



Hello World Bootcamp

Intro to Google Data Studio <>





Hello World Bootcamp

Intro to ~~Google~~ Data Studio <>
Looker





Course Outline



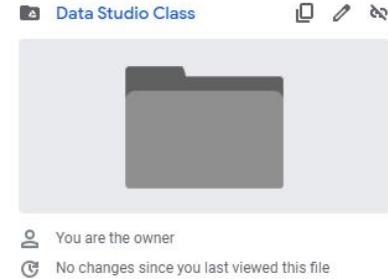
Content

- Data Analyst Workflow
- Review Data Analytics Concepts
- What is Dashboard
- Why use **Looker Studio**
- Types of Visuals in Looker



Download File

https://bit.ly/BIGC_LOOKER

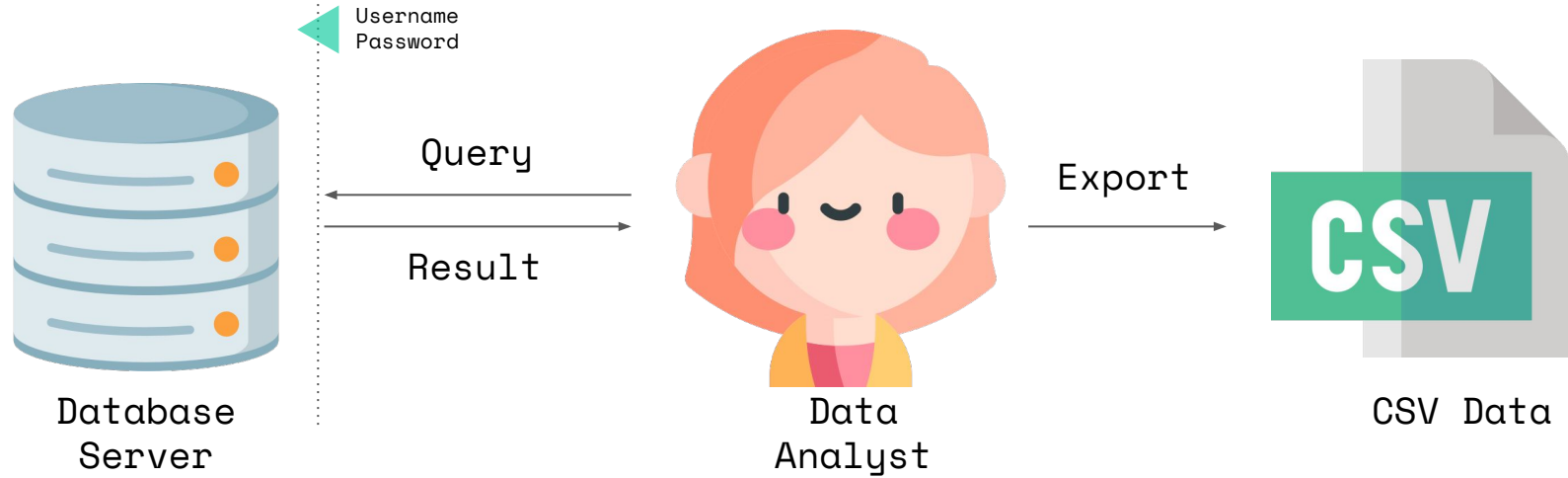




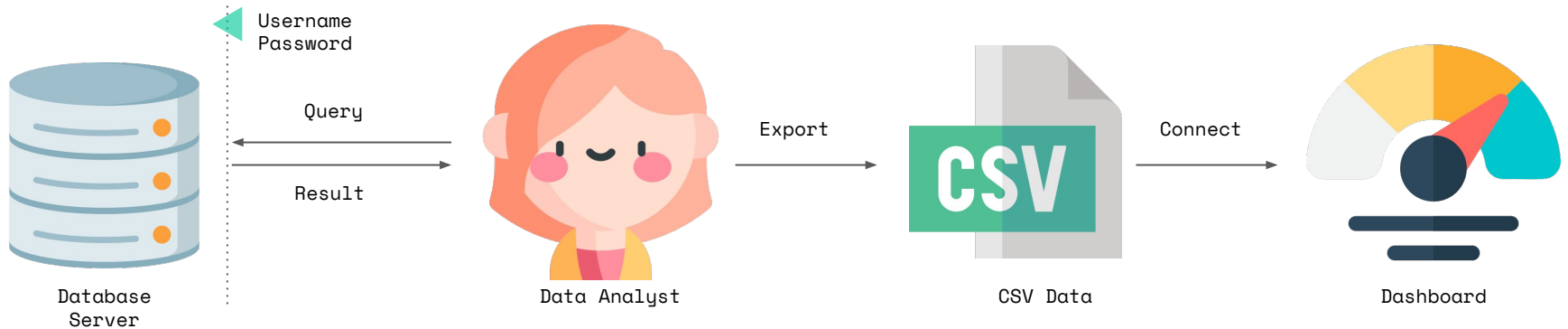
Data Analyst Workflow



Data Analyst Workflow



Data Analyst Workflow V2



Structured data

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer	Customer	Segment	Country	City	State	Postal Cod	Region	Product ID	Category	Sub-Categ	Product N	Sales	Quantity	Discount	Profit
2	1	CA-2016-1	11/8/2016	11/11/2016	Second Cl	CG-12520	Claire Gut	Consumer	United Sta	Henderson	Kentucky	42420	South	FUR-BO-10	Furniture	Bookcases	Bush Some	261.96	2	0	41.9136
3	2	CA-2016-1	11/8/2016	11/11/2016	Second Cl	CG-12520	Claire Gut	Consumer	United Sta	Henderson	Kentucky	42420	South	FUR-CH-10	Furniture	Chairs	Hon Delux	731.94	3	0	219.582
4	3	CA-2016-1	6/12/2016	6/16/2016	Second Cl	DV-13045	Darrin Van	Corporate	United Sta	Los Angeles	California	90036	West	OFF-LA-10	Office Sup	Labels	Self-Adhes	14.62	2	0	6.8714
5	4	US-2015-1	10/11/2015	10/18/2015	Standard C	SO-20335	Sean O'Do	Consumer	United Sta	Fort Laude	Florida	33311	South	FUR-TA-10	Furniture	Tables	Bretford C	957.5775	5	0.45	-383.031
6	5	US-2015-1	10/11/2015	10/18/2015	Standard C	SO-20335	Sean O'Do	Consumer	United Sta	Fort Laude	Florida	33311	South	OFF-ST-10	Office Sup	Storage	Eldon Fold	22.368	2	0.2	2.5164
7	6	CA-2014-1	6/9/2014	6/14/2014	Standard C	BH-11710	Brosina Hc	Consumer	United Sta	Los Angeles	California	90032	West	FUR-FU-10	Furniture	Furnishings	Eldon Expr	48.86	7	0	14.1694
8	7	CA-2014-1	6/9/2014	6/14/2014	Standard C	BH-11710	Brosina Hc	Consumer	United Sta	Los Angeles	California	90032	West	OFF-AR-10	Office Sup	Art	Newell 32	7.28	4	0	1.9656
9	8	CA-2014-1	6/9/2014	6/14/2014	Standard C	BH-11710	Brosina Hc	Consumer	United Sta	Los Angeles	California	90032	West	TEC-PH-10	Technolog	Phones	Mitel 5320	907.152	6	0.2	90.7152
10	9	CA-2014-1	6/9/2014	6/14/2014	Standard C	BH-11710	Brosina Hc	Consumer	United Sta	Los Angeles	California	90032	West	OFF-BI-10	Office Sup	Binders	DXL Angle	18.504	3	0.2	5.7825
11	10	CA-2014-1	6/9/2014	6/14/2014	Standard C	BH-11710	Brosina Hc	Consumer	United Sta	Los Angeles	California	90032	West	OFF-AP-10	Office Sup	Appliances	Belkin F5C	114.9	5	0	34.47
12	11	CA-2014-1	6/9/2014	6/14/2014	Standard C	BH-11710	Brosina Hc	Consumer	United Sta	Los Angeles	California	90032	West	FUR-TA-10	Furniture	Tables	Chromcraft	1706.184	9	0.2	85.3092
13	12	CA-2014-1	6/9/2014	6/14/2014	Standard C	BH-11710	Brosina Hc	Consumer	United Sta	Los Angeles	California	90032	West	TEC-PH-10	Technolog	Phones	Konftel 25	911.424	4	0.2	68.3568
14	13	CA-2017-1	4/15/2017	4/20/2017	Standard C	AA-10480	Andrew All	Consumer	United Sta	Concord	North Caro	28027	South	OFF-PA-10	Office Sup	Paper	Xerox 196	15.552	3	0.2	5.4432
15	14	CA-2016-1	12/5/2016	12/10/2016	Standard C	IM-15070	Irene Mad	Consumer	United Sta	Seattle	Washington	98103	West	OFF-BI-10	Office Sup	Binders	Fellowes P	407.976	3	0.2	132.5922
	15	US-2015-1	11/22/2015	11/26/2015	Standard C	HP-14815	Harold Pav	Home Offi	United Sta	Fort Worth	Texas	76106	Central	OFF-AP-10	Office Sup	Appliances	Holmes Re	68.81	5	0.8	-123.858
		US-2015-1	11/22/2015	11/26/2015	Standard C	HP-14815	Harold Pav	Home Offi	United Sta	Fort Worth	Texas	76106	Central	OFF-BI-10	Office Sup	Binders	Storex Dur	2.544	3	0.8	-3.816
		CA-2014-1	11/11/2014	11/18/2014	Standard C	PK-19075	Pete Kriz	Consumer	United Sta	Madison	Wisconsin	53711	Central	OFF-ST-10	Office Sup	Storage	Stur-D-Sto	665.88	6	0	13.3176
		CA-2014-1	5/13/2014	5/15/2014	Second Cl	AG-10270	Alejandro	Consumer	United Sta	West Jord	Utah	84084	West	OFF-ST-10	Office Sup	Storage	Fellowes S	55.5	2	0	9.99
		CA-2014-1	8/27/2014	9/1/2014	Second Cl	ZD-21925	Zuschuss E	Consumer	United Sta	San Franci	California	94109	West	OFF-AR-10	Office Sup	Art	Newell 34	8.56	2	0	2.4824



Data types

- Numeric: 500, 25.5, 1002
- String/Text: “Hello”, “Data Science”
- Boolean: TRUE, FALSE
- Date: 2022-05-03
- Geo (Location): USA, Japan, India





Review DA Concepts



Data analytics

- Dimension : category
- Measures : number



Example

Dimensions

Measures

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer	Customer	Segment	Country	City	State	Postal Cod	Region	Product ID	Category	Sub-Categ	Product N	Sales	Quantity	Discount	Profit
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4	3	CA-2016-1	6/12/2016	6/16/2016	Second Cl	DV-13045	Darrin Van	Corporate	United Sta	Los Angele	California	90036	West	OFF-LA-10	Office Sup	Labels	Self-Adhes	14.62	2	0	6.8714
5	4	US-2015-1	10/11/2015	10/18/2015	Standard C	SO-20335	Sean O'Do	Consumer	United Sta	Fort Laude	Florida	33311	South	FUR-TA-10	Furniture	Tables	Bretford C	957.5775	5	0.45	-383.031
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8	7	CA-2014-1	6/9/2014	6/14/2014	Standard C	BH-11710	Brosina Hc	Consumer	United Sta	Los Angele	California	90032	West	OFF-AR-10	Office Sup	Art	Newell 32	7.28	4	0	1.9656
9	8	CA-2014-1	6/9/2014	6/14/2014	Standard C	BH-11710	Brosina Hc	Consumer	United Sta	Los Angele	California	90032	West	TEC-PH-10	Technolog	Phones	Mitel 532C	907.152	6	0.2	90.7152
10	9	CA-2014-1	6/9/2014	6/14/2014	Standard C	BH-11710	Brosina Hc	Consumer	United Sta	Los Angele	California	90032	West	OFF-BI-10	Office Sup	Binders	DXL Angle	18.504	3	0.2	5.7825
11	10	CA-2014-1	6/9/2014	6/14/2014	Standard C	BH-11710	Brosina Hc	Consumer	United Sta	Los Angele	California	90032	West	OFF-AP-10	Office Sup	Appliances	Belkin F5C	114.9	5	0	34.47
12	11	CA-2014-1	6/9/2014	6/14/2014	Standard C	BH-11710	Brosina Hc	Consumer	United Sta	Los Angele	California	90032	West	FUR-TA-10	Furniture	Tables	Chromcraft	1706.184	9	0.2	85.3092
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17	16	US-2015-1	11/22/2015	11/26/2015	Standard C	HP-14815	Harold Pav	Home Offi	United Sta	Fort Worth	Texas	76106	Central	OFF-BI-10	Office Sup	Binders	Storex Dur	2.544	3	0.8	-3.816
18	17	CA-2014-1	11/11/2014	11/18/2014	Standard C	PK-19075	Pete Kriz	Consumer	United Sta	Madison	Wisconsin	53711	Central	OFF-ST-10	Office Sup	Storage	Stur-D-Sto	665.88	6	0	13.3176



Find total sales

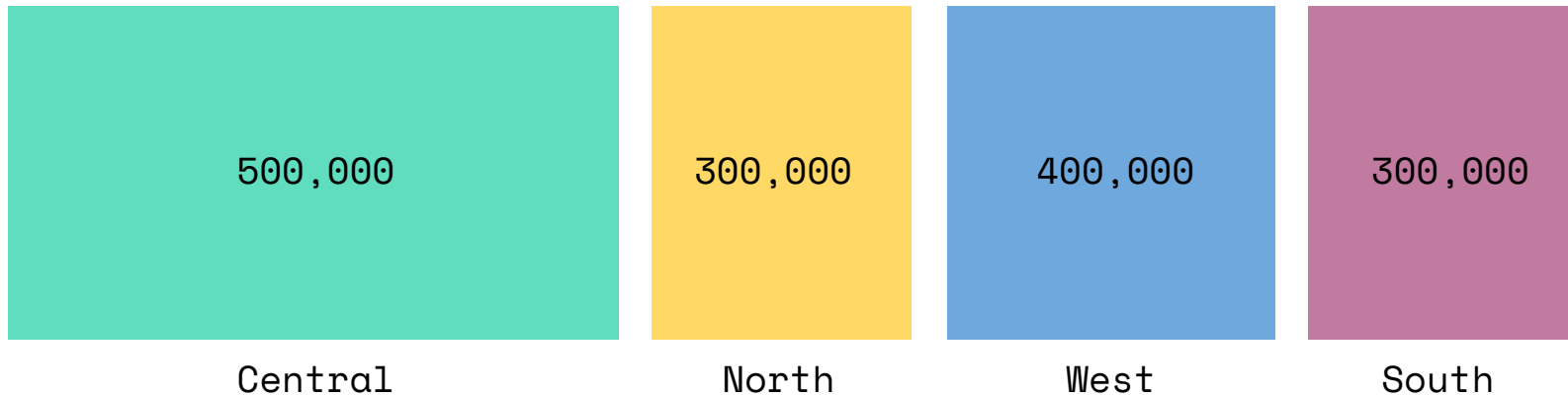
one measure

1,500,000



Find total sales by region

one measure x one dimension



Reports

Basic formula

Rows: dimension

Values: measure

The screenshot shows an Excel spreadsheet with a PivotTable. The PivotTable has 'City' as the row label and 'Sum of Sales' as the value. The data is as follows:

City	Count of City	Sum of Sales
Aberdeen	1	25.5
Abilene	1	1.392
Akron	21	2729.986
Albuquerque	14	2220.16
Alexandria	16	5519.57
Allen	4	290.206
Allentown	7	853.252
Altoona	2	20.451
Amarillo	10	3773.0628
Anaheim	27	7986.87
Andover	4	435.85
Ann Arbor	5	889.273
Antioch	1	19.44
Apopka	7	904.554

The PivotTable Fields task pane is open, showing the following configuration:

- Filters: (empty)
- Columns: Sum of Values
- Rows: City
- Values: Count of City, Sum of Sales

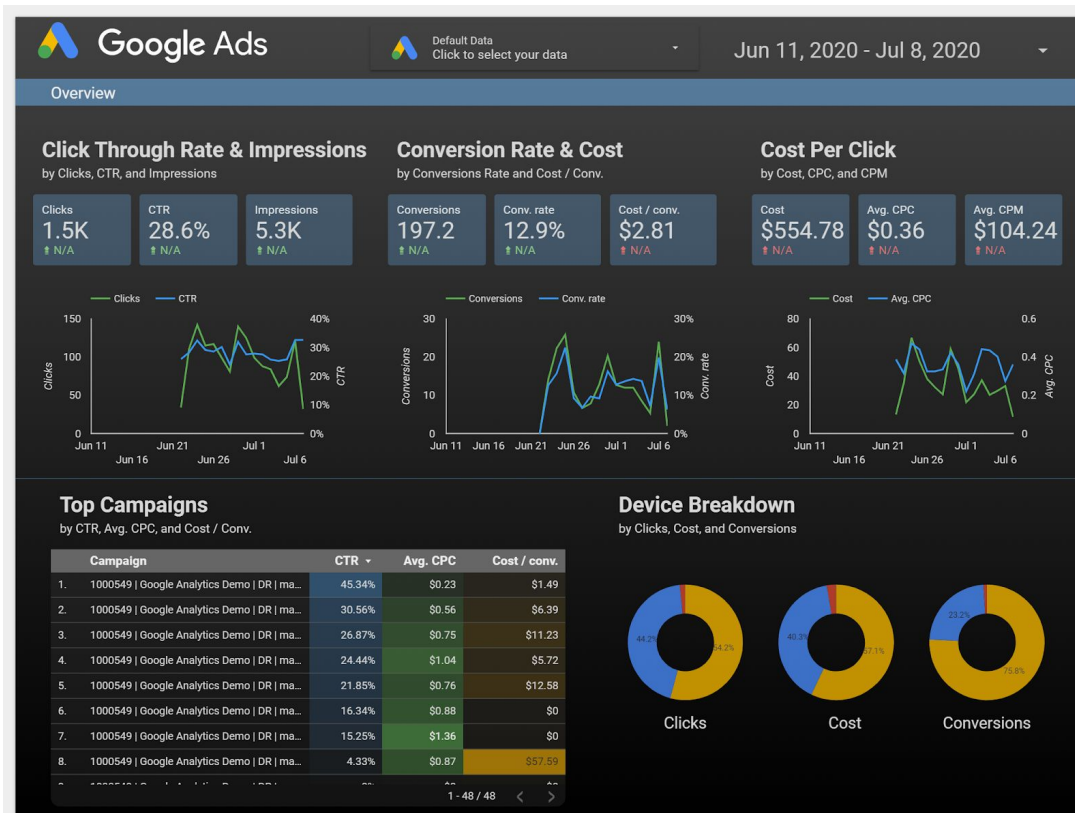


Dashboard

Visual Report +
Interactivity



Create a
dashboard





What is Dashboard



Dashboard

A dashboard is a visual display of all of your data. Its primary intention is to provide information at-a-glance, such as KPIs

Source: [Adjust](#)



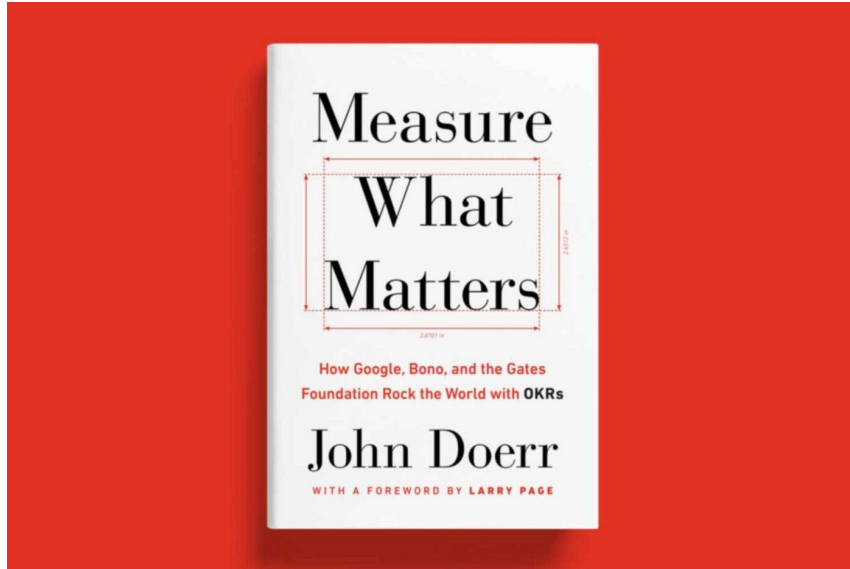
KPI

Key Performance Indicators, a quantifiable measure of performance over time for a specific objective

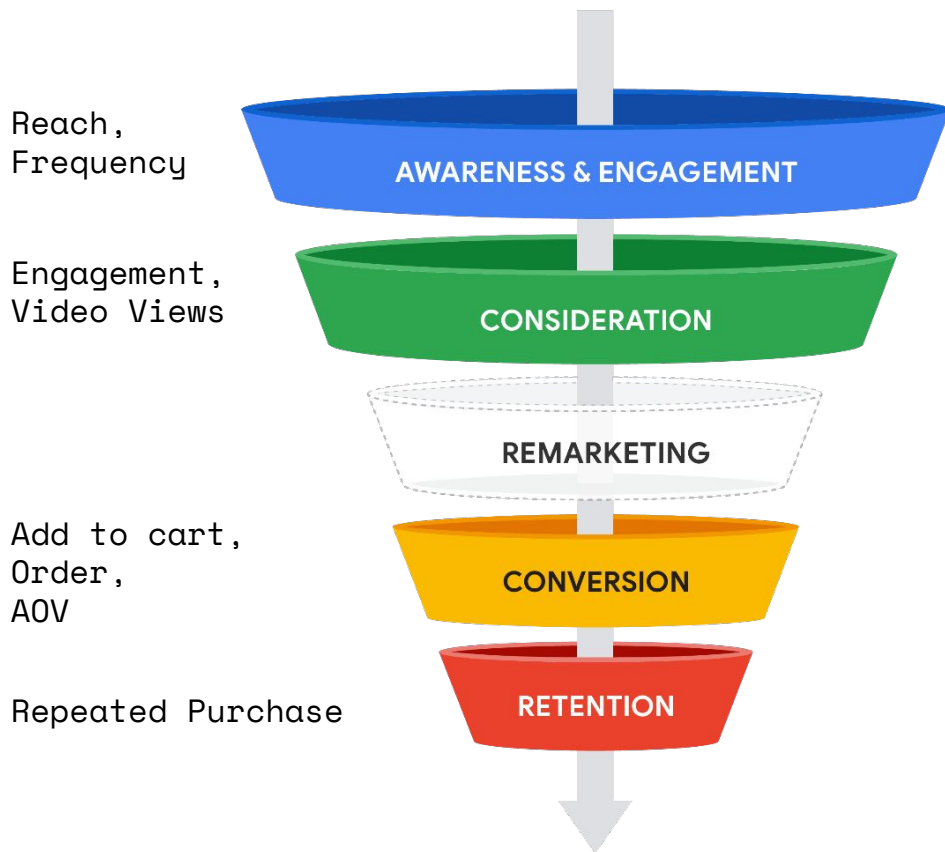
Source: [Olik](#)



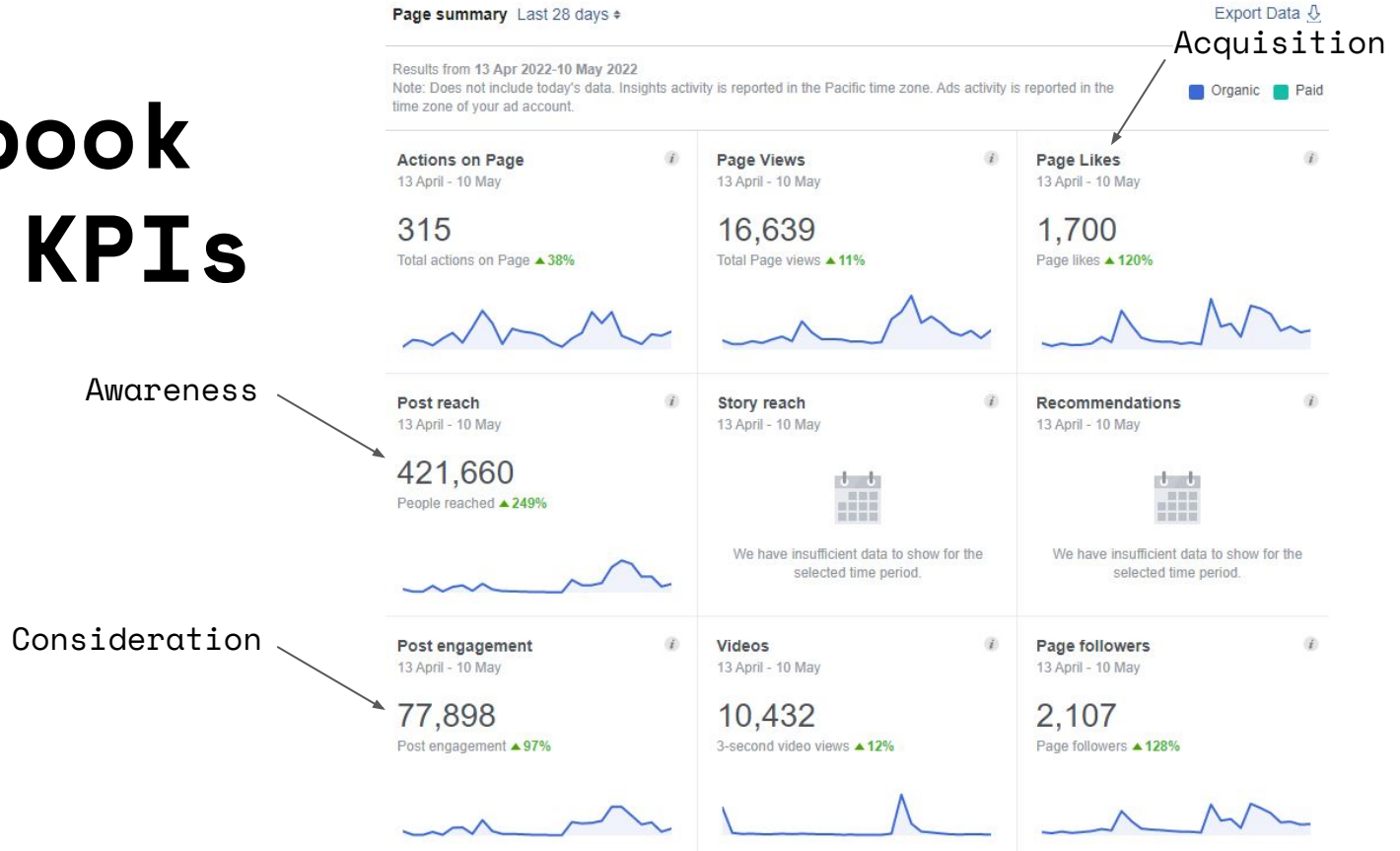
Measure What Matters



Digital Marketing KPI

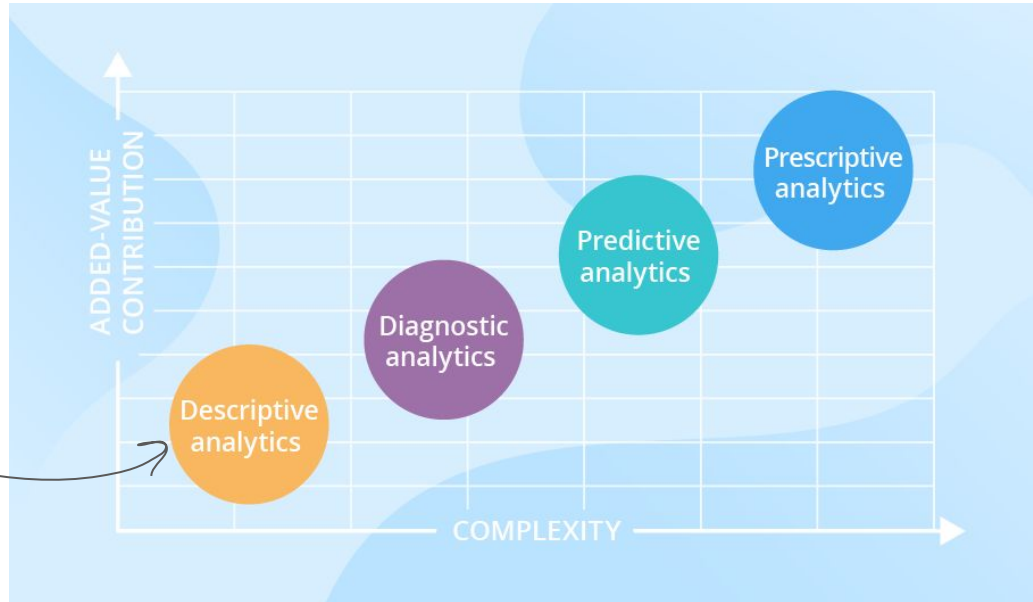


Facebook Page KPIs



Descriptive Analytics

Dashboard is heavily used at the first stage

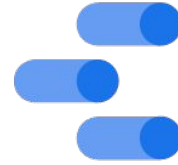




What Google Data Studio



Google Data Studio



- Free
- Easy to use
- Frequent update
- Google brand :D



Three Simple Steps

- Connect data sources
- Create visualizations
- Share your report/ dashboard



Data Sources

Google Connectors (22)

Connectors built and supported by Data Studio [Learn more](#)



Google Analytics

By Google

Connect to Google Analytics.



Google Ads

By Google

Connect to Google Ads performance report data.



Google Sheets

By Google

Connect to Google Sheets.



BigQuery

By Google

Connect to BigQuery tables and custom queries.



File Upload

By Google

Connect to CSV (comma-separated values) files.



Amazon Redshift

By Google

Connect to Amazon Redshift.



Campaign Manager 360

By Google

Connect to Campaign Manager 360 data.



Cloud Spanner

By Google

Connect to Google Cloud Spanner databases.



Cloud SQL for MySQL

By Google

Connect to Google Cloud SQL for MySQL databases.



Display & Video 360

By Google

Connect to Display & Video 360 report data.



Extract Data

By Google

Connect to Extract Data



Google Ad Manager 360

By Google

Connect to Google Ad Manager data.



Interface

Untitled Report

File Edit View Insert Page Arrange Resource Help

Reset Share View

Table

Scorecard

Time series

Bar

Pie

Google Maps

Geo chart

Line

Area

Scatter

Pivot table

Bullet

	Order ID	Record Count
1.	CA-2017-100111	14
2.	CA-2017-157987	12
3.	CA-2016-165330	11
4.	US-2016-108504	11
5.	US-2015-126977	10
6.	CA-2016-105732	10
7.	CA-2015-131338	10
8.	CA-2015-104346	9
9.	PA-2016-100001	9

1 - 100 / 5009

Chart > Table

DATA STYLE

Data source

Sample Sup...

BLEND DATA

Size Range Dimension

Order Date

Dimension

Order ID

Add dimension

Drill down

Metric

Record Count

Add metric

Optional metrics

Metric sliders

Rows per Page

100

Summary row

Show summary row

Sort

Record Count

Descending

Available Fields

Type to search

Category

City

Country

Customer

Customer ID

Customer Name

Discount

Order Date

Order ID

Order Code

Product ID

Product Name

Profit

Quantity

Region

Row ID

Sales

Segment

Ship Date

Ship Mode

State

Sub-Category

Record Count

ADD A FIELD

ADD A PARAMETER



Variables

Drag and Drop

Chart > Table

DATA STYLE

Data source

Sample Sup...

+ BLEND DATA ?

Date Range Dimension

Order Date

Dimension

Order ID

+ Add dimension

Drill down

Metric

AUT Record Count

+ Add metric

Optional metrics

Metric sliders

Rows per Page

100

Available Fields

Type to search

- ABC Category
- City
- Country
- ABC Customer ID
- ABC Customer Name
- 123 Discount
- Order Date
- ABC Order ID
- 123 Postal Code
- ABC Product ID
- ABC Product Name
- 123 Profit
- 123 Quantity
- ABC Region
- 123 Row ID
- 123 Sales
- ABC Segment
- Ship Date
- ABC Ship Mode
- ABC State
- ABC Sub-Category
- 123 Record Count

Columns in dataset





Types of Visuals in GDS



Basic Visuals

❏ Table

❏ Scorecard

❏ Time series

❏ Bar

❏ Pie

❏ Map

❏ Line

❏ Scatter

Table



Scorecard



Time series



Bar



Pie



Google Maps



Geo chart



Line



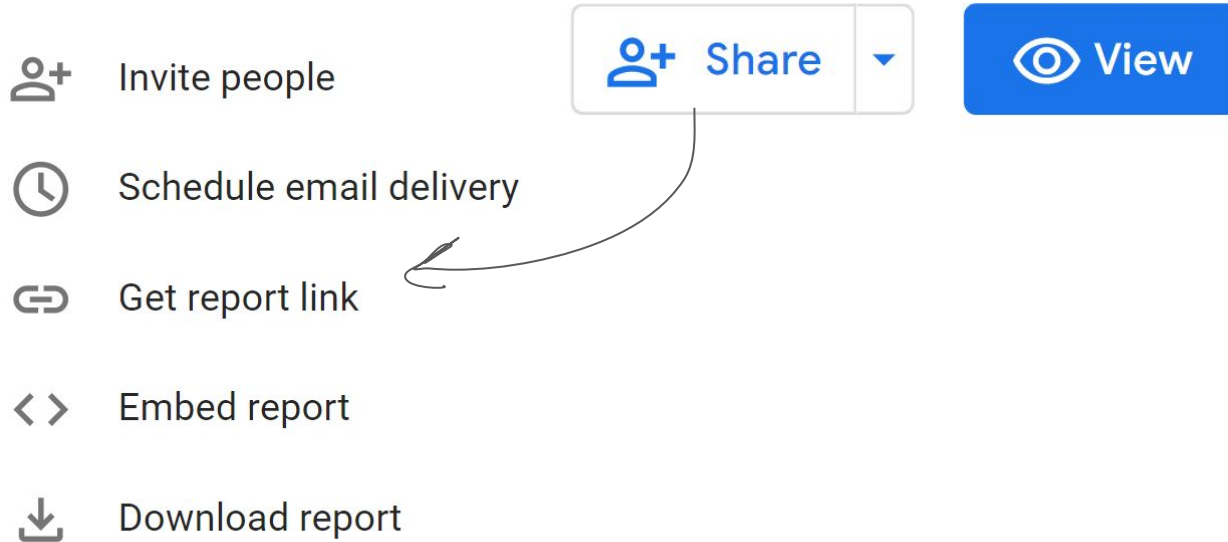
Area








Scatter





Sharing Dashboard



The image displays a set of UI elements for a sharing dashboard. On the left, there is a vertical list of five options, each with an icon and text: 'Invite people' (person icon), 'Schedule email delivery' (clock icon), 'Get report link' (link icon), 'Embed report' (code icon), and 'Download report' (download icon). To the right of this list is a 'Share' button with a person icon, a plus sign, and a dropdown arrow. A curved arrow points from the 'Share' button to the 'Get report link' option. Further to the right is a blue 'View' button with an eye icon.

-  Invite people
-  Schedule email delivery
-  Get report link
-  Embed report
-  Download report

 Share

 View





Course Recap



Key Takeaways

- SQL to get data
- Spreadsheets to analyze
- Dashboard to present



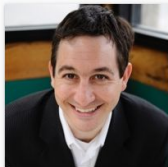
Data Analyst



Homework

<https://analytics.google.com/analytics/academy/course/10>

Meet the Instructors



JUSTIN CUTRONI

Justin's mission is to teach everyone how to use digital analytics for their business. With over ten years of industry experience, Justin now leads the Google Analytics Education team. Justin is an active participant in the digital analytics community. He publishes the blog Analytics Talk and has authored or co-authored three books on Google Analytics. In 2014, he was named the Digital Analytics Industry's Most Influential Contributor by the Digital Analytics Association.



KRISTA SEIDEN

Krista is a leader in digital analytics, advocating for best practices, and a frequent speaker at industry events. Krista co-chairs the San Francisco chapter of the Digital Analytics Association (DAA) and mentors for the Analysis Exchange. She won the 2014 DAA Rising Star Award and the 2015 DAA Practitioner of the Year Award.

Unit 1: Welcome to Data Studio

[Lesson 1: Data Studio overview](#)

[Lesson 2: How Data Studio works](#)

[Lesson 3: Access controls](#)

Unit 2: Navigate Data Studio

[Lesson 1: Data Studio Home page](#)

[Lesson 2: Data source overview](#)

[Lesson 3: Report overview](#)

[Lesson 4: Report edit mode overview](#)

Unit 3: Build your first report

[Lesson 1: Connect Data](#)

[Lesson 2: Create a new report and add charts](#)

[Lesson 3: Add and configure report controls](#)

[Lesson 4: Share reports with others](#)

Unit 4: Format and Design Reports

[Lesson 1: Data visualization basics](#)

[Lesson 2: Create and use report templates](#)





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