Visualization - Google Data Studio

Tool Overview

A simple drag and drop way to create highly customizable reports, connects vast amount of data sources, creates interactive dashboards with unlimited metrics and dimensions

Advantages

- Downloading reports in PDF format
- Linking specific pages in a report
- Consists of Google Analytics city geo mapping
- Exporting data from charts in CSV
- Can add a tracking ID to the report to check traffic on the report
- User can build his/her own connectors
- Can create pivot tables
- Clickable images in reports
- Connectivity to Cloud Spanner
- Can customize dimension/metric on any chart

Limitations

- Report has to be viewed online, only a URL of the report can be created, no delivery automation feature

Competitors

- Tableau
- Metabase
- PowerBI
- Qlik

Connectivity

- Google connectors
- CSV file upload
- BigQuery
- Extract Data
- Cloud Spanner
- Cloud SQL for MySQL
- Partner connectors
- Capsule
- Data.world
- Open Source connectors
- Fusion Tables
- GitHub
- Chrome UX Report

License Cost

- Open Source – Google account creation needed

CMB Use Case

- Trade Corridor Analysis
- GTRF Digital Dashboard
- All reports currently built in CMB

Pre-requisite/Dependencies

- An Enterprise version of the tool should be used as the CMB data will be published to the users online.
- All data source csv files should be linked to the Google account.

HSBC

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Additional Information

Useful Links

- Link for short walk through of Data Studio : https://support.google.com/datastudio/answer/6390659?hl=en
- Step by step guide to create a basic report on Data Studio : https://blog.hubspot.com/marketing/google-data-studio
- Link giving extra information regarding data sources : https://support.google.com/datastudio/answer/6268208?hl=en
- Introduction to Data Studio : https://support.google.com/datastudio/answer/6283323?hl=en

Screenshots/Any other handy references/Sample Codes or Workflows

Guide for creating an SQL connection : https://support.google.com/datastudio/answer/7088031?hl=en
Sample Data Reports available : https://marketingplatform.google.com/about/data-studio/gallery/

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Additional Information

Sample SQL Connection

- Sign in to Data Studio.
- In the top left, click '+' , then select 'Data Source'.
- Select the 'MySQL' connector
- Configure access to your database using one of the connection options
- Click 'AUTHENTICATE'
    - You will see a list of tables in that database
- Select a table
- Click 'CONNECT'.

You can now access all of the columns in the table as fields in your reports.

Examples