



Bournemouth University cements leadership in Applied Data Analytics with Qlik Sense

“Even though it remains important that our MSc Applied Data Analytics students gain advanced knowledge of tools like Microsoft Excel, to appreciate the inner workings of data transformation and visualisation, it’s equally as important they realise that what might take 10 hours to achieve in Excel can be done better, and in 30 minutes, using Qlik Sense.”

Dr Marcin Budka, Principal Academic in Data Science and Programme Leader for the MSc Applied Data Analytics, Bournemouth University



Customer Name:

Bournemouth University

Industry:

Higher Education

Location:

UK

Challenge

Bournemouth University is a further education provider in the south of England, home to 18,000 students and 2,000 staff. It was one of the first UK universities to offer a Masters degree in Applied Data Analytics; course applications have grown by more than 300% over the last four years.

Bournemouth wanted to cement its leadership position in Applied Data Analytics. And, with data visualisation as an important tool of every data analyst, Bournemouth was looking for a partner who could help arm its students with best-in-class visualisation and analytics knowledge and tools.

Solution

The Qlik Academic Program delivers a richer learning experience by providing free software, training and learning resources to advance students’ analytical and critical thinking skills within every academic discipline. After enrolling in the Academic Program, Qlik visited Bournemouth to run a workshop. Professors, students and small companies from the local community were invited to attend the eight-hour workshop where they learned about the product and gained hands-on experience with the tool.

Professors and students were also invited to enroll in the Qlik Academic Program to access a free copy of Qlik Sense.

Results

- Through the Qlik Academic Program, students and their professors now have access to free, best-in-class software and learning resources including hours of on-demand training, Qlik Community, and a data analytics curriculum.
- The appeal of the University’s Applied Data Analytics course has been further increased by partnering with a recognised, market-leading brand.
- Students have access to industry-class data visualisation capabilities, making them better able to interrogate data quickly and more visually.
- By hosting the workshop with Qlik, the University has showcased its leading edge education to local businesses.