



Bachelor-, Master- und Doktorandenseminar
des Instituts für Informatik

Business Intelligence - Implementing of Improved Fleet Sales Reporting using the Analysis and Reporting System Qlikview

Anastasia Frolov, B.Sc., TU Clausthal

Business Intelligence platforms are becoming increasingly important, because relevant information must always be accessible. As the sector of Business Intelligence grows, more vendors enter the market and the range of reporting and analysis tools is huge. In order to remain competitive, companies need to make informed decisions much more quickly. Business Intelligence tools enable up-to-date analyzes and ad-hoc queries as well as a fast response to ever-changing environmental conditions. Especially for large corporations, the digitization requires a good coordination of the enormous amount of data. They have to keep pace with the new innovations whereas the requirements of customers for a good presentation are constantly rising. Business Intelligence tools can quickly visualize every possible process in a scalable manner and thus, offer decision-relevant factors for reporting.

This thesis is motivated by the vision to implement the whole reporting system in the tool "QlikView" and thereby to automatize the reporting. A comparison is made on the basis of established criteria in order to review whether the tool "Tableau", which currently competing with "QlikView" on the Business Intelligence market, would be more suitable in this case. The investigation has shown that "QlikView" is especially more suitable for unstructured sources than "Tableau". Particularly the integrated ETL tool and the in-memory technology differentiate "QlikView" from "Tableau". "QlikView" also convinces concerning aspects of data processing, visualization and advanced analysis. In order to implement the reporting of the department completely in "Tableau", an additional ETL tool has to be integrated, which in turn, implies additional costs. Through the implementation of the company reporting in "QlikView", the reporting system was completely automated and thus, the saved working time can be therefore used more intensively in the operational business.

Donnerstag, den 15.06.2017, 9 Uhr s.t. im
Besprechungsraum 106, Ifl, Julius-Albert-Straße 4