**ANALYTICS**

# Bringing the future into focus

Postgraduate student uses Qlik Academic Program
to forge a new career

Qlik Q

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Jesse van Haasteren, Business Intelligence Consultant, Bitmetric

## Evolving ambitions, broadened horizons

A university education can build a solid foundation on which to base a career but sometimes it's what happens in the period after studying that really helps to define the road ahead.

Newly acquired knowledge and experience can lead to changes in mindset. Ambitions evolve, priorities develop and trajectories are adjusted, highlighting pathways that previously may not have shown up on the radar. And discovering the new opportunities that drive these changes is often brought about by a hunger to learn more, a desire to find new ways to apply existing talents or a yearning to broaden horizons.

## A career crossroads

Towards the end of 2019, Jesse van Haasteren found himself at a career crossroads. A recent graduate in biology and medical research, he was working as a laboratory technician and the future seemed clear. But his drive to acquire new knowledge and skills was becoming overwhelming. "I really like to think outside the box," says Van Haasteren. "And the best way to do that is to learn about things."

He took some time, assessed his options and decided on a master's course in biology and business studies. "I'm a technician and building a career in that area is very hard without certification, so I returned to studying," explains Van Haasteren. "I also wanted to broaden my prospects and explore areas beyond just pure biology."

### Solution Overview

**Customer Name**
Jesse van Haasteren, Bitmetric

**Industry**
High Tech

**Geography**
Netherlands

**Challenges**
- Provide a postgraduate student with a solid foundation in data analytics
- Enable a broad academic skill set to be applied to real-world use cases
- Increase graduate employability by expanding knowledge and experience

**Solution**
Jesse van Haasteren joined the Qlik Academic Program and used its resources to redefine his career and ambitions and provide a solid base on which to apply his extensive educational achievements.

**Results**
- Quickly gained vital knowledge in industry-leading data analytics software
- Won a Qlik Datathon within just four months of starting the Qlik Academic Program
- Gained the skills needed to secure his first job as a business intelligence consultant

The course at Leiden University in the Netherlands gave Van Haasteren his first real experience of data analytics and, through a course placement, he was introduced to data analysis consultancy 2Foqus. It was there he met strategic data and analytics advisor, Angelika Klidas, who mentored him and introduced him to the Qlik Academic Program.

## A deep dive into data

By his own admission, Van Haasteren wasn't too familiar with business intelligence tools but he was intrigued and saw the opportunity. The Qlik Academic Program had the potential to open new doors in his career, offering training on a data analytics platform that would enable him to build on his academic knowledge base and apply it to real-world use cases. With an internship at Klidas' 2Foqus consultancy just a few weeks away, Van Haasteren set about starting the groundwork and used the program to familiarize himself with the Qlik Sense platform.

The Qlik Academic Program gives qualified university students, educators and researchers free Qlik software and other resources designed to prepare students for careers in data-driven professions. The program provides Qlik-specific training, data literacy training and a product-agnostic data analytics curriculum, all taught through easy-to-follow interactive videos and sample data files. In addition to this, students can sit for exams to earn qualifications and demonstrate their abilities to educators and future employers.

"It's self-guided learning, which is ideal for me," he says. "You can either spend a full day working at it or schedule it into free parts of your day. I could switch between listening and doing my own thing, and I also used the Qlik Community for extra support if I had questions. The Qlik Academic Program's assessment really made the difference."

Within just four months of joining the Qlik Academic Program and completing self-paced training on Qlik Sense software, Van Haasteren decided to take part in the Qlik Datathon, sponsored by the Qlik Academic Program and Qlik.org. The Datathon challenged university students around the globe to develop solutions for the United Nations Sustainable Development Goals. "My background in biology drew me towards the environmental element," he says. "I included goal six, clean water and sanitation, goal 14, life below water and goal 15, life on land."

## Launching a career in intelligence

The impacts were immediate, both in terms of demonstrating the potential of the Qlik platform and the scale of the environmental challenge it had highlighted. "I would see TV programs or people around me saying 'we have to do something', but I never realized the scale of the issue until I saw the numbers. Qlik provided that insight," says Van Haasteren.

A new direction of travel became clear, a direction that was bolstered when Van Haasteren learned that he had won the Datathon. When his mentor Klidas moved to IT consultancy Bitmetric, she offered Van Haasteren the position of business intelligence consultant. He seized the chance to move back closer to home and, crucially, to continue his journey with Qlik.

"Working in the lab was very practical but this role allows me to think more theoretically," explains Van Haasteren. "I can get more involved in finding out about organizations' goals and how I can help them achieve these quickly and effectively."

## A clearer perspective

Alongside work with Qlik for client-based projects, Van Haasteren now spends Fridays building on the foundation provided by the Qlik Academic Program. He is currently working on further developing his back-end technical skills and gaining new certifications in areas such as Qlik data architecture.

"What really excites me is being able to transform a question into a visible solution," says Van Haasteren. "If someone has questions around any data they have and how to use it to build a clearer perspective, I can use Qlik to provide an answer."

He adds: "The Qlik Academic Program played a big role in getting me started in formulating data. It gave me the confidence to use the tools effectively and enter an exciting data-driven workspace."

Klidas concludes: "I always say it's a journey…this journey never ends…never stop learning!

"I am proud how Jesse went on that journey and climbed the data mountains. He grew from a data rookie to a data consultant with the help of the Qlik Academic Program, which effectively complements the in-person guidance and coaching."

**The keys to success**

**Four months** between starting training through the Qlik Academic Program and winning the Datathon

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**Qlik Q**

**About Qlik**

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. A private company, Qlik offers real-time data integration and analytics solutions, powered by Qlik Cloud, to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik serves more than 38,000 active customers in over 100 countries.

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