



# **Qlik Sense Data Visualization and Analytics Training Course**

**Ref: #BUI1979**



## **Course Introduction / Overview:**

In today's data-driven world, the ability to transform raw data into actionable intelligence is a critical competitive advantage. This course provides a comprehensive journey into the world of Qlik Sense, a leading platform for self-service business intelligence and visual analytics. We move beyond simple chart creation to instill a deep understanding of the entire analytics lifecycle, from data preparation and modeling to the art of data storytelling. As the renowned data visualization pioneer Edward Tufte argues in his seminal work, "The Visual Display of Quantitative Information," excellence in statistical graphics consists of complex ideas communicated with clarity, precision, and efficiency. This principle is the cornerstone of our curriculum. Participants will learn to harness Qlik's powerful associative engine to uncover hidden insights and build dynamic, interactive dashboards that empower decision-makers at all levels. BIG BEN Training Center has designed this program to be intensely practical, ensuring that you not only learn the features of Qlik Sense but also master the strategic thinking required to solve real-world business problems and drive organizational growth through data. This is a complete A-to-Z guide for mastering data visualization and analytics.

## **Target Audience / This training course is suitable for:**



- Data Analysts and Scientists.
- Business Intelligence (BI) Developers and Professionals.
- Business Analysts who need to translate data into business insights.
- IT Professionals involved in data management and analytics.
- Marketing, Sales, and Financial Analysts.
- Project Managers and Team Leaders.
- Executives and Managers seeking to foster a data-driven culture.
- Anyone aspiring to a career in data analytics and business intelligence.

## **Target Sectors and Industries:**

- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Retail and Consumer Goods.
- Manufacturing and Supply Chain.
- Telecommunications and Technology.
- Energy and Utilities.
- Government and Public Sector Agencies.
- Consulting and Professional Services.

## **Target Organizations Departments:**

- Finance and Accounting.
- Sales and Marketing.
- Operations and Logistics.
- Human Resources.
- Information Technology (IT) and Business Intelligence (BI) Teams.
- Strategy and Corporate Planning.
- Procurement and Supply Chain Management.
- Customer Service and Support.



## Course Offerings:

By the end of this course, the participants will have able to:

- Navigate the Qlik Sense environment with confidence and efficiency.
- Connect to various data sources and load data using the Data Load Editor.
- Perform data transformation and cleansing using Qlik Sense scripting.
- Design and implement robust and efficient data models.
- Resolve common data modeling issues like synthetic keys and circular references.
- Build dynamic and interactive dashboards with a variety of chart types.
- Utilize Master Items to ensure consistency and reusability in applications.
- Apply Set Analysis for comparative and deep-dive analysis.
- Create compelling data stories to communicate insights effectively.
- Implement basic security rules to manage user access.
- Publish and share Qlik Sense applications with relevant stakeholders.
- Apply data visualization best practices to create clear and impactful reports.

## Course Methodology:



The training methodology at BIG BEN Training Center is designed to be immersive, engaging, and highly effective. We believe in learning by doing, moving beyond theoretical lectures to a hands-on, experiential learning environment. This course is structured around a series of practical exercises and real-world case studies that mirror the challenges participants face in their professional roles. Each module combines expert-led instruction with interactive labs, allowing participants to immediately apply new concepts and techniques within the Qlik Sense platform. Collaborative group discussions and problem-solving sessions are integral to the process, fostering a dynamic learning atmosphere where participants can share insights and learn from one another's experiences. Our expert instructors provide continuous guidance and personalized feedback to ensure every participant masters the core competencies. This blended approach ensures a deep and lasting understanding of the material, equipping attendees with not just the knowledge but also the practical skills and confidence to leverage Qlik Sense for impactful business analytics from day one.

## **Course Agenda (Course Units):**

### **Unit One: Foundations of Business Intelligence and Qlik Sense**

- Introduction to Business Intelligence and Data Visualization.
- Understanding the Qlik Sense Associative Engine.
- Navigating the Qlik Sense Hub and Client-Managed Environments.
- Exploring the Qlik Sense User Interface and Core Concepts.
- Understanding the difference between Dimensions and Measures.
- Building your first basic Qlik Sense application.
- Key principles of effective data visualization.



## **Unit Two: Data Preparation and Loading**

- Connecting to various data sources (files and databases).
- Using the Data Manager for quick data loading and association.
- An introduction to the Data Load Editor for customized scripting.
- Understanding basic data load script syntax.
- Performing data transformations like renaming fields and calculating new ones.
- Loading data from Qlik Data Market and other web files.
- Debugging and troubleshooting common script errors.

## **Unit Three: Effective Data Modeling in Qlik Sense**

- The importance of a well-structured data model.
- Understanding table associations and data relationships.
- Exploring Star and Snowflake schema concepts.
- Identifying and resolving synthetic keys and circular references.
- Techniques for creating and managing data model links.
- The role and benefits of using QVD (QlikView Data) files.
- Best practices for building scalable and high-performing data models.

## **Unit Four: Designing Interactive Visualizations and Dashboards**

- Creating and managing sheets within an application.
- Utilizing a wide range of standard charts and graphs.
- Configuring object properties for optimal presentation.
- Creating and managing Master Items (Dimensions, Measures, Visualizations).
- Introduction to expression writing and the expression editor.
- An introduction to Set Analysis for comparative analytics.
- Applying design best practices for an intuitive user experience.

## **Unit Five: Advanced Analytics, Storytelling, and Deployment**



- Advanced expressions and complex Set Analysis syntax.
- Using variables and advanced scripting functions for dynamic solutions.
- Creating compelling narratives with the Data Storytelling feature.
- Implementing Section Access for data security and row-level filtering.
- Publishing applications to streams for user consumption.
- Understanding the app deployment and governance workflow.
- Exploring Qlik Sense extensions and integration possibilities.

## **FAQ:**

### **Qualifications required for registering to this course?**

There are no requirements.

### **How long is each daily session, and what is the total number of training hours for the course?**

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

### **Something to think about:**

### **What unique qualities does this course offer compared to other courses?**

Beyond creating visually appealing charts, how can an organization cultivate a true data-driven culture where insights from tools like Qlik Sense consistently lead to strategic action?

### **What unique qualities does this course offer compared to other courses?**



This course distinguishes itself by adopting a holistic, strategy-first approach to business analytics, rather than focusing solely on software features. While participants will achieve technical mastery of the Qlik Sense platform, our primary goal is to cultivate analytical thinking. We emphasize the "why" behind the "how," grounding every technical skill in the context of solving tangible business problems. The curriculum is uniquely structured around a robust data modeling module, a critical area often overlooked in introductory courses, ensuring participants build applications that are not only visually appealing but also scalable, efficient, and accurate. Furthermore, we integrate principles from data visualization experts like Edward Tufte, teaching participants how to communicate complex information with clarity and integrity. The course moves beyond passive learning, employing a case-study-based methodology that forces participants to think critically and apply their knowledge to real-world scenarios. This focus on practical application, strategic data modeling, and the art of data storytelling ensures that graduates are not just Qlik Sense operators, but true data professionals capable of driving meaningful change within their organizations.