

Using an alternative tool to PowerBI and Tableau

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MIAGE – 2IS

Principles of Data Visualisation

1. Recognize the audience
 - a. Curtail the visualizations according to the audience you are presenting your report to. Present the dashboard in such a way that it suits the needs, expectations, and preferences of the intended audience.
2. Reduce complexity
 - a. Make the graphs and charts as simple as possible, avoiding unnecessary details, complexity and noises that could confuse or distract the audience.
3. Select appropriate colors
 - a. Too many colors can make the dashboard more hideous and may take away focus from the main part. The colors must enhance the visualizations and following color theories and user-friendly guidelines.
4. Highlight the most Important information
 - a. Use techniques like focus, contrast, annotations, animations etc. to draw attention to immediately grab the attention of the viewer.
5. Avoid misleading visualizations
 - a. Use accurate and factual representation of the data; and avoid fraudulent, distracting and exaggerated visualizations.

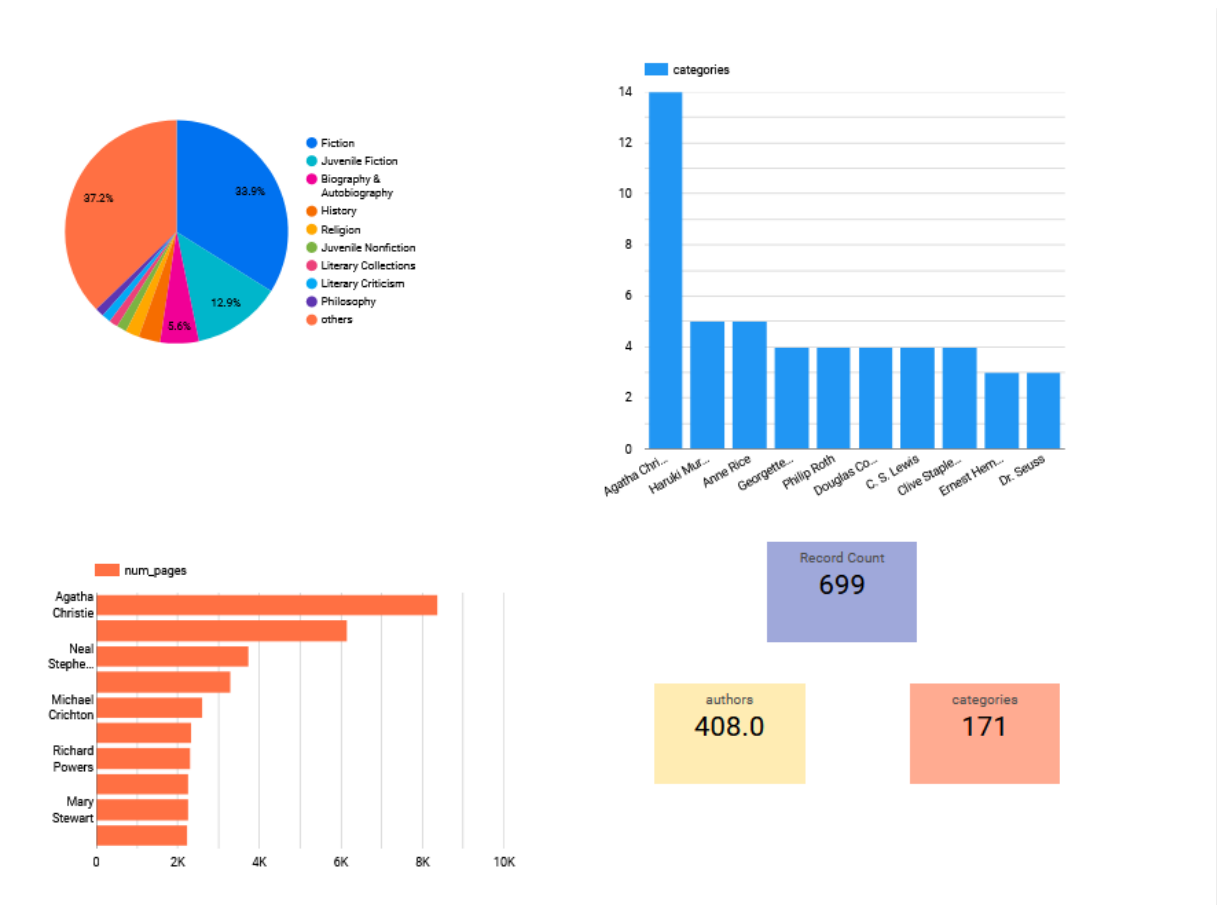
Looker Studio was chosen as the data visualization tool due to its user-friendliness and accessibility to users of various technical expertise levels.

The tool's interactive features enable users to engage with data dynamically, fostering deeper insights.

Looker Studio incorporates data governance features to ensure data accuracy, security, and compliance, catering to organizational needs and regulatory requirements.

Real-time data analysis capabilities provided by Looker Studio facilitate timely and informed decision-making.


Seamless integration with Google's ecosystem simplifies data connection and sharing, streamlining data-driven workflows.



Dataset were modified from Kaggle dataset and is here

https://docs.google.com/spreadsheets/d/13oFd-zu0OIVAMQ2hWfmp_euOiLb1XK25PpRkqXI3JHM/edit#gid=1843318332


Similar to tableau, there is a connection sidebar in google looker studio which from which we can establish a connection and also style bar from which we can style the selected charts.


 Chart


SETUP

STYLE


Data source

 bookdata - give me a data...

 BLEND DATA



Date Range Dimension


 Add dimension

Dimension


ABC

authors

Drill down




Breakdown Dimension

 Add dimension


Metric

CTD


categories

 Add metric

Optional metrics




Metric sliders




Sort

CTD


categories

 Descending

 Ascending

Filter



Bar Chart Filter

 Chart

SETUP


STYLE

Bar chart




Bars

10





☐ Show data labels

Color by




Reference Lines

 Add a reference line

 Add a reference band

Axes

 Show axes


☐ Reverse Y-axis direction

☐ Reverse X-axis direction

☐ Align both axes to 0

Chart spacing

Group bar width



Feature	Looker	Power BI	Tableau
Ease of use	Easy to use for users of all skill levels	Easy to use for users with basic data literacy	More challenging to learn compared to Looker and Power BI
Data governance	Strong data governance features	Good data governance features	Less robust data governance features compared to Looker and Power BI
Real-time data analysis	Supports real-time data analysis	Supports real-time data analysis	Supports real-time data analysis
Integration with Google Cloud Platform (GCP)	Integrates seamlessly with Google Cloud Platform (GCP)	Integrates with Microsoft Azure and Office 365	Integrates with Salesforce and other popular business applications