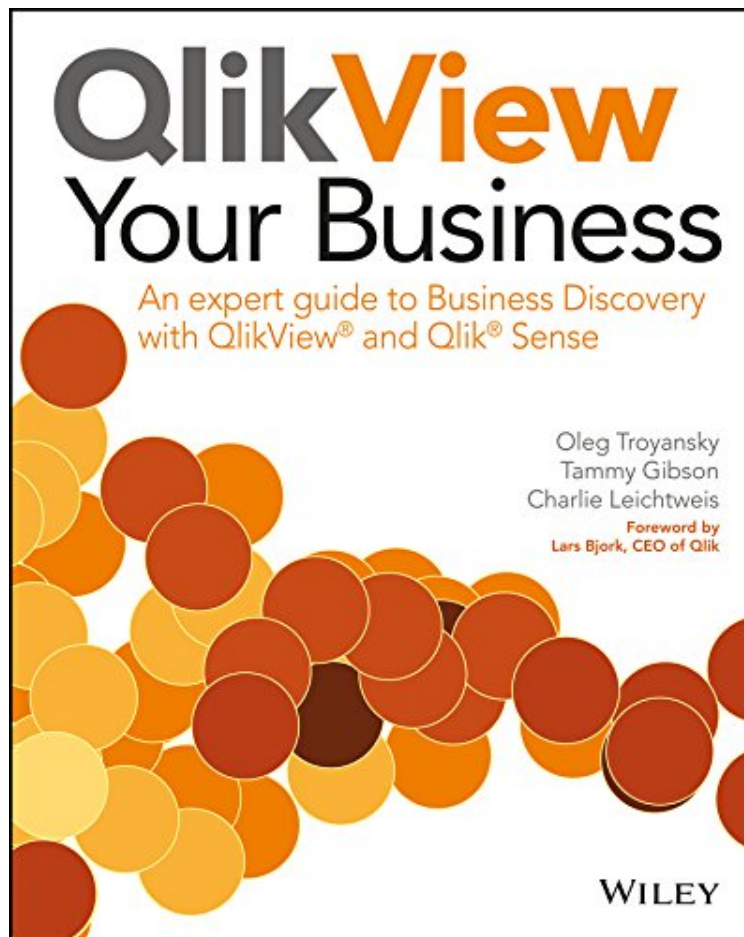


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## QlikView Your Business: An Expert Guide to Business Discovery with QlikView and Qlik Sense

Von Oleg Troyansky, Tammy Gibson, Charlie Leichtweis  
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Von Oleg Troyansky, Tammy Gibson, Charlie Leichtweis : **QlikView Your Business: An Expert Guide to Business Discovery with QlikView and Qlik Sense** before purchasing it in order to gage whether or not it would be worth my time, and all praised QlikView Your Business: An Expert Guide to Business Discovery with QlikView and Qlik Sense:

KundenrezensionenHilfreichste Kundenrezensionen2 von 2 Kunden fanden die folgende Rezension hilfreich. TopVon R. SarahDieses Buch ist ein Muss fr QlikView Entwickler. Ich selbst entwickle Applikationen in QlikView schon seit Jahren und bin "ein alter Hase" und sicher nicht ganz unversiert im Umgang mit QlikView. Aber trotzdem habe ich in diesem Buch noch einige Neuerungen und Tricks gefunden, die mir weiter geholfen haben. Leider ist das ganze auf Englisch und nicht auf Deutsch, aber meines Wissens nach gibt es ein vergleichbares Buch auf Deutsch leider nicht.

Sehr empfehlenswert. 1 von 1 Kunden fanden die folgende Rezension hilfreich. Unbedingt empfehlenswert  
Von Norbert Runge  
Das Buch ist eine berzeugende Mischung aus Business- und Qlikview wissen. Man erlhlt sehr viele Anregungen fr verschiedene Bereiche in einer Firma wie man Daten analysieren kann und wie man diese in eine funktionierende QlikView Anwendung integrieren kann. In jedem Kapitel gibt es interessante Dinge, die auch erfahrenen QlikView Designer nicht immer gelufig sind.

Kurzbeschreibung  
Unlock the meaning of your data with QlikView  
The Qlik platform was designed to provide a fast and easy data analytics tool, and QlikView Your Business is your detailed, full-color, step-by-step guide to understanding Qlikview's powerful features and techniques so you can quickly start unlocking your datas potential. This expert author team brings real-world insight together with practical business analytics, so you can approach, explore, and solve business intelligence problems using the robust Qlik toolset and clearly communicate your results to stakeholders using powerful visualization features in QlikView and Qlik Sense. This book starts at the basic level and dives deep into the most advanced QlikView techniques, delivering tangible value and knowledge to new users and experienced developers alike. As an added benefit, every topic presented in the book is enhanced with tips, tricks, and insightful recommendations that the authors accumulated through years of developing QlikView analytics. This is the book for you: If you are a developer whose job is to load transactional data into Qlik BI environment, and who needs to understand both the basics and the most advanced techniques of Qlik data modelling and scripting If you are a data analyst whose job is to develop actionable and insightful QlikView visualizations to share within your organization If you are a project manager or business person, who wants to get a better understanding of the Qlik Business Intelligence platform and its capabilities  
What You Will Learn: The book covers three common business scenarios - Sales, Profitability, and Inventory Analysis. Each scenario contains four chapters, covering the four main disciplines of business analytics: Business Case, Data Modeling, Scripting, and Visualizations. The material is organized by increasing levels of complexity. Following our comprehensive tutorial, you will learn simple and advanced QlikView and Qlik Sense concepts, including the following:  
Data Modeling: Transforming Transactional data into Dimensional models Building a Star Schema Linking multiple fact tables using Link Tables Combing multiple tables into a single fact able using Concatenated Fact models Managing slowly changing dimensions Advanced date handling, using the As of Date table Calculating running balances Basic and Advanced Scripting: How to use the Data Load Script language for implementing data modeling techniques How to build and use the QVD data layer Building a multi-tier data architectures Using variables, loops, subroutines, and other script control statements Advanced scripting techniques for a variety of ETL solutions Building Insightful Visualizations in QlikView: Introduction into QlikView sheet objects List Boxes, Text Objects, Charts, and more Designing insightful Dashboards in QlikView Using advanced calculation techniques, such as Set Analysis and Advanced Aggregation Using variables for What-If Analysis, as well as using variables for storing calculations, colors, and selection filters Advanced visualization techniques - normalized and non-normalized Mekko charts, Waterfall charts, Whale Tail charts, and more Building Insightful Visualizations in Qlik Sense: Introducing Qlik Sense - how it is different from QlikView and what is similar? Creating Sense sheet objects Building and using the Library of Master Items Exploring Qlik Sense unique features Storytelling, Geo Mapping, and using Extensions Whether you are jus  
Kurzbeschreibung  
Unlock the meaning of your data with QlikView  
The Qlik platform was designed to provide a fast and easy data analytics tool, and QlikView Your Business is your detailed, full-color, step-by-step guide to understanding Qlikview's powerful features and techniques so you can quickly start unlocking your datas potential. This expert author team brings real-world insight together with practical business analytics, so you can approach, explore, and solve business intelligence problems using the robust Qlik toolset and clearly communicate your results to stakeholders using powerful visualization features in QlikView and Qlik Sense. This book starts at the basic level and dives deep into the most advanced QlikView techniques, delivering tangible value and knowledge to new users and experienced developers alike. As an added benefit, every topic presented in the book is enhanced with tips, tricks, and insightful recommendations that the authors accumulated through years of developing QlikView analytics. This is the book for you: If you are a developer whose job is to load transactional data into Qlik BI environment, and who needs to understand both the basics and the most advanced techniques of Qlik data modelling and scripting If you are a data analyst whose job is to develop actionable and insightful QlikView visualizations to share within your organization If you are a project manager or business person, who wants to get a better understanding of the Qlik Business Intelligence platform and its capabilities  
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- \* 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. [www.wiley.com/go/qlikview](http://www.wiley.com/go/qlikview)