

Case Study: American Apparel, Inc.

Introduction

This case study of American Apparel, Inc. is based on a October 2015 survey of Qlik customers by TechValidate, a 3rd-party research service.

“Qlik’s associative model helps me see the whole story within my data so I can make better, more informed business decisions.”

Challenges

Before implementing Qlik, American Apparel lacked a way to easily analyze data.

The main reason they picked Qlik was because it lets them associate data from multiple sources so they can see the whole story within their data.

Before choosing Qlik, they also considered BI tools from SAP.

Use Case

American Apparel has deployed Qlik across the enterprise.

Results

American Apparel employees say they have become more valuable to the organization by using Qlik.

The main benefits and positive impact they’ve seen include faster and more confident decision-making and more cross-departmental use of data.

American Apparel estimates that they have improved their decision-making agility by > 75% with Qlik.

Company Profile

Company:
American Apparel, Inc.

Company Size:
Large Enterprise

Industry:
Consumer Products

About Qlik

Qlik is a leader in data discovery delivering intuitive solutions for self-service data visualization and guided analytics. Over 34,000 customers rely on Qlik solutions to gain meaning out of information from varied sources, exploring the hidden relationships within data that lead to insights that ignite good ideas.

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