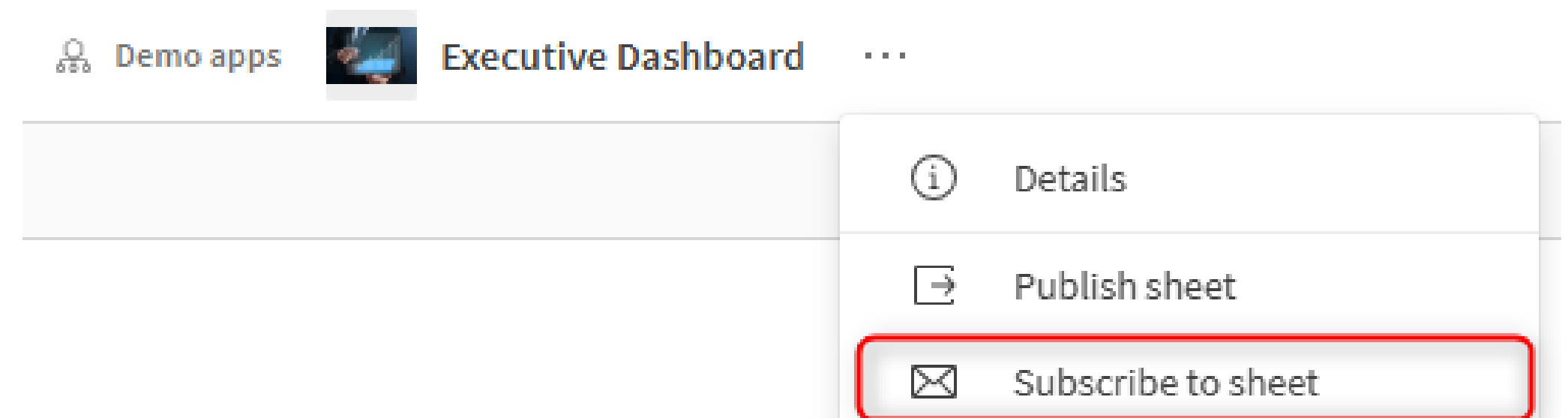
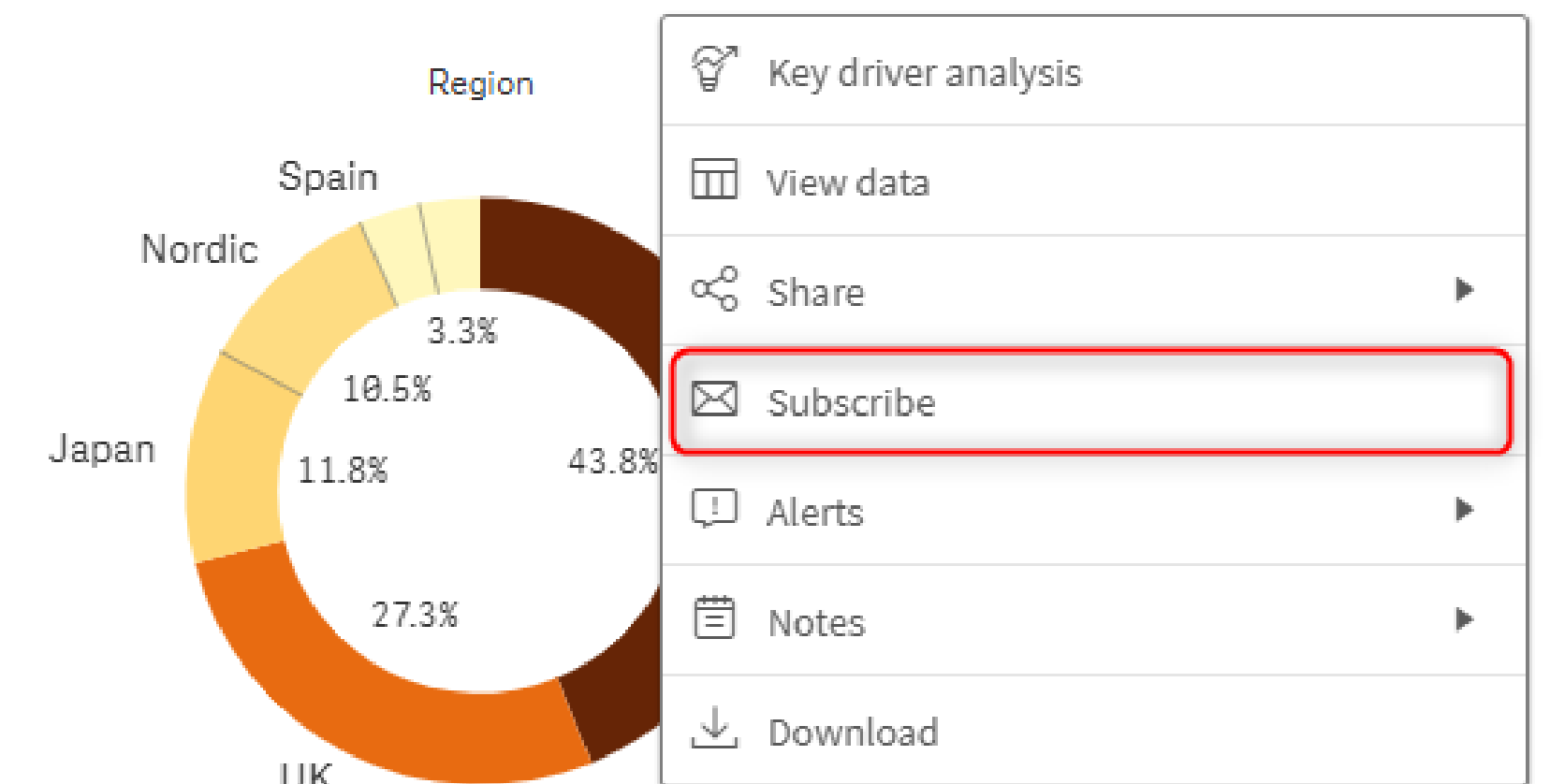
- Conditions are based on measures or dimensions of the data that you want to monitor.
- Alerts can be evaluated whenever the data changes or based on a time-based schedule.
- When the conditions are met, a notification with a preview of the data is sent to user.
- You can share alerts with any user that has read permissions for the app.
- If the app data is reduced with section access the recipients must have access to data used in selections in the alert



Subscriptions

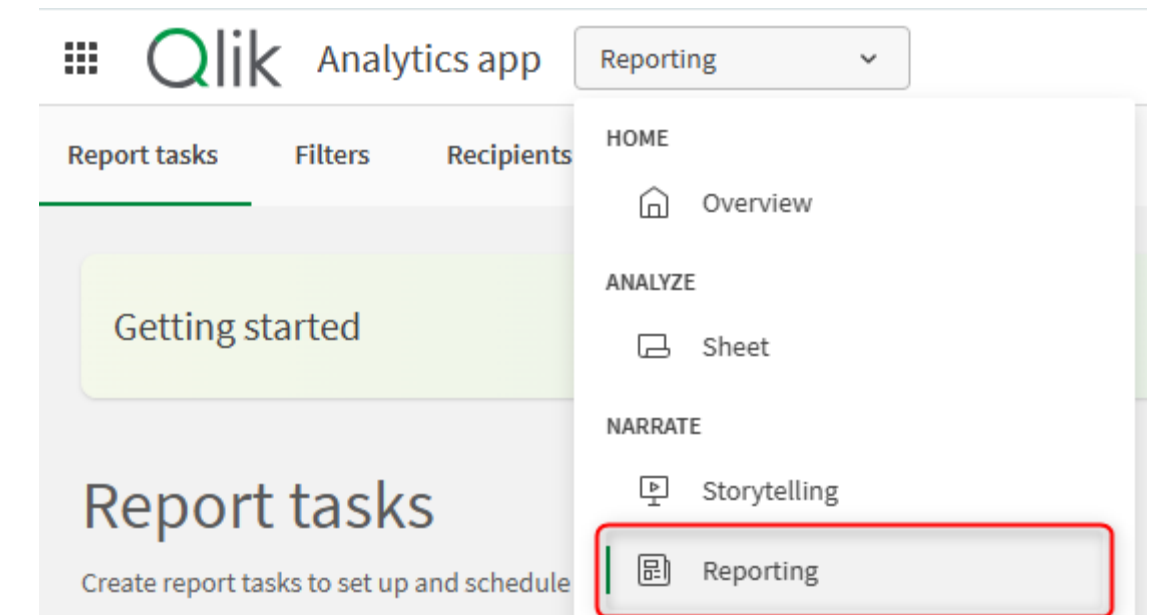
Subscription reports let you schedule recurring emails containing your preferred sheets or chart.

- Report is sent in a PDF or PowerPoint file format
- Up to 10 sheets (Public only) are allowed in one report
- Additional filters can be applied
- Your recipients should have access to Qlik Cloud
- Recipients will only receive data they have access to
- Section access is evaluated for each recipient



In-app Reporting

In-app reporting provides a flexible, dynamic experience for enterprise report design and distribution.



- Two options to design your report:
 - in Microsoft Excel (Office 365) using a Qlik add-in (Tabular reporting). Generated report formats: .xlsx or PDF
 - In Qlik application using the embedded PixelPerfect designer (PixelPerfect reporting). Generated report formats: PDF only
- Filters can be applied to a report at the task level or per-recipient. If the app has section access, it is taken into account as well.
- Recipients and groups who will be able to receive reports are defined by uploading an .xlsx file or manually in app's load script using data connection. Recipients can be internal and external (not in the Qlik Cloud tenant).
- Two ways to generate a report:
 - Task-based generation: scheduled or manual distribution. Reports can be delivered by email, and to folders with Microsoft SharePoint connections.
 - On-demand reporting: App consumers can generate reports while they analyze sheets in the app. Reports can be downloaded directly to users' computers.

PixelPerfect example



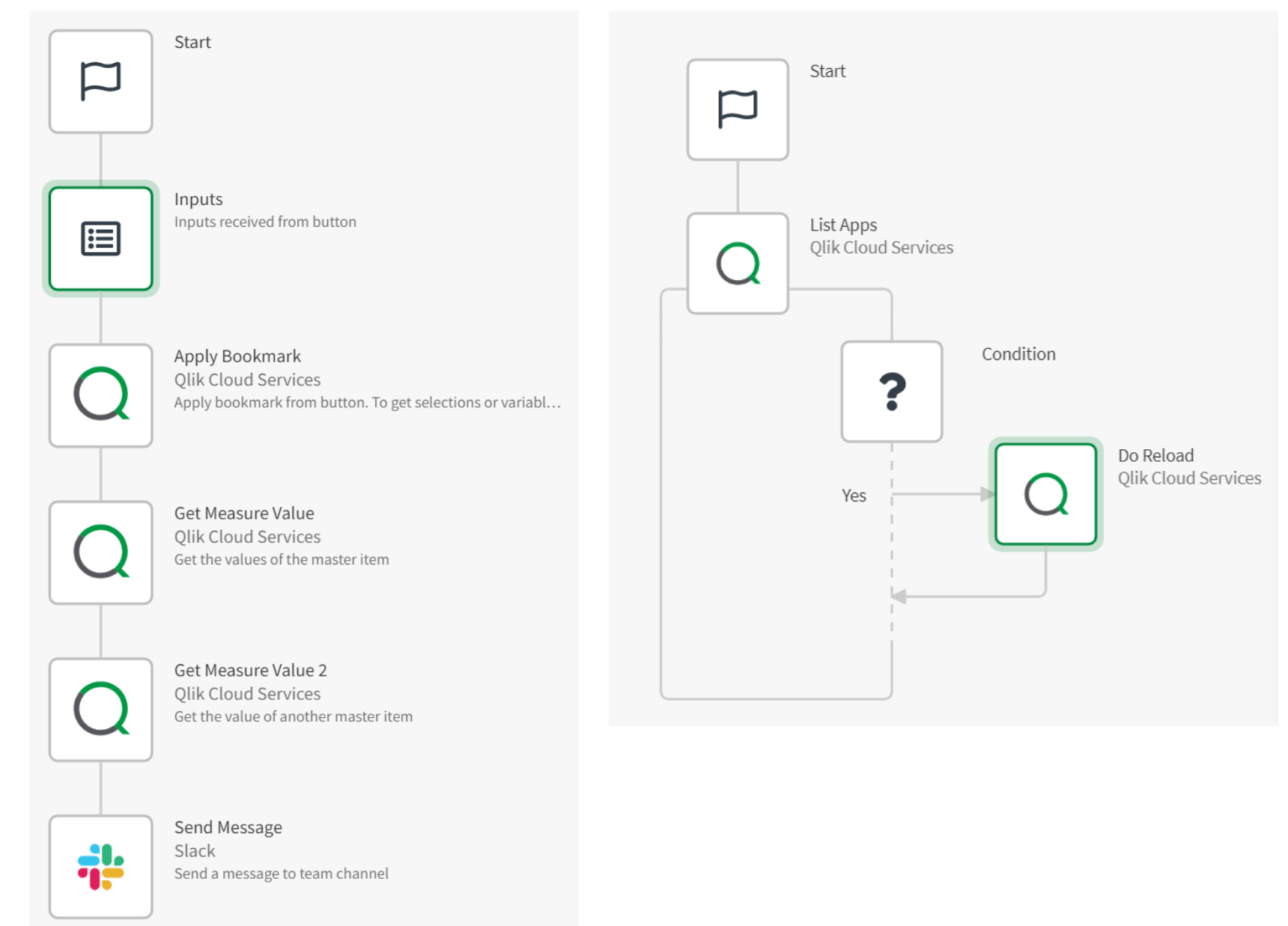
Qlik Application Automations

Qlik Application Automation provides a no-code visual interface that helps you easily build automated analytics and data workflows. It is a sequence of actions and triggers that runs like a program.

An automation workflows are made up of blocks. Some blocks run small basic processes, like receiving user input, printing output to the screen, or sending an email. Other blocks handle more advanced or specialized actions, like comparing lists or running batch loops. Data connector blocks send or receive data to and from cloud applications and data sources.

Automation examples:

- Reload apps as chain or in parallel.
- Notify person when app has reloaded or measure value has changed through Slack or message, attach table or chart image.
- Create a service desk incident / Jira ticket when reload fails
- Export an app to Amazon S3 (Backup). Import an app from a file on Amazon S3.
- Commit app to GitHub and Import back.
- Send a report through email and store it into Dropbox.
- Export Master Items to Excel. Import Master Items from Excel
- Split QVD's



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