

# Google Charts & Google Data Studio

# Google Charts

1. [Extensive library](#) of plots / charts
  - a. Useful to browse around for inspiration on how to tell a story using your data (e.g., Sankey / alluvial charts)
2. User supplies information; Google charts returns graphical charts
3. Easy interface via R (googleVis)

# Google Data Studio

1. Create simple dashboards / reports using basic interactive charts
2. Easier to learn compared to Tableau / Power Bi
3. ... is free

## Ideal for

1. Simple reports that require very little to no data processing / cleaning
2. High level reports that do not dive deep into finer details
3. When budget is a constraint