

# Learning Qlik Sense®: The Official Guide - Second Edition

*By Christopher Ilacqua, Henric Cronstrom, James Richardson*

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**Learning Qlik Sense®: The Official Guide - Second Edition** By Christopher Ilacqua, Henric Cronstrom, James Richardson

**Get the most out of your Qlik Sense investment with the latest insight and guidance direct from the Qlik Sense team**

## About This Book

- Updated with new coverage on Qlik Cloud, Qlik Sense Modeling, and Extending the Qlik Analytic Platform.
- Get insider insight on Qlik Sense and its new approach to business intelligence
- Explore practical demonstrations for utilizing Qlik Sense to discover data for sales, human resources, and more

## Who This Book Is For

Learning Qlik Sense®: The Official Guide Second Edition is for anyone seeking to understand and utilize the revolutionary new approach to business intelligence offered by Qlik Sense. Familiarity with the basics of business intelligence will be helpful when picking up this book, but not essential.

## What You Will Learn

- Understand the vision behind the creation of Qlik Sense, and the promise that data discovery offers to you and your organization
- Get to grips with the life cycle of a Qlik Sense application
- Load and manage your data for app creation
- Visualize your data with Qlik Sense's engaging and informative graphing
- Administer your Qlik Sense system and monitor its security
- Build efficient and responsive Associative Models
- Extend the Qlik Analytic Platform with the Dev Hub
- Optimize Qlik Sense for sales, human resources, and demographic data discovery


## In Detail

The intuitive and powerful Qlik Sense visual analytics software allows anyone to engage in data discovery, to explore your data, and find meaningful insights to empower your business. Qlik Sense lets you easily create personalized reports and visualizations and reveal essential connections to show new opportunities from every angle.

Written by members of the Qlik Sense team, this book is the official guide from Qlik to understanding and using their powerful new product with fully updated coverage to the latest features of the most modern edition of Qlik Sense. Benefit from the vision behind the development of Qlik Sense and get to grips with how Qlik Sense can empower you as a data discovery consumer. Learn how to create your own applications for Qlik Sense to customize it to meet your personal needs for business intelligence, and how to oversee and administer the Qlik Sense data architecture. Finally, explore utilizing Qlik Sense to uncover essential data, with practical examples on finding and visualizing intelligence for sales figures, human resources information, travel expense tracking, and demographic data discovery.

## Style and approach

This book is a practical guide to understand what Qlik Sense is and how to implement it. This is an example-rich, step-by-step book to implement and optimize Qlik Sense for sales, human resources, and demographic data discovery.

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## **Editorial Review**

About the Author

### **Christopher Ilacqua**

Dr. Christopher Ilacqua is the research director of product validation at Qlik®. He has been working with leading customers and partners in the US for more than 3 years garnering feedback on Qlik Sense. Chris has over 25 years of experience in the field of planning and business intelligence, and he has established himself as a leading expert by advising, designing, and implementing hundreds of planning and business intelligence applications. He has a doctorate in business administration, a master's degree in business administration in accounting, and a bachelor's degree in marketing. His research interests focus on big data, data governance, mobile BI, SaaS, business collaboration, and cloud-based solutions. Additionally, Chris serves as an adjunct professor at New England College of Business, where he teaches graduate students strategic leadership, marketing, operations management, and MIS.

### **Henric Cronstrom**

Dr. Henric Cronstrom is vice president product and technical product advocate at Qlik®, where he has worked for most of the time since the company was founded. At Qlik, Henric has had several different roles. For the first few years in Qlik's history, he was the product manager for QlikView, and then he moved into solution implementation and training. After many years in the field, including a role as a manager for the technical staff in QlikTech, Germany, he returned to Sweden as deputy manager for the development organization. In his current role, his main task is the communication of technical products on blogs, in the press, and directly with large accounts. Henric has a doctorate in elementary particle physics from Lund University.

### **James Richardson**

James Richardson is business analytics strategist at Qlik®. Prior to joining Qlik, James spent 6 years as a Gartner analyst covering business intelligence and analytics. During his tenure, along with advising hundreds of organizations on BI topics, James was the lead author of the Magic Quadrant for BI Platforms report and was the chairperson and keynote speaker for Gartner's European BI summit. Before Gartner, James spent 13 years at BI and performance management software vendor IMRS/Arbor/Hyperion in various roles. Prior to that, James worked for Sema Group developing software for industrial control systems (SCADA), and as an advertising copywriter. In 2015, he was named one of the UK's top 50 data leaders by Information Age magazine.

## **Users Review**

### **From reader reviews:**

#### **Edward Stewart:**

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#### **Julie Bell:**

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#### **Desmond Goforth:**

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#### **Catherine Graziani:**

Reading a publication make you to get more knowledge from this. You can take knowledge and information from a book. Book is composed or printed or descriptive from each source that will filled update of news. On this modern era like at this point, many ways to get information are available for a person. From media social like newspaper, magazines, science book, encyclopedia, reference book, new and comic. You can add your knowledge by that book. Ready to spend your spare time to spread out your book? Or just looking for the Learning Qlik Sense®: The Official Guide - Second Edition when you desired it?

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