ANALYTICS
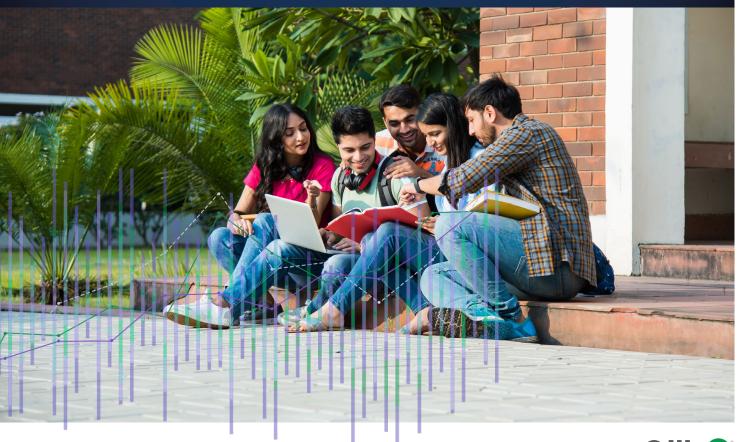
Bringing analytics to 2,000 students

MIT ADT students become market-ready with experience of a full suite of Qlik professional tools

Qlik Q®

> "Qlik helps students both academically and during placements. Once they learn a concept theoretically, they can immediately implement it in their case studies."

Sumitra Pundlik, Senior Assistant Professor and Specialization Head Coordinator for Data Analytics, MIT ADT University

Equipping India's graduates with market-ready skills

For universities worldwide, a handful of key factors often determine success. At India's MIT Art Design and Technology University (MIT ADT), the priority is ensuring that graduates are equipped with skills that will set them up for a rewarding career.

Established in 2015, MIT ADT is a leading government-recognized private university within the renowned MIT Group of Institutions in Pune. It caters to around 5,000+ students, supported by different specializations by over 500 educators. The Faculty of IT and Engineering alone enrols around 2,000+ students each year, and along with other departments, increasingly recognizes the value of producing data-literate students. In particular, new graduates are expected to be able to analyze data, track trends, and access meaningful insights.

"Graduates need to know why data is important and how it's applied in the wider world," says Sumitra Pundlik, Senior Assistant Professor and Specialization Head Coordinator for Data Analytics at MIT ADT University.

Achieving this effectively requires a combination of academic study and practical experience. The department therefore needed an analytics solution that would be easy to incorporate into its curriculum, had the necessary analytics and presentation capabilities, and was also widely used beyond the academic world.

Solution Overview

Customer Name
MIT Art Design and Technology University

Industry
Public Sector

Geography
Pune, India

Function
IT

Business Value Driver
Reimagined Processes

Challenges
- Seek relevant academic learning tools to produce market-ready graduates
- Support students on their journey to a successful academic conclusion
- Expand relevant learning tools for wider student use

Solution
Deployed Qlik in undergraduate courses to equip students with data analytics skills through the Qlik Academic Program.

Results
- Relevant and easy-to-learn solution makes students market-ready
- User-friendly platform enables academic staff to deliver industry knowledge
- Increased student engagement delivers improved academic performance and work placements

Complete offering of professional tools for academic use

After extensive research of platforms, MIT ADT saw that the Qlik Academic Program was the perfect fit, with a suite of products and resources geared towards higher learning. Perhaps more importantly, Qlik Sense® is used extensively by small and large organizations globally and is increasingly in demand by recruiters. It was an obvious choice.

In 2022, MIT ADT and Qlik signed a Memorandum of Understanding to become part of the Qlik Academic Program, and Pundlik herself obtained the Qlik Sense Business Analyst Qualification. As a result, she was able to develop and run the course confidently and effectively. "I believe that if you haven't done it yourself, you can't pass the knowledge on to students," she explains.

The program now offers easy access to the software, videos, qualifications, and certifications, and has become a highly valuable component of the second- and third-year IT and engineering syllabus. Students have the same full access to resources as Qlik customers and partners, helping to accelerate their learning and giving them a comprehensive grounding in analytics.

In a classroom setting, students analyze case studies in fields ranging from sports such as football and cricket, to healthcare and the impact of the Covid-19 pandemic. Their primary and secondary research typically produces high data volumes, with entries sometimes in the thousands. It's an ideal opportunity to both test the capabilities of the Qlik platform and build their skills and understanding.

Real-time application speeds up learning

Qlik is now an integral part of the curriculum at MIT ADT. For second-year data science students and third-year data analytics students, Qlik is part of their practical assessment with three credits. Student assignments are also based on the Qlik Academic Program's offering, with credits earned on successful completion.

A key benefit of learning about data analytics through the Qlik Academic Program is its simplicity. Students can easily grasp processes while dealing with complex problems, particularly in the pre-processing phase of data analytics.

"Non-IT students who are not comfortable with programming can also work with Qlik Sense comfortably," Pundlik notes. "The academic program offers the exact software that is given to customers.

"The Learning Management System is also fabulous, and everything is structured so well."

Students can also capitalize on the platform's agility to build dashboards, while drag-and-drop features simplify the process of navigating data. This then encourages them to design more interactive dashboards.

"Qlik has great storytelling features," Pundlik adds. "Students don't just see a single diagram; they can build a complete story."

Students can now immediately apply theoretical concepts to practical applications, accelerating the learning process. These are also key benefits for the faculty, with Qlik promoting critical thinking skills among data science students. Arguably the most important outcomes are that senior students are motivating younger colleagues to join the data science courses and that students are getting good placements when they graduate.

To date, over 100 MIT ADT students have accessed the Qlik Academic Program resources through the university's data analytics and visualization course. This is, however, just the beginning as enrolment is expected to rise further still as the curriculum's reputation grows.

The early successes that Qlik has enabled are attracting the attention of other university departments. MIT ADT now plans to run a mandatory five-day, 40-hour course covering the data literacy and business analyst content available through the Qlik Academic Program, aided by a growing team of data science educators led by Pundlik. Other faculties covering project management are also showing a keen interest.

The honor of becoming an Educator Ambassador

Also growing is Pundlik's profile, with her commitment to academic success earning her the title of Qlik Academic Program Educator Ambassador by the 2023 program's cohort. She was also elated to be recognized at Qlik World as part of the growing global community of data analytics educators and professionals.

Both are honors of which she is justifiably very proud, adding yet more weight to the course's reputation and enabling her to connect with other educators globally and build her understanding of how they use Qlik in their respective institutions.

The keys to success

>2k students and 500 educators exposed to the Qlik Academic Program

>100 students successfully completed the Qlik Sense Business Analyst Qualification

"Qlik is a great showcase for my work. I appreciate the help available to Qlik Educator Ambassadors who can reach out to experts in data analytics."

Sumitra Pundlik, Senior Assistant Professor and Specialization Head Coordinator for Data Analytics, MIT ADT University

Special Thanks to

Prof. Dr. Mangesh Karad, Executive President & Vice Chancellor, MIT ADT University
Prof. Dr. Ramachandra V. Pujeri, Dean, MIT School of Computing , MIT ADT University
Prof. Dr. RajneeshKaur Sachdeo, Director, MIT School of Computing, MIT ADT University
Prof. Dr. Rekha Sugandhi, HoD -IT, MIT School of Computing, MIT ADT University

Qlik Q

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.
qlik.com