Top 3 reasons why organizations choose Qlik for embedded analytics:
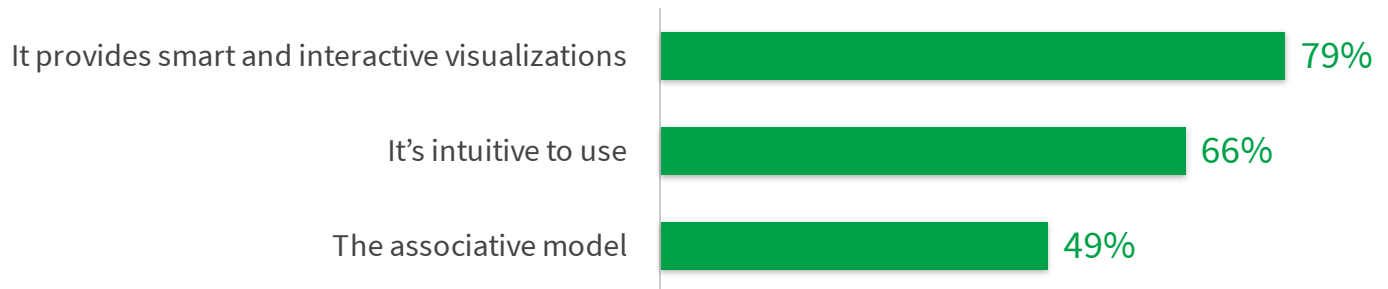
Why did your organization choose Qlik for embedded analytics?

It provides smart and interactive visualizations	79%
It's intuitive to use	66%
The associative model	49%

Source: TechValidate survey of 134 users of Qlik

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