

# 6.4 LESSON NOTES

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## GROUPING VALUES

- You can group either numeric or text values in either metrics or dimensions
- You group these values together using CASE statements
- Example for grouping dimension text values:

```
CASE
when CONTAINS_TEXT( Product Name , "Xerox" ) then "Xerox"
when CONTAINS_TEXT( Product Name , "Avery" ) then "Avery"
when CONTAINS_TEXT( Product Name , "Logitech" ) then "Logitech"
else "other"
END
```

- Example when grouping values in metrics:

```
CASE
when Quantity > 5 then "High"
when Quantity > 2 then "Medium"
else "Low"
END
```

- Example using IN to simplify formula (in some cases):

```
CASE
WHEN State in ( "California", "Nevada", "Oregon" ) THEN "West"
END
```

# The Ultimate Guide to Google Data Studio

Additional Information regarding CASE statements:

## CASE STATEMENTS

- Used widely for all kinds of custom fields
- Like little algorithms
- Use “IF THEN ELSE” logic
- Check fields on row-by-row basis and apply logic
- Logic of statements applied in order
- Rows cannot be included more than once in result
- Metric calcs cannot be used (e.g. metric1 + metric2)

## CASE STATEMENTS

### Step 1

myNewField = metric1 + metric2

### Step 2

CASE WHEN myNewField > 100