

# WHY COMPARATIVE ANALYSIS

---

## QlikView Technical Brief

February 2013

QlikView 11



## Contents

---

- WHAT IS THE DIFFERENCE? ..... 4**
  - STANDARD COMPARISON..... 4
  - COMPARATIVE ANALYSIS..... 4
  
- SETTING ALTERNATE STATES..... 6**
  
- ASSIGN STATES TO OBJECTS ..... 7**
  
- ASSIGN STATES TO EXPRESSIONS..... 8**
  
- SUMMARY ..... 9**

## Introduction

---

Comparative Analysis is one of the uniqueness of QlikView. It is a way to analyze data based on sets of multiple values (group comparison). It is not a comparison between two items such as Company A vs Company B. It is all about you, the user, creating customized groups on demand.

### SUPPORTING MATERIALS

- **Demo :** [Financial Stock Analysis](#) demo on [demo.qlikview.com](http://demo.qlikview.com). See Comparative Analysis tab.
- **Demo :** [Whats New in QlikView 11](#) demo on [demo.qlikview.com](http://demo.qlikview.com). See Product Groups tab.
- **Video :** [Comparative Analysis](#) video on YouTube.

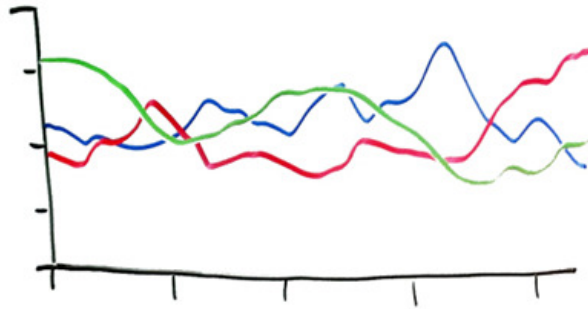
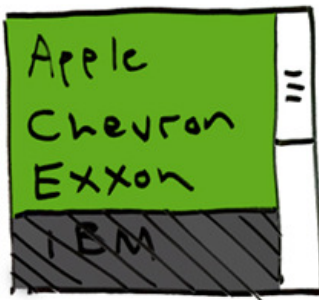
# QlikView

## What is the difference?

### STANDARD COMPARISON

You might have seen a graph like this, which is a standard way to compare between companies. It is a line chart representing stock prices over time. When you select multiple values in a list box, then their lines appear in a line chart.

#### Investments



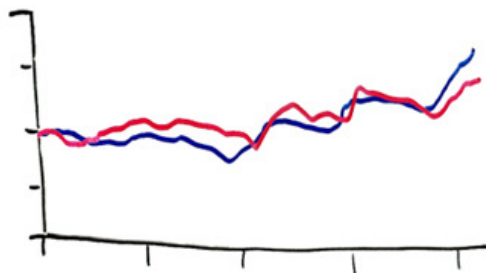
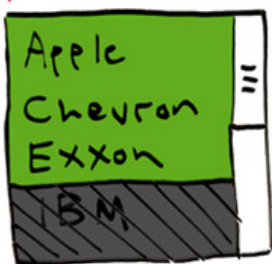
Note: The data is created for a demo purpose only and not based on the reality.

### COMPARATIVE ANALYSIS

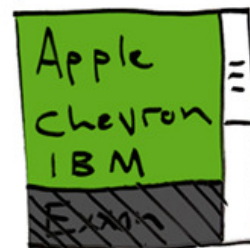
Comparative analysis lets you group these three companies as portfolio A and compare to another set of companies as portfolio group B. In this scenario, you swapped one of the companies in the second set and see what impact it may give.

Each line is representing each portfolio. It does not draw separate lines per company. You can do this using alternate state within QlikView.

#### Portfolio A



#### Portfolio B



Note: The data is created for a demo purpose only and not based on the reality.

# QlikView

In this example, the same type/level of values was used as two groups; however, you can also mix different level of data or different types of data. For example, you may choose one company against an entire industry for business growth comparison, or comparing one country, such as Japan, to a state in the US, California, for population increases. The most common usage of comparative analysis is for basket analysis.

If you would like to try this functionality, go to [Financial Stocks Analysis](#) demo on [demo.qlikview.com](#) and go to Comparative Analysis tab. Make selections as you'd like and you will see the top chart being populated for your groups.

## Comparative Analysis



Avg % Change over time

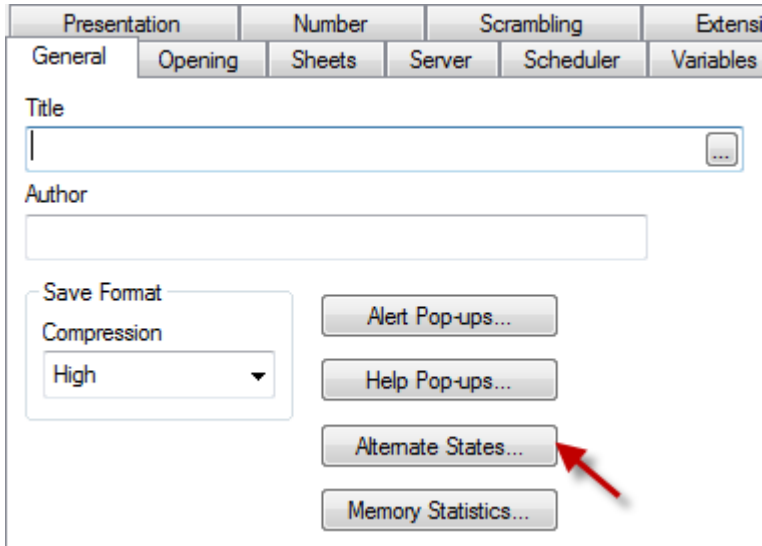


# QlikView

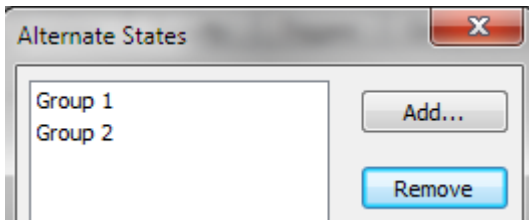
## Setting Alternate States

Using Alternate State functionality, you can set a state to sheets, objects or expressions. You can think of state as a group. There is no scripting involved.

1. Go to Document Properties and click “Alternate States...” button.



2. Click “Add...” to create groups. You can name them as you wish, and in this example, we will call it Group 1 and 2. Click OK to leave the Document Properties dialog box.

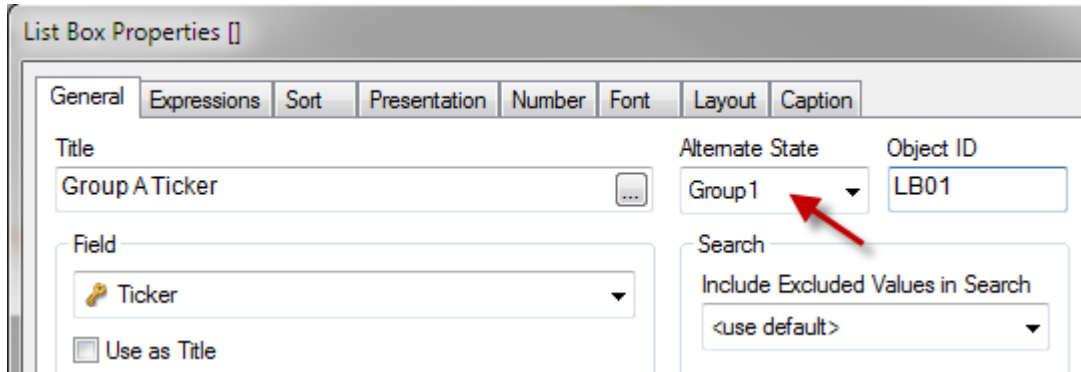


# QlikView

## Assign states to objects

There are multiple ways to set alternate states to objects. One way is to set it to the entire object.

1. Go to Object Properties and set Alternate State to "Group 1".



2. Repeat it for another object for "Group 2".

Now, these objects are independent from the rest of the applications unless other objects are set for the same state. You may set multiple objects in each group so that you have flexibility with making selections. For example, you may create a search object and multiple list boxes.



StateName() function is useful for labeling objects so that you know which objects belong to what state.

# QlikView

## Assign states to expressions

Once states are set for objects, you may want to use a third object to compare.

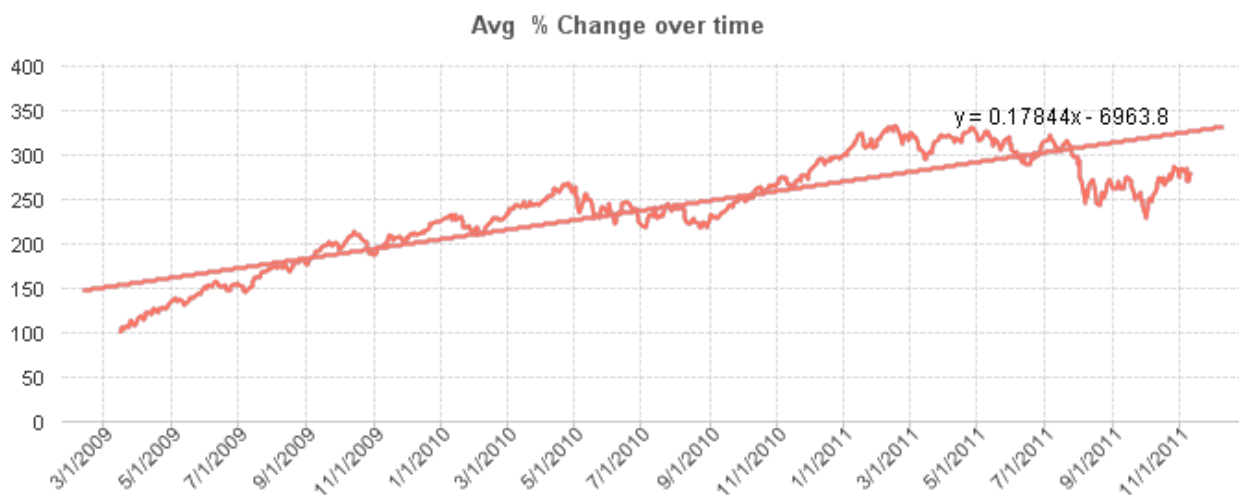
There are two ways to do this. One is to create a chart such as a line chart for each state so that when you make selections in each group, the data reflect respectively. However, you may want to have both states of data displayed within the same object so that you can do direct comparisons with the same axis, for example.

In this case, you can assign a state in an expression using set analysis. For further information about set analysis, please refer to the help guide.

```
Avg({ [Group 1] } [Adj. Close])
```

You will create this expression for both Group 1 and Group 2.

Without making selections in neither of the group's objects, you may see one line. This means, two lines are overlapping with each other until you make selections.



As soon as you make selections, you may see two separate lines.

You may not want to create all possible list boxes twice for each group. In this case, you can associate to the default dataset. It means, the rest of the list boxes or dimensions (fields).

For example, if you'd like to use the standard list box for field called "Year" and "Month", then your expression for Group 1 may look like this.

```
Avg({ [Group 1] < [Year] = $:: [Year], [Month] = $:: [Month] > } [Adj. Close])
```



# QlikView

## Summary

---

You have learned how to apply alternate states to your application so that your users can perform comparative analysis as needed. Comparative Analysis is a unique feature QlikView provides. Explore the power of alternate state and create different levels or types of groups to compare on your fingertips.

[www.qlikview.com](http://www.qlikview.com)

© 2012 QlikTech International AB. All rights reserved. QlikTech, QlikView, Qlik, Q, Simplifying Analysis for Everyone, Power of Simplicity, New Rules, The Uncontrollable Smile and other QlikTech products and services as well as their respective logos are trademarks or registered trademarks of QlikTech International AB. All other company names, products and services used herein are trademarks or registered trademarks of their respective owners. The information published herein is subject to change without notice. This publication is for informational purposes only, without representation or warranty of any kind, and QlikTech shall not be liable for errors or omissions with respect to this publication. The only warranties for QlikTech products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting any additional warranty.