



Level 2 – Pre-sales/Solution Architects

Describe business challenges that can be addressed by Qlik AutoML

- Identify the roles within a customer or prospect that are ideal for positioning Qlik AutoML
- Recognize examples of machine learning use cases across different industries
- Identify customer use cases that are ideal for positioning Qlik AutoML, including predictions on a data pipeline, real-time personalized calculations, and unstructured data analysis
- Recognize the customer benefits of AutoML for different personas such as business analysts and data scientists
- Identify the impact of AutoML for analytics teams, including automated model creation, predictive analytics, and decision planning

Describe the sales process for Qlik AutoML

- Identify elements in the AutoML sales cycle including identifying needs, demonstrating AutoML, working sessions with use cases, and mapping business goals
- Recognize machine learning competitors within the market, including stack vendors and pureplay vendors
- Identify strategies for positioning Qlik AutoML against competitors based on the specific competitor or vendor type
- Recognize ideal scenarios for deploying AutoML as part of an end-to-end data pipeline

Describe strategies for deploying models from Qlik AutoML

- Differentiate between augmented and automated decision-making models
- Identify the appropriate deployment strategy for a given use case
- Recognize steps in deploying models from Qlik AutoML
- Identify when to use .csv download vs. prediction sync vs. prediction API
- Given a customer use case, identify best model, deployment strategy and deployment methods

Describe strategies for managing models in Qlik AutoML

- Identify benefits and constraints of hyperparameter optimization
- Recognize benefits of continual model iteration
- Recognize need for data monitoring
- Identify causes for models underperforming
- Recognize steps and components of model re-training
- Given a customer use case, identify best strategy for managing an existing model in Qlik AutoML