



DATA SHEET

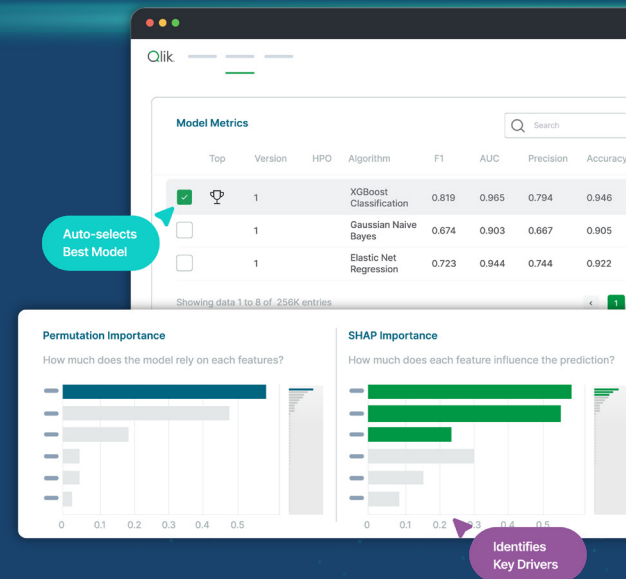
ANALYTICS

Qlik Predict

Predict What Matters. Act with Confidence.

INTRODUCTION

In today's fast-moving world, the ability to anticipate and influence future outcomes defines business success. Organizations need more than historical reports — they need real-time foresight, actionable intelligence, and trust in the predictions guiding their decisions.

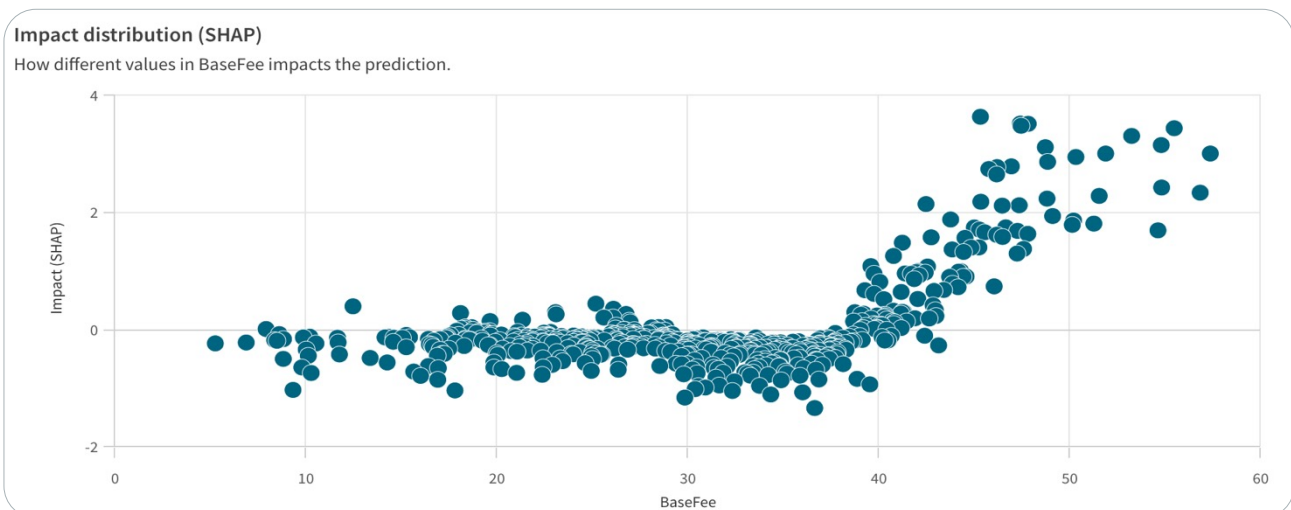


Qlik Predict™ empowers analytics teams and business users to forecast outcomes, explain drivers, and take immediate action, all without requiring specialized data science expertise. By bringing no-code machine learning directly into Qlik Cloud®, Qlik Predict transforms historical data into forward-looking insights and embeds them where decisions happen.

With Qlik Predict, your teams can:

- **Predict** business outcomes with multiple model types
- **Explain** predictions with full transparency
- **Act** immediately with embedded triggers and automations

Take your organization from hindsight to foresight and deliver measurable impact at scale.



What Is Qlik Predict?

Qlik Predict is Qlik’s native predictive AI solution designed for the realities of modern business. It brings automated machine learning capabilities directly into the Qlik Cloud ecosystem, enabling users to move beyond descriptive analytics to proactive, decision-ready insights.

Unlike standalone AutoML tools that operate in silos, Qlik Predict seamlessly integrates model building, explainability, and action into the analytics workflows your teams already use. No handoffs. No waiting. No black boxes.

Qlik Predict supports multiple model types:

- **Classification:** Predict categorical outcomes, such as churn risk or purchase likelihood
- **Regression:** Forecast continuous outcomes, like revenue growth or maintenance costs
- **Multivariate Time Series Forecasting:** Model complex, time-based dependencies across multiple variables, such as inventory levels influenced by promotions, weather, and supply chain events

Whether the challenge is predicting customer behavior, optimizing financial forecasts, improving operations, or enhancing workforce planning, Qlik Predict offers the flexibility to choose the right modeling approach for every business need.

Sales

- Sales Pipeline – Win / Loss Forecasting
- Customer Churn / Retention
- Customer Prospecting / Targeting

Marketing

- Demand / Revenue Forecasting
- Customer Lifetime Value
- Customer Next Best Offer

Finance

- Capital Investment Optimization
- Expense Management
- Risk Management / Reduction

Operations

- Workforce Demand Prediction
- Capacity Allocation
- Appointment Cancellations

HR

- Employee Retention / Attrition Prediction
- Employee Satisfaction
- Recruiting / Candidate Profiling

IT

- Software / Licensing Usage
- Infrastructure Performance Prediction

Supply Chain

- Inventory Stock-Outs Prediction
- Supply Chain Performance / Bottlenecks
- Transportation Optimization

Service & Support

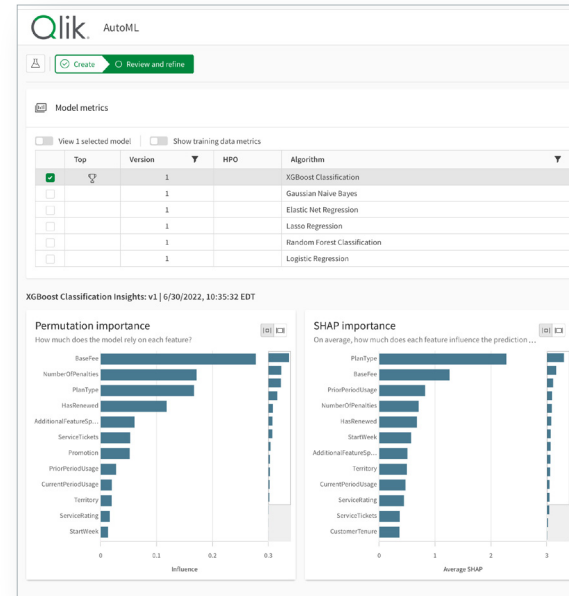
- Support Case Prediction
- Predictive Maintenance



Business Value: Predict, Explain, Act

Predict with Flexibility

- Choose from a range of model types to address diverse business problems.
- Build classification, regression, or multivariate time series models using a simple, guided interface.
- Leverage GPU acceleration for complex forecasting and faster results.
- Automatically test multiple algorithms to find the best fit for your data.



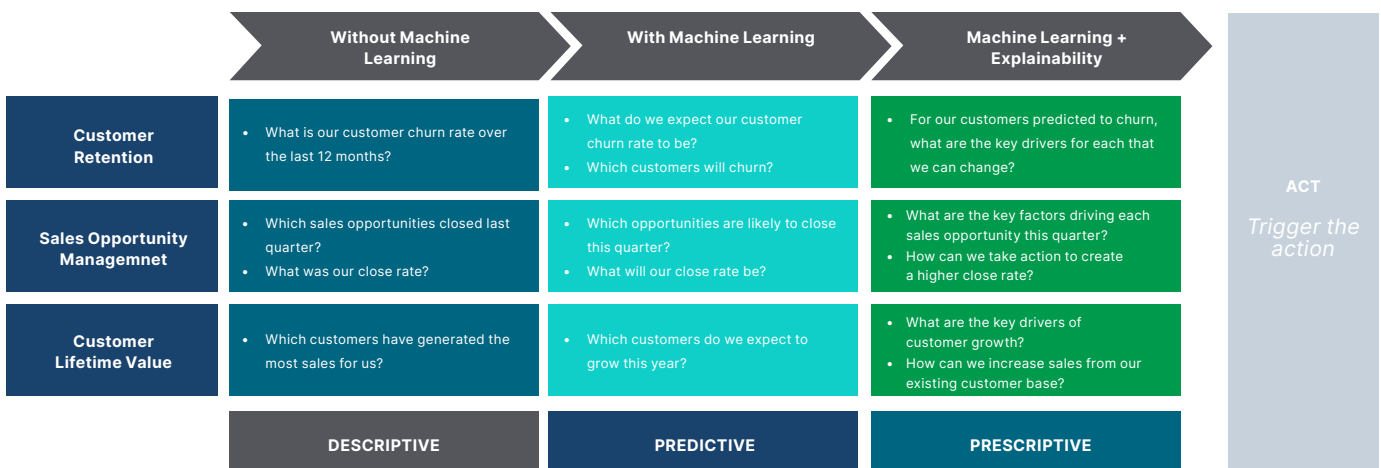
Explain with Confidence

- Understand the “why” behind every prediction with SHAP-based explainability.
- See which features most influence outcomes, both globally and at the record level.
- Build trust and support governance with transparent, auditable model logic.
- Equip decision-makers with insights they can act on — not just numbers.

Act in the Moment

- Embed predictions directly into dashboards and decision apps.
- Trigger automated workflows and alerts based on predictive thresholds.
- Simulate “what-if” scenarios in real time to explore strategic options.
- Close the loop between insight and action without switching tools or waiting on manual handoffs.

Qlik Predict enables the shift from descriptive analytics to predictive and prescriptive intelligence, turning passive reporting into an active driver of business performance.



How Does Qlik Predict Work?

STEP
1

Connect Data

Leverage Qlik's data integration capabilities to access structured data across your systems. This step ensures your historical data is prepared and properly formatted for model training, setting the foundation for high-performance machine learning.

STEP
2

Select Target

Define the specific outcome you want to predict or the problem you aim to solve. This crucial step focuses your analysis and ensures the resulting model addresses your key business questions and objectives effectively.

STEP
3

Generate Model

Qlik Predict automatically trains and compares multiple machine learning algorithms to determine the best model for your selected outcome. It uses intelligent defaults, guided configuration, and the Qlik Analytics Engine to surface complex relationships in your data that improve model quality.

STEP
4

Predict Outcomes

Apply your trained models to new, forward-looking data to generate predictions. Embed those forecasts into dashboards, apps, or automations to help your teams proactively respond to opportunities or risks.

STEP
5

Explore Drivers

Explore the key features influencing each prediction with built-in explainability powered by SHAP values. Whether you're reviewing overall trends or drilling into a single prediction, Qlik Predict provides clear, actionable insights.

STEP
6

Take Action

Drive impact in real time by embedding predictions directly into workflows. Set alerts, launch automations, or simulate different strategies based on predicted outcomes — all without leaving the Qlik environment.

Throughout the process, Qlik Predict supports enterprise-grade MLOps, including model monitoring, retraining, governance workflows, version control, and performance tracking — ensuring your models remain accurate, trusted, and aligned with changing business needs.

Why Qlik Predict?

Multiple Model Types for Real-World Problems

- Classification for customer churn, fraud detection, and lead scoring
- Regression for revenue forecasts, cost projections, and demand planning
- Multivariate Time Series for supply chain forecasting, workforce planning, and financial risk modeling

Built for Business Users and Analysts

- No-code interface reduces dependence on scarce data science resources.
- Empower analytics teams to build, explain, and deploy models independently.
- Activate high-value use cases that previously went unaddressed due to complexity or capacity constraints.

Explainable and Governed AI

- Built-in SHAP-based interpretability fosters trust.
- Comprehensive MLOps capabilities support responsible AI governance.
- Aligns with regulatory and audit requirements for explainable decision-making.
- End-to-end lineage tracking ensures every prediction is auditable.

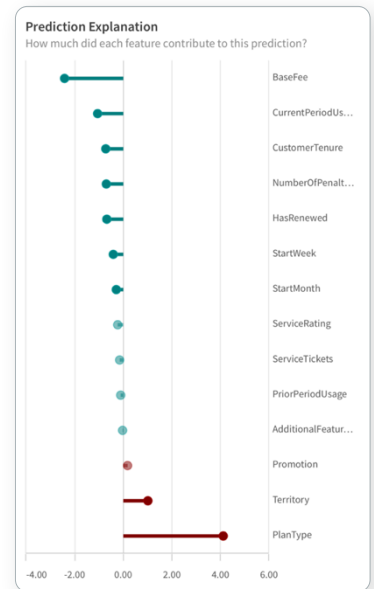
Integrated, Not Isolated

- Embedded within Qlik Cloud — no disconnected tools, exports, or rework.
- Connect model outputs to Qlik Cloud apps, Qlik Automate, and real-time alerts.
- Deliver predictive intelligence to the point of decision, not just to reports.

Scalable Across the Enterprise

- Start with department-level use cases and expand to enterprise-wide predictive practices.
- Scale forecasting capabilities without scaling complexity or cost.
- Move from isolated data science projects to embedded AI-driven decision processes.

With Qlik Predict, you accelerate time-to-impact while building a foundation for scalable, trusted predictive intelligence.



Customer Story

Appalachian Regional Healthcare: Machine Learning Drives Rapid Reduction of Appointment Cancellations



Challenge

Missed appointments are a costly inefficiency for healthcare providers, where margins are small and not all patients carry traditional health insurance. Appalachian Regional Healthcare (ARH) wanted to identify the patients most at-risk of cancelling their appointments.



Solution

ARH uses Qlik Predict to predict which patients are most at-risk for missing or cancelling their appointments. They use machine learning to analyze a variety of barriers such as transportation, distance, local weather and more, to understand key drivers and make predictions. Armed with this information, nurses and support staff can reach out to the highest-risk patients with reminders and reassurances.



Results

ARH reduced cancellation and no-show rates 5-10%, seeing results in a matter of months and ultimately driving millions in savings. More importantly, they were able to ensure more patients received the care they need. ARH continues to expand this solution to all the clinics in its network.

“If you’re developing from scratch, you need a workforce very well versed in tech. Qlik Predict gets you in the game sooner and gives you the building blocks to create something bigger, faster.”

- Brent Styer, Director, Information Technology Data Science, Appalachian Regional Healthcare



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 uncover 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.

[qlik.com](https://www.qlik.com)