



I. Course Title and Description

Qlik Essentials

This course is designed to provide students with basic understanding of how to visualize data using Qlik Sense. Throughout the modules, students will be taught best practices about data visualization techniques, the different tools available for creating effective visualizations, and the most relevant concepts about how to present data to an executive audience.

II. Target Audience

The target audience are students and professionals of any age who want to increase their data visualization, reporting and storytelling skills and capabilities with Qlik Sense. Students may be undergraduate or graduate and may be from a business or liberal arts and sciences background.

Storytelling with data is most important for anybody who wants to find relationships between different variables regardless of the background. The class will teach students how to work with Qlik with hands-on experience and real data sets which will help them learn about how to build exceptional and effective visualizations and increase their current capabilities by exposing them to state-of-the-art software and its most relevant functionalities.



III. Course Outcomes

This course will serve as an introduction to the use of Qlik for creating basic graphs and charts. By the end of the class the students will be familiar with concepts for dimensions and measures, as well as software tools such as Bar Charts, Tree Maps, Filters, KPIs, Line Charts, and more. Students will also be familiar with the use of Qlik Sense Hub on the Cloud, data loading, and how to create applications to effectively visualize the data.

IV. Content by Module

1. Module 1: Introduction to Qlik Sense

- Course requirements
- Creating a Qlik Account
- What is Qlik Sense?
- Qlik Sense Hub Basics
- Using the Add New Button
- Creating Apps in Qlik Sense
- Navigating Apps in Qlik Sense
- Understanding Measures and Dimensions
- Uploading Apps into Qlik Sense

2. Module 2: Comparing data: Bar charts and tree maps

- What are Bar Charts?
- Bar Charts Basics in Qlik Sense
- Creating Bar Charts in Qlik Sense
- What are Tree maps?



- Tree maps basics in Qlik Sense
- Creating Tree maps in Qlik Sense
- Creating Bar Charts and Tree maps – A Military Exercise
- More Bar Charts and Tree maps – Understanding Nike Location Identifying Outliers

3. Module 3: Viewing trends: Line charts and Scatterplots

- What are line charts?
- Line Charts Basics
- Creating Line Charts in Qlik Sense
- Line Charts – A Cryptocurrency Trend Analysis
- What are Scatterplots?
- Scatterplot Basics
- Creating Scatterplots in Qlik Sense
- Scatterplots: Analyzing Bitcoin

4. Module 4: Generating Maps

- What are Maps?
- Maps Basics
- Creating Maps in Qlik Sense

5. Module 5: Bonus Content

- Creating a Dashboard
- More on Creating Dashboards in Qlik Sense
- Course Wrap-up