

# Bass Pro Shops Achieves 500 Hours of Time Savings with Qlik

## Introduction

This case study of Bass Pro Shops, Inc. is based on a June 2023 survey of Qlik customers by TechValidate, a 3rd-party research service.

“Qlik saved me 500 hours annually by automating data sources combining and connecting, and making dashboard packages for business leaders.”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select Qlik:

- The other analytics tools they evaluated before selecting Qlik:
  - Microsoft Power BI
  - Tableau
  - ThoughtSpot

## Use Case

The key features and functionalities of Qlik that the surveyed company uses:

- The unique Qlik capabilities they see as highly beneficial:
  - Interactive dashboards with associative exploration
  - Natural language conversational analytics
  - Open and standard APIs for extending and embedding analytics
  - Data-driven alerts

## Results

The surveyed company achieved the following results with Qlik:

- Rates the value that Qlik delivers for their organization in the following use-cases:
  - Dashboards and applications for business users: extremely valuable
  - Custom and embedded analytics: extremely valuable
- The Qlik features they consider to be best-in-class:
  - Powerful visualizations that convey impactful meaning
  - Advanced authoring features for customized applications
  - Interactive exploration and search
  - Ability to combine multiple data sources
- They experienced the following benefits since switching to Qlik, compared to other competitive analytics tools:
  - Superior performance
- They agree with the following statement: “Qlik solutions are a key component of my data transformation strategy.”

### Company Profile

Company:  
**Bass Pro Shops, Inc.**

Company Size:  
**Large Enterprise**

Industry:  
**Retail**

### About Qlik

Qlik, with the recent addition of Talend, delivers an industry leading portfolio of solutions for data integration, data quality, and analytics. This includes advancements in real-time, AI, ML, and automation. The most successful organizations are investing in data to make sense of the increasing amounts and varieties of data from diverse sources. The challenge is to effectively integrate, analyze, and act on the data while ensuring its trustworthiness. With more than 40,000 active customers in over 100 countries, Qlik’s solutions work with any data source, target, architecture or methodology, to ensure customers have the data they need, whenever they need it.

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