Google Data Studio Training

From Zero to Expert

Trainer
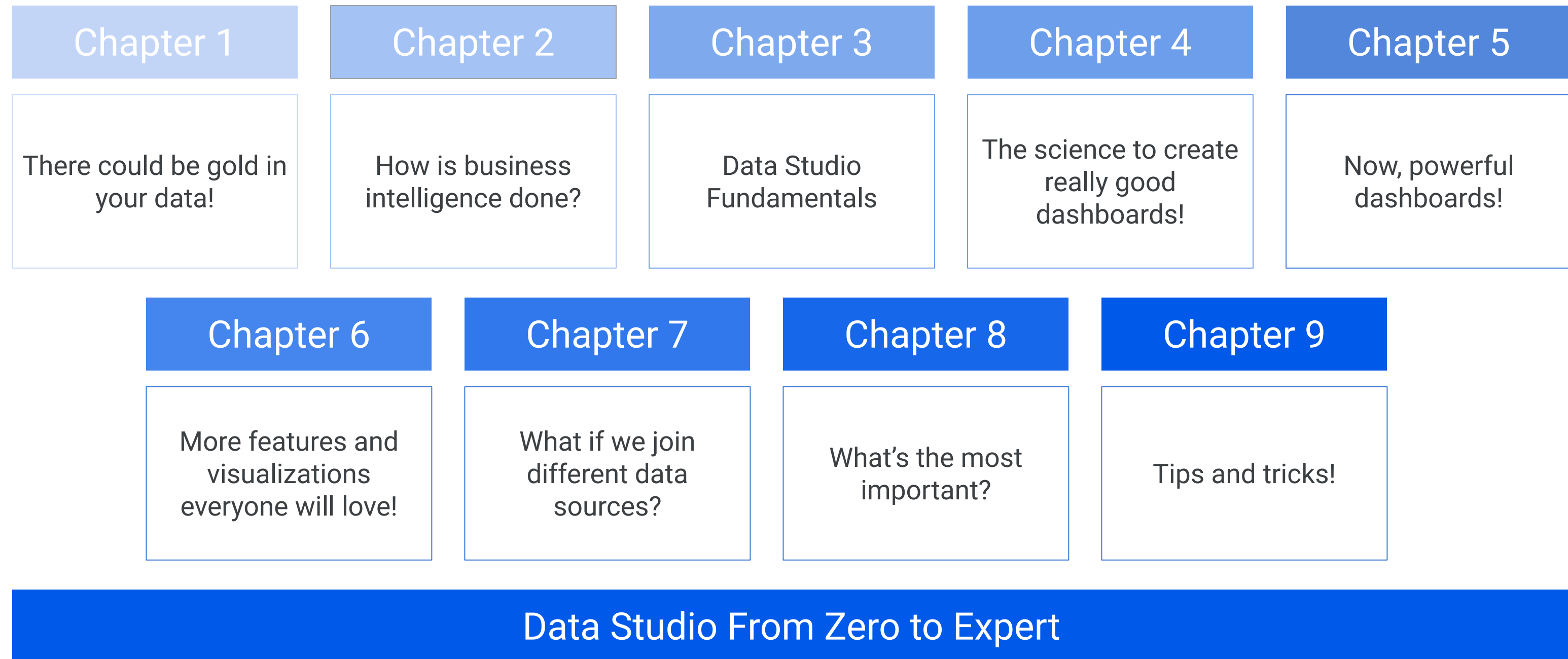

Gerardo Herrera Santander

Esp. of Software Enterprise Architecture

https://www.linkedin.com/in/gerardoherreras/

Course map

Chapter 1	Chapter 2	Chapter 3	Chapter 4	Chapter 5
There could be gold in your data!	How is business intelligence done?	Data Studio Fundamentals	The science to create really good dashboards!	Now, powerful dashboards!

Chapter 6	Chapter 7	Chapter 8	Chapter 9
More features and visualizations everyone will love!	What if we join different data sources?	What's the most important?	Tips and tricks!

Data Studio From Zero to Expert

Course objectives

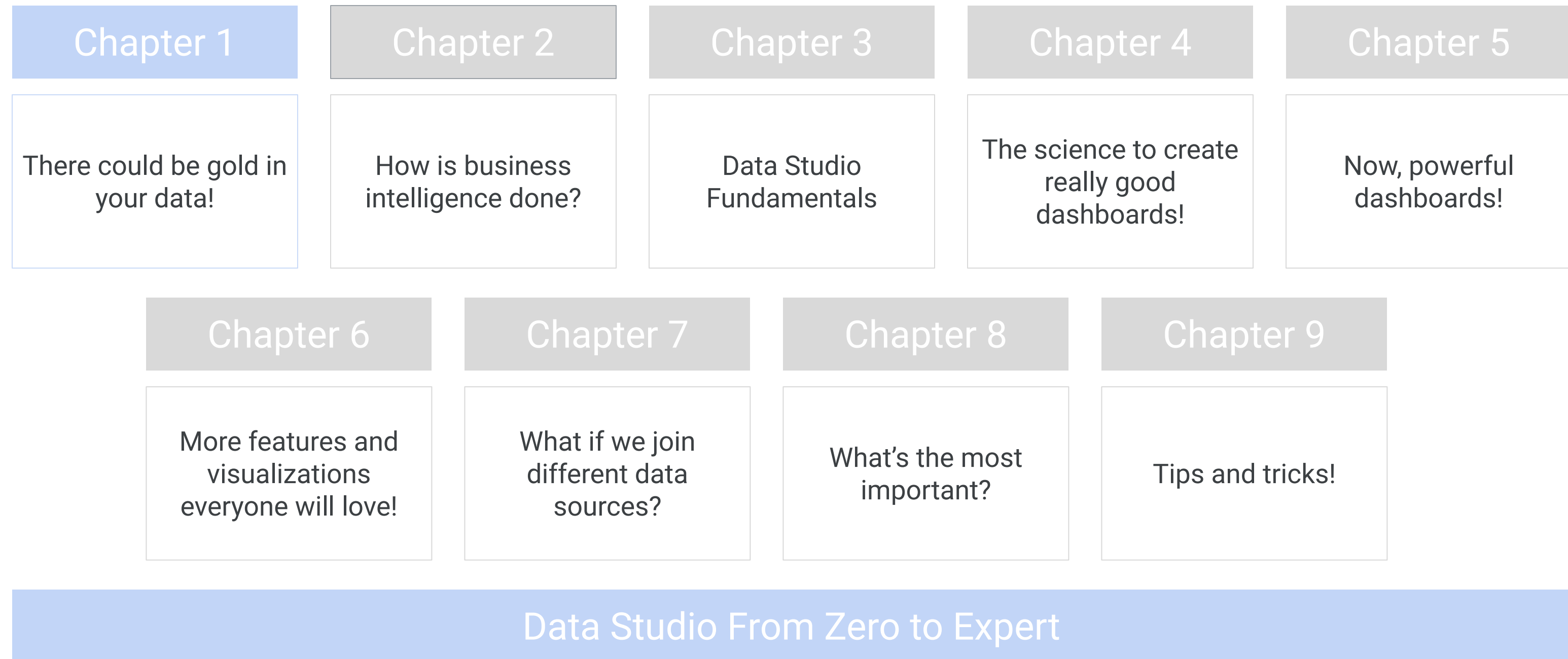| Chapter	Objectives
There could be gold in your data!	Discover the opportunities you have through data.
How is business intelligence done?	Discuss meaning, roles, tools and strategies.
Data Studio Fundamentals	Discover the features that Data Studio has for you.
The science to create really good dashboards!	Discuss how to create dashboards and reports that people love to use
Now, powerful dashboards!	Practice the best techniques to create powerful dashboards
More features and visualizations everyone will love!	Interactive filters, sorting, conditional expressions, dates, calculated metrics and dimensions, maps, hierarchies, tables/reports, plugins and more.
What if we join different data sources?	Discover the possibilities of working with more data and new sources.
What's the most important?	Discover sharing, security and cost
Tips and tricks!	Templates and improve the performance,

Hands-on labs

- 5 hands-on labs across the course

- 1 final challenge labs

- Hosted on Qwiklabs and your account

- Access to a set of resources, in a clean environment with required permissions, for a fixed amount of time at no additional charge

Course map

Chapter 1	Chapter 2	Chapter 3	Chapter 4	Chapter 5
There could be gold in your data!	How is business intelligence done?	Data Studio Fundamentals	The science to create really good dashboards!	Now, powerful dashboards!

Chapter 6	Chapter 7	Chapter 8	Chapter 9
More features and visualizations everyone will love!	What if we join different data sources?	What's the most important?	Tips and tricks!

Data Studio From Zero to Expert

Chapter 1

There could be gold in your data!

You will learn...

Why the data analysis will become the basis of all future service offerings and business models

- Discuss the opportunities and threats around the data

- Discuss how major industries are using your data

Agenda

- A little the history

- The present - Big data

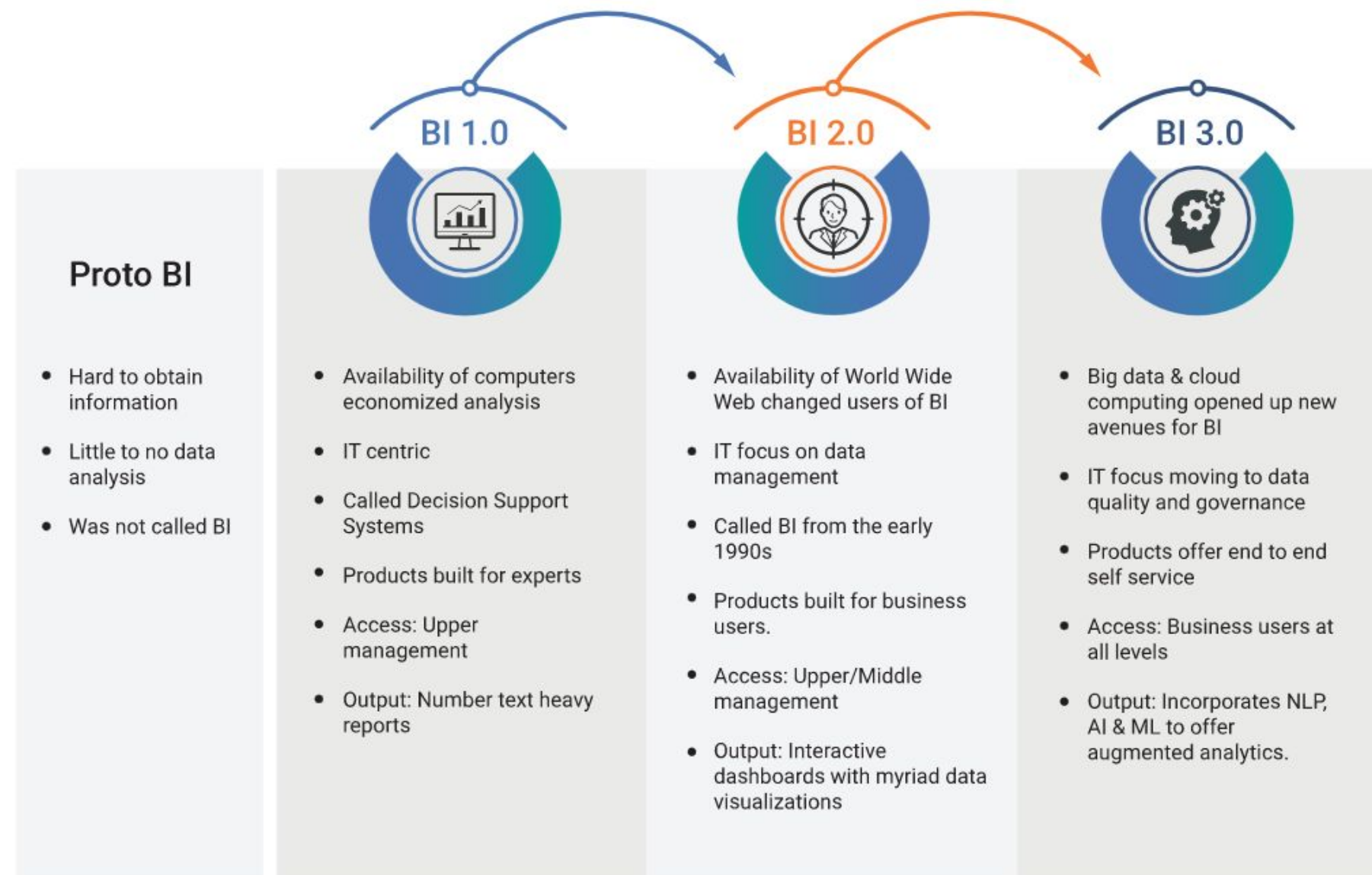- Basic architectures

- Quiz

- Summary

Agenda

- A little the history

- The present - Big data

- Basic architectures

- Quiz

- Summary

Business intelligence Timeline

60s-70s

80s-90s

00-10s

10s - present

First computer applications

Enterprise BI vendors

New vendors, new features

Cloud providers

Reports of data assisted decision markets

Business decisions require data tools and methodologies to deliver results.
1989 the term "business intelligence" was born

Producing data and reports, and organizing it and visualizing it in a presentable way

PaaS, SaaS. Business Analytics Solutions, integrated ML and business and process triggers.

Changes and features

Proto BI
- Hard to obtain information
- Little to no data analysis
- Was not called BI

BI 1.0
- Availability of computers economized analysis
- IT centric
- Called Decision Support Systems
- Products built for experts
- Access: Upper management
- Output: Number text heavy reports

BI 2.0
- Availability of World Wide Web changed users of BI
- IT focus on data management
- Called BI from the early 1990s
- Products built for business users.
- Access: Upper/Middle management
- Output: Interactive dashboards with myriad data visualizations

BI 3.0
- Big data & cloud computing opened up new avenues for BI
- IT focus moving to data quality and governance
- Products offer end to end self service
- Access: Business users at all levels
- Output: Incorporates NLP, AI & ML to offer augmented analytics.

DATA
The New Gold!

Agenda

- A little the history

- The present - Big data

- Some cases by Industry

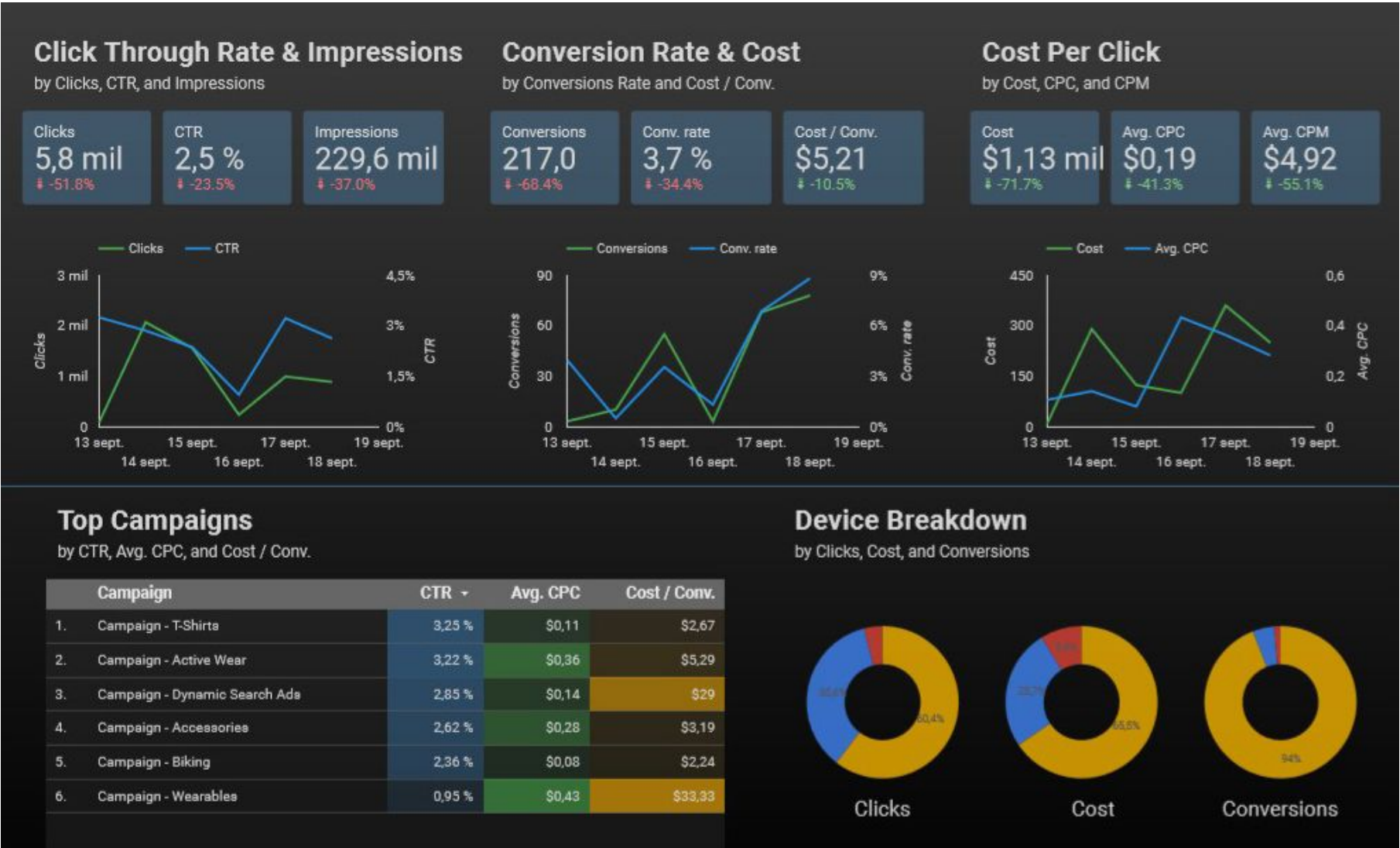- Basic architectures

- Quiz

- Summary

It's the present!

Characteristics of Big Data
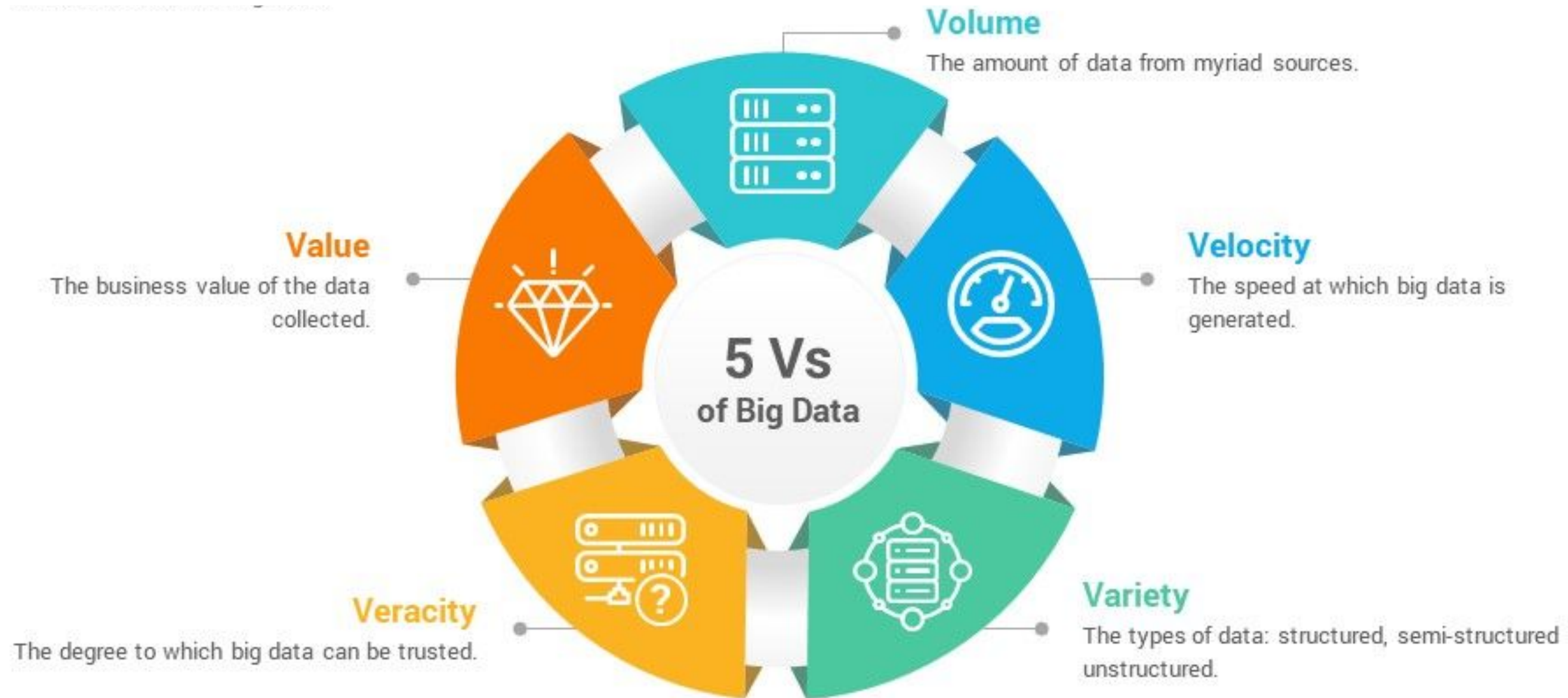
Volume
The amount of data from myriad sources.

Velocity
The speed at which big data is generated.

Variety
The types of data: structured, semi-structured unstructured.

Veracity
The degree to which big data can be trusted.

Value
The business value of the data collected.

5 Vs of Big Data

Business intelligence v3.0

Agenda

- A little the history

- The present - Big data

- Basic architectures

- Quiz

- Summary

Where are the BI tools?
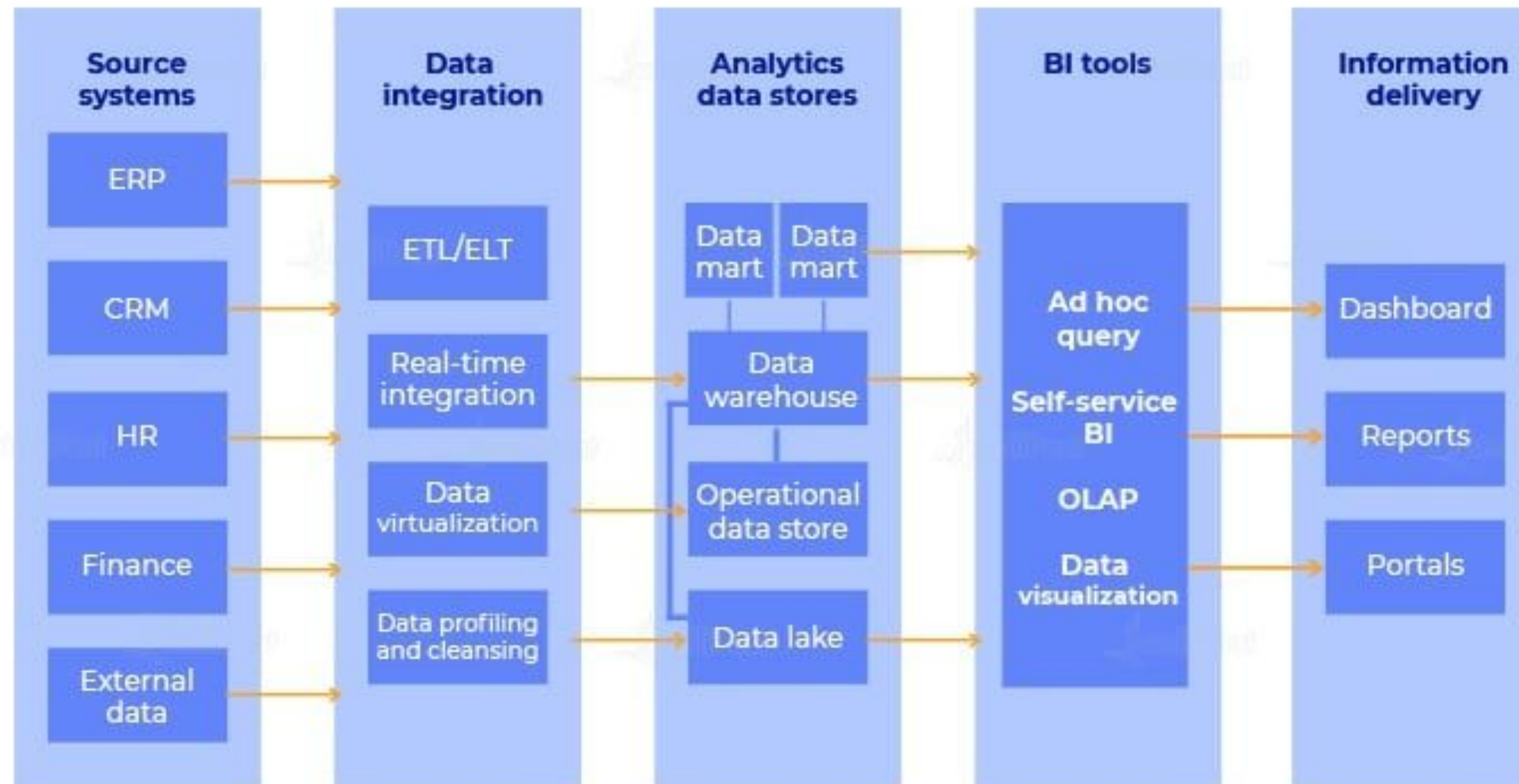
Example business intelligence v3.0

Agenda

- A little the history

- The present - Big data

- Basic architectures

- Quiz

- Summary

Quiz

Which is not a basic principle for analyzing data?

A. Analysis only matters if it is meaningful and actionable

B. Key performance indicators (KPI's) not need to change

C. When assigning work, focus on the result, not the process

D. When doing work, focus on the process, not the result

Quiz

Which is not a basic principle for analyzing data?

A. Analysis only matters if it is meaningful and actionable

B. Key performance indicators (KPI's) not need to change

C. When assigning work, focus on the result, not the process

D. When doing work, focus on the process, not the result

Quiz

Question 2/4

What is the most popular and recommended source to perform BI?

A. Transactional system

B. Google Sheets / MS Excel

C. Data Warehouse

D. Flat files

Quiz

What is the most popular and recommended source to perform BI?

A. Transactional system

B. Google Sheets / MS Excel

C. Data Warehouse

D. Flat files

Quiz

What features does version 3.0 of BI include to improve decision making?

A. Machine learning

B. Virtual processing

C. Computer vision

D. OLAP processing

Quiz

What features does version 3.0 of BI include to improve decision making?

A. Machine learning

B. Virtual processing

C. Computer vision

D. OLAP processing

Quiz

The classification of the data in BI Dashboards are

A. Dimensions and metrics

B. Interactive charts and filters

C. Processing and storage

D. Approach and result

Quiz

The classification of the data in BI Dashboards are

A. Dimensions and metrics

B. Interactive charts and filters

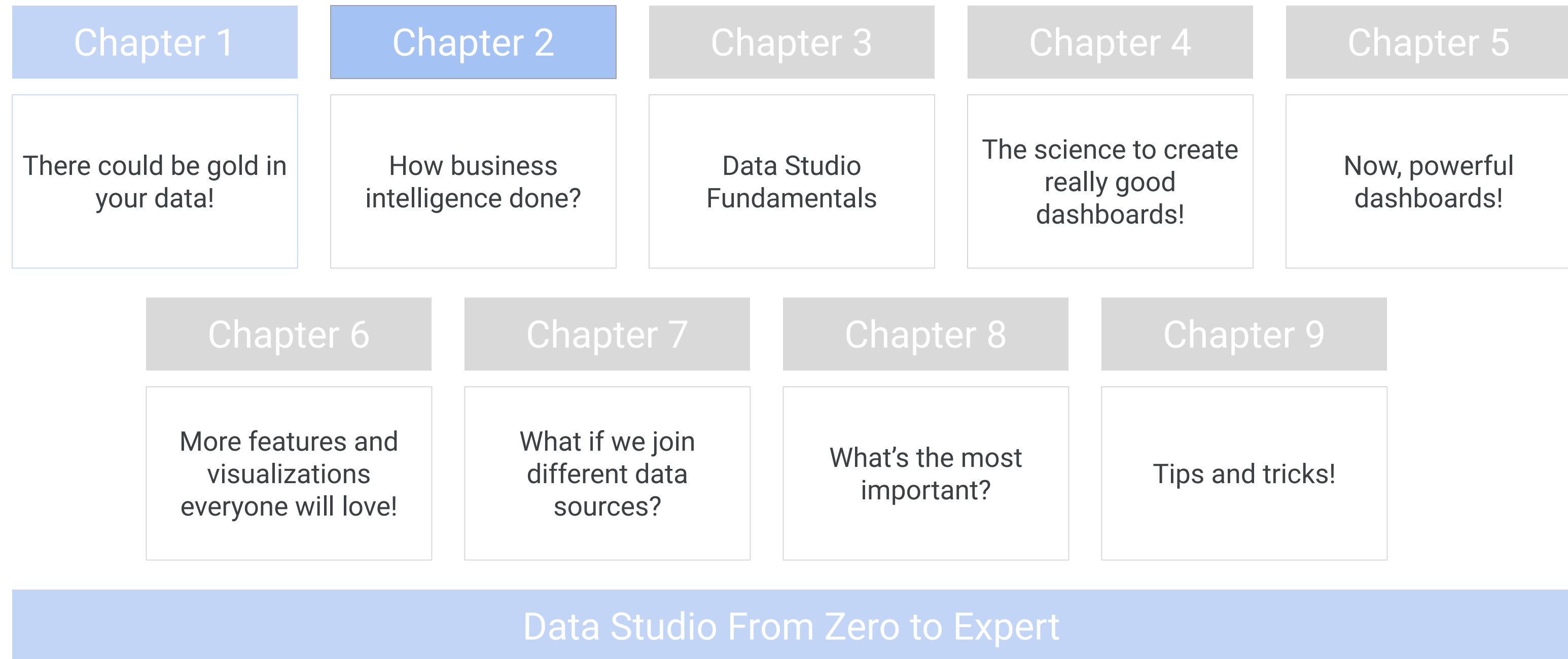C. Processing and storage

D. Approach and result

Agenda

- A little the history

- The present - Big data

- Basic architectures

- Quiz

- Summary

Summary

✅ Past, present and future of business intelligence.

✅ Challenges around big data.

✅ Architectures common to business intelligence

✅ Opportunities

Course map

Chapter 1	Chapter 2	Chapter 3	Chapter 4	Chapter 5
There could be gold in your data!	How business intelligence done?	Data Studio Fundamentals	The science to create really good dashboards!	Now, powerful dashboards!

Chapter 6	Chapter 7	Chapter 8	Chapter 9
More features and visualizations everyone will love!	What if we join different data sources?	What's the most important?	Tips and tricks!

Data Studio From Zero to Expert

Chapter 2

How is business intelligence done?

This is a preview.
Hire our services to receive the training that includes the complete material.