



Figure 2

Sample narrative explaining revenue performance in plain language based on accompanying line chart data.

Narratives for Qlik takes advantage of Qlik’s robust development tools, integrating the Qlik APIs with Quill. With each click through a specific chart or graph, a new narrative is automatically generated, fueled by real-time calculations that analyze the metrics of the visualization. For example, imagine a line chart displaying revenue over the course of two years. When a user selects a 6-month time period, the accompanying narrative automatically adjusts to write a narrative about that specific time period. As the user continues to interact with the chart to adjust the measurement parameters, the narrative updates in real time. Just as multiple charts in Qlik Sense dynamically respond as the user continues the discovery process, so do the accompanying narratives describing them.

In the case of a line chart *and* a bar chart, clicking on a target date range in the line chart causes the bar chart to update its date range; the narrative explaining the relevant insights within that range also updates. The narrative is immediately responsive to the user's actions.

The type of analysis performed depends on the purpose of each visualization. In the most recent example of the line chart depicting revenue over time, *Narratives for Qlik* performs a time series analysis--analyzing the slope of the line and other heuristic calculations--and communicates interesting trends like significant peaks, troughs or extended streaks. An accompanying narrative to this line might read, “Revenue showed consistent decline over three periods from Oct-06 to Jan-07.”

Users can customize their narratives based on preferences, adjusting for various parameters including level of detail, font size and formatted style (bullets or paragraphs). Users can even personalize their narratives based on how they would like to describe their data. In the revenue example earlier, if the user prefers to label their sales as deals, *Narratives for Qlik* can be formatted accordingly. *Narratives for Qlik* is also aware of how to convey certain attributes and measures, so if the user references values in a chart as currency, *Narratives for Qlik* will style those values accordingly and display the appropriate symbols (\$). The result is an intuitive communication that aids the user along the path to discovery.

Narratives for Qlik enables faster and deeper insight and bridges the gap between discovery and action. With the narrative insights created, the user can simply copy and paste them into a document or email, easily sharing key findings in a consumable format. For users with sight impairments that make it challenging to interpret the visualizations, *Narratives for Qlik* enables screen readers to read insights out loud, enabling the insights to be easily understood by everyone.

Data analysis is complicated.
Visualizations paint the picture.
Narratives tell the story.

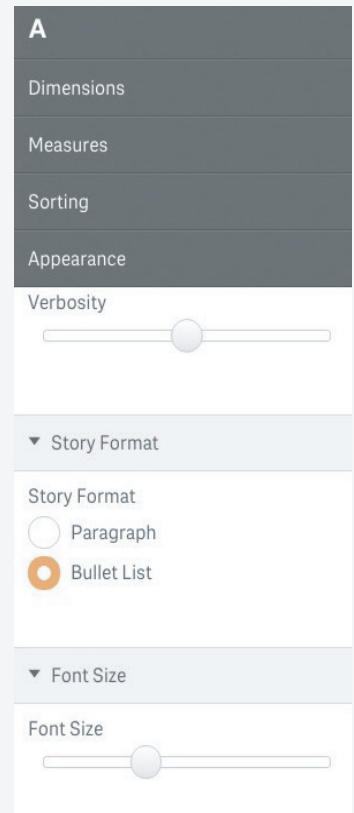


Figure 3

The appearance of narratives can be easily changed by adjusting features like verbosity, story format and font size.



Narratives for Qlik®
Powered by Narrative Science

Learn more at

narrativescience.com/qlik

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