QlikView 11 for Developers

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In Detail

Business Intelligence technologies are a must-have in every business to make informed decisions and keep up-to speed with the ever-evolving markets. QlikView's disruptive technology makes it a key player and leader in the industry; with its flexibility and powerful analytics environment, building QlikView apps can be mastered by both, business users as well as developers.

This book will help you learn QlikView Development from a basic to a practitioner level using a step-by-step approach in a practical environment, and apply proven best practices on each topic.

Throughout the book, we will build a QlikView app based on real data about Airline Operations that will help "HighCloud Airlines" make informed business decisions and analysis-guided strategies. HighCloud Airlines executives are evaluating if entering the US market is a good strategy and, if so, which line of business should they focus their investments on; they need QlikView to make the best decision.

The application will be evolving chapter by chapter, along with your skills, going from a simple proof of concept to creating a Data Model, adding a custom style, building a Dashboard and handling and manipulating the source data via script. We will meet the "HighCloud Airlines" requirement by using many different data visualization objects and time-saving techniques.

The whole application uses real data taken from the Bureau of Transportations statistics of the US and encompasses the operations of Airlines both domestic and international. With three years worth of data, you will help HighCloud Airlines discover where people travel the most, which are the Carriers with the most market share, what is the average load factor per airline, which aircraft is the most used to perform flights, which are the busiest airports, and a whole universe of new insights.

Approach

It will be a step-by-step tutorial that will discuss best practices. The book is structured in such a way that it can be read both from start to end or can be dipped into.

Who this book is for

If you are a developer who is looking to learn a fast and easy way to learn to develop your business intelligence apps with QlikView, then this book is for you. If you are a power-user in a QlikView environment, then you will find quicker ways of working with QlikView.

You should know the basics of business intelligence before you pick up this book.

This book covers QlikView Desktop Personal Edition. Deployments to QlikView Server/Publisher are out of scope for this book.

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