



ANALYTICS



VRG powers proactive, AI-driven operations with Qlik Predict[®] and Qlik Answers[™]



About Village Roadshow

Village Roadshow Group (VRG) is an Australian entertainment company that owns and operates some of the country's largest theme parks, including Warner Bros. Movie World, Sea World, and Wet'n'Wild on the Gold Coast. It is also a leading Australian cinema operator and film distributor.

Having experienced considerable successes with Qlik Cloud Analytics™, VRG expanded its Qlik® environment to include Qlik Answers and Qlik Predict. This powerful suite of Qlik tools is now used at all levels of the business, delivering powerful insights that enable proactive responses, optimize resourcing, time, and costs, and empower the company to provide outstanding customer experiences.

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Arul Arogyanathan, Group CIO, Village Roadshow Group



Customer Name
Village Roadshow Group

Geography
Australia, APAC

Industry
Retail & Services

Function
Finance, HR, IT, Marketing, Sales,
Supply Chain Management

Challenges

- Replace siloed, outdated, and manual reporting processes
- Improve key operational indicators such as cost and customer experience
- Move from reactive responses to proactive insights and initiatives

Solution

VRG took its data environment into the cloud with Qlik Cloud Analytics, and added Qlik Predict and Qlik Answers to its growing toolkit.

Results

- Qlik Predict optimizes staffing levels, costs, and the customer experience
- Qlik Answers handles hundreds of basic staff questions each day
- Qlik is now VRG's third-most-used software platform

Harnessing data to create magic

As Australia's largest theme park operator and a major film distribution and cinema business, understanding and anticipating customer wants, needs, and trends is vital for VRG. Acquiring this intelligence, then implementing it in harmony with other market factors across a broad and diverse portfolio of locations, demands a robust and sophisticated data offering.

As Group CIO, Arul Arogyanathan is responsible for technology strategy and operations across VRG's business. And this includes data and analytics.

"In a thriving industry like ours, where understanding consumer preferences and dynamic market conditions is critical, being a data-driven organization isn't just a strategic choice: it's a necessity," he says. "Data is where you find the answers to anything. It can be the difference between success and failure."

Before implementing Qlik solutions, VRG relied heavily on manual reporting processes. With data spread across separate systems and reports often static in nature, teams found it challenging to access timely, unified insights. This made it difficult to respond quickly and confidently to evolving business needs.

"By the time we'd managed to get the answers, the questions had already changed," Arogyanathan recalls. "Every decision we made felt delayed, reactive, and disconnected."

What Arogyanathan needed was a unified platform that could combine both internal and external data sources, and use them to deliver powerful, compelling, and insightful analytics through a single pane of glass.

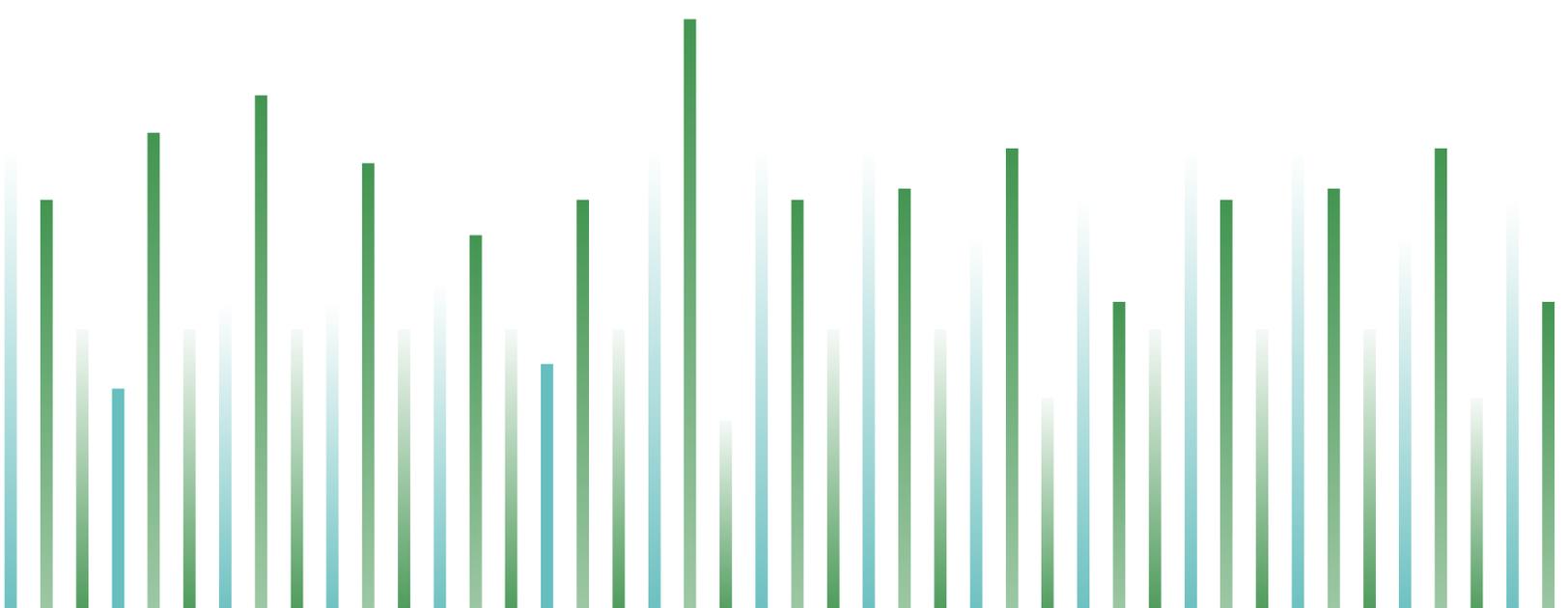
"Too often, data is trapped in the hands of data engineers or analysts. We want to democratize it and allow end users to experiment with it," he adds. "That's what we were looking for from a platform, and Qlik made it possible. It's so intuitive that people can just get into it and start creating magic."

Flexibility and simplicity

Qlik allowed VRG to access, collect, and process nearly 50 data sources: 30 internal and 20 external. The results were then readily available to users across the organization.

"One of the beauties of Qlik is the flexibility it gives to power users and the simplicity it gives to business users," Arogyanathan says. "It's very hard to find that combination in a single platform, and it was a key part of our decision to choose Qlik."

It's a combination that gained traction very quickly among VRG's staff, with 150 users at all levels and in all departments quickly becoming Qlik enthusiasts. HR teams use Qlik to define and implement recruitment and retention strategies, while the operations team assesses demand forecasts and labor optimization, and finance teams look at budgets, spending, and cost control.





“Whether it’s making day-to-day operational decisions, formulating strategic plans, or even responding to an unforeseen incident in a theme park or cinema, we use Qlik across the board,” Arogyanathan says.

In fact, Qlik, is now VRG’s third-most-popular software application, with only its web browser and email client gaining more usage.

“Qlik isn’t just a reporting tool for VRG, it’s a decision-making backbone. Every day of every year, every layer of the business uses Qlik,” Arogyanathan adds. “Two of our top three users are C-level leaders, and 18 of the top 25 are general managers or business unit heads. That tells you how powerful Qlik is: it covers everyone from executives to business end users.”

VRG’s data evolution is continuing. With a recent switch to Qlik Cloud Analytics it can now access a series of powerful new tools. For Arogyanathan, the change was a powerful opportunity.

“We saw that we could shift our focus from looking at what’s happened to confidently anticipating what’s coming next,” he notes. “That’s what really defines success.”

From data-driven to AI-driven

The first tool that is delivering on Arogyanathan’s vision is Qlik Predict. It already has numerous use cases across VRG, but the one that Arogyanathan sees as most valuable is the ability to forecast daily attendances at theme parks and cinemas.

“Attendance prediction is the cog that moves every other gear for us,” he notes. “It used to be part of our annual budget, and any ad hoc changes were based on intuition. Now, with Qlik, we can predict attendances on a weekly, fortnightly, or monthly basis, which allows us to make real-time decisions on labor optimization, scheduling, and staffing.”

Historically, VRG’s forecasts achieved an accuracy of around 70%. With Qlik, that figure is now above 90%, and rising.

“It also has a monetary impact,” Arogyanathan adds. “If you overestimate, you overspend and eat into your margins; if you underestimate, you risk compromising service. With Qlik Predict we’ve achieved significant improvements in our guest experience and downstream operations.”

Also making an important impact on VRG is Qlik Answers, which is currently showing promising results while being piloted to handle HR queries.

“We have 5,000-plus employees, and we can get up to 500 questions a month from them,” Arogyanathan says. “How do I reset a password? How do I access this application? Am I allowed to do this? Qlik Answers takes care of all that now. Even with complex governance or policy documents, you ask the question and Qlik does the rest.”

It’s a powerful combination of capabilities that puts VRG in an excellent position to handle the next challenges and harness new opportunities.

“Qlik Predict and Qlik Answers give us a great head start in our AI journey and becoming an AI-driven organization,” Arogyanathan says. “Previously, we were chasing the data; now, we’re acting on it. Instead of lagging indicators, we have leading-edge intelligence. That’s how Qlik allows us to do data differently.”

**Make game-changing analytics
accessible to everyone**

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About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

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