

LOOKER

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INTRO AND GETTING STARTED WITH LOOKER

WHAT IS LOOKER?



WHAT IS LOOKER?



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**

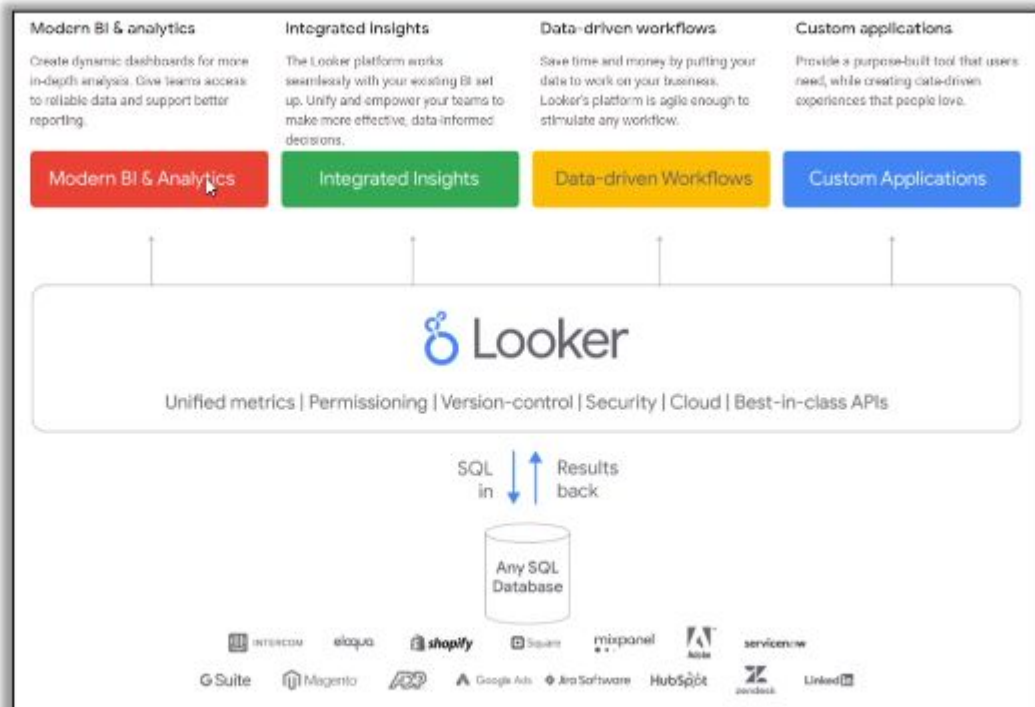


**Permissions,
security, all in
browser**

**Partner
ecosystem**

**Sophisticated
extension
framework**

WHAT IS LOOKER



Source: <https://looker.com/platform/overview>

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

WHAT ELSE IS OUT THERE?

Tableau

- **No desktop software required**
- **Optimized for the cloud**
- **A trusted data model**
- **API enabled data experiences**
- **Modern in-product live support**

<https://looker.com/compare/looker-vs-tableau>

WHAT ELSE IS OUT THERE?


Power BI

- **Modern multicloud data platform**
- **Power SQL-based modeling language**
- **Seamless 100% web-based experience**
- **Trusted data**
- **Live support with Looker experts**

<https://looker.com/compare/looker-vs-power-bi>

IS IT WORTH IT?

**Business intelligence,
analytics, insightful,
drive smarter outcomes
in your organization**

**Improve your analytics
toolkit and get **

We can help 2000+ companies find true power and
choice in their data

 moderna

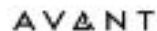
Using the right dose of data



Raising their customer retention game




Developing a single source of truth

 AVANT

Spending more time on true analysis

Google closes \$2.6B Looker acquisition

Ron Miller [@ron_miller](#) / 11:35 AM EST • February 13, 2020

 Comment

OUR PATH

	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	

Keys To Success

Do, don't watch

Ask questions / get involved!

Explore

DATA WALKTHROUGH

LAB 1: LOADING DATA INTO LOOKER

LET'S SPEAK THE
LANGUAGE

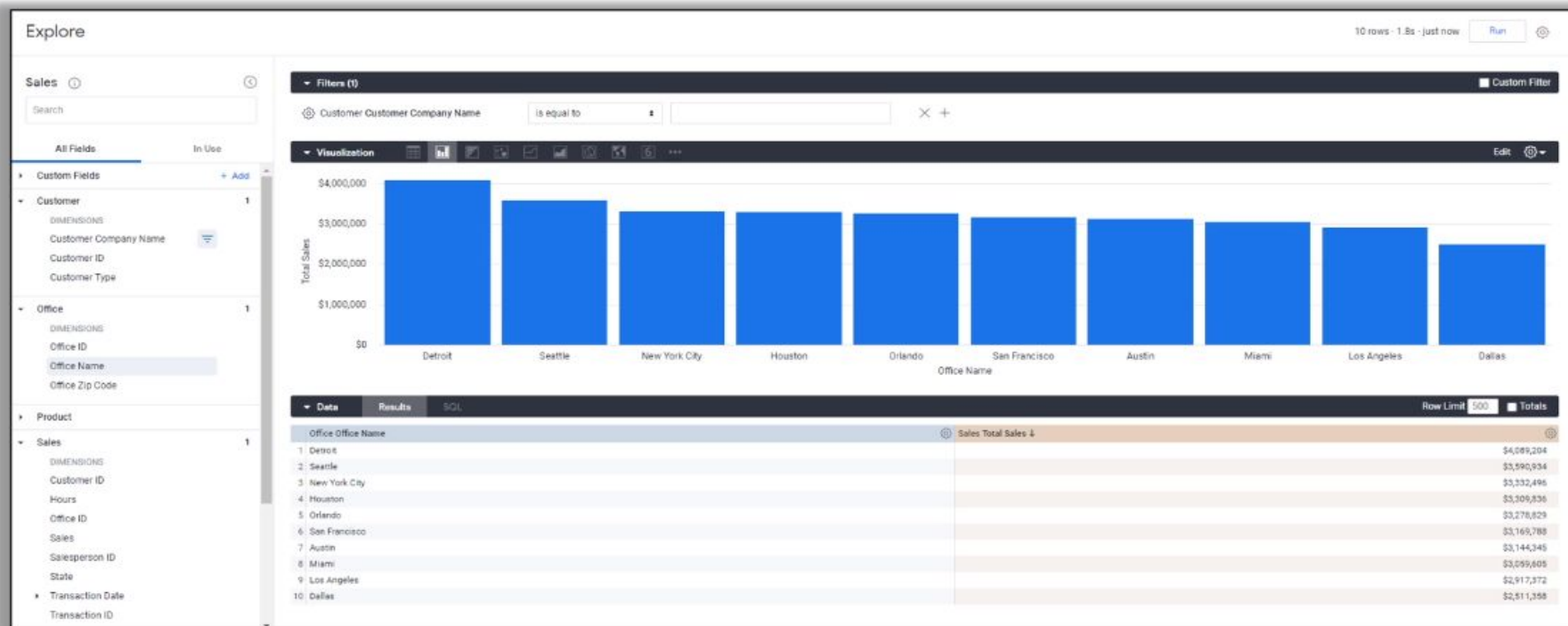
SPEAK LOOKER

Fields vs. Dimensions vs. Measures

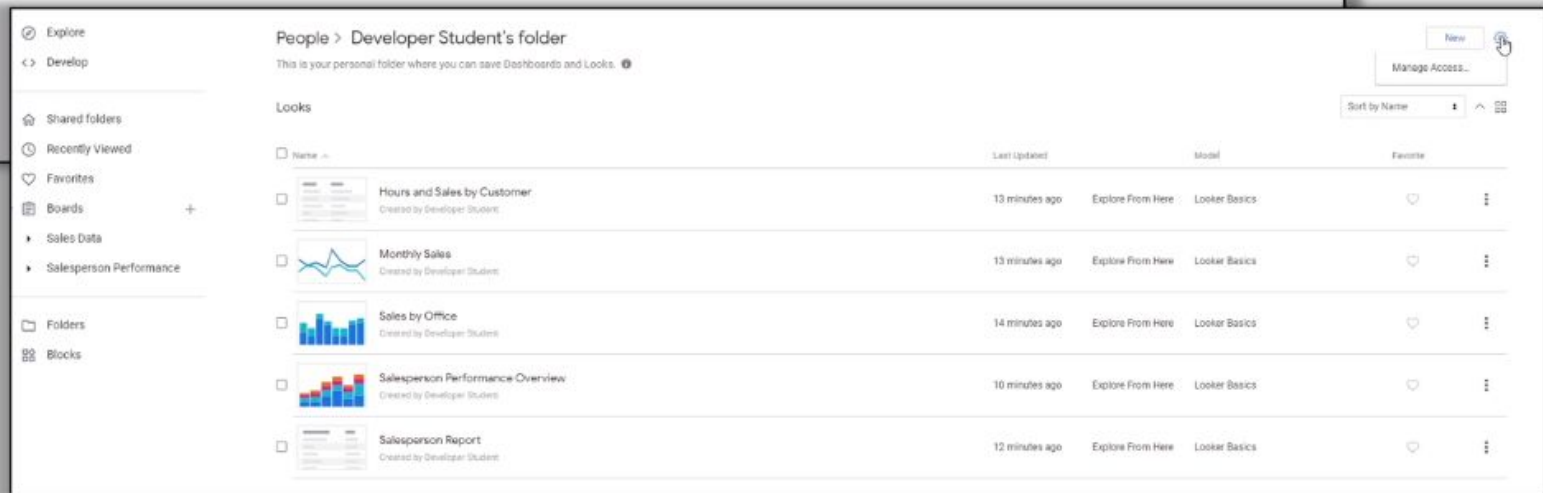
	Office Office Name	Customer Customer Company Name	Sales Total Hours ↓	Sales Total Sales	Sales Count
1	Detroit	SandHaul	443	\$784,244	7
2	Seattle	Pdump	357	\$536,643	6
3	Orlando	Trashly	323	\$539,560	5
4	Orlando	Blastine	321	\$439,138	5
5	Seattle	BumperTruck	307	\$515,276	6
6	Detroit	Trashly	301	\$529,913	4
7	San Francisco	Suppler	296	\$486,367	5
8	Houston	Bucker	265	\$360,133	6
9	Houston	DumpSpot	261	\$416,139	3
10	Los Angeles	Trashly	251	\$349,327	4
11	Dallas	Sucket	250	\$414,972	3
12	Detroit	Motore	247	\$455,394	4
13	Miami	Tractore	246	\$399,903	3

SPEAK MORE LOOKER

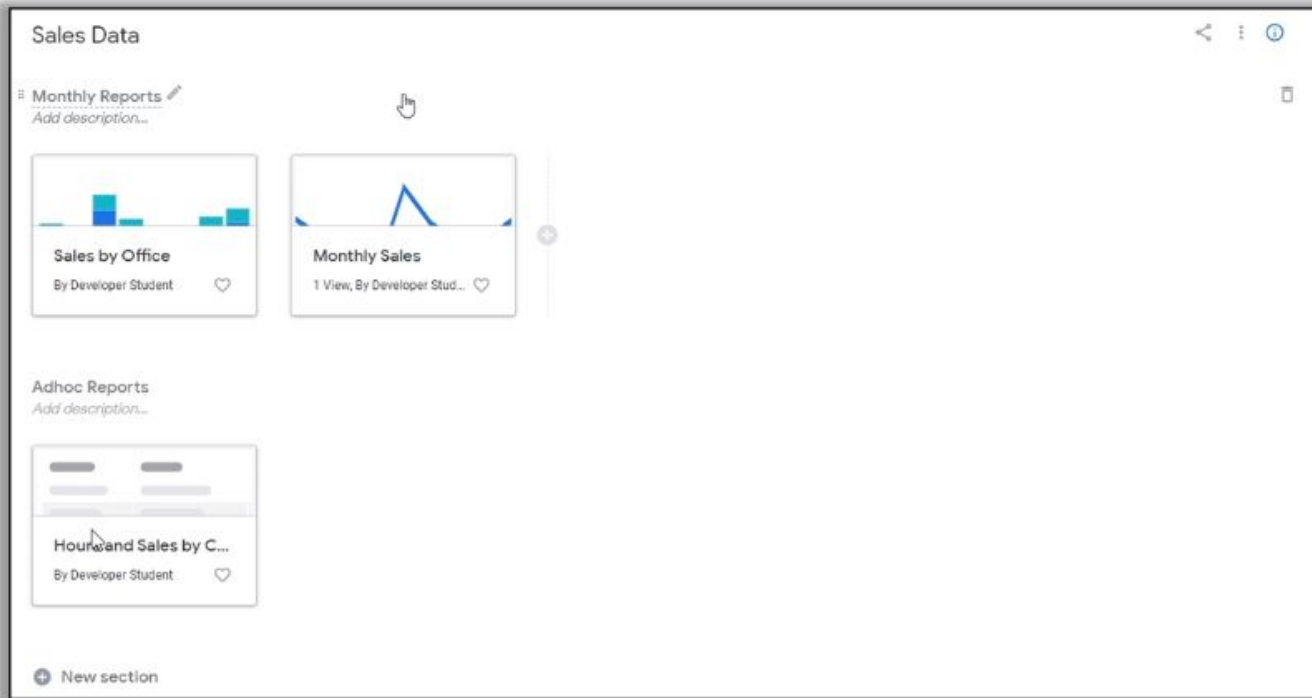
Explores vs. Looks vs. Dashboards



Boards vs. Folders



Boards vs. Folders



LOOKML VERSUS SQL

LookML vs. SQL

SQL

SQL is a language that lets you access, retrieve, and manipulate data in a SQL-supported database (95% of databases use some flavour of SQL in my opinion)

```
Select office, sum(sales) as total_sales  
from sales_data  
group by office
```

LookML

LookML is a language for describing dimensions, aggregates, calculations, and data relationships in a SQL database.

Looker uses a model written in LookML to construct SQL queries against a particular database

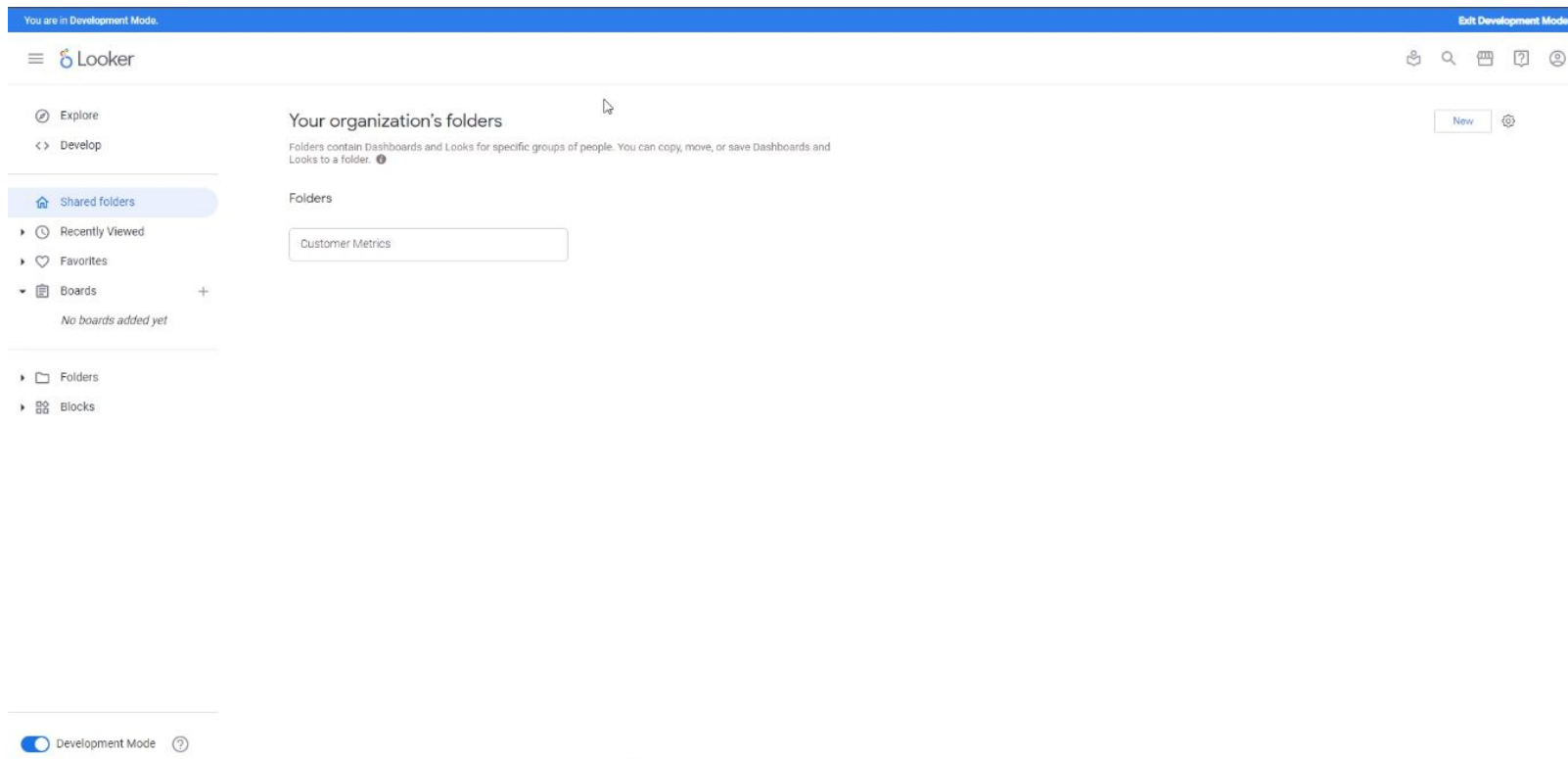
```
View: sales {  
  derived_table: sales_data
```

```
  Dimension: office {  
    type: string  
    sql: office;;  
  }
```

```
  measure: total_sales {  
    type: sum  
    sql: sales  
  }
```

```
}
```

MENU NAVIGATION



LAB 2: CREATE AN EXPLORES

[illegible]

Explore

109 rows · 2.9s · just now

Run



Sales ⓘ



Search

All Fields

In Use

Office Zip Code

1

Product

DIMENSIONS

Product Hourly Price

Product ID

Product Name

2

Sales

DIMENSIONS

Customer ID

Office ID

Salesperson ID

State

Transaction Date

Transaction ID

MEASURES

Average Hours

Average Sales

Count

Hourly Price

Total Hours

Total Sales

Salesperson

Go to LookML

Filters

Visualization

Data

Results

SQL

Row Limit 500

Totals

Subtotals

Office Office Name	Product Product Name	Sales Total Sales 4	Sales Count
1 Houston	Excavator	\$777,747	6
2 San Francisco	Scraper	\$732,978	7
3 Detroit	Crawler	\$659,300	7
4 Seattle	Excavator	\$619,427	4
5 Orlando	Skid-Steer	\$591,858	6
6 Los Angeles	Excavator	\$562,036	5
7 Houston	Scraper	\$553,048	6
8 San Francisco	Excavator	\$548,183	7
9 Detroit	Excavator	\$548,183	4
10 New York City	Back Truck	\$529,864	10
11 Los Angeles	Trencher	\$514,791	7
12 New York City	Crawler	\$513,560	4
13 Detroit	Compactor	\$508,368	4
14 Houston	Bulldozer	\$501,811	4
15 Orlando	Dragline	\$501,331	6
16 Miami	Skid-Steer	\$496,980	7
17 Miami	Scraper	\$469,712	5
18 Austin	Excavator	\$463,086	3
19 Austin	Bulldozer	\$460,653	6
20 Seattle	Crawler	\$458,040	4
21 Seattle	Dump Truck	\$453,884	5
22 Detroit	Dragline	\$452,341	6
23 Detroit	Bulldozer	\$446,406	5
24 Detroit	Dump Truck	\$440,248	4
25 Miami	Crawler	\$430,280	4
26 New York City	Skid-Steer	\$424,692	5
27 New York City	Trencher	\$418,648	6
28 San Francisco	Crawler	\$418,135	5
29 Dallas	Crawler	\$416,400	5

REMOVE FIELDS

Explore

10 rows · 1.8s · just now

Run

Sales

Search

All Fields

In Use

Custom Fields

+ Add

Customer

Office

1

DIMENSIONS

Office ID

Office Name

Office Zip Code

Product

DIMENSIONS

Product Hourly Price

Product ID

Product Name

Sales

2

DIMENSIONS

Customer ID

Office ID

Salesperson ID

State

Transaction Date

Transaction ID

MEASURES

Filters

Visualization

Data

Results

SQL

Row Limit 500

Totals

Office Office Name	Sales Total Sales ↓	Sales Count	
1 Detroit		\$4,089,204	48
2 Seattle		\$3,590,534	42
3 New York City		\$3,332,496	44
4 Houston		\$3,309,836	38
5 Orlando		\$3,278,829	41
6 San Francisco		\$3,169,788	31
7 Austin		\$3,144,345	41
8 Miami		\$3,059,605	37
9 Los Angeles		\$2,917,372	34
10 Dallas		\$2,511,358	36

SORTING AND ADDING

Looker



Explore

Will fetch 44 rows from cache

Run

Sales

Search

All Fields

In Use

Product

Sales

3

DIMENSIONS

Customer ID

Office ID

Salesperson ID

State

Transaction Date

Transaction ID

MEASURES

Average Hours

Average Sales

Count

Hourly Price

Total Hours

Total Sales

Salesperson

DIMENSIONS

Office ID

Salesperson Age

Salesperson First Name

Salesperson Function

Salesperson ID

Filters

Visualization

Data

Results

SQL

Row Limit



500

Totals

Sales State	Sales Total Sales ↓	Sales Average Sales	
16 District of Columbia	\$647,886	\$58,899	
17 Nebraska	\$573,466	\$81,924	
18 Georgia	\$540,867	\$67,608	
19 Michigan	\$537,127	\$76,732	
20 South Carolina	\$509,146	\$101,829	
21 North Carolina	\$492,925	\$54,769	
22 Massachusetts	\$482,218	\$80,370	
23 Indiana	\$475,165	\$95,033	
24 Tennessee	\$419,917	\$69,986	
25 Maryland	\$394,137	\$78,827	
26 Louisiana	\$385,283	\$77,057	
27 Iowa	\$385,164	\$76,291	
28 Kentucky	\$279,704	\$69,926	
29 Kansas	\$274,439	\$137,220	
30 Wisconsin	\$246,171	\$49,234	
31 Mississippi	\$234,977	\$78,326	
32 Nevada	\$211,394	\$52,849	
33 Minnesota	\$196,315	\$39,263	
34 New Hampshire	\$179,058	\$89,529	
35 Idaho	\$172,977	\$86,489	
36 West Virginia	\$153,551	\$153,551	
37 South Dakota	\$139,304	\$139,304	
38 Arkansas	\$116,880	\$116,880	
39 Rhode Island	\$111,300	\$111,300	
40 North Dakota	\$109,046	\$54,523	
41 New Jersey	\$106,145	\$106,145	
42 Connecticut	\$104,096	\$34,699	
43 New Mexico	\$94,992	\$94,992	

QUICK START ANALYSIS

You are in Development Mode.

Main menu

Explore

Inventory ⓘ ⓘ

Search

All Fields

In Use

▶ Custom Fields [+ Add](#)


▶ Inventory

▶ Office


▶ Product





Quick Start

Explore from a prebuilt analysis in Inventory or select fields from the field list.


Amount by Status
Count of Products by Status

PIVOT FIELD

 Looker



Explore

Run

Sales ⓘ ⓘ

Search

All FieldsIn Use

Custom Fields + Add

Customer

Office

Product

DIMENSIONS

Product Hourly Price

Product ID

Product Name

Sales

DIMENSIONS

Customer ID

Office ID

Salesperson ID

State

Transaction Date

Transaction ID

MEASURES

Average Hours

Average Sales

Count

Hourly Price


Total Hours


Filters

Visualization

DataResultsSQL

Row Limit 500Totals





Select some dimensions or measures.

