



6 actions to accelerate business insights now

Turn data into action faster and
more easily than ever before



With so much data complexity, how can you bring valuable insights into clear view?

Computers and humans are hard at work finding actionable, profitable insights for a big prize. Whoever finds them first gains ground over the competition.

Now there are new opportunities to accelerate your business intelligence (BI).

In this guide, you'll find six actions that make the journey from data to actionable insight as short and accessible as possible.

Let's dive in.

Six actions to accelerate business insights now:

- 1 Analyze timely data →
- 2 Make analytics accessible →
- 3 Use all your data →
- 4 Bring AI to the point of decision →
- 5 Keep it simple →
- 6 Boost data and AI literacy →



Stay with the times with **timely data**

There are more intelligent ways to approach BI.

Traditional BI uses preconfigured, historical datasets for analysis. It's not wrong, exactly, but by not utilizing up-to-date intelligence, it misses out on important data. Data that can make a big difference between making the right decision and an unfortunate blunder. After all, a lot can happen in a short amount of time.

With a continuously updated, high-quality data pipeline, you get more than an accurate picture of what's happening in your market; you get an accurate picture of what's happening right now.

Action

Set up data pipelines that stream continuously from sources to analytics platforms.



See how Jaguar Land Rover worked with Qlik to cut time and costs by automating its replication builds internally rather than relying on external system integrators.

[View case study](#)

Augmented analytics brings BI to **everyone** in your organization

With so many skills needed — pulling data, crunching numbers, uncovering insights — it takes years to learn to do analytics well. Or at least, it did.

That all changes with augmented analytics. It uses natural language interaction, predictive analytics, and generative AI (GenAI) to deliver more meaningful insights to more people, faster.

Augmented analytics allows you to have a human-to-human-like conversation with a BI platform. Describe your business problem, and AI can help you interrogate the right data, build dashboards, and even create new analytics models, if necessary, to find the insights you need.

It means all employees can use your analytics tools with ease, and it frees your trained data analysts from constant troubleshooting, so they can dig deeper, too.

Action

Implement a BI platform that uses AI and machine learning (ML) across the entire data lifecycle from creation to insight to action.



Learn more about Qlik's approach to augmented analytics.

[Get started](#)



Connect all of your data to see what's hiding inside

Of course, your business insights are based only on the data that's available to be analyzed. Which begs the question, what's hiding in the rest of your data that's siloed or in a format your platform can't understand?

To solve this problem, analytics has evolved from rigid SQL databases into more interactive associative models. For example, Qlik's associative engine stores data to support free-form exploration, allowing users to drill down and explore business data in any direction.

The more data points your analyses are based on, the more profound your insights will be.

Action

Implement an associative engine purpose-built for business analytics.



MAYBORN
GROUP

See how baby business Mayborn Group uses Qlik to access reliable data from global sources quickly and effectively.

[View case study](#)

GenAI brings powerful BI to **smartphone apps**

“Mobile app first” is a mantra for modern life. But the nature of analytics work often requires a more immersive and detailed environment that desktop computers are better equipped to provide.

Mobile-based analytics is not new, but its capabilities have been limited until now. That all changes in the GenAI era, and mobile will play a larger role as agentic AI processes come into play.

You can now access advanced AI-driven insights on your smartphone at the point of decision-making. This gives your people an edge when working on the go, in meetings, with clients, or in another country entirely.

Action

Select a BI provider with a mobile app that supports exploration, alerting, and new AI experiences.



Take a look at Qlik Sense®, our advanced analytics tool purpose-built for mobile.

[Check it out](#)



The only good data is clear data

Data can be complex. Understanding it shouldn't be.

Data has become more complicated and overwhelming in a short timespan. There are infinite ways to configure datasets, metrics, and ML models. But the decisions data drives still need to be binary. When you add in the ocean of KPIs that decision-makers are often drowning in, they might not have the clarity to make the right call.

For decisive action, it's important to convert complexity into clarity. By turning data into simple visualizations that highlight key insights, people can make more informed decisions with speed and precision.

Action

Simplify your models by focusing on a handful of key KPIs.



Make data visualizations simple with our best practices guide.

[Get the guide](#)



Data literacy will be the **most critical skill** for the workforce in 2030

According to a Qlik report created with the Data Literacy Project and The Future Laboratory, data literacy will be the most in-demand skill by 2030 — with 85% of executives believing it will be as essential as basic computer skills.¹

Today, improving data literacy also means improving AI literacy, as its use within BI platforms proliferates.

There's a clear solution. Setting aside time to improve your people's data and AI skills will give you a lead over competitors — and data says those competitors aren't doing this.

A tide of change is coming to BI and analytics; getting your people ahead of the curve now will pay dividends in the future.

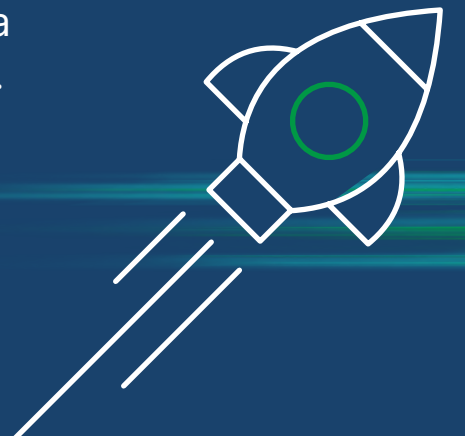
Action

Clear recurring time in your team's workday to focus exclusively on data and AI training.



Visit our website to learn more about data and AI literacy and how to improve yours.

[Boost data and AI literacy](#)



Are you ready to accelerate business insights?

In due course, many of the suggested actions in this guide will become the norm for BI and analytics tools.

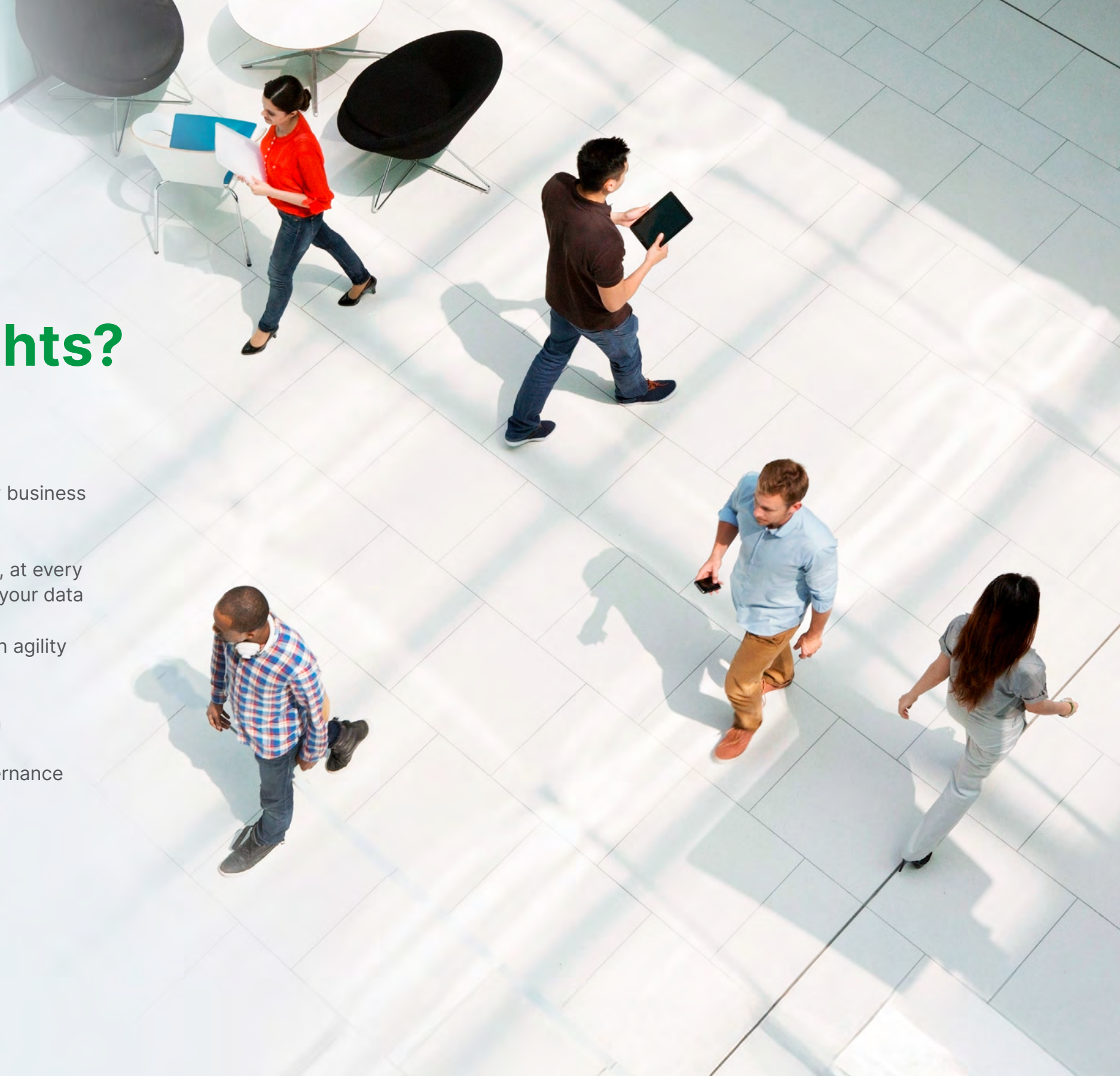
But why wait? Being proactive about accelerating insights will put you ahead of the pack and prepare you for continued success in the future.

Today, Qlik is **the only complete analytics solution on the market**. We transform complex data landscapes into actionable insights for over 40,000 global customers.

We can help you:

- Bring actionable data into every business decision — at pace
- Give everyone at your company, at every skill level, the power to explore your data
- Take action on your data with an agility that balances risk and reward
- Maximize the value of your data
- Automate data quality and governance

[Explore the complete Qlik guide to BI](#)





About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncovers hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

[Book a demo today](#)

1 Qlik/Data Literacy Project, "The Seven Principles of Data Literacy," 2022

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