What is Looker?

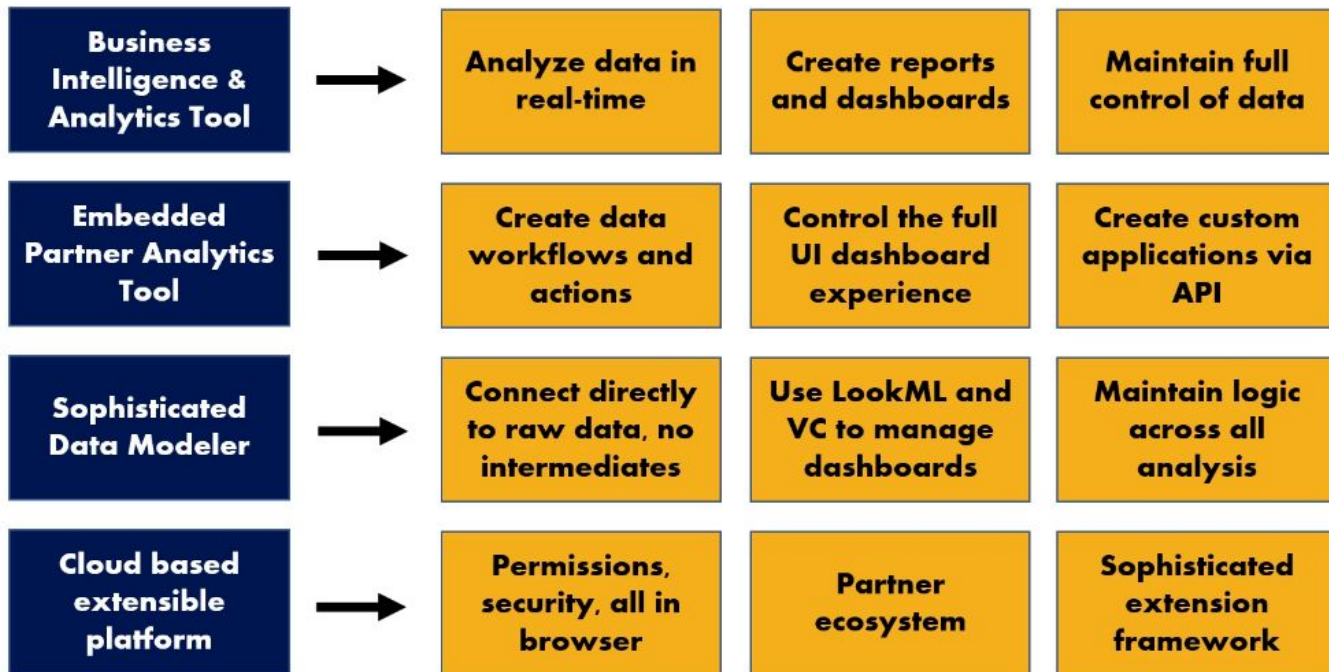|			
Business Intelligence & Analytics Tool →	**Analyze data in real-time**	**Create reports and dashboards**	**Maintain full control of data**
Embedded Partner Analytics Tool →	**Create data workflows and actions**	**Control the full UI dashboard experience**	**Create custom applications via API**
Sophisticated Data Modeler →	**Connect directly to raw data, no intermediates**	**Use LookML and VC to manage dashboards**	**Maintain logic across all analysis**
Cloud based extensible platform →	**Permissions, security, all in browser**	**Partner ecosystem**	**Sophisticated extension framework**

Cloud based is what makes it different to PowerBI
or Tableau. It's all in the browser.

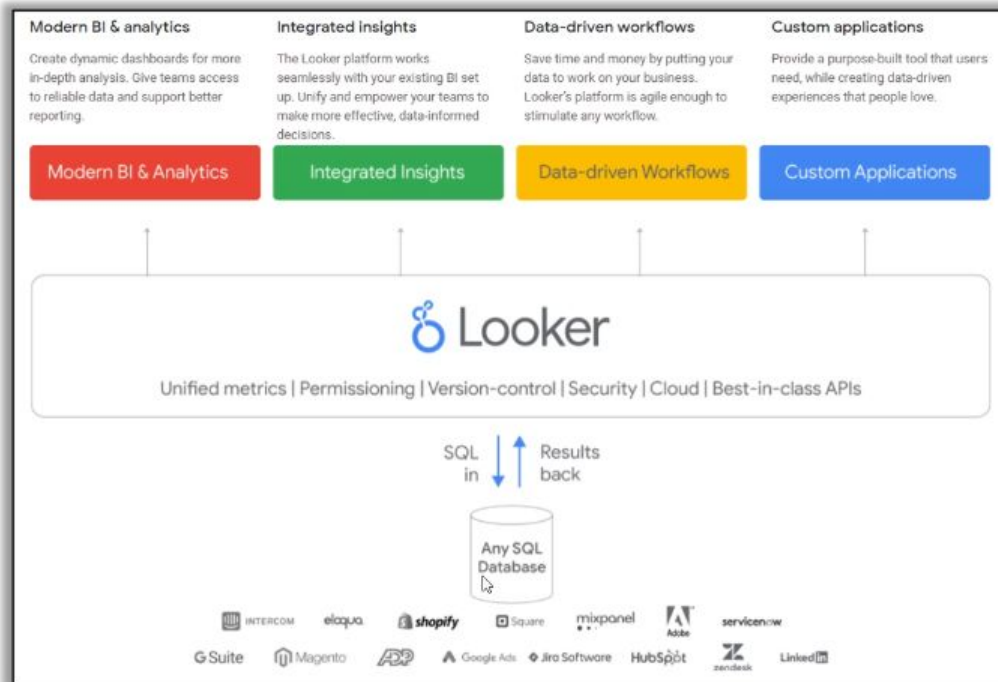Looker uses LookML (the dictionary related information, the logic) and SQL queries

Usually you would need a SQL database, then an ETL and then PowerBI/Tableau, but now all you need is a SQL DB and Looker. Looker gets rid of the intermediate layer.

ETL (Extract, Transform, Load) - the process of combining data from multiple sources into a large, central repository called a data warehouse.

A data warehouse is a central repository of integrated data from one or more disparate sources. Used extensively in business intelligence.

A data lake is a system or repository of data stored in natural/raw format, usually object blobs or files

What is Looker?

Modern BI & analytics

Create dynamic dashboards for more in-depth analysis. Give teams access to reliable data and support better reporting.

Integrated insights

The Looker platform works seamlessly with your existing BI set up. Unify and empower your teams to make more effective, data-informed decisions.

Data-driven workflows

Save time and money by putting your data to work on your business. Looker's platform is agile enough to stimulate any workflow.

Custom applications

Provide a purpose-built tool that users need, while creating data-driven experiences that people love.

Modern BI & Analytics | Integrated Insights | Data-driven Workflows | Custom Applications

⚗ Looker

Unified metrics | Permissioning | Version-control | Security | Cloud | Best-in-class APIs

SQL in | Results back

Any SQL Database

INTERCOM eloqua shopify Square mixpanel Adobe servicenow

G Suite Magento ADP Google Ads Jira Software HubSpot zendesk LinkedIn

database, this is your transactional data.

Features

Cloud based	Workflows and delivery	Partner network
Supports multi-DB	Data model / LookML	No-code, curative and user-friendly
Unified and governed metrics	24/7 DB connected	Google

You can automate reports and it's cloud-based, the major selling points

LookML - version control system, one of its best features

Because it's cloud-based, your data is always up-to-date.

Looker vs. Competitors

Tableau	Power BI
• No desktop software required	• Modern multicloud data platform
• Optimized for the cloud	• Power SQL-based modeling language
• A trusted data model	• Seamless 100% web-based experience
• API enabled data experiences	• Trusted data
• Modern in-product live support	• Live support with Looker experts
https://looker.com/compare/looker-vs-tableau	*https://looker.com/compare/looker-vs-power-bi*

Course Overview – Developer / Administrator

	User / Analyst	Developer / Administrator
Introduction	Features, Course Overview, How to Succeed	
Environment	Account Creation, Data Set Up, Terminology	
Beginner	Explores, Visualizations, Looks	Database, Filters, Format, Label, Locations
Intermediate	Filters, Custom Fields, Sharing, Organization	Join, Field Groups, Advanced Format, Explore Actions, View Settings
Expert	Advanced Visualization, Dashboards, Advanced Data Manipulation	Explore Settings, Parameters, Permissions, Extensions, Dashboards
Conclusion	Certificate, Next Steps	

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