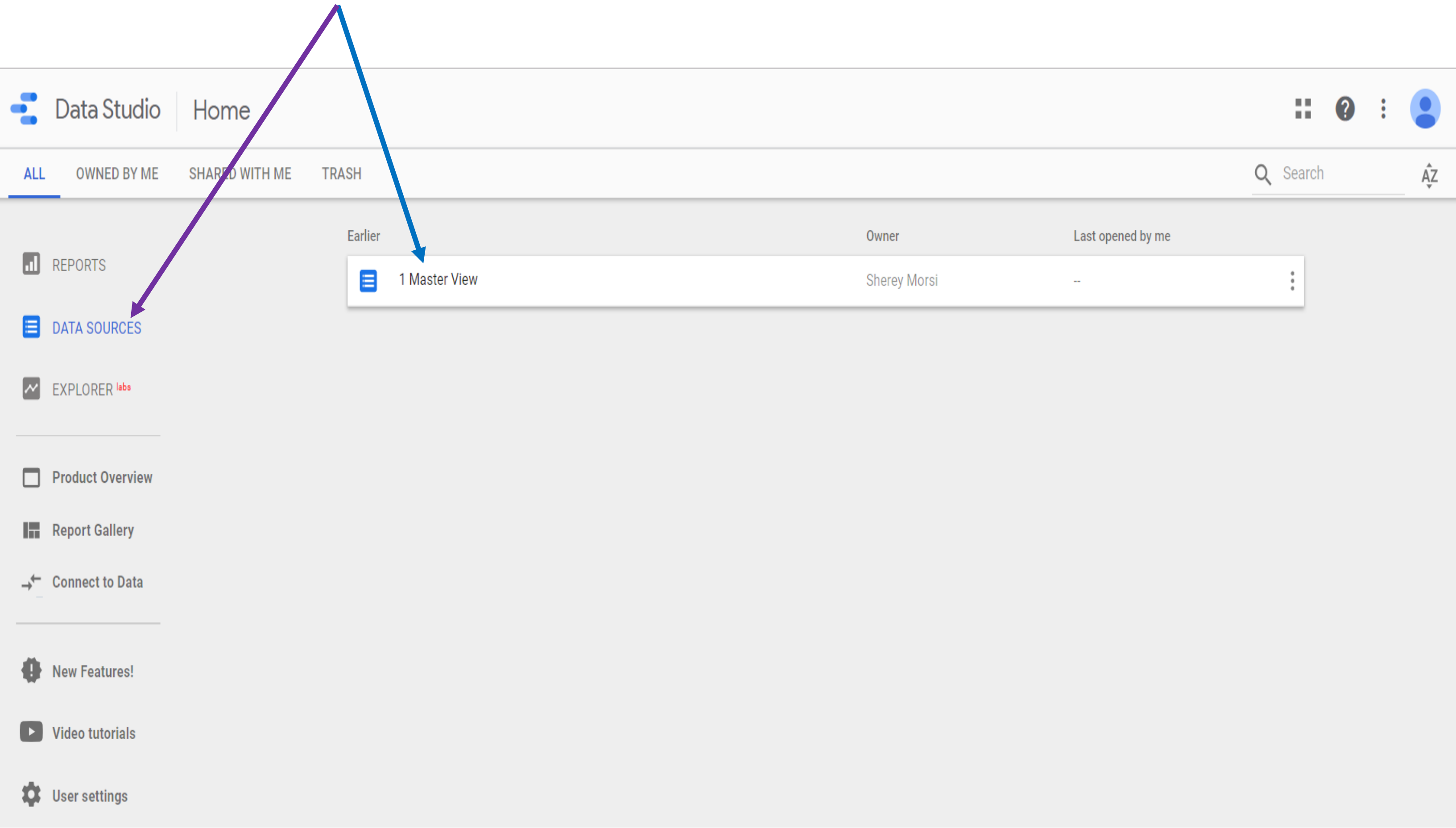
UDACITY

Project 4: ANND Portfolio

Creating Custom Reports, Dashboards & Alerts

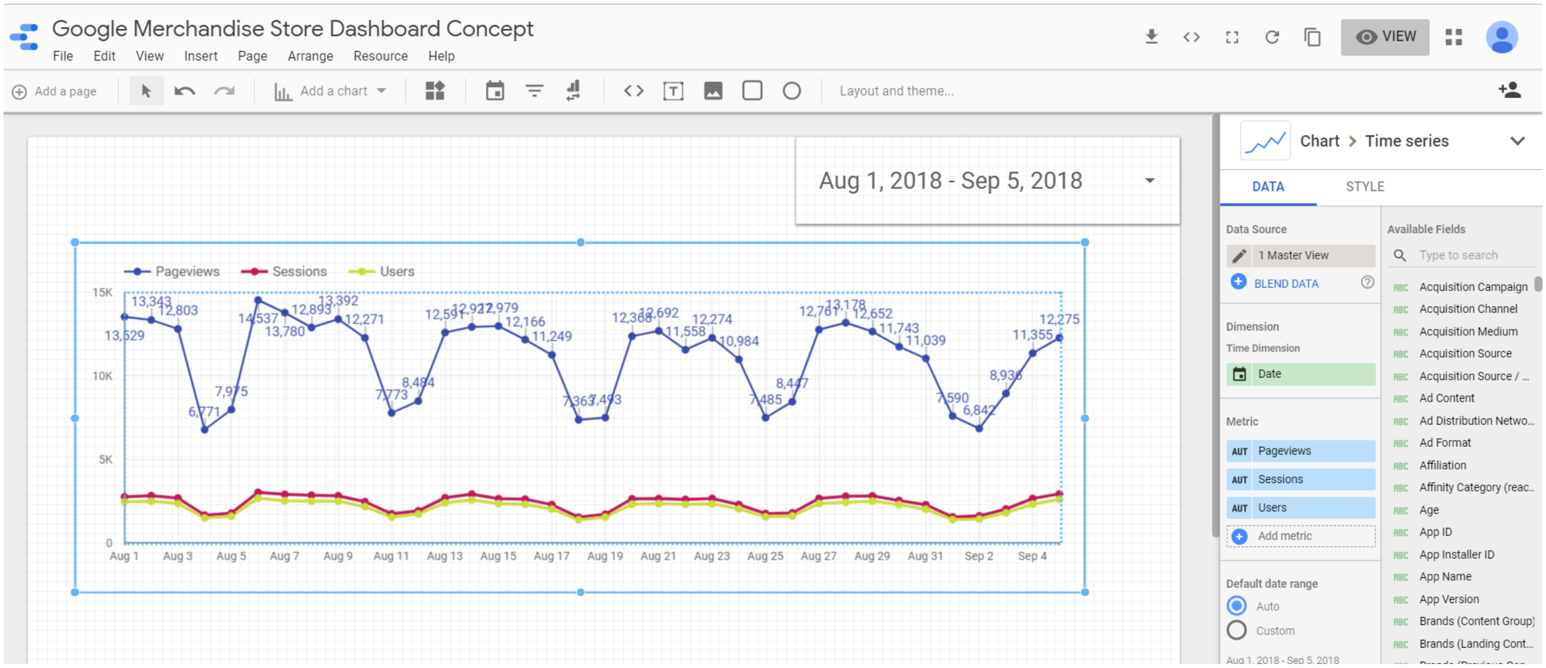
1. Merchandise Store Draft Dashboard: Built on the Master View


Data Studio
Home
ALL
OWNED BY ME
SHARED WITH ME
TRASH
Search
REPORTS
DATA SOURCES
EXPLORER labs
Product Overview
Report Gallery
Connect to Data
New Features!
Video tutorials
User settings

Earlier	Owner	Last opened by me
1 Master View	Sherey Morsi	--

2. Merchandise Store Draft Dashboard: Time Series chart

Edit mode



Google Merchandise Store Dashboard Concept

File
Edit
View
Insert
Page
Arrange
Resource
Help
VIEW
Add a page
Add a chart
Layout and theme...
Aug 1, 2018 - Sep 5, 2018
Pageviews
Sessions
Users
15K
10K
5K
0
13,343
12,803
13,529
6,771
7,975
14,537
13,780
12,893
13,392
12,271
7,773
8,484
12,591
12,92
12,979
12,166
11,249
7,363
7,493
12,368
12,692
11,558
12,274
10,984
7,485
8,447
12,761
13,178
12,652
11,743
11,039
7,590
6,842
8,936
11,355
12,275
Aug 1
Aug 3
Aug 5
Aug 7
Aug 9
Aug 11
Aug 13
Aug 15
Aug 17
Aug 19
Aug 21
Aug 23
Aug 25
Aug 27
Aug 29
Aug 31
Sep 2
Sep 4
Chart > Time series
DATA
STYLE
Available Fields
Type to search
Acquisition Campaign
Acquisition Channel
Acquisition Medium
Acquisition Source
Acquisition Source / ...
Ad Content
Ad Distribution Netwo...
Ad Format
Affiliation
Affinity Category (reac...
Age
App ID
App Installer ID
App Name
App Version
Brands (Content Group)
Brands (Landing Cont...
BLEND DATA
Add metric

Data Source: 1 Master View

Dimension

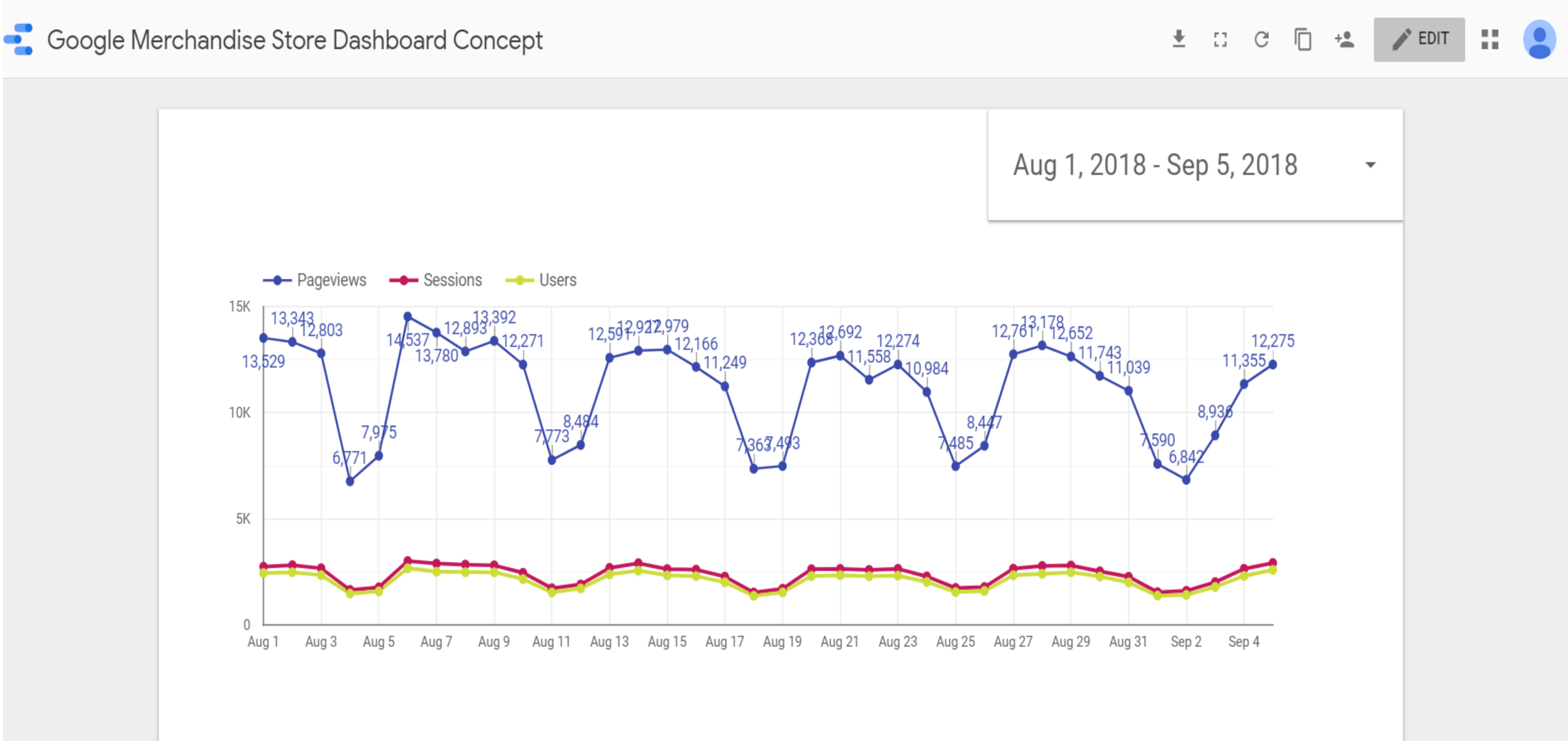
Time Dimension: Date

Metric: Pageviews, Sessions, Users

Default date range: ● Auto ○ Custom

Aug 1, 2018 - Sep 5, 2018

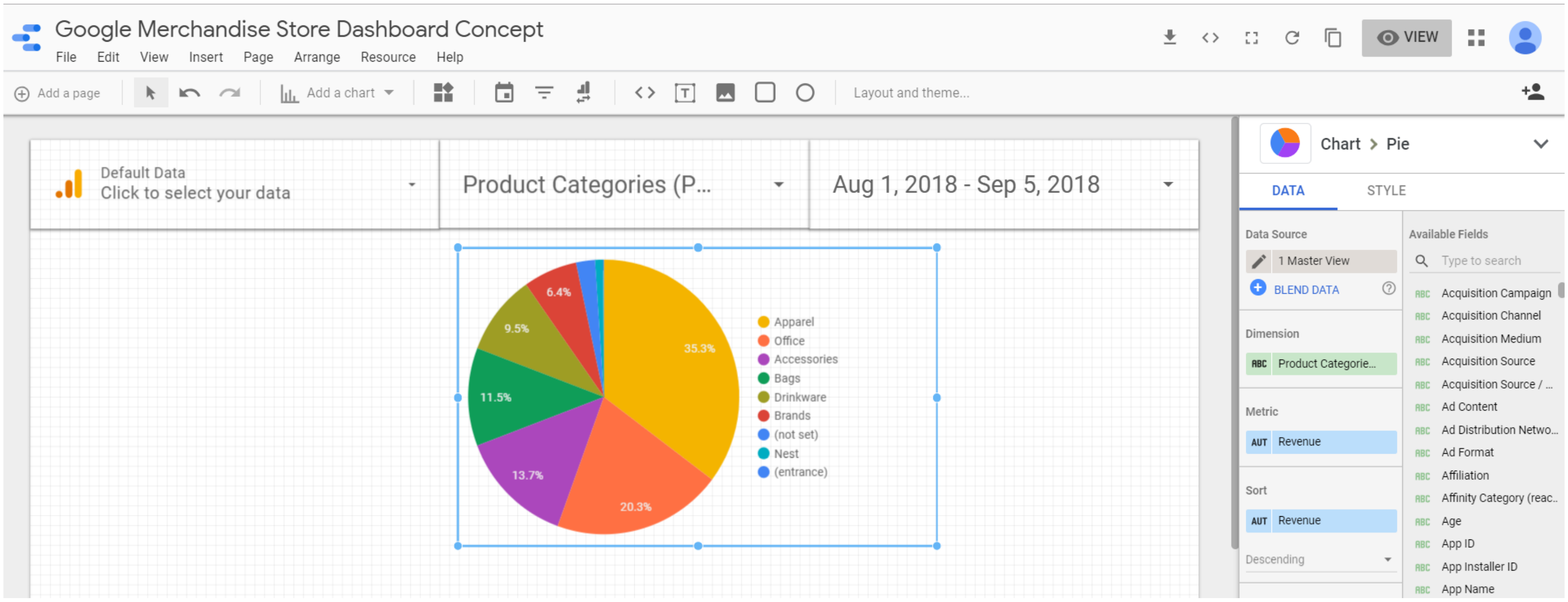
View mode



Google Merchandise Store Dashboard Concept

EDIT
Aug 1, 2018 - Sep 5, 2018
Pageviews
Sessions
Users
15K
10K
5K
0
13,343
12,803
13,529
6,771
7,975
14,537
13,780
12,893
13,392
12,271
7,773
8,484
12,591
12,92
12,979
12,166
11,249
7,363
7,493
12,368
12,692
11,558
12,274
10,984
7,485
8,447
12,761
13,178
12,652
11,743
11,039
7,590
6,842
8,936
11,355
12,275
Aug 1
Aug 3
Aug 5
Aug 7
Aug 9
Aug 11
Aug 13
Aug 15
Aug 17
Aug 19
Aug 21
Aug 23
Aug 25
Aug 27
Aug 29
Aug 31
Sep 2
Sep 4

3. Merchandise Store Draft Dashboard: Pie chart, 7 slices

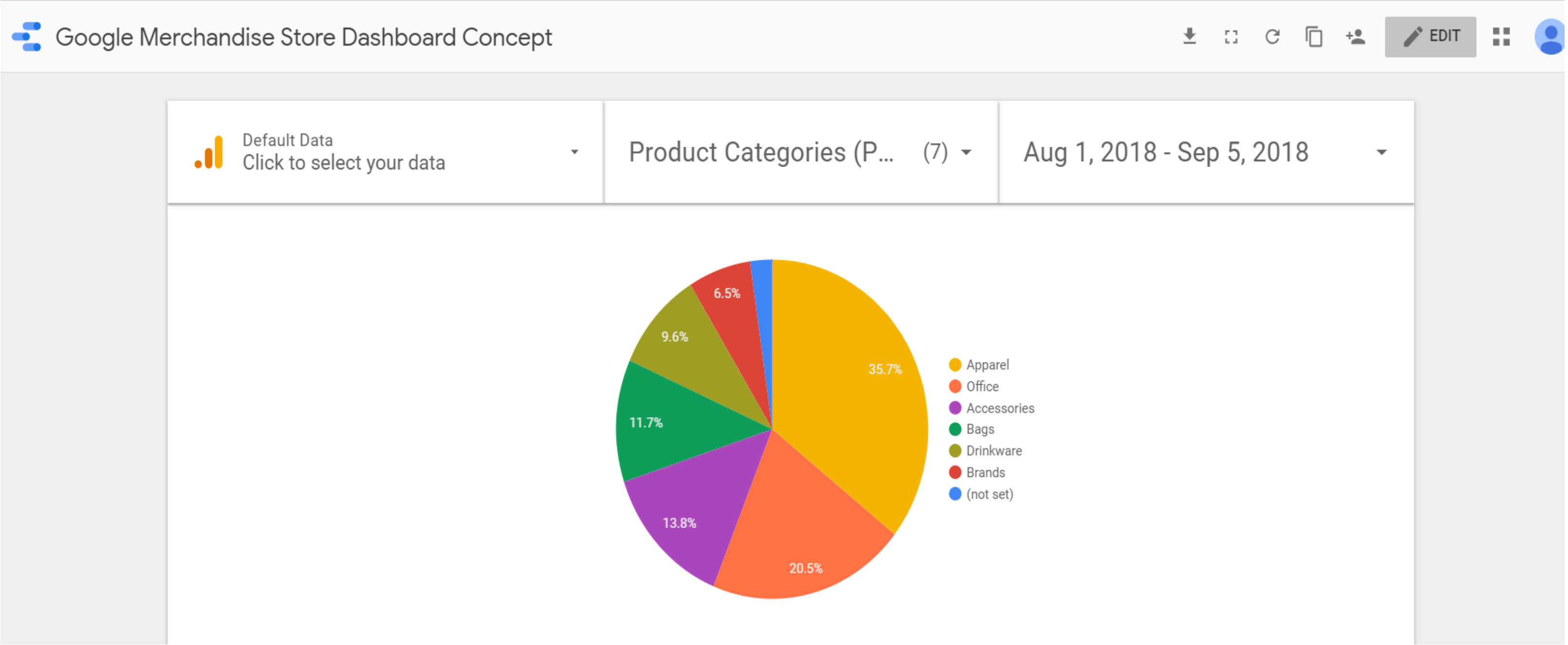

Google Merchandise Store Dashboard Concept
File
Edit
View
Insert
Page
Arrange
Resource
Help
VIEW
Add a page
Add a chart
Layout and theme...
Default Data
Click to select your data
Product Categories (P...
Aug 1, 2018 - Sep 5, 2018
35.3%
20.3%
13.7%
11.5%
9.5%
6.4%
Apparel
Office
Accessories
Bags
Drinkware
Brands
(not set)
Nest
(entrance)
Chart > Pie
DATA
STYLE
BLEND DATA
Available Fields
Type to search
Acquisition Campaign
Acquisition Channel
Acquisition Medium
Acquisition Source
Acquisition Source / ...
Ad Content
Ad Distribution Netwo...
Ad Format
Affiliation
Affinity Category (reac...
Age
App ID
App Installer ID
App Name

Data Source: 1 Master View

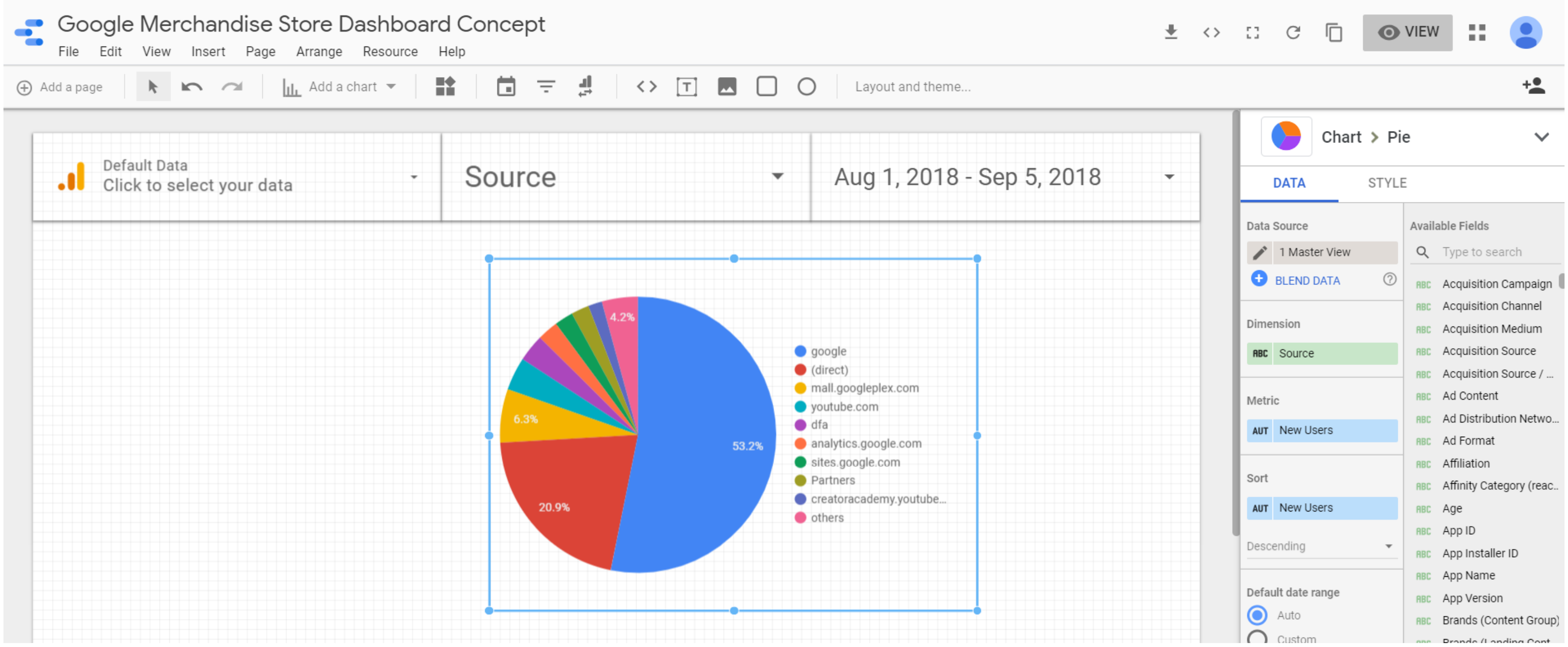
Dimension: Product Categorie...

Metric: Revenue

Sort: Revenue, Descending


Google Merchandise Store Dashboard Concept
EDIT
Default Data
Click to select your data
Product Categories (P... (7)
Aug 1, 2018 - Sep 5, 2018
35.7%
20.5%
13.8%
11.7%
9.6%
6.5%
Apparel
Office
Accessories
Bags
Drinkware
Brands
(not set)

4. Merchandise Store Draft Dashboard: Pie chart, 5 slices


Google Merchandise Store Dashboard Concept
File
Edit
View
Insert
Page
Arrange
Resource
Help
VIEW
Add a page
Add a chart
Layout and theme...
53.2%
20.9%
6.3%
4.2%
google
(direct)
mall.googleplex.com
youtube.com
dfa
analytics.google.com
sites.google.com
Partners
creatoracademy.youtube...
others
Chart > Pie
DATA
STYLE
BLEND DATA
Available Fields
Type to search
Acquisition Campaign
Acquisition Channel
Acquisition Medium
Acquisition Source
Acquisition Source / ...
Ad Content
Ad Distribution Netwo...
Ad Format
Affiliation
Affinity Category (reac..
Age
App ID
App Installer ID
App Name
App Version
Brands (Content Group)

Default Data
Click to select your data

Source

Aug 1, 2018 - Sep 5, 2018

Data Source: 1 Master View

Dimension: Source

Metric: New Users

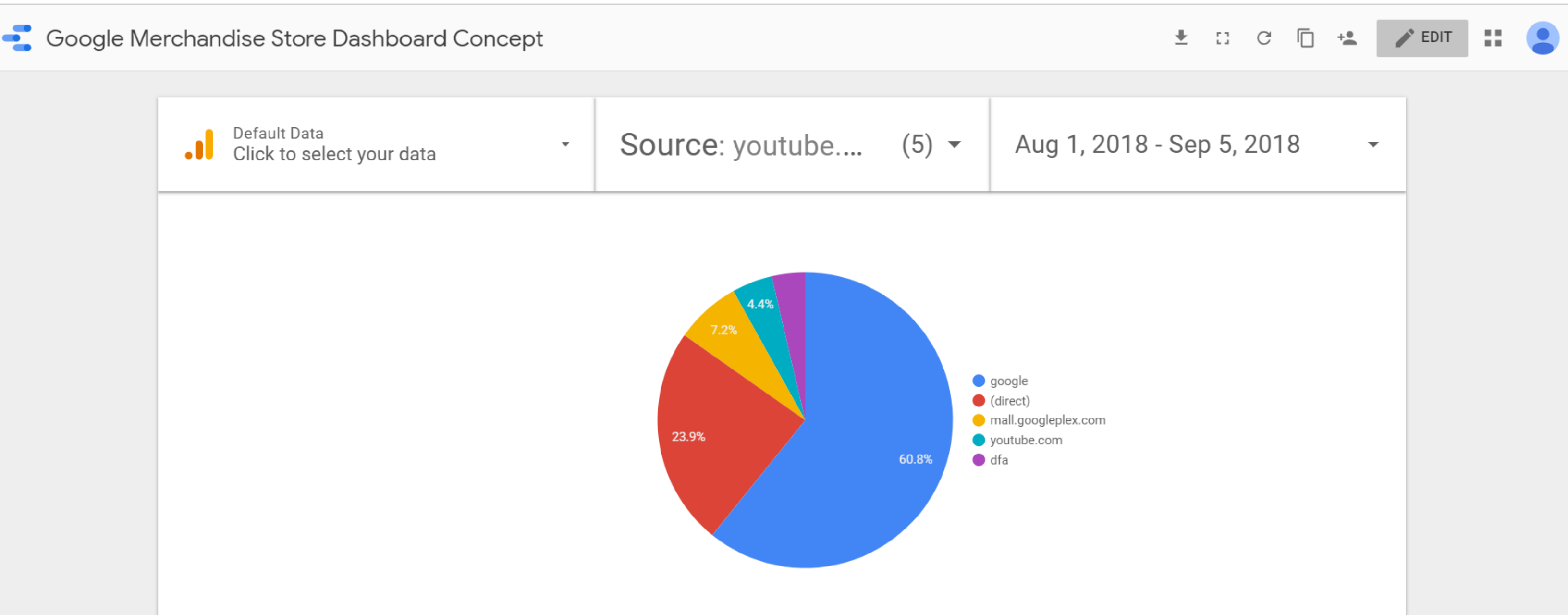
Sort: New Users

Descending

Default date range

● Auto

○ Custom


Google Merchandise Store Dashboard Concept
EDIT
60.8%
23.9%
7.2%
4.4%
google
(direct)
mall.googleplex.com
youtube.com
dfa

Default Data
Click to select your data

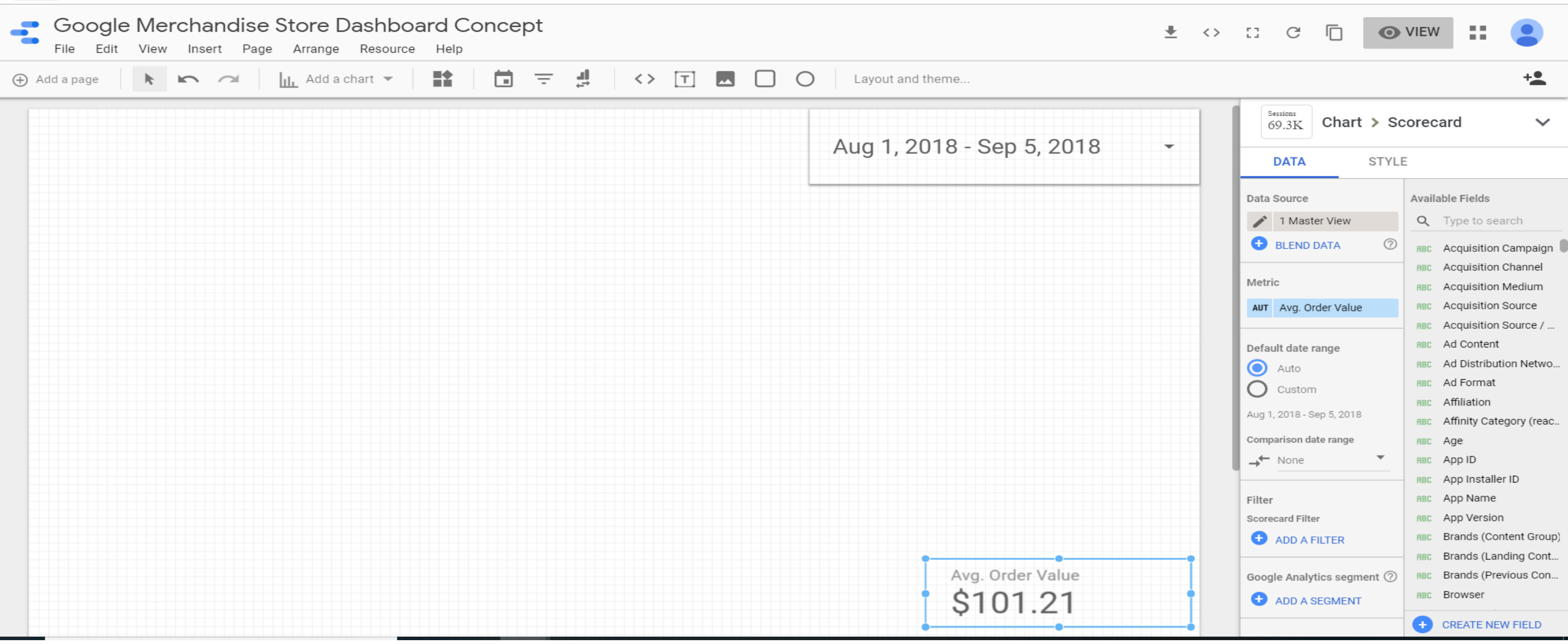
Source: youtube.... (5)

Aug 1, 2018 - Sep 5, 2018

LEARN MORE udacity.com/google-analytics

5. Merchandise Store Draft Dashboard: Scorecard

Edit mode


Google Merchandise Store Dashboard Concept
File
Edit
View
Insert
Page
Arrange
Resource
Help
VIEW
Add a page
Add a chart
Layout and theme...
Sessions
69.3K
Chart > Scorecard
DATA
STYLE
BLEND DATA
Scorecard Filter
ADD A FILTER
ADD A SEGMENT
Available Fields
Type to search
Acquisition Campaign
Acquisition Channel
Acquisition Medium
Acquisition Source
Acquisition Source / ...
Ad Content
Ad Distribution Netwo...
Ad Format
Affiliation
Affinity Category (reac...
Age
App ID
App Installer ID
App Name
App Version
Brands (Content Group)
Brands (Landing Cont...
Brands (Previous Con...
Browser
CREATE NEW FIELD

Aug 1, 2018 - Sep 5, 2018

Data Source: 1 Master View

Metric: AUT Avg. Order Value

Default date range: ● Auto ○ Custom

Aug 1, 2018 - Sep 5, 2018

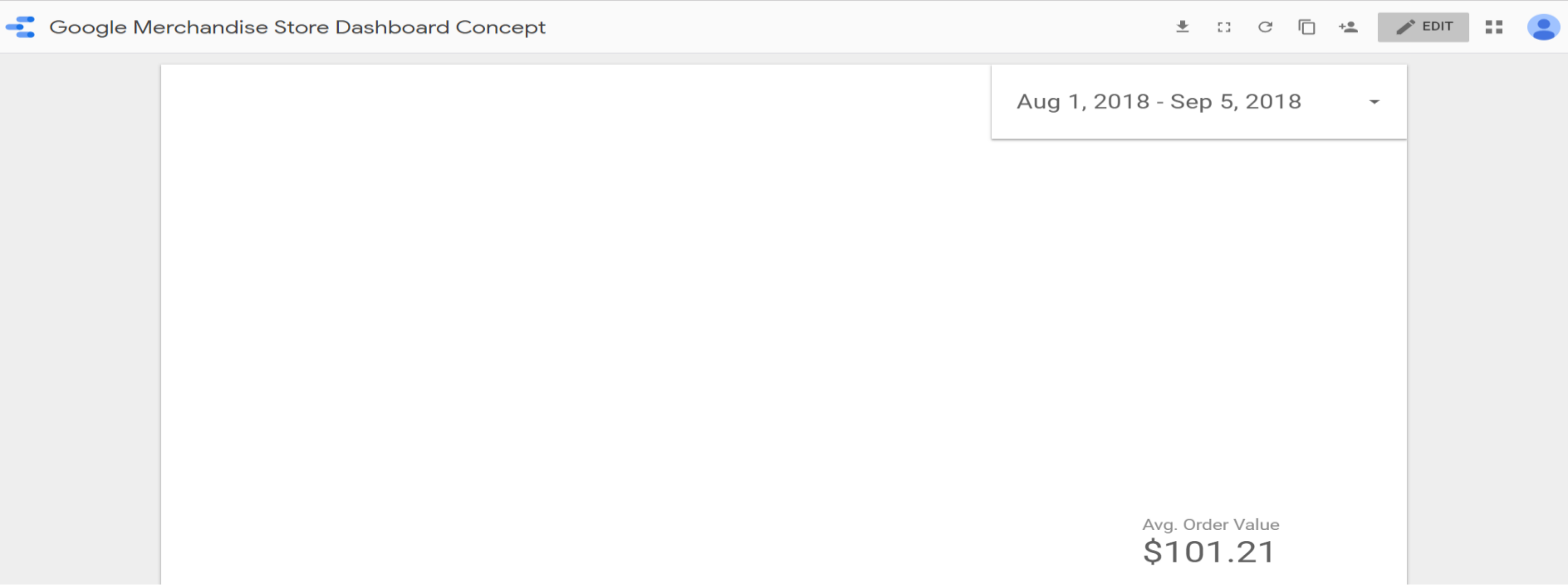
Comparison date range: None

Filter

Google Analytics segment

Avg. Order Value
$101.21

View mode

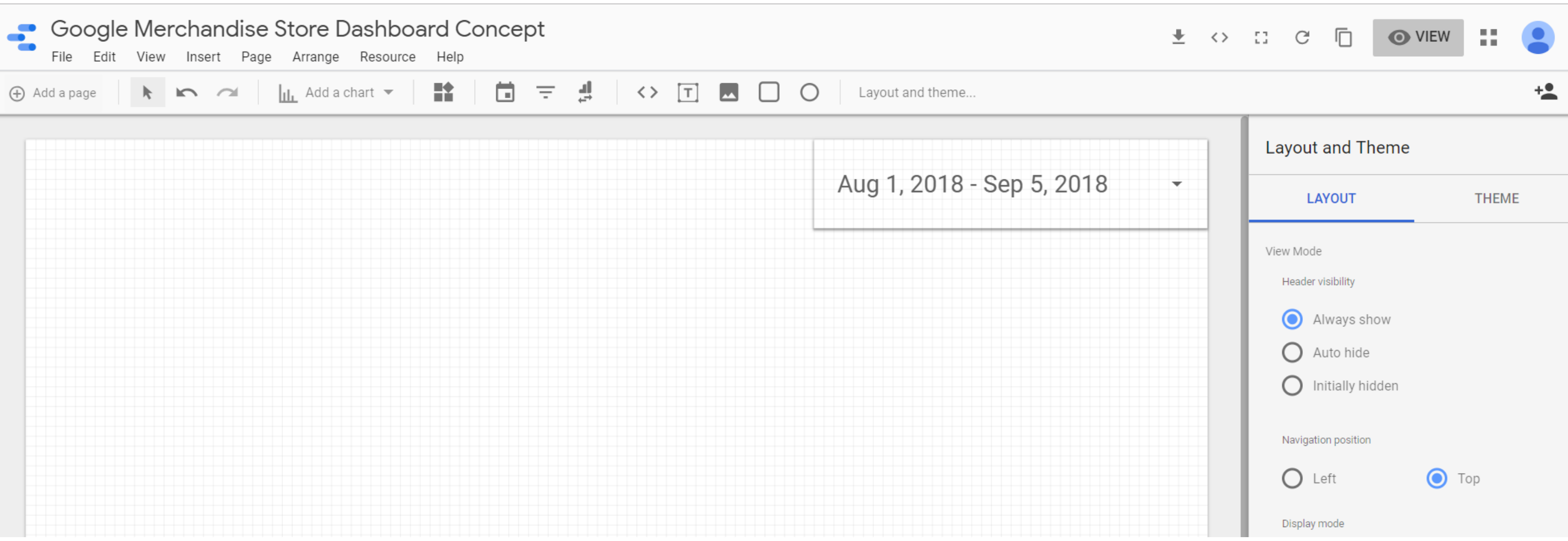

Google Merchandise Store Dashboard Concept
EDIT

Aug 1, 2018 - Sep 5, 2018

Avg. Order Value
$101.21

6. Merchandise Store Draft Dashboard: Date Range Control

Edit mode



Google Merchandise Store Dashboard Concept

File
Edit
View
Insert
Page
Arrange
Resource
Help
VIEW
Add a page
Add a chart
Layout and theme...

Aug 1, 2018 - Sep 5, 2018

Layout and Theme

LAYOUT
THEME

View Mode

Header visibility

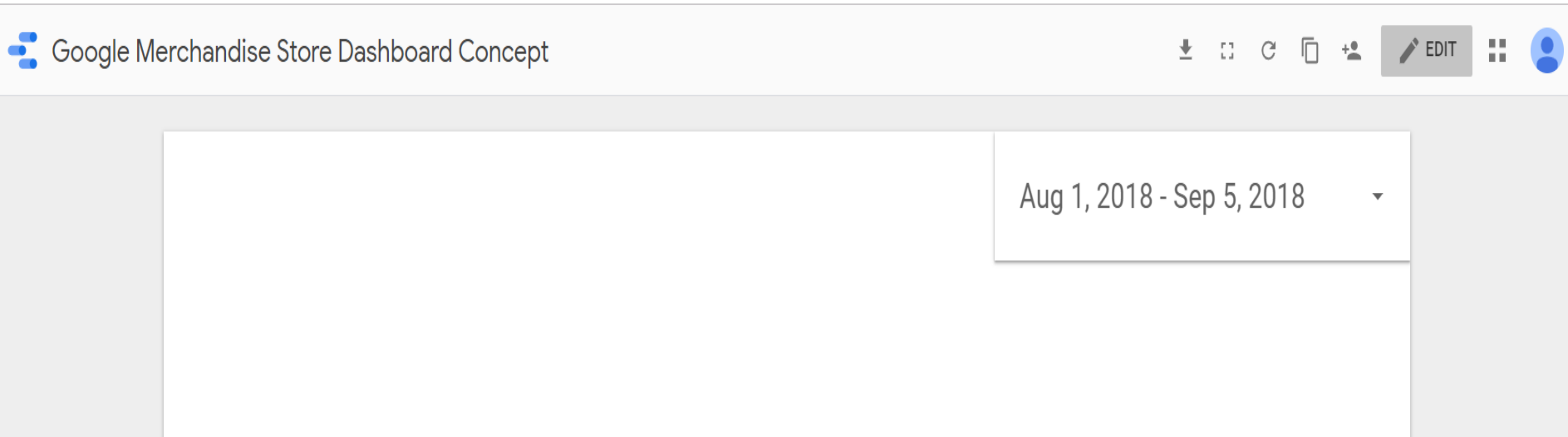
● Always show
○ Auto hide
○ Initially hidden

Navigation position

○ Left ● Top

Display mode

View mode



Google Merchandise Store Dashboard Concept

Aug 1, 2018 - Sep 5, 2018

Project 4:
ANND Portfolio

Connecting a Data Source and Creating a Custom Dashboard