

Google Data Studio

Introduction

- Google Data Studio is part of the Analytics 360 Suite.
- It helps transform data from multiple data sources like Google AdWords, Analytics, Google Sheets & YouTube into a beautiful and meaningful Dashboard
- Fully customizable and shareable, these Dashboards allow you to build custom Dashboards for businesses
- In this training, we will explore how to setup a Google Data Studio from an existing template as well as a blank template

Getting Started



Google Analytics Solutions | Data Studio

PARTNERS SUPPORT | SIGN IN ▾

SIGN UP FOR FREE

Analytics Tag Manager Optimize **Data Studio** Surveys Attribution Audience Center Analytics 360 Suite

Overview Capabilities Features Gallery Success Stories Resources

Beautiful data visualization starts here.

Google Data Studio (beta) turns your data into informative dashboards and reports that are easy to read, easy to share, and fully customizable. Dashboarding allows you to tell great data stories to support better business decisions.

Create unlimited Data Studio custom reports with full editing and sharing.

SIGN UP FOR FREE

<https://datastudio.google.com>

Dashboard

The screenshot shows the Google Data Studio beta interface. At the top, there's a navigation bar with a blue square icon, the text "Google Data Studio beta", "Home", and user profile icons. Below the navigation is a search bar with "ALL TEMPLATES" and a dropdown arrow. The main area displays four report templates: "Blank" (with a large plus sign icon), "Acme Marketing" (Google Analytics), "Search Console Report" (Search Console), and "AdWords Overview" (Google Adwords). Below these are filter buttons for "ALL", "OWNED BY ME", "SHARED WITH ME", and "TRASH". On the left, a sidebar lists "REPORTS", "DATA SOURCES", "New Features!", "Video tutorials", and "User settings".

| Earlier | Owner | Last opened by me |
|---------|--------------------|-------------------|
| | Fabian Lim | Sep 12, 2017 |
| | Fabian Lim | Sep 10, 2017 |
| | Fabian Lim | Sep 10, 2017 |
| | Google Data Studio | -- |

Add A Data Source

The screenshot shows the Google Data Studio beta interface. On the left, there's a sidebar with icons for Reports, Data Sources (which is highlighted with a red box), New Features!, Video tutorials, and User settings. The main area is titled "Today" and lists five data sources owned by Fabian Lim, sorted by last opened time. A large blue button with a white plus sign is located in the bottom right corner.

| Owner | Last opened by me |
|------------|-------------------|
| Fabian Lim | 6:03 PM |
| Fabian Lim | 5:55 PM |
| Fabian Lim | 5:54 PM |
| Fabian Lim | 5:53 PM |
| Fabian Lim | 4:01 PM |

Add A Data Source

Untitled Data Source

CONNECT

Field Editing in Reports: ON

?

| Connectors | Sites | Tables |
|----------------------|--|-----------------|
| File Upload | http://clickmedia.com.sg/ | Site Impression |
| AdWords | http://www.clickmedia.com.sg/ | Url Impression |
| Attribution 360 | http://www.fabianlim.name/ | |
| BigQuery | http://www.fareastflora.com/ | |
| Cloud SQL | http://flightschool.sg/ | |
| DCM | http://sites.google.com/site/testmobilesg/ | |
| DFP | https://www.societyoftouristguides.org.sg/ | |
| Google Cloud Storage | http://www.clickevents.sg/ | |
| Google Analytics | http://www.yellowpages.com.sg/ | |
| Google Sheets | https://www.themoorbar.com/ | |
| MySQL | http://sites.google.com/site/fabianinc/ | |
| PostgreSQL | http://www.asiasearchengineacademy.com/ | |
| Search Console | | |
| YouTube Analytics | | |

Community Connectors

Google Analytics
By Supermetrics

EXPLORE CONNECTORS

Rename & Creating Data Source

The screenshot shows a data source configuration page. At the top, there's a title bar with the name 'TheMoorBar URL Impression' (highlighted with a red box), a user profile icon, and a 'CREATE REPORT' button (also highlighted with a red box). Below the title bar, there are several controls: a toggle switch for 'Field Editing in Reports: ON', a status indicator 'USING OWNER'S CREDENTIALS', and a help icon. On the left, there's a 'EDIT CONNECTION' link. The main area is a table listing fields:

| Index | Field | Type | Aggregation | Description | Search fields |
|-------|-----------------|-----------------|-------------|-------------|---------------|
| 1 | URL CTR | 123 Percent | Auto | | |
| 2 | Date | Date (YYYYMMDD) | None | | |
| 3 | Country | Country | None | | |
| 4 | Device Category | RBC Text | None | | |
| 5 | Query | RBC Text | None | | |
| 6 | Google Property | RBC Text | None | | |
| 7 | Url Clicks | 123 Number | Auto | | |
| 8 | Impressions | 123 Number | Auto | | |
| 9 | Landing Page | RBC Text | None | | |

Create A Report Using A Template

The screenshot shows the Google Data Studio beta interface. At the top left is the logo and text "Google Data Studio beta". To its right is a "Home" link and a user profile icon. Below the header, there's a "Start a new report" section with a "Blank" option (represented by a large blue plus sign) and a "Google Analytics" template preview titled "ACME Marketing" which is highlighted with a red box. To the right of these are three pre-made report templates: "Search Console Report" (based on Search Console data), "AdWords Overview" (based on Google Adwords data), and another "Search Console" report. Below these sections are navigation tabs: "ALL", "OWNED BY ME", "SHARED WITH ME", and "TRASH". A search bar with a magnifying glass icon and the word "Search" is positioned above a list of recent items. The list includes a "REPORTS" item, a "DATA SOURCES" item, and three "New Features!" items: "Welcome to Data Studio! (Start here)", "Video tutorials", and "User settings". A large blue plus sign button is located at the bottom right of the main workspace area.

Create A Report Using A Template

← [Sample] Google Analytics Marketing Website USE TEMPLATE

SAMPLE REPORT - MAKE A COPY TO EDIT

Default Data Click to select your data Oct 2, 2017 - Oct 31, 2017

Marketing Website Summary Data From Google Analytics

| | | | |
|-----------------------------------|---------------------------------------|--|--|
| Users 85,834 ↑ 10.3% | Sessions 112,667 ↑ 11.2% | Pageviews 472,030 ↑ 19.4% | Bounce Rate 50.7% ↓ -6.7% |
|-----------------------------------|---------------------------------------|--|--|

How are site sessions trending?

What are the top countries by sessions?

Which channels are driving engagement?

Goal: Engaged Users



| Country | Sessions | Pageviews |
|-------------------|----------|---|
| 1. United States | 55,493 | <div style="width: 100%; height: 10px; background-color: #007bff;"></div> |
| 2. India | 6,029 | <div style="width: 100%; height: 10px; background-color: #dc3545;"></div> |
| 3. United Kingdom | 5,732 | <div style="width: 100%; height: 10px; background-color: #ffc107;"></div> |
| 4. Canada | 3,447 | <div style="width: 100%; height: 10px; background-color: #6c757d;"></div> |

Create A Report Using A Template

The screenshot shows a software window titled "Create new report". On the left, under "Original Data Source", there is a list item "[Sample] Google Analytics Data" with a small icon. An arrow points from this list to a dropdown menu on the right labeled "New Data Source". The dropdown menu also contains "[Sample] Google Analytics Data" with its own icon. Both the "New Data Source" section and the dropdown menu are highlighted with a red rectangular border. Below this, a note states: "Note that **report editors** can create charts using the new data sources and can add dimensions and metrics not currently included in the report." At the bottom right of the window are two buttons: "CANCEL" and a large blue "CREATE REPORT" button, which is also highlighted with a red border.

Create A Report Using A Template

The screenshot shows a software window titled "Create new report". On the left, under "Original Data Source", there is a list item "[Sample] Google Analytics Data" with a small icon. An arrow points from this list to a dropdown menu on the right labeled "New Data Source". The dropdown menu also contains "[Sample] Google Analytics Data" with its own icon. Both the "New Data Source" section and the "CREATE REPORT" button at the bottom right are highlighted with red boxes. Below the "New Data Source" dropdown, a note states: "Note that **report editors** can create charts using the new data sources and can add dimensions and metrics not currently included in the report." At the very bottom of the window, there are date filters: Oct 2, Oct 7, Oct 12, Oct 17, Oct 22, and Oct 27.

Rename The Report

The screenshot shows a digital marketing report interface. At the top, there's a header bar with a logo, a title "Analytics Report", and a "VIEW" button. Below the header is a toolbar with various icons for file operations and navigation.

The main content area displays several data visualizations:

- Marketing Website Summary:** Shows key metrics: Users (3,357), Sessions (4,496), Pageviews (11,918), and Bounce Rate (42.6%).
- How are site sessions trending?**: A line chart showing session trends from Oct 2 to Oct 27. The Y-axis ranges from 0 to 1.2K.
- What are the top countries by sessions?**: A world map where darker shades represent higher session counts. A legend indicates 1 session (light blue) up to 1,931 (dark blue).
- Which channels are driving engagement?**: A bar chart comparing Sessions (blue) and Pageviews (red) for Referral, Social, Organic Search, Direct, and (Other) channels.

On the right side, there's a sidebar titled "Layout and Theme" with tabs for "LAYOUT" (selected) and "THEME". It contains various configuration options:

- View Mode:** Radio buttons for "Always show" (selected), "Auto hide", and "Initially hidden".
- Navigation position:** Radio buttons for "Left" and "Top".
- Display mode:** Radio buttons for "Fit to width" and "Actual size" (selected).
- Has margin:** A checked checkbox.
- Canvas Size:** Set to "US letter (4:3) - Portrait". Fields for "Width (px)" (900) and "Height (px)" (1200) are present.

View The Report

The screenshot shows a digital marketing report interface. At the top, there's a header with 'Analytics Report' and various menu options like File, Edit, View, Insert, Page, Arrange, Resource, and Help. Below the header is a toolbar with icons for adding pages, navigating, and more.

The main content area displays a 'SAMPLE REPORT - MAKE A COPY TO EDIT' from Oct 2, 2017 - Oct 31, 2017. It includes a 'Marketing Website Summary' section with metrics: Users (3,357, down 39.5%), Sessions (4,496, down 37.8%), Pageviews (11,918, down 36.0%), and Bounce Rate (42.6%, down 3.9%).

Below this are three data visualizations: a line chart showing site sessions trending over time, a world map of top countries by sessions (United States leading with 1,931), and a bar chart of channels driving engagement (Organic Search leading with ~3.5K sessions).

To the right of the report content is a 'Layout and Theme' sidebar. It has tabs for 'LAYOUT' (selected) and 'THEME'. Under 'LAYOUT', settings include 'View Mode' (Always show selected), 'Header visibility' (Auto hide selected), 'Navigation position' (Left selected), 'Display mode' (Actual size selected), and 'Has margin' (checked). Under 'THEME', canvas size is set to 'US letter (4:3) - Portrait' with width 900px and height 1200px.

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Create A Report Using A Blank Template

The screenshot shows the Google Data Studio beta interface. At the top, there's a navigation bar with the Google Data Studio logo, the word "beta", and a "Home" link. To the right are icons for a grid, three dots, and a user profile.

The main area is titled "Start a new report". It features a large button with a blue plus sign inside a red border, labeled "Blank". To its right are four pre-made report templates:

- ACME**: Google Analytics. Includes a dashboard with metrics like sessions, users, and conversion rates, along with a world map and engagement charts.
- Search Console Report**: Search Console. Shows search console data with charts for impressions, clicks, and CTR.
- AdWords Overview**: Google Adwords. Displays AdWords performance with metrics like Click Through Rate & Cost, Conversion Rate & Cost, and Cost Per Click.

Below these templates are filter buttons: "ALL" (which is selected), "OWNED BY ME", "SHARED WITH ME", and "TRASH". To the right is a search bar with a magnifying glass icon.

The bottom section contains links to "REPORTS" and "DATA SOURCES". On the left, there are links for "New Features!", "Video tutorials", and "User settings". On the right, there's a "Welcome to Data Studio! (Start here)" message from Google Data Studio, indicating it was last opened by the user.

Select A Data Source

The screenshot shows a software interface for creating a report. On the left, a modal window titled "Untitled Report" displays a message: "You are about to add a data source to this report" with a diagram showing a connection from "TheMoorBar Analytics" to a chart icon. Below the message is a note: "Note that **Report Editors** can create charts using the new data source(s), and can add dimensions and metrics not currently included in the report." At the bottom of the modal are "CANCEL" and "ADD TO REPORT" buttons, with "ADD TO REPORT" highlighted by a red box.

To the right of the modal is a sidebar titled "Add a data source". It contains the text: "A data source provides data for charts. Select an existing data source or click CREATE NEW DATA SOURCE." Below this is a "OKAY, GOT IT" button. Further down is a "Select Data Source" section with a search bar. A list of data sources is shown, with the first item, "TheMoorBar Analytics", highlighted by a red box. At the bottom of this list is a "CREATE NEW DATA SOURCE" button, also highlighted by a red box.

Add A Widget

Untitled Report

File Edit View Insert Page Arrange Resource Help

Add a page

Layout and Theme

LAYOUT THEME

View Mode

Header visibility

Always show

Auto hide

Initially hidden

Navigation position

Left Top

Display mode

Fit to width Actual size

Has margin

Canvas Size

US letter (4:3) - Landscape

Width (px) Height (px)

1200 900

| Date | Sessions |
|--------|----------|
| Oct 4 | 100 |
| Oct 6 | 110 |
| Oct 8 | 120 |
| Oct 10 | 130 |
| Oct 12 | 180 |
| Oct 14 | 150 |
| Oct 16 | 140 |
| Oct 18 | 160 |
| Oct 20 | 130 |
| Oct 22 | 140 |
| Oct 24 | 150 |
| Oct 26 | 160 |
| Oct 28 | 190 |

Questions?