



Qlik Academic Program improves data analytics skills for Macquarie University

“Auditors play a critical role in adding credibility to information for decision-making. In an increasingly data-driven world, there are growing expectations that auditors embrace data analytic techniques in enhancing audit quality and providing greater insights to their clients. Data visualisation is an effective and efficient means to identifying and responding to risks. The Qlik Academic Program with its free access to the Qlik Continuous Classroom (QCC) modules is making it possible to equip our students with these skills. Students reported that the QCC modules were intuitive, straightforward and accessible.”

Dominic Soh, Lecturer, Department of Accounting and Corporate Governance, Macquarie University



Customer Name:

Macquarie University

Industry:

Higher Education

Location:

Australia

Challenge

Data analytics and data science are having an increasingly significant practical application in the business world. With around 17,000 accounting students graduating each year in Australia they face a competitive landscape. Employers want to see more than just the technical accounting skills.

Macquarie University believed that creating a context for understanding how data analytics can be applied in the real world would help students more easily acquire the skills they need to quickly get geared up for the workforce.

Mastering data analytics would be a telling differentiator for students in their capability to identify and respond to risks more effectively and efficiently than just looking at raw data, or via a verbal or written explanation.

Solution

Qlik worked with the University to introduce the Qlik Academic Program, a program that offers professors and students with free access to Qlik software, training and other learning resources, including the Qlik Continuous Classroom (QCC), Qlik's 24x7 on-line learning platform.

At Macquarie University, students were introduced to QCC modules including Analytics & Data Literacy; Get started for Qlik Sense; Understanding Dimensions & Measures; Foundations of Building Visualizations; Create KPI Charts; Take Snapshots of Visualizations, Build and Play Stories among others. They had to complete the assigned training modules to develop their data analytics skills, teaching them how to use Qlik concurrent to the delivery of the traditional auditing course. Students were comfortably building Qlik dashboards quickly and convincingly, because the QCC modules were judged comprehensive, intuitive and user friendly. Dominic Soh explained: “Without the QCC modules, it would be very challenging to fit this all in!”

Results

Macquarie University auditing students leveraged the Qlik Academic Program to streamline their learning of data analytics and visualizations. Students were confident to utilize the knowledge and skills developed by making use of the Qlik Continuous Classroom materials to pursue a Qlik Sense Qualification to formalize their learning/achievements.

More diverse skills were developed as a result of the Qlik Academic Program:

- encouraged creative interrogation of data
- enhanced critical thinking
- sharpened insight that things may not play out in real life as they do on paper
- delivered an improved dimension of professional judgement
- enabled a comfortable and easy way to engage with, load and visualize critical data.