



Drexel University Uses Qlik in Business School Core Curriculum

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-Dr. Bay Arinze, Professor of MIS, LeBow College of Business, Drexel University

Academic Program



Overview

Drexel University is a comprehensive global research university ranked among the top 100 in the United States. With approximately 26,000 students, Drexel is one of America’s 15 largest private universities. Founded in 1891 in Philadelphia, the university engages with students and communities from all around the world, and is committed to being the nation’s most civically engaged university, with community partnerships integrated into every aspect of service and academics.

Dr. Bay Arinze, a professor of Management Information Systems at LeBow College of Business at Drexel, has been with the univeristy for more than 27 years. With a Ph.D in Deficient Support Systems, Dr. Arinze teaches at Drexel’s Business School, educating students on the importance of data analytics and discovery. “Right now, we are working on significantly growing our data analytics program, “ said Arinze. “We are looking to deliver many types of certificates and degree programs in the field within the business school here, and students interest in data visualization is increasing. We are also putting pressure on faculty to teach more

courses on the topic.”

Qlik Academic Program

In need of a visualization solution to help complement this evolving trend and support more impactful course curriculums Dr. Arinze applied and was accepted to the Qlik Academic Program, which is designed to support the academic community by enabling hands-on experience with Qlik’s user-driven BI solutions in a college or university-supported curriculum. Established in July 2012, the program provides free licenses to accredited, university-level, publicly- and privately-funded institutions worldwide. The program also comes with comprehensive online resources and training for faculty. “I previously worked with the Children’s Hospital of Philadelphia, which utilizes Qlik extensively for analytics and visualization,” said Arinze. “I knew that if an organization as prestigious as Children’s Hospital was using Qlik, the solution is innovative enough to center our curriculum around. Not to mention Qlik’s position in the Gartner Magic Quadrant is very impressive.”

Within a month, Dr. Arinze obtained Qlik licenses and developed his curriculum around the solution. “In the first few quarters, we had to break everything down for the students,” said Arinze. “Now, more students are aware of Qlik and they are learning about dashboards

Solution overview

Customer Name: Drexel University

Industry: Education

Function: Academic curriculum

Geography: North America

Challenges: Grow students’ knowledge base of data analytics and understand the benefits of leveraging data to make smarter business decisions in the real world.

Solution: Drexel University professor, Dr. Bay Arinze, applied to the Qlik Academic Program to implement the solution in his core curriculum.

Benefits:

- Improved students’ data analytics skills
- Grew presence of data analytics in curriculum across the entire business school
- Equipped students with data visualization skills

Data Source Systems Database: Excel



Return on investment

One month

to develop Qlik applications for curriculum.

and gaining insightful information from data visualization.”

Each quarter, students are tasked with finding interesting data sets and creating dashboards that glean important insights about a company or an industry. In one assignment, for example, the students were asked to visualize data on nutrition, physical activity and obesity for the U.S. population. Dashboards that they created can be seen below.



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