

# Curso Data Engineer: Creando un pipeline de datos

Módulo E - Clase 10

# Agenda



- Looker Studio
- Ejercitación



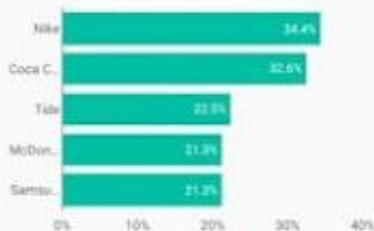
Looker Studio

# Looker Studio



SEE<sup>1</sup>

Did they **remember** seeing the ads?

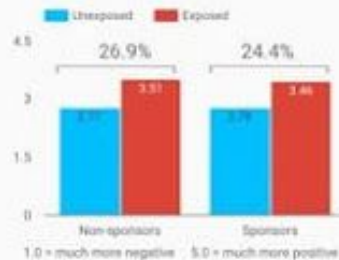


Did they **recall** the product or service?

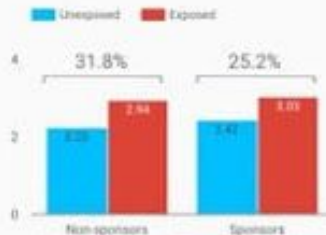


THINK<sup>1</sup>

Did the ads change **how they feel** about the brand?



Did the ads have an effect on **purchase intent**?



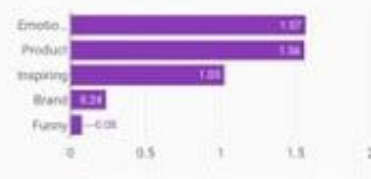
DO<sup>2</sup>

Which ads drove the **greatest response**?

BMW	3.21
Coca Cola	2.01
McDonald's	1.57

Response Index = Share of Searches / Share of Impressions

What **types of ads** drove the greatest response?



Do people respond more to ads **by sponsors**?



# Looker Studio

Add data to report

[Connect to data](#)

My data sources

Search

## Google Connectors (23)

Connectors built and supported by Looker Studio [Learn more](#)



**Looker**

By Google

Connect to your Looker semantic models.



**Google Analytics**

By Google

Connect to Google Analytics.



**Google Ads**

By Google

Connect to Google Ads performance report data.



**Google Sheets**

By Google

Connect to Google Sheets.



**BigQuery**

By Google

Connect to BigQuery tables and custom queries.



**AppSheet**

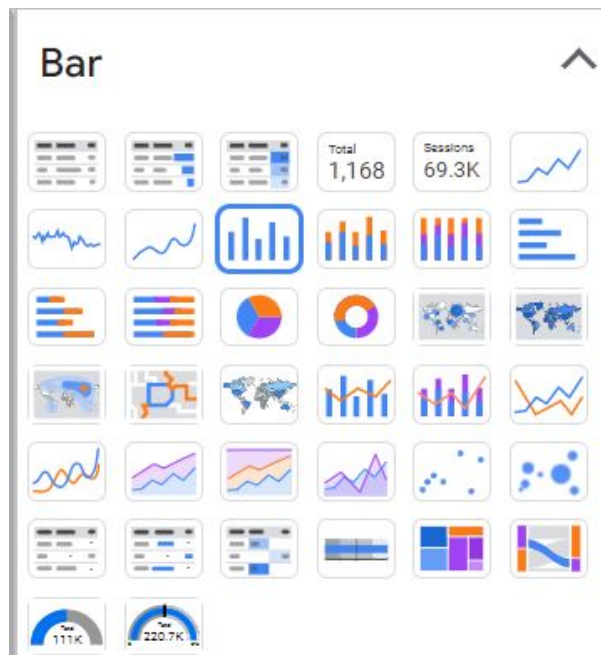
By Google

Connect to AppSheet app data.

- **Fuentes:** conexión con csv, google sheet, Bigquery, etc.



# Looker Studio



- **Tipos de gráficos:** líneas, serie de tiempo, barra, tabla, treemap, etc



# Looker Studio

Dimension

ABC	start_station_name
-----	--------------------

Drill down ☐

Breakdown Dimension

Add dimension

- **Dimensiones:** son los atributos de los datos. Ej: tiempo, ubicación, usuario, etc.



# Looker Studio

Metric

CT	rental_id
SUM	duration_min
<div><div>+</div>Add metric</div>	

Optional metrics ☐

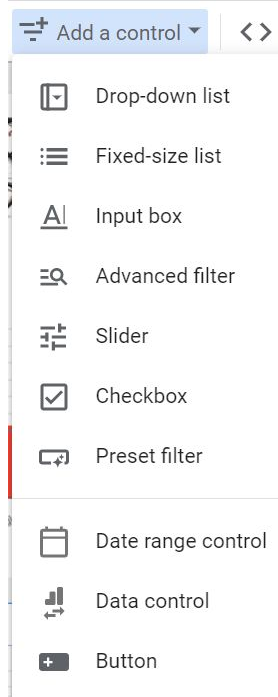
Metric sliders ☐

- **Métricas:** son las que llevan el conteo cuantitativo de los datos. Ej: cantidad de filas, etc.





# Looker Studio



- **Filtros:** son los que me van a permitir realizar un filtro dentro del set de datos

# Looker Studio



## Email delivery




Schedule email delivery for this report. [Learn more about schedules](#)

### Settings

### Filters

From Federico Piñeyro

To  Federico Piñeyro Add additional recipients

☐ Customize email subject and message

Start time 05/08/2023  8:00 AM GMT-02:00 Argentina (Buenos Aires)

Repeat Daily

Cancel

Schedule

- **Envío de reportes:** me permite agendar reportes y que se disparen automáticamente



# Looker Studio

Field Name

promedio\_duracion

Field ID

calc\_mon5g2pv5c

Formula ?

FORMAT FORMULA

1	AVG( duration )
---	-----------------



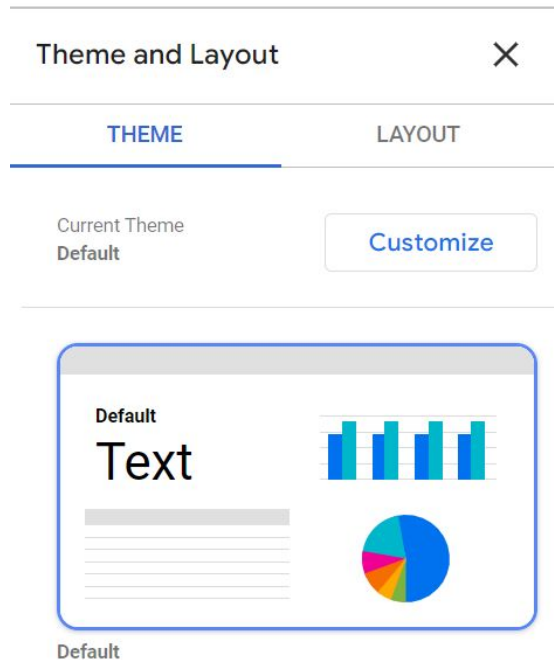
CANCEL

SAVE

- **Campos calculados:** son los campos que puedo calcular en el set de datos: Ej: avg, sum



# Looker Studio



- **Themes y layout:** me permite personalizar y mejorar la visualización del reporte

# Looker Studio



Share with people and groups



Share as  Federico Piñeyro

Add people and groups

People with access



Federico Piñeyro (you)  
fpineyro@gmail.com

Owner

Link settings



Restricted ▼

Only people added can open with this link

 Copy link

Done

- **Compartir dashboards:** me permite agregar gente para que pueda editar el reporte



# Looker Studio

← Blend Data ... ✕ CLOSE

Table 1  
(Table Name)

cycle\_hire

**Dimensions**

end\_station\_name

Add dimension

**Metrics**

Add metric

**Date range**

Add dimension

**Filters**

ADD A FILTER

Join another table

**Available Fields**

Type to search

- bike\_id
- duration
- duration\_min
- end\_date
- end\_station\_id
- end\_station\_logic...
- end\_station\_name
- end\_station\_priori...
- rental\_id
- start\_date
- start\_station\_id
- start\_station\_logic...
- start\_station\_name

Data source name

Included dimensions and metrics ⓘ

end\_station\_name

☒ Hide repeated join fields

**SAVE**

- **Blend data:** me permite unir dos o más tablas

# Looker Studio



## Data freshness



BigQuery: cycle\_hire

How fresh do you need this data to be?

More frequent updates can give you fresher data, but may also slow performance and increase query costs for paid data services. [Learn more](#)

Check for fresh data:



Every 15 minutes



Every hour



Every 4 hours



Every 12 hours

Default



Custom



CANCEL

SET DATA FRESHNESS

- **Actualización data:** permite configurar cada cuanto tiempo se actualiza la información



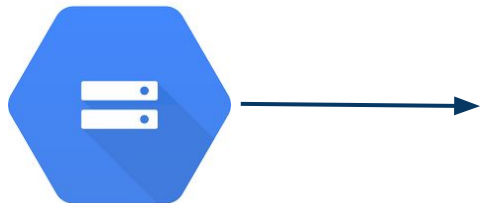
Demo



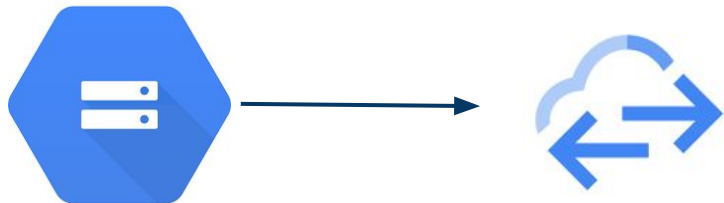
# Looker Studio



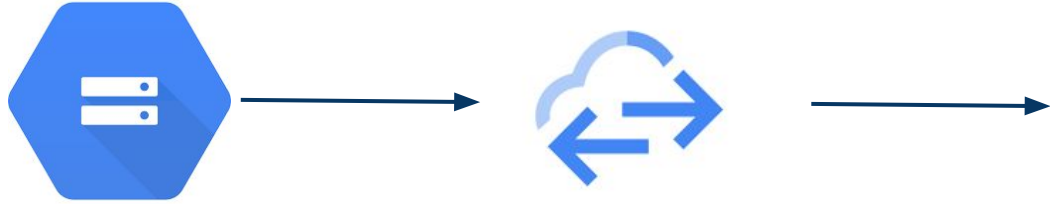
# Looker Studio



# Looker Studio



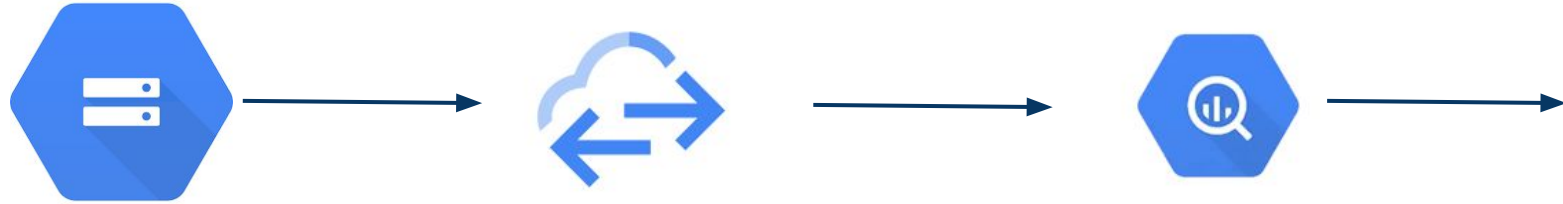
# Looker Studio



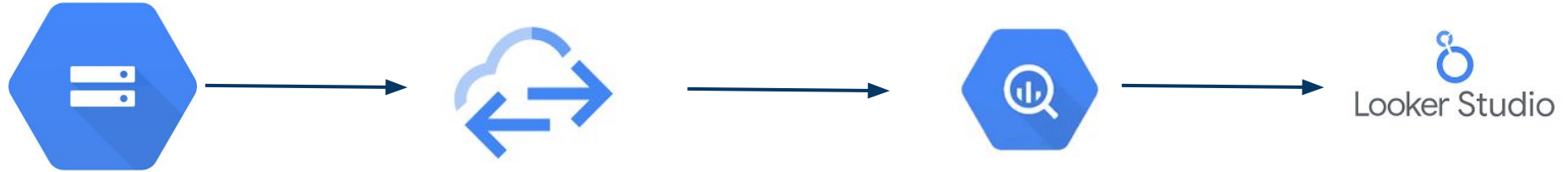
# Looker Studio



# Looker Studio



# Looker Studio





# Ejercicio



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# Ejercicio





# Ejercicio





Preguntas ?



Gracias