

WHITEPAPER

Ask Insight Advisor

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qlik.com

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INTRODUCTION

“Ask Insight Advisor” is a feature that allows you to ask questions of your data at the hub level without opening an app. Only apps enabled for this feature are consulted when you ask a question.

Ask Insight Advisor will provide better answers if you only enable apps that have been prepared for natural language – for example with a simple data model, or with Business Logic applied.

For more information on how to get best results from Natural Language questions, see the white paper “Natural Language Query Features Beginners Tutorial”.

For more information on how to prepare your app using Business Logic, see the white paper “Using Business Logic”.

Enabling Apps for Chat

Apps can be enabled by turning the “Enable insights for chat in hub” toggle on from app options of the particular Qlik app.



Reload the app after turning the toggle on. When the reload is complete, go to hub and “ask insight advisor” to “show apps” it will show all the apps enabled for chat.

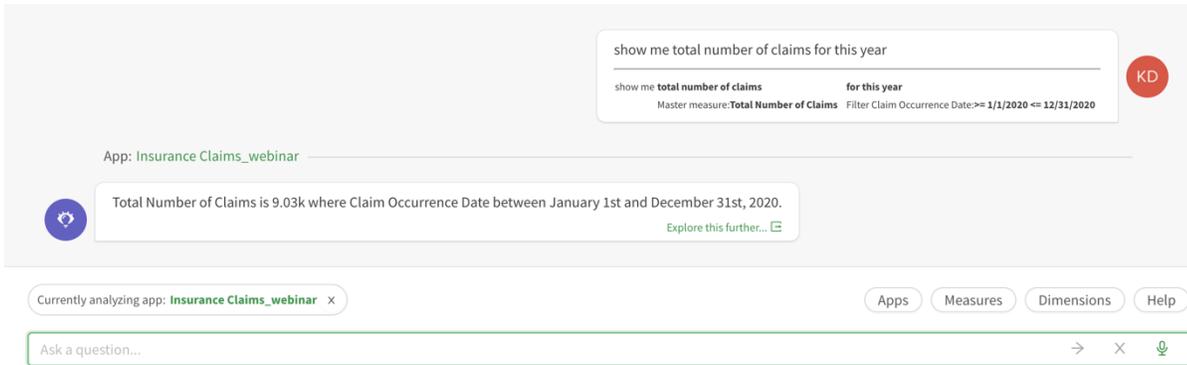
Limitations

Larger apps may take a few minutes to become visible in chat.

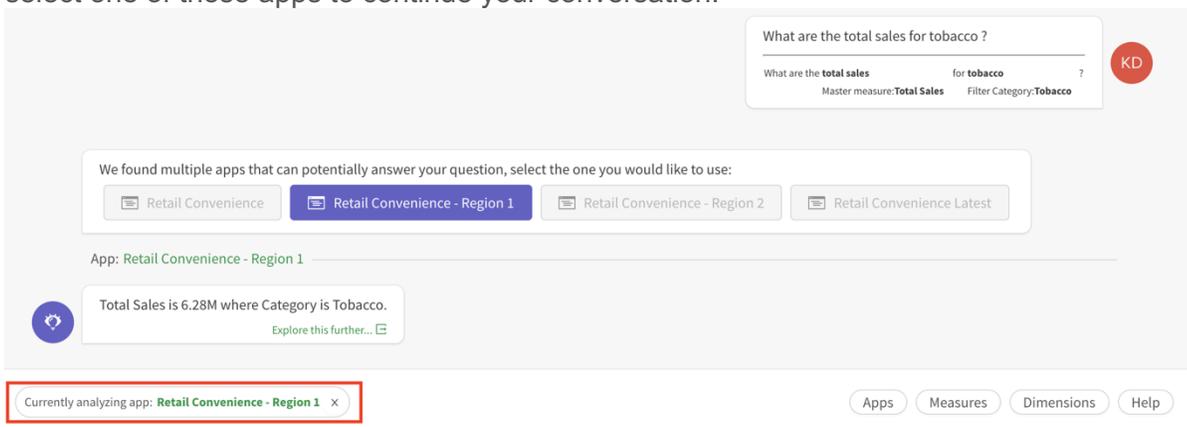
Cross app search

“Ask Insight Advisor” in the hub responds to questions by checking all the apps that have been enabled (Enable Insights for chat in hub) and finding the one that is most relevant to answer your question. Ask Insight Advisor looks at each phrase in your question to see if it matches a field/measure/dimension name, or a data value in a field that has been enabled for search. (You can use Business Logic to adjust the enable/disable settings on fields and master items for search).

If your question matches to field/measure/dimension names or data values that appear in only one app, “Ask Insight Advisor” will answer the question based on that app. You will see the “Currently analyzing app” displayed at the bottom of the chat.



If your question matches data that appears in more than one app, “Ask Insight Advisor” will ask you to select one of those apps to continue your conversation.



“Ask Insight Advisor” will keep this app in context (see red box above) as long as your subsequent questions reference at least one data or meta-data term from the current app.

If you do not want to continue analyzing the current app, click the x to dismiss your current context.

Automatic Context Change

If none of the field/measure/dimension names and dimension values in your question match the current app, but they all exist in just one different app, the app context will be changed automatically for you. In the example below, “Show me supplier name by avg claim cost” automatically switches the app being analyzed to the Insurance Claims app.

What is the gross profit for Philadelphia store ?
 What is the **gross profit** for **Philadelphia** store ?
 Master measure: **Gross Profit** Filter StoreName: **Philadelphia** Unable to match to data value

KD

We found multiple apps that can potentially answer your question, select the one you would like to use:

Retail Convenience

Retail Convenience - Region 1

Retail Convenience - Region 2

Retail Convenience by Karan (PS)

Retail Convenience Latest

App: Retail Convenience - Region 1

Gross Profit is 378.3k where StoreName is Philadelphia.

[Explore this further...](#)

Show me supplier name by ave claim cost
 Show me **supplier name** by **ave claim cost**
 Master dimension: **Supplier Name** Master measure: **Ave Claim Costs**

KD

App: Insurance Claims_webinar

Supplier Name	Ave Claim Costs
Mainway Repairs	1.31k
Globo Gym American Corp	1.24k
Sonky Rubber Goods	1.17k
The Krusty Krab	1.15k
Big T Motors	1.14k
Kumatsu Motors	1.09k
Tip Top Cafe	1.07k
None	1.06k
Keedsler Motors	1.04k
Ziff Corp	1.04k
Strickland Propane	1.04k
Thrift Bank	1.04k
Moes Tavern	1.02k
Barrytron	1.01k
Others	812.11

[Explore this further...](#)

- Ave Claim Costs is 844.6.
- The top Supplier Name by Ave Claim Costs was Mainway Repairs which is 154.8% of total.

[Explore this further...](#)

Currently analyzing app: Insurance Claims_webinar X

Apps

Measures

Dimensions

Help

If none of the field/measure/dimension names and dimension values in your question match the current app, but some of them appear in more than one other enabled app, Ask Insight Advisor will give you a list to choose from.

What are the sales for Argentina ?

What are the sales for Argentina ?
Master measure: Sales Filter Country: Argentina

KD

We found multiple apps that can potentially answer your question, select the one you would like to use:

- Country1
- Managers Sales
- Product Sales**
- Product Sales (Managed)
- Product Sales - BPX rename no 2
- Product Sales - Default Period
- Product Sales -BPX in Stevens space
- Sales Management and Customers Analysis
- Vente et Transport V2

App: Product Sales



Sales is \$ 10,353 where Country is Argentina.

[Explore this further...](#)

Total sales for tobacco and fuel in Philadelphia

Total sales for tobacco and fuel in Philadelphia
Master measure: Total Sales Filter Category: Tobacco, Fuel Filter StoreName: Philadelphia

KD

We found multiple apps that can potentially answer your question, select the one you would like to use:

- Retail Convenience
- Retail Convenience - Region 1**
- Retail Convenience - Region 2
- Retail Convenience Latest

App: Retail Convenience - Region 1



Total Sales is 778.9k where Category includes Tobacco and Fuel, and StoreName is Philadelphia.

[Explore this further...](#)

Currently analyzing app: **Retail Convenience - Region 1** x

Apps Measures Dimensions Help

Conversation Context

"Ask Insight Advisor" also remembers certain aspects of previous questions to help you get the answer you want. For example, if you ask a question "show me total sales", followed by "how about tobacco", Insight Advisor will remember that you are interested in sales – you do not have to mention it again.

The screenshot shows a chat interface with a user asking "show me total sales" and "how about tobacco?". The system provides a list of apps to choose from, including "Retail Convenience Latest". The system then provides the answer: "Total Sales is 19.17M." and "Total Sales is 6.28M where Category is Tobacco." The system also indicates it is currently analyzing the "Retail Convenience Latest" app.

show me total sales KD

We found multiple apps that can potentially answer your question, select the one you would like to use:

- Copy - Finance Demo
- Copy - Shared Retail Convenience
- Retail Convenience
- Retail Convenience by Karan (MS)
- Retail Convenience by Karan (PS)
- Retail Convenience Latest**
- Shared Retail Convenience

App: **Retail Convenience Latest**

Total Sales is 19.17M.

how about tobacco ? KD

Total Sales is 6.28M where Category is Tobacco.

Currently analyzing app: **Retail Convenience Latest** x

Similarly, if the previous context contains a measure and a time filter, the time filter is also remembered.

The screenshot shows a chat interface with a user asking "Gross profit for this year" and "how about fuel and tobacco?". The system provides the answer: "Gross Profit is 1.52M where Order Date between January 1st and December 31st, 2020." and "Gross Profit is 653k where Order Date between January 1st and December 31st, 2020, and Category includes Fuel and Tobacco." The system also indicates it is currently analyzing the "Retail Convenience Latest" app.

Gross profit for this year KD

Gross profit for this year
Master measure: **Gross Profit** Filter Order Date: >= 1/1/2020 <= 12/31/2020

Gross Profit is 1.52M where Order Date between January 1st and December 31st, 2020. [Explore this further...](#)

how about fuel and tobacco ? KD

how about **fuel** and **tobacco** ?
Filter Category: **Fuel** Unable to match to data value Filter Category: **Tobacco**

Gross Profit is 653k where Order Date between January 1st and December 31st, 2020, and Category includes Fuel and Tobacco. [Explore this further...](#)

You can also ask for multiple dimension values in context of multiple measures.

Compare total sales, total cost and gross profit

Compare **total sales**, **total cost** and **gross profit**
Master measure: **Total Sales** Master measure: **Total Cost** Master measure: **Gross Profit**

Total Sales is 19.17M, Total Cost is 13.64M and Gross Profit is 5.54M.
[Explore this further...](#)

Compare that for Philadelphia , Norristown and King of Prussia

Compare that for **Philadelphia , Norristown and King of Prussia**
Filter StoreName: **Philadelphia, Norristown, King Of Prussia**

Total Cost

StoreName	Total Sales	Total Cost
King Of Prussia	1.29M	934k
Philadelphia	1.31M	930k
Norristown	1.33M	937k

Filters: StoreName: Philadelphia, Norristown, King Of Prussia

Total Sales is 3.93M, Total Cost is 2.8M and Gross Profit is 1.13M where StoreName includes Philadelphia, Norristown and King Of Prussia.
[Explore this further...](#)

Note: if you are asking a subsequent question and do not want Insight Advisor to apply the time filter or measure, just hit the “x” in the “Currently analyzing app” bubble.

Limitation

The context Insight Advisor is retaining from previous questions is not currently visible in the chat UI.

This can be confusing – for example, if you ask “Show me Customers that have no sales”, and then ask “show me products having invoice date after 2019”, you will not get a result. This is because the filter on no sales is still being applied.

When in doubt, remove the Currently analyzing app and ask your question again.



About Qlik

Qlik is on a mission to create a data-literate world, where everyone can use data to solve their most challenging problems. Only Qlik's end-to-end data management and analytics platform brings together all of an organization's data from any source, enabling people at any skill level to use their curiosity to uncover new insights. Companies use Qlik products to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 48,000 customers around the world.

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