



Introduction to Looker

Google Cloud

Welcome to the **Introduction to Looker** module.

Agenda

- 01 What is Looker?
- 02 Example 1: Looker User Interface
- 03 Recap



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In this module, we'll begin with an introduction to what Looker is and how it can play a key role in your organization's data workflows.

Then, we'll end this introductory module with a walkthrough of the Looker user interface to highlight its key features for data explorers.

Introduction to Looker

01 What is Looker?

02 Example 1: Looker User Interface

03 Recap



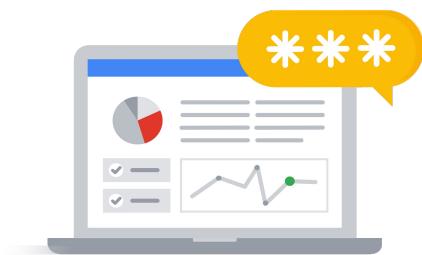
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Looker is a business intelligence software and big data analytics platform that helps you explore, analyze and share real-time business analytics easily.

It helps you see the data your company collects and allows you to create custom visualizations and dashboards.

What is Looker?

Looker can help you:



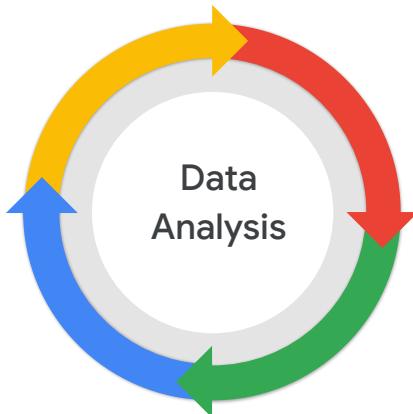
- ✓ See the data your company collects.
- ✓ Answer questions as you have them.
- ✓ Stay up to date with the status of your business.
- ✓ Use data for daily decisions, instead of waiting for reports.

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Specifically, Looker is a powerful tool that helps you:

- Access and review the data your company collects.
- Get your questions answered as you have them.
- Stay up to date with the status of your business.
- Use data in your daily decisions instead of waiting to get a new report.

The role of Looker in the data analysis process

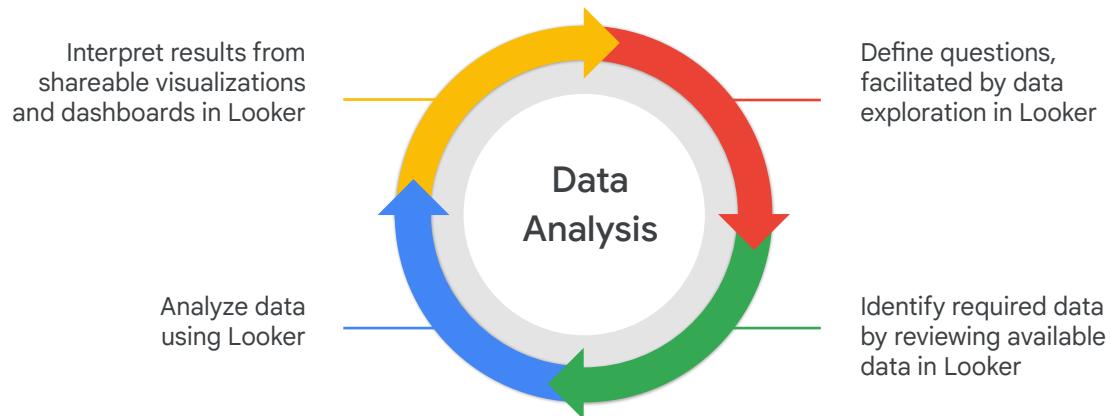


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To consider how Looker can support your data workflows, let's examine the overall data analysis process and the role of Looker in this process.

When working with data, it's important to have clear objectives. We suggest a data analysis process that includes the following components.

The role of Looker in the data analysis process



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1. **Define questions.** Identify what questions need to be answered using your data.
2. **Identify required data.** Determine the specific dimensions and measures you will need to answer those questions.
3. **Analyze data.** Explore the dimension and/or measure relationships via tables and visualizations. This exploration of your data should empower you to take some kind of action or make some kind of decision with regard to your work.
4. **Interpret the results.** Glean actionable insights from your analyzed data.

Looker can support you throughout this process. For example, you can explore your data in Looker to help you define questions and identify necessary datasets.

Then, you can use Looker to analyze and visualize data to answer your questions.

Last, you can share visualizations and dashboards with your stakeholders to facilitate discussion on the results and identify next steps.

Independent of the datasets used, this data analysis process is transferable and can provide a useful framework for thinking about how Looker can be integrated into your existing workflows.

Introduction to Looker

01 What is Looker?

02 [Example 1: Looker User Interface](#)

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Looker is an enterprise platform for data experiences.

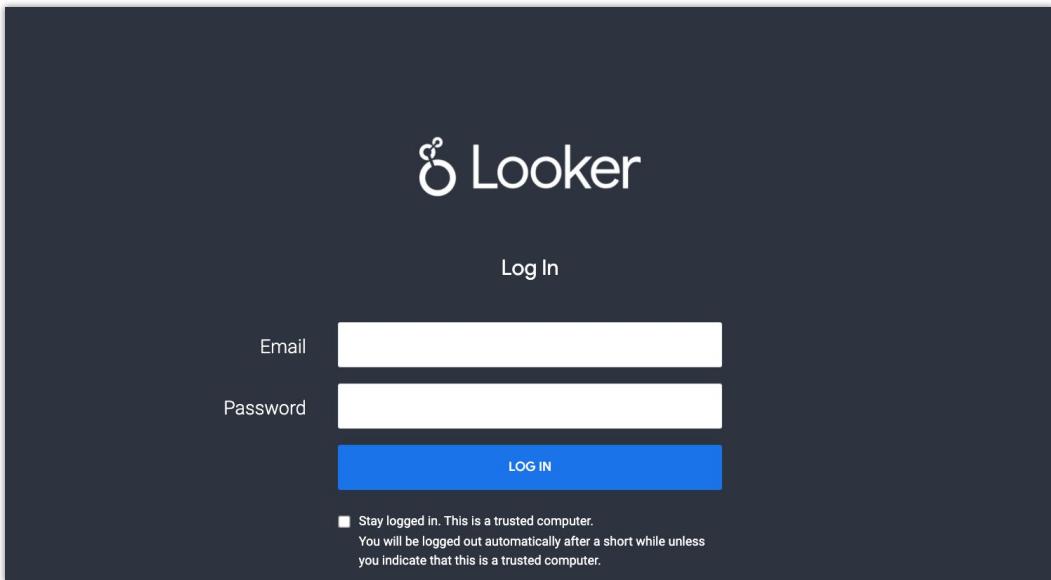
Looker user interface

Let's explore an example Looker instance



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Let's review how to navigate the Looker platform and how you can use it to explore your organization's data.



Examples are based on fictional data.

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Looker is a browser-based cloud application, which means you access it by opening an internet browser like Chrome or Firefox, going to a URL, and logging in. For example, the URL for a company's Looker instance might be **companynname.looker.com**.

Typically, you can log in to an instance with an email and password combination, though your company might have single sign-on enabled. In that case, you would click on an "Authenticate" button to get in, without the need to remember or store separate credentials.

The screenshot shows the Looker platform interface. On the left, there's a sidebar with navigation links: Explore, Develop, Shared folders (which is highlighted), Recently Viewed, Favorites, Boards, Folders, and Blocks. A magnifying glass icon is positioned over the Shared folders link. The main area is titled "Your organization's folders". It contains three sections: "Shared folders", "Dashboards", and "Looks".

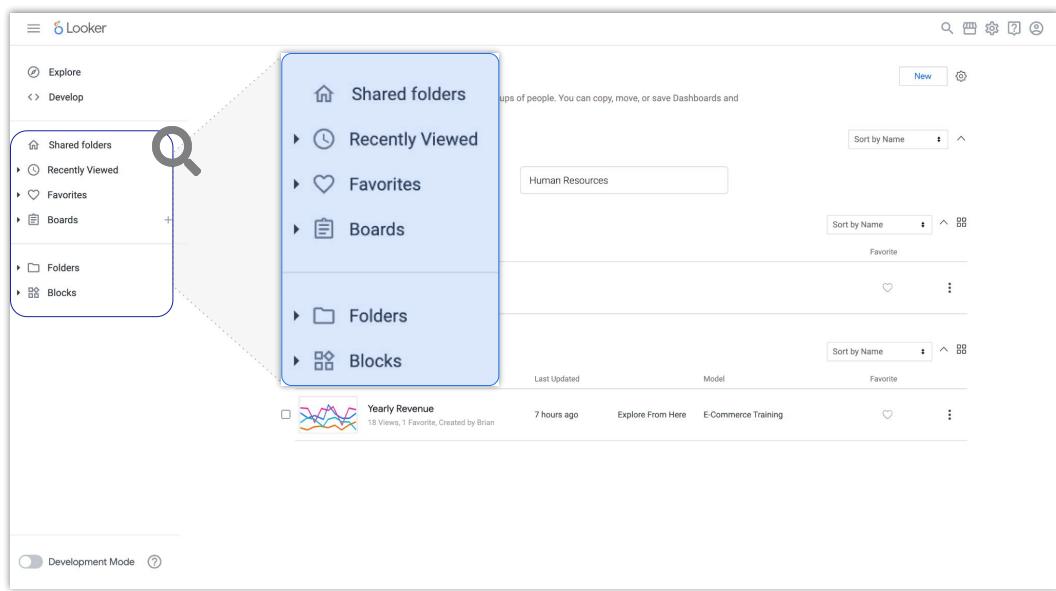
- Shared folders:** Shows a single folder named "Customer Metrics".
- Dashboards:** Shows one dashboard named "Business Pulse" with a thumbnail image of a line chart.
- Looks:** Shows one look named "Yearly Revenue" with a thumbnail image of a line chart.

At the bottom left, there's a "Development Mode" toggle switch. At the bottom right, it says "Examples are based on fictional data." and "Google Cloud".

When you first log in to the Looker platform, your home page may vary depending on what your company's Looker administrator has configured.

In this example instance, we are seeing the **Shared** folders. Folders in Looker are where content lives, just as files in your computer or Google Drive are stored in folders.

“Content” in Looker terminology refers to Looks and dashboards. Looks are standalone reports or visualizations, while dashboards contain more than one visualization. We’ll dive deeper into all this as we explore this example Looker instance.



Examples are based on fictional data.

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Let's review the navigation options available to different types of users in Looker.

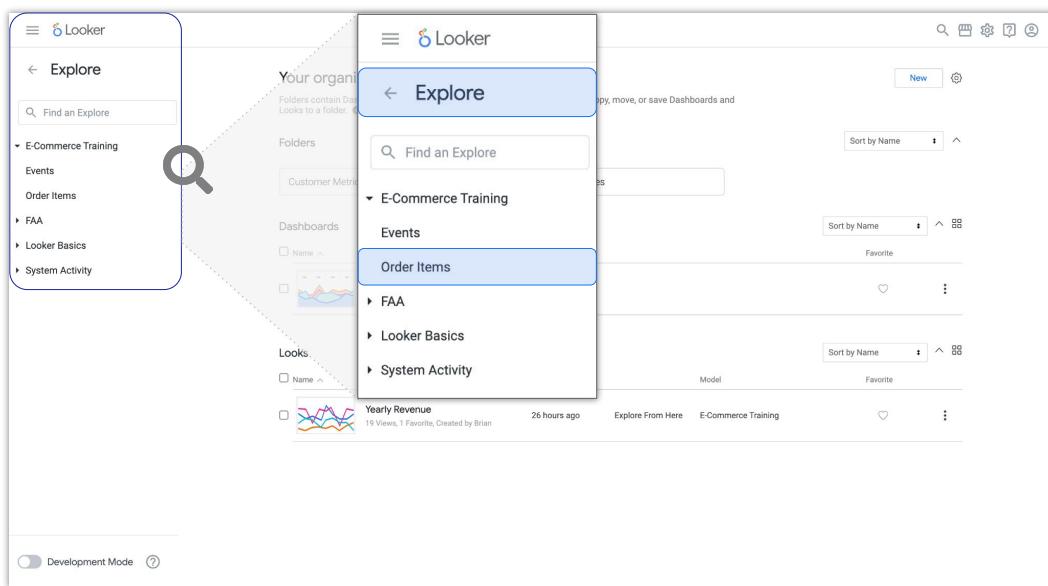
First, the left-side panel provides the content navigation options for users that have been added to the Looker instance as data viewers, which are users who need to find existing information quickly and easily. Data viewers do not create their own reports and visualizations.

The screenshot shows the Looker interface with the 'Explore' tab highlighted in blue. The left sidebar includes links for 'Explore', 'Develop', 'Shared folders', 'Recently Viewed', 'Favorites', 'Boards', 'Folders', and 'Blocks'. The main area displays 'Folders' containing 'Customer Metrics' and 'Human Resources', 'Dashboards' including 'Business Pulse' (28 views, created by Jenny), and 'Looks' including 'Yearly Revenue' (7 hours ago, 18 views, 1 favorite, created by Brian). A search bar at the top allows filtering by name. A 'Development Mode' toggle is at the bottom left. A 'New' button is at the top right.

Examples are based on fictional data.

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Now, if you have been added as a data explorer to a Looker instance, you will also see the **Explore tab** in the left-side navigation panel of the Looker UI.



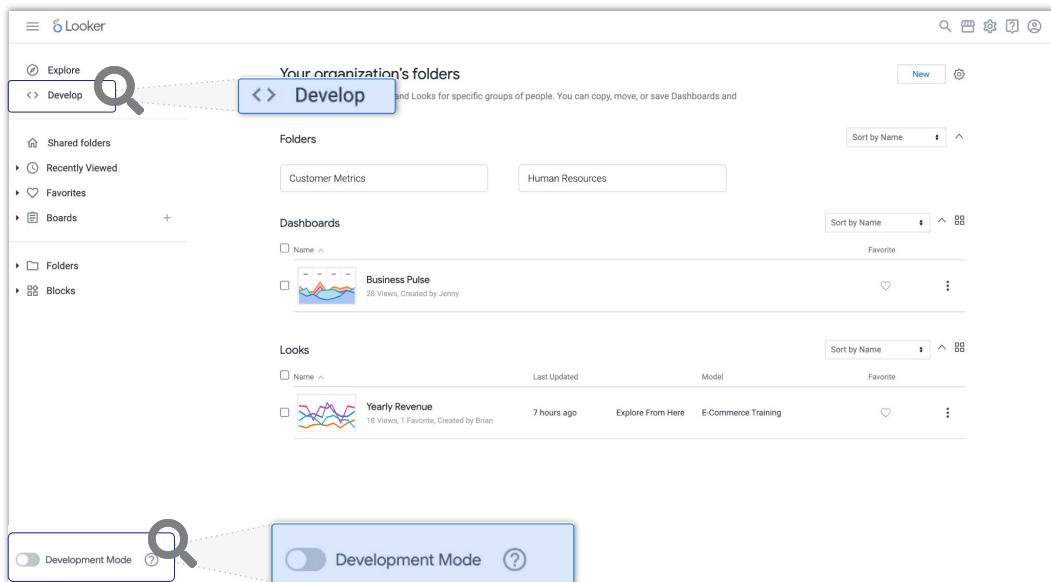
Examples are based on fictional data.

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As a data explorer, you use Explores to ask questions of your data and create visualizations and reports that can be shared with others such as data viewers. For example, if you wanted to know something about orders, you'd choose something like an **Order Items** Explore.

Explores are curated by Looker developers in a proprietary templating language called LookML. The Explores that you have been given access to will be listed under this **Explore** tab.

The **Explore** section of Looker is where we'll be spending the majority of our time in this walkthrough.



Next, the **Develop** menu is used by LookML developers to curate the Explores that are accessible to data explorers via the **Explore** tab.

Within the **Develop** environment, developers can specify which fields are available in each Explore, how each field appears, and the logic or behavior for each field. Developers can use the toggle button at the bottom left-side of the UI to enter **Development Mode** to make and test changes to LookML code before sending the changes to production.

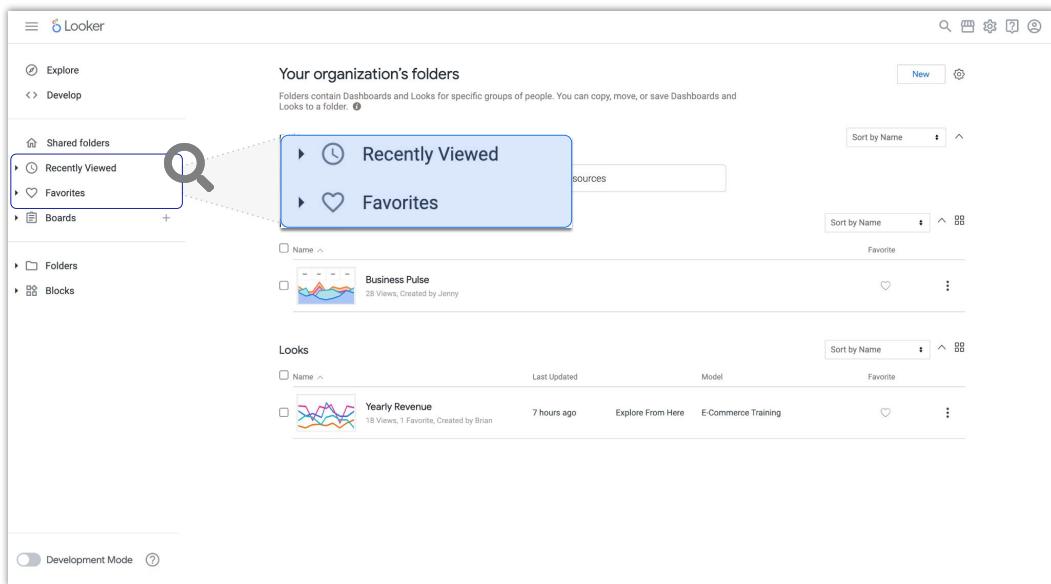
At your organization, you may not see a **Develop** menu if that is not part of your role. We will not review the options in the **Develop** environment in this walkthrough, as we will work with Explores that have already been created by LookML developers.

The screenshot shows the Looker web application interface. On the left, there is a sidebar with navigation links: Explore, Develop, Admin (which is highlighted with a blue box), Shared folders, Recently Viewed, Favorites, Boards, Folders, and Blocks. Below the sidebar, there is a search bar with the placeholder "Customer Metrics" and another search bar with the placeholder "Human Resources". The main content area is titled "Your organization's folders". It displays two sections: "Dashboards" and "Looks". Under Dashboards, there is one item named "Business Pulse" with a thumbnail image showing a line chart. Under Looks, there is one item named "Yearly Revenue" with a thumbnail image showing a line chart. Both sections have sorting and filtering options at the top. At the bottom of the main content area, there is a "Development Mode" toggle switch and a help icon. The footer of the page contains the text "Examples are based on fictional data.", the "Google Cloud" logo, and the Looker logo.

Finally, Looker administrators use the **Admin** menu to configure the users, permissions, and other settings for the Looker instance such as database connections.

Again, in your organization's Looker instance, you may not see an **Admin** menu if that is not part of your role. We will not be using the options in the **Admin** menu in this walkthrough either.

In this walkthrough, we will focus on resources available through the **Browse** and **Explore** menus, which provide the key options for data explorers to access, analyze, visualize, and share data.



Examples are based on fictional data.

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From the left-side navigation panel of the Looker UI, you can access your recent Looker content browsing history in **Recently viewed**. This might be useful if you need to access a report from a day or two ago, but can't remember what it's called or aren't sure where to look for it.

When you do find something that you want to save for future reference, you can add it as a favorite—and then access your list of **Favorites** from here. This section will contain all of your bookmarked dashboards and Looks.

The screenshot shows a user interface for managing organizational assets. At the top left is a magnifying glass icon and a folder icon. The top right features a search bar, a refresh button, settings, and a help icon. Below the header, a title reads "Your organization's folders". A note states: "Folders contain Dashboards and Looks for specific groups of people. You can copy, move, or save Dashboards and Looks to a folder." A "New" button and a gear icon are on the right.

Folders

- Customer Metrics
- Human Resources

Dashboards

Name	Last Updated	Model	Favorite
Business Pulse	30 Views, Created by Jenny		

Looks

Name	Last Updated	Explore From Here	Model	Favorite
Yearly Revenue	26 hours ago	E-Commerce Training		

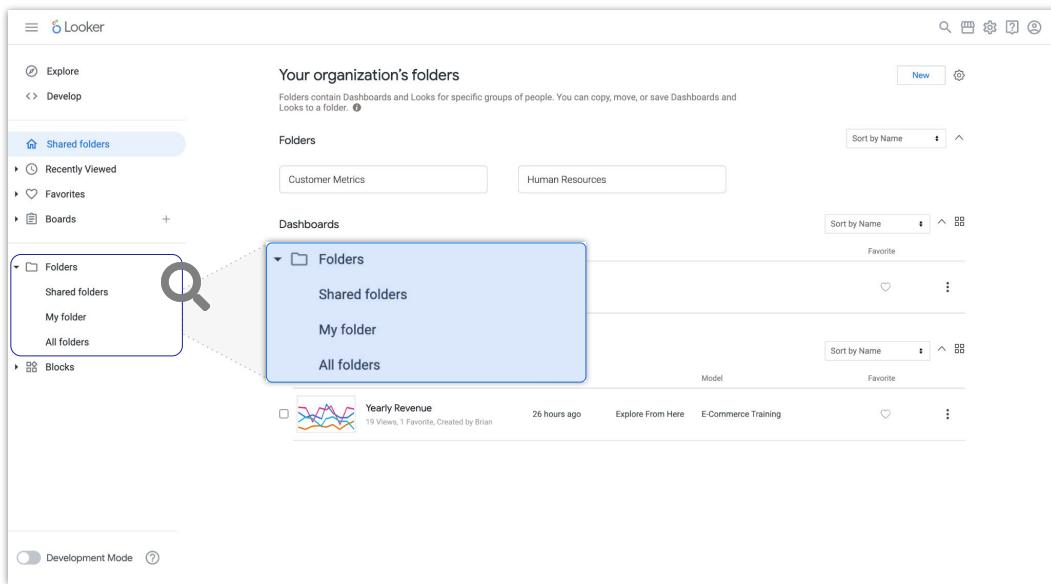
Examples are based on fictional data.

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A useful feature that you can use is the **menu** icon in the top left corner of the page to collapse or expand the left-side navigation panel anytime.

The screenshot shows the Looker interface with a sidebar on the left containing navigation links like Explore, Develop, Shared folders, Recently Viewed, Favorites, Boards (which is selected and highlighted with a blue box and a magnifying glass icon), Folders, and Blocks. The main content area is titled "Your organization's folders" and contains sections for "Folders" and "Looks". In the "Folders" section, there are two cards: "Customer Metrics" and "Human Resources", both with sorting options. A large blue box highlights the "Boards" section, which contains a card for "Business Pulse" (28 Views, Created by Jenny) and another for "Yearly Revenue" (18 Views, 1 Favorite, Created by Brian). Both the "Folders" and "Looks" sections have sorting and filtering options. At the bottom of the main content area, there is a note: "Examples are based on fictional data." and the "Google Cloud" logo.

Moving on, **Boards** serve as a useful way of organizing content, such as saving multiple Looks and dashboards onto one board that you can share with others.



Examples are based on fictional data.

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Finally, if your Looker administrator has installed any **tools** or **Blocks** (which are pre-built data models from the Looker Marketplace), they would also show up in the left-side navigation panel. Applications are not in the scope of this walkthrough.

Each user has a personal folder with their name on it; in the current view, it is labeled as **My folder**. For you as a Looker user, this is your own scratch space for works in progress, as well as a storage space for content that is only meaningful to you or your role.

Finally, expanding the **Folders** menu allows you to see additional folders beyond the **Shared folders**. For example, you can go to the **People** folder under **All folders** to see other users' personal folders.

The screenshot shows the Looker web interface. On the left is a sidebar with navigation links: Explore, Develop, Shared folders, Recently Viewed, Favorites, Boards, Folders, and Blocks. The main area is titled "Your organization's folders". It displays three sections: "Folders" (Customer Metrics, Human Resources), "Dashboards" (Business Pulse, 28 Views, Created by Jenny), and "Looks" (Yearly Revenue, 18 Views, 1 Favorite, Created by Brian). A search bar at the top right includes icons for magnifying glass, calendar, gear, help, and user. Below the search bar are buttons for "New" and "Sort by Name". At the bottom of the interface is a "Development Mode" toggle switch.

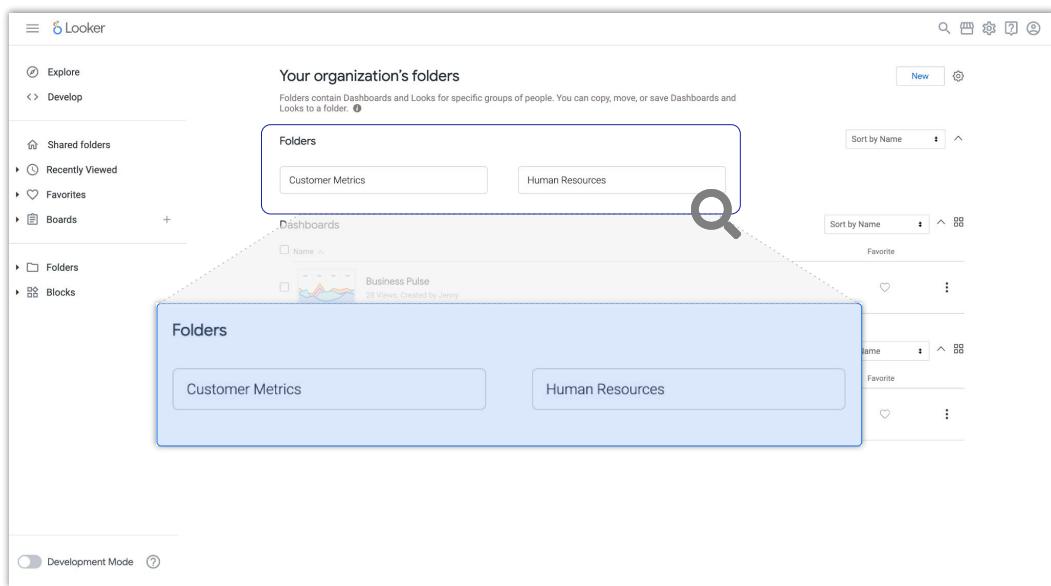
Examples are based on fictional data.

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Now, in the top right corner, you'll see four icons:

1. The **magnifying glass** allows you to search across the Looker instance by keyword and also links you back to Looker Connect for learning assistance.
2. The **Looker Marketplace** is where you can find applications and tools to get more out of your data.
3. The **help** icon provides links to chat support, docs, a user guide, and more.
4. And the **user** icon is where you'll find access to information associated with your Looker account.

Additionally, if you have admin access, a fifth **gear** icon will appear between the **Looker Marketplace** and **help** icons that allows access to the admin settings page.



Examples are based on fictional data.

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Let's shift our focus to the **Shared folders** page, and explore folders and content.

Folders contain Looks and dashboards for specific groups of people. You can copy, move, or save Looks and dashboards to a folder. Folders can also contain sub-folders.

The screenshot shows the Looker interface. On the left, there's a sidebar with navigation links: Explore, Develop, Shared folders, Recently Viewed, Favorites, Boards, Folders, and Blocks. The main area is titled "Your organization's folders". It has two search bars: "Customer Metrics" and "Human Resources". Below these are two sections: "Dashboards" and "Looks".
Dashboards: A table with one row for "Business Pulse".

Name	Last Updated	Model	Favorite
Business Pulse	28 Views, Created by Jenny		

Looks: A table with one row for "Yearly Revenue".

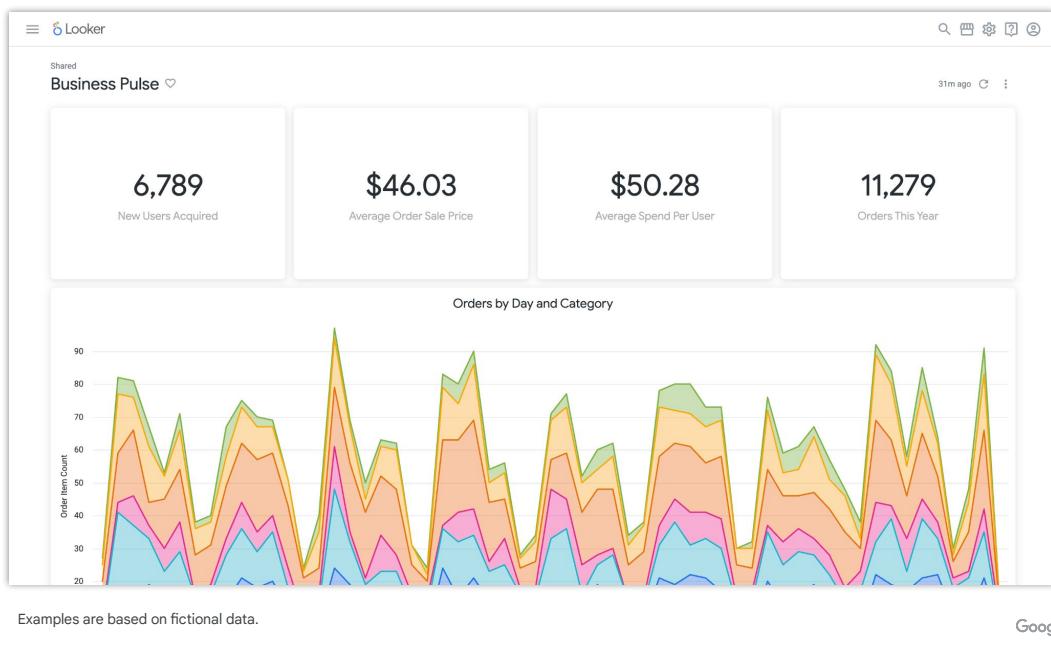
Name	Last Updated	Model	Favorite
Yearly Revenue	7 hours ago	Explore From Here E-Commerce Training	

At the bottom left is a "Development Mode" toggle switch. At the bottom right are "New", "Search", "Settings", and "Help" icons.

Examples are based on fictional data.

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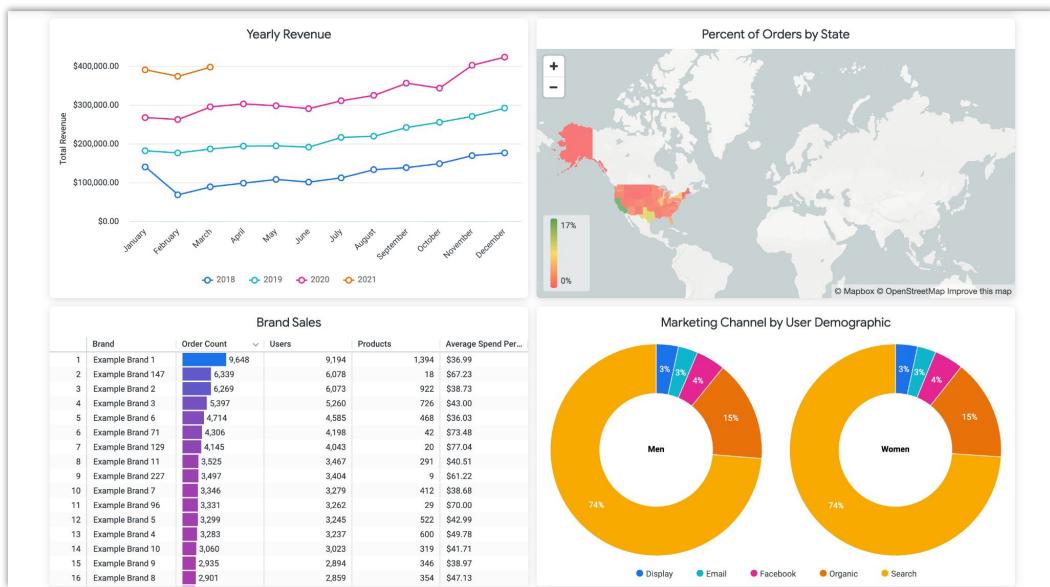
The **Dashboards** section shows various pieces of data in one location, like the Business Pulse dashboard, for example. Each section of a dashboard is referred to as a single visualization or tile.



Okay, let's examine a dashboard. In our ecommerce company, we want to see how business is going at our company, so we can click on the "**Business Pulse**" dashboard.

Dashboards in business intelligence show you various pieces of information about some overall topic or domain, similar to how a dashboard on a car shows you various aspects of your car's performance: how quickly you are going, how much gas you have left in the tank, whether your headlights are on, and so on.

So in "Business Pulse" you can see some key metrics that a typical ecommerce company would care about: the number of users, average amount they spend per order, average amount each spends in their lifetime, number of orders so far this year, and how that compares to the same point in time last year. We call these single-value visualizations.



Examples are based on fictional data.

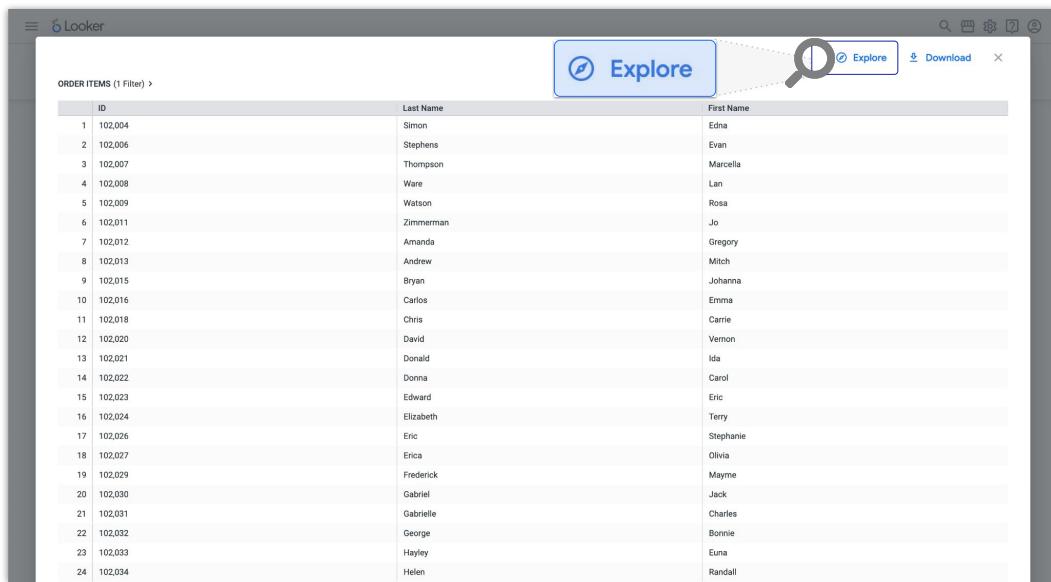
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Scrolling down the dashboard, you can see some other visualization types Looker supports out of the box including area and line charts, maps, tables, donut multiples, and column charts.



Now let's say you work in Marketing, and you want to see some more information about new users, maybe because you want to send them a promotional code to thank them for registering on our ecommerce platform.

In Looker, you can click on a visualization to "drill down," meaning you can see a more detailed breakdown of the data.



The screenshot shows a Looker dashboard titled "ORDER ITEMS (1 Filter) >". A table displays columns for ID, Last Name, and First Name. An "Explore" button is overlaid on the interface, with a magnifying glass icon pointing towards the table.

ID	Last Name	First Name
1	Simon	Edna
2	Stephens	Evan
3	Thompson	Marcella
4	Ware	Lan
5	Watson	Rosa
6	Zimmerman	Jo
7	Amanda	Gregory
8	Andrew	Mitch
9	Bryan	Johanna
10	Carlos	Emma
11	Chris	Carrie
12	David	Vernon
13	Donald	Ida
14	Donna	Carol
15	Edward	Eric
16	Elizabeth	Terry
17	Eric	Stephanie
18	Erica	Olivia
19	Frederick	Mayme
20	Gabriel	Jack
21	Gabrielle	Charles
22	George	Bonnie
23	Hayley	Euna
24	Helen	Randall

Examples are based on fictional data.

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Clicking on the number for New Users Acquired shows you details about these new users: their ID, First Name, and Last Name.

But, what if you want to know more about them, like their ages and locations? If you have permission to access the underlying data, you will usually find an option to **Explore** or **Explore from Here** to drill down into additional information.

The screenshot shows the Looker Explore interface. On the left, there's a sidebar with a search bar and a list of datasets: Order Items, Custom Fields, Distribution Centers, Inventory Items, Order Items, Products, and Users (with 4 items). The main area has tabs for Filters, Visualization, Data, Results, and SQL. The Data tab is selected, showing a table with columns: Users ID ↑, Users Last Name, and Users First Name. The table contains 27 rows of data. The SQL tab at the bottom shows the query: `SELECT Users ID AS id, Users Last Name AS last_name, Users First Name AS first_name FROM users WHERE Users Created Date >= DATEADD(DAY, -180, CURRENT_DATE)`.

Users ID ↑	Users Last Name	Users First Name
1	102004 Simon	Edna
2	102006 Stephens	Evan
3	102007 Thompson	Marcella
4	102008 Ware	Lan
5	102009 Watson	Rosa
6	102011 Zimmerman	Jo
7	102012 Amanda	Gregory
8	102013 Andrew	Mitch
9	102015 Bryan	Johanna
10	102016 Carlos	Emma
11	102018 Chris	Carrie
12	102020 David	Vernon
13	102021 Donald	Ida
14	102022 Donna	Carol
15	102023 Edward	Eric
16	102024 Elizabeth	Terry
17	102026 Eric	Stephanie
18	102027 Erica	Oliva
19	102029 Frederick	Mayme
20	102030 Gabriel	Jack
21	102031 Gabrielle	Charles
22	102032 George	Bonnie
23	102033 Hayley	Euna
24	102034 Helen	Randall
25	102035 Herbert	Hazel
26	102038 Jason	Kenneth
27	102040 Jenny	Lisa

Examples are based on fictional data.

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Clicking on this option takes you out of the dashboard and into a separate interface called the Explore.

Yes, this is a different part of Looker. From this point on, you can work with the underlying data through the Explore without affecting the "Business Pulse" dashboard that you were just viewing.

We've mentioned Explores a few times, so you may be wondering what exactly is an Explore? Well, an Explore is a report-builder interface as well as a portal to ask questions of your data.

The screenshot shows the Looker interface with the 'Order Items' Explore page. On the left, there's a field picker with a magnifying glass icon pointing to it. The field picker lists several views: 'Custom Fields', 'Distribution Centers', 'Inventory Items', 'Order Items', 'Products', and 'Users'. A blue callout box highlights the 'Users' view, which contains a list of user IDs (102023 to 102040) and their corresponding names (Edward, Elizabeth, Eric, Erica, Frederick, Gabriel, Gabrielle, Hayley, Helen, Herbert, Jason, Jerry). To the right, there's a table with columns for 'User ID' and 'Name', showing the same data. At the top right, there are buttons for 'Run' and 'Edit'.

User ID	Name
102023	Edward
102024	Elizabeth
102024	Eric
102027	Erica
102029	Frederick
102030	Gabriel
102031	Gabrielle
102032	Hayley
102034	Helen
102035	Herbert
102038	Jason
102040	Jerry

Examples are based on fictional data.

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To the left of the screen is the field picker. Fields are bundled in these expand-collapse menus called views. Each view is a related concept.

Since you are in the **Order Items** Explore, you have a view for order information, such as when an order was created, its ID, its status, and so on.

However, orders do not exist in a vacuum. They are ordered by people, or *users*. The goods come from *inventories*. The goods have *product* information such as brand and category. And they come from *distribution centers*.

As you explore order data or assemble a report about orders, you may need to include fields from some or all of these other views. That is why they are all offered together in this **Order Items** Explore.

The screenshot shows the Google Cloud BigQuery Explore interface. On the left, there's a sidebar titled 'Explore' with sections for 'Order Items' and 'Users'. The 'Users' section is expanded, showing dimensions like 'Age', 'City', 'Country', and measures like 'Count'. A magnifying glass icon is placed over the 'Users' section. In the center, there's a 'Data' tab showing a table with columns 'Users ID ↑' and 'First Name'. The table has 30 rows. On the right, there's a 'Results' tab showing a list of first names with a row limit of 500. The interface includes standard navigation buttons like 'Run' and 'Subtotals'.

Users ID ↑	First Name
1	John
2	Doe
3	Jane
4	Brown
5	Smith
6	Miller
7	Wilson
8	Anderson
9	Moore
10	Howard
11	Reed
12	Evans
13	Allen
14	Wright
15	Clark
16	Harper
17	Wood
18	Evans
19	Reed
20	Allen
21	Wright
22	Clark
23	Harper
24	Wood
25	Evans
26	Reed
27	Allen
28	Wright
29	Clark
30	Harper

Examples are based on fictional data.

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Let's expand the **Users** view. Each view has dimensions at the top, which are attributes of the data, and measures at the bottom, which are aggregations of the data attributes.

The screenshot shows the Google Cloud BigQuery Explore interface. On the left, there's a sidebar with 'Order Items' selected under 'All Fields'. Below it, 'Users' is expanded, showing dimensions like Age, City, Country, and measures like Count. A search bar and a 'Run' button are at the top right. The main area displays two filter panels. The top panel has 'Users Country' set to 'is equal to USA' and 'Users Created Date' set to 'is in the past 180 days'. The bottom panel also has the same filters. A magnifying glass icon highlights the filters. A table below shows user data with columns for ID, First Name, Last Name, and City. A note at the bottom says 'Row limit reached. Results may be incomplete.'

	ID	First Name	Last Name	City
9	102079	Miguel		Frank
10	102080	Nancy		William
11	102082	Nicole		Henry
12	102083	Noah		Nathaniel
13	102085	Patty		Susan
14	102089	Rebecca		Arnoldo
15	102090	Robert		Cathy
16	102091	Rodney		Lawrence
17	102093	Samuel		Tameka
18	102095	Sarah		Amanda
19	102096	Scott		Mary
20	102097	Sean		Jenna
21	102099	Shawn		Vernon
22	102100	Shelly		Glenn
23	102101	Shelley		Orlando

Examples are based on fictional data.

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For now, let's continue our narrative as a marketer trying to send these new users a promotional code to thank them for registering on our ecommerce platform.

Maybe your promotion is only applicable to users in the United States; you could filter on **Country** and make it "is equal to USA". After adding, removing, or modifying fields in the Explore, you always need to click the **Run** button in the top right corner.

Just like that, you have asked a question of the data—*Who are the people who joined our website in the past 180 days and live in the USA?*—and received your results.

Explore

Order Items

Users

DIMENSIONS

- Age
- City
- Country
- Created Date
- Email
- First Name
- Gender
- ID
- Last Name
- Latitude
- Longitude
- State
- Traffic Source
- Zip

MEASURES

- Count

500 rows · 1.6s · 1m ago · Run · ⏪

Save as a Look... ⌘S

Save to Dashboard... ⌘A

Download... ⌘L

Send... ⌘U

Save & Schedule... ⌘S

Share... ⌘U

Row Lim

Users First Name

	Users First Name
1	Ryan
2	Doris
3	Tammy
4	Amanda
5	Mark
6	Frank
7	William
8	Henry
9	Nathaniel
10	Susan
11	Arnoldo
12	Lawrence
13	Tameka
14	Amanda
15	Vernon
16	Glenn
17	Barbara
18	Jesse
19	Harry
20	Sharleen
21	Henry
22	Elizabeth
23	Daniel

Examples are based on fictional data.

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Now, from here, you could click on the gear icon to:

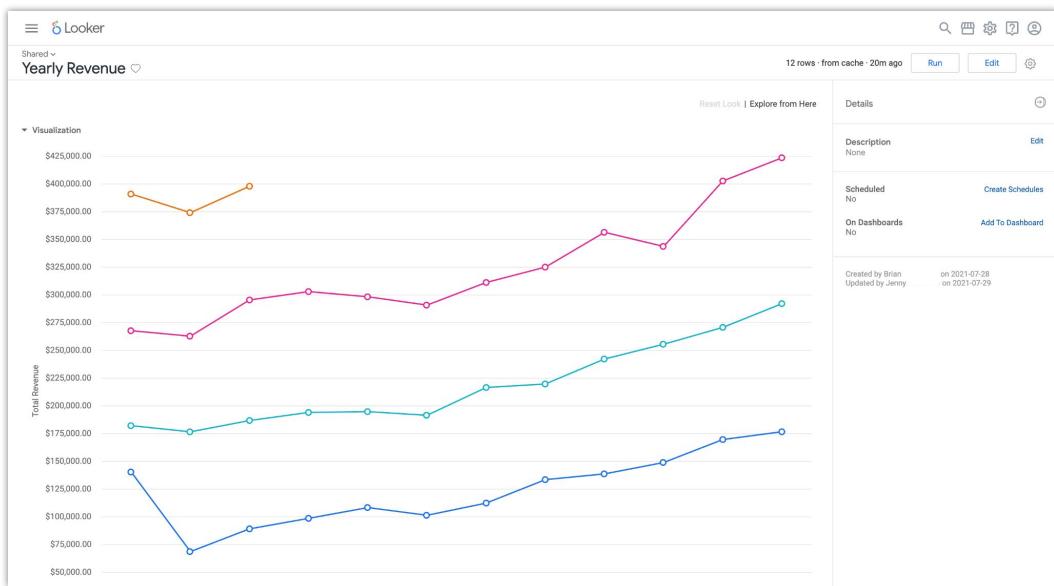
- save this as a Look for future reuse.
- save it to a dashboard, if you plan to gather more related, but separate, information.
- download it to your computer in a format such as CSV or spreadsheet.
- or send it to a colleague for review and next steps.

The screenshot shows the Looker interface on a web browser. The left sidebar has navigation links: Explore, Develop, Shared folders, Recently Viewed, Favorites, Boards, Folders, and Blocks. The main area is titled "Your organization's folders". It contains three sections: "Folders" (Customer Metrics, Human Resources), "Dashboards" (Business Pulse, 28 Views, Created by Jenny), and "Looks" (Yearly Revenue, 18 Views, 1 Favorite, Created by Brian). A magnifying glass icon highlights the "Looks" section. The interface includes search bars, sorting options (Sort by Name), and filter buttons (Model, Favorite). At the bottom left is a "Development Mode" toggle switch.

Examples are based on fictional data.

Google Cloud

Back on the **Browse** page, you can also see a list of available **Looks**. Unlike a dashboard, a Look is a single report.



Examples are based on fictional data.

Google Cloud

For example, a Look called **Yearly Revenue** is a standalone report of yearly revenue for 2018 to 2021 displayed in a single visualization.

The screenshot shows the Looker interface with the following sections:

- Left Sidebar:** Includes links for Explore, Develop, Shared folders, Recently Viewed, Favorites, Boards, Folders, and Blocks.
- Your organization's folders:** A section describing Folders, Dashboards, and Looks.
- Folders:** A search bar with filters for Customer Metrics and Human Resources, sorted by Name.
- Dashboards:** A list of dashboards including "Business Pulse" (28 Views, Created by Jenny).
- Looks:** A list of looks including "Yearly Revenue" (7 hours ago, 18 Views, 1 Favorite, Created by Brian), sorted by Name.

Examples are based on fictional data.

Google Cloud

Now, after this brief overview of the Looker User Interface, we hope that you are excited to explore Looker some more to analyze and visualize your data.

Introduction to Looker

01 What is Looker?

02 Example 1: Looker User Interface

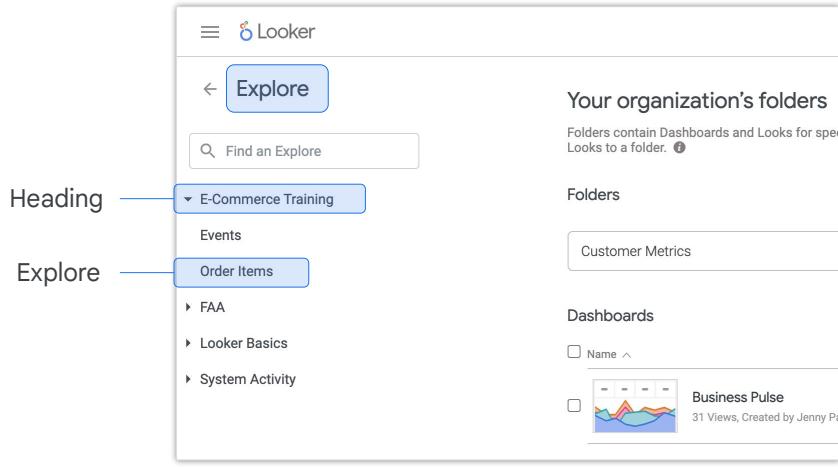
03 Recap



Google Cloud

To wrap up this module, let's review a few key points about the Looker user interface.

Key vocabulary



Google Cloud

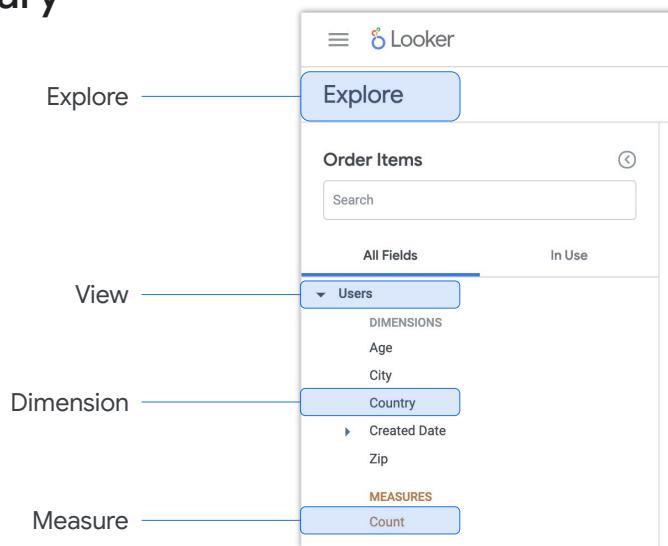
Explores are the central component of Looker that allow business and data analysts to conduct self-serve data exploration, analysis, and visualization.

Explores are curated by Looker developers using LookML (a proprietary templating language) and are typically composed of a single dataset, such **Order Items** which contains information related to items that have been ordered.

Explores are organized under headings, such as **E-Commerce Training**, so that users can easily access related data.

In the Looker User Interface, you can see all of the Explores that you have access to under the **Explore** options on the left-side navigation panel.

Key vocabulary



Google Cloud

Within an Explore, the data are organized into views, which typically represent a single table in a database, such as a table containing information about **Users**.

Views contain dimensions, which are data attributes such as the **Country** where a user lives, and measures, which are aggregates of dimensions such as **Count**.

You can use Explores to combine dimensions and measures to answer questions and create visualizations of the results, such as a bar chart of the number of users per country.

Key vocabulary

Looks

Name ▾

 Yearly Revenue
28 Views, Created by Rebecca Wang

Looks are standalone reports or visualizations.

Dashboards

Name ▾

 Business Pulse
20 Views, Created by Prasad Pagade

Dashboards can contain multiple visualizations referred to as tiles.

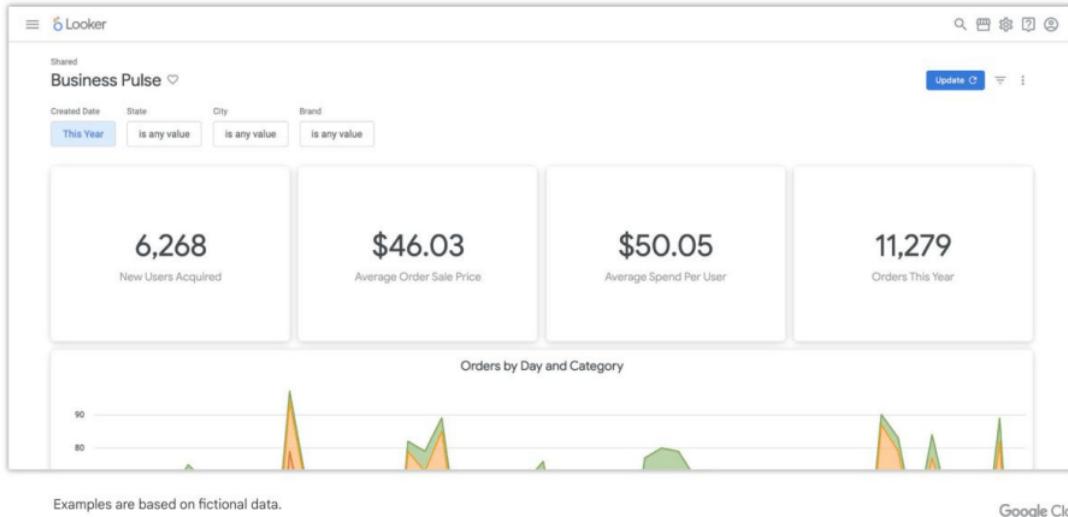
Google Cloud

Once you have obtained the desired results and created a visualization in an Explore, you can save the results as a Look, which is a standalone report or visualization. You can also save your results to a dashboard, which can contain more than one visualization.

Each visualization in the dashboard is referred to as a tile. For example, recall that the New Users Acquired visualization is a tile in the Business Pulse dashboard.

Both Looks and dashboards can be saved to multiple boards, which can contain links to multiple Looks and Explores and can be easily shared with others. This means that when the underlying dashboards and Looks are updated, the board shows the latest version.

Dashboards



As Dashboards contain multiple visualizations, they show you various pieces of information about some overall topic or domain, similar to how a dashboard on a car shows you various aspects of your car's performance.

For example, the Business Pulse dashboard shows the number of new users acquired, average amount they spend per order, average amount each spends in their lifetime, number of orders, and so on.

Shared folders

The screenshot shows the Looker web application interface. At the top, there's a navigation bar with icons for search, refresh, and help. Below it, a header says "Your organization's folders". A note states: "Folders contain Dashboards and Looks for specific groups of people. You can copy, move, or save Dashboards and Looks to a folder." There are two main sections: "Folders" containing "Customer Metrics" and "Human Resources", and "Dashboards" containing "Business Pulse". The "Business Pulse" dashboard has a preview image, 30 views, and was created by Jenny. The "Looks" section contains "Yearly Revenue", which has a preview image, 19 views, 1 favorite, and was created by Brian. Both sections have sorting and filtering options.

Examples are based on fictional data.

Google Cloud

In Looker, Looks and dashboards are all stored in folders, just as files on your computer or Google Drive are stored in folders. Folders can contain any number of subfolders.

Shared folders is the home or root folder for the entire Looker instance.

Now that we have a basic understanding of Looker and its key features, we can dive into the core analytics concepts of Looker in the next module to start analyzing and visualizing data.