

3.5 LESSON NOTES

TIME SERIES & AREA CHARTS



- **6 different types to choose from:**
 - The 3 Time Series versions are all built in the same way. The **differences are only stylistic**.
 - The 3 Area Charts are regular, stacked and stacked 100%
- **Can only add date** as the primary dimensions of the query but breakdown dimension can be anything
- To modify the date **granularity**, you can click on the edit pencil next to the date dimension
- Like column and bar charts, you can add **up to 5 metrics** side by side unless breakdown dimension present. **Double Y-axis** also available
- Can add **date range** filter AND **comparison period** that will show 2 periods in 2 lines/series
- More Style options:
 - Can turn lines into bars
 - Cumulative values, e.g. running total
 - Add points
 - **Trend lines** (linear, exponential, polynomial)
 - Reference lines (constant, calculated)
 - Missing values (recommend to leave on “Line to zero”)
- **Smoothed time series** chart is just a regular time series but with “smoothing” option activated in Style tab

The Ultimate Guide to Google Data Studio

- **Sparkline** is just a time series without axes, grid, labels etc. Often small in size and allows an at-a-glance view of a metric's evolution
- **Area charts need a breakdown dimensions to work**
- Area chart is just time series with area underneath line filled in. Idea being to display volume