UNIVERSITY OF
BATH

Gaining data skills for the future

Bath students compete using real life data

Challenge

University of Bath wanted students on their MSc in Business Analytics course to gain more experience with data visualization, as the ability the visualize and communicate data was recognized as an important skill for future graduates. To achieve this, they wanted students to gain practical experience in an industry leading tool.

Solution

Bath worked with the Qlik Academic Program to develop a data challenge using real life data from the travel industry. Students were split into teams and asked to solve a travel industry business problem through visualizations and data exploration in Qlik Sense.

Results

20 students took part in the final challenge and presented their solutions to a team of Solution Architects from Qlik. Apps included use of Qlik story telling functionality, and a range of visualizations. All teams received constructive feedback and advice on communicating with data, a key job skill for 2021.

Solution Overview

Customer Name
University of Bath

Industry
Public Sector

Geography
United Kingdom

"The data challenge was a great opportunity for students to quickly gain practical experience in Qlik and to get feedback from experts. It was very eye opening for them to see just how quickly Qlik can help them to go from raw data to insights."

Maria Battarra, Senior Lecturer, University of Bath

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