



Basic Data Visualization using Looker Data Studio

Teerapong Panboonyuen

<https://github.com/kaopanboonyuen/LookerStudio101>



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References and Disclaimer



- <https://lookerstudio.google.com/overview>
- <https://developers.google.com/analytics>
- <https://cloud.google.com/looker-studio>
- <https://marketingplatform.google.com/about/analytics/>
- <https://www.coraline.co.th/single-post/4-levels-of-analytics>
- <https://lazarinastoy.com/ultimate-guide-to-data-storytelling-for-marketing-and-data-consultants/>
- https://www.linkedin.com/posts/lquelcher_good-thoughts-in-intelligence-analysis-activity-7181094260211875840_weM
- https://medium.com/@antonioneto_17307/dashboards-vs-storytelling-do-you-know-when-you-need-each-one-c7aa7df3ba51
- <https://support.google.com/analytics/answer/9849873?hl=en>
- <https://www.feld-m.de/en/the-battle-of-googles-looker-products-which-one-is-right-for-your-data-visualization-needs/>
- <https://blog.coupler.io/looker-studio-dashboard-examples/>
- <https://www.surveycto.com/analysis-reporting/data-visualization-dashboards/>

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Ppc

Search console

My analytics

Ppc report

Ads

Google analytics 4

Google ads

Digital marketing dashboard

Dashboard design

Google data

Meta | Campaign results

Coupler.io Blog
Top 40+ Looker Studio Dashboard Examples

Catchr - Free Looker Studio Templates

Data Bloo
16 Best Looker Studio Templates (Free)

Data Studio Guru - Templates for Google Analytics

Data Bloo
Digital Performance Master Template

Portermetrics
Google Analytics 4 report template

Catchr
Catchr - Free Looker Studio Templates

Porter Metrics
Free Google Looker Studio marketing dashboard

Data Bloo
16 Best Looker Studio Templates

Windsor.ai
Free PPC Report Dashboard Template

Whatagraph
11 Best Looker Studio Templates

Catchr
Free Google Ads template for Looker Studio

Porter Metrics
Free Google Looker Studio marketing dashboard

YouTube
Looker Studio Templates - YouTube

Powermetrics
GA4 Google Analytics dashboard template

kodalogic
Google Analytics 4 (GA4) dashboard template

Coupler.io Blog
Best Looker Studio Marketing Dashboard Examples

Power My Analytics
All-In-One Marketing Dashboard Template

Data Studio Guru
Looker Studio Templates

Powermetrics
Bing Ads Looker Studio Template

Reddit
Looker Studio Dashboard Templates

Datadice
6 Free Social Media Dashboard Templates in Looker Studio

YouTube

1 Oct 2024 - 30 Oct 2024

- [Connectors list](#)
- [Template gallery](#)
- [About metrics used](#)

Overview

Channel: Catchr

Channel informations

	Channel Views 14.2M		Subscribers 76.4K		Channel Videos 243
--	------------------------	--	----------------------	--	-----------------------

Video performances

	Views 9.8M		Likes 64.8K		Comments 106.0		Shares 4.4K		Average View % 64.8
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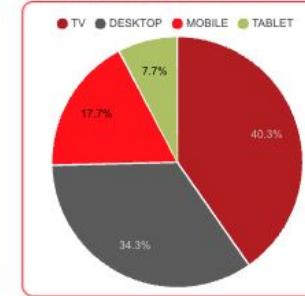
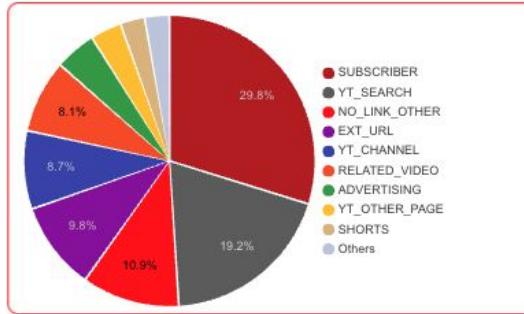
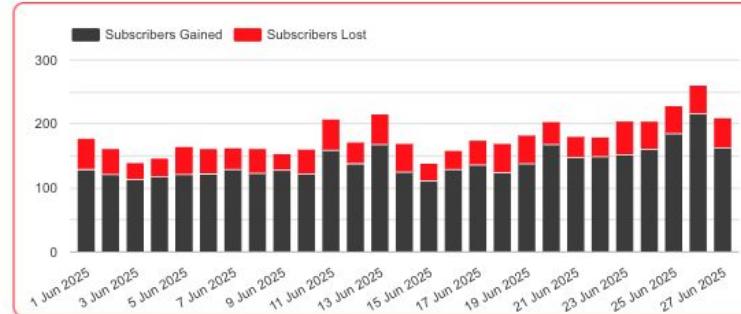
Subscriber gained and lost

Legend: Subscribers Gained (Blue), Subscribers Lost (Red)

Date	Subscribers Gained	Subscribers Lost
28 Oct 2024	35	10
26 Oct 2024	30	15
24 Oct 2024	45	15
22 Oct 2024	35	10
20 Oct 2024	30	10
18 Oct 2024	35	10
16 Oct 2024	30	10
14 Oct 2024	35	15
12 Oct 2024	30	10
10 Oct 2024	35	15
8 Oct 2024	30	10
6 Oct 2024	35	15
4 Oct 2024	30	10
2 Oct 2024	35	10

Views by Device

Device	Percentage
MOBILE	65.6%
TV	18.5%
DESKTOP	9.2%
TABLET	6.8%

Subscribers
413K**Channel View**
83.6M**Views**
801.7K
↓ -14.3%**Likes**
8.0K
↓ -4.5%**Shares**
2.4K
↓ -44.6%**Minutes watched**
32.6M
↓ -14.4%**Views over time****Device Type by Views****Insight Traffic Source Type by Views****Subscribers gained & lost over time**

porter

Main metrics of your channel

The performance of your videos

User reactions

YouTube Report

Select date range

How many video views your content got received in a month?

Views
14,931
+ 0.5%

Average Watch Time
00:04:35
-10.7%

Is your content being shared?

Video Shares
89
-28.8%

How is your subscription behavior in a month?

User Subscriptions Added
142
-26.0%

Movie	Type	Rating	Release year
2,215	Title	TV-14	2018
	Duration	89 min	Date added
			2019

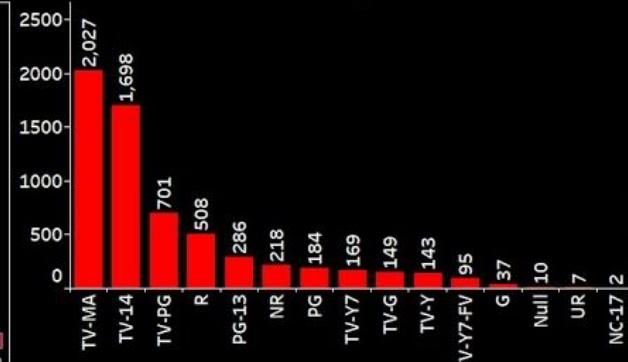
NETFLIX

Total movies & TV shows by country

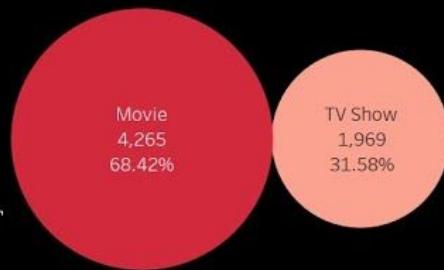


© 2022 Mapbox © OpenStreetMap

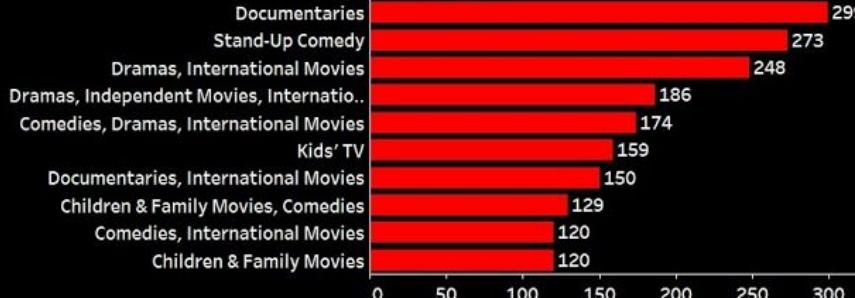
Ratings



Movies & TV shows distribution



Top 10 genre



Total movies & TV shows by years



Description

This intimate documentary follows rock star Artiware Kongmalai on his historic, 2,215-kilometer charity run across Thailand in 2017.

Spend
4.7K
↑ 31.2%

Revenue
151.6K
↑ 25.2%

ROAS
99.4
↑ 32.6%

Impressions
2.6M
↑ 16.7%

CPM
6.1
↓ 1.5%

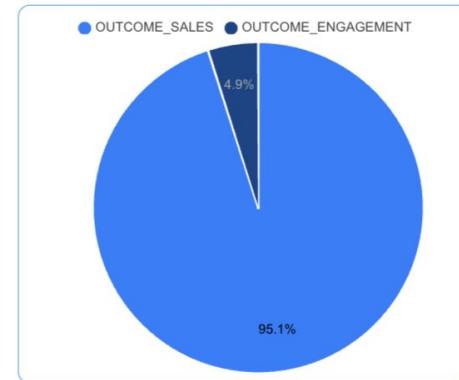
Clicks
60.4K
↓ 12.9%

CPC
0.3
↓ -4.4%

Spend and Purchase Roas over time



Campaign Objective by Spend



RESULT BY CAMPAIGN NAME

Campaign Name	Spend	Purchases Values	Purchase Roas	Impressions	CPM	Clicks	CTR	CPC	Purchases
Campaign n°1	1.7K	1.7K	1	377,055	4.39	12,412	3.29%	0.13	18
Campaign n°2	1.3K	55.4K	43.9	787,316	1.6	15,530	1.97%	0.08	639
Campaign n°3	349.3	12.7K	36.4	242,307	1.44	4,148	1.71%	0.08	85



Reddit Ads ♦ Overview

1 Apr 2025 - 7 Apr 2025

10

Spend
3.8K

↑ 1.5%

Impressions
2.2M

↑ 47.2%

ECPM
3.5

↓ -33.1%

Reach
1.1M

↑ 32.9%

Clicks
6K

↑ 30.8%

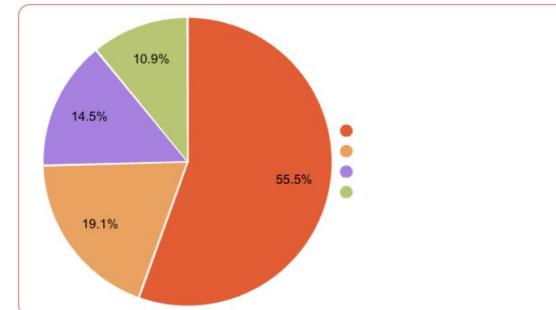
CPC
1.2

↓ -22.0%

Spend over time



Campaign Name by Spend



Campaign Performances

Campaign Name	Spend	% Δ	Impressions	% Δ	Clicks	% Δ	ECPM	% Δ	CPC	% Δ
1	2,096.44	-1.1% 📉	1,024,288	61.0% 🚀	3,384	35.0% 🚀	2.05	-38.6% 📉	0.62	-26.8% 📉
2	721.31	-1.4% 📉	442,315	38.8% 🚀	982	31.3% 🚀	1.63	-29.0% 📉	0.73	-24.9% 📉
3	547.97	7.3% 🚀	431,505	42.1% 🚀	946	20.8% 🚀	1.27	-24.4% 📉	0.58	-11.2% 📉
4	412.54	14.4% 🚀	287,631	27.2% 🚀	743	25.3% 🚀	1.43	-10.1% 📉	0.56	-8.7% 📉
Grand total	3,778.26	1.5% 🚀	2,185,739	47.2% 🚀	6,055	30.8% 🚀	3.49	-33.1% 📉	1.25	-22.0% 📉

Google Ads

Default Data
Click to select your data

Nov 12, 2022 - Dec 9, 2022

Overview

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks 18.3K + 58.2%	CTR 1.8% + 47.1%	Impressions 995.3K + 7.5%
--------------------------------	----------------------------	-------------------------------------

Line chart showing Clicks (green line) and CTR (blue line) over time from Nov 12 to Dec 7. Clicks show a significant spike around Dec 7, while CTR remains relatively stable.

Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

Conversions 106.0 + 19.1%	Conv. rate 0.6% - 20.4%	Cost / conv. \$109.52 + 23.7%
-------------------------------------	-----------------------------------	---

Line chart showing Conversions (green line) and Conversion rate (blue line) over time from Nov 12 to Dec 7. Both metrics show a sharp increase starting around Nov 27.

Cost Per Click

by Cost, CPC, and CPM

Cost \$12.05K + 52.9%	Avg. CPC \$0.66 + 3.3%	Avg. CPM \$12.10 + 42.2%
---------------------------------	----------------------------------	------------------------------------

Line chart showing Cost (green line), Avg. CPC (blue line), and Avg. CPM (orange line) over time from Nov 12 to Dec 7. Cost and Avg. CPC show a peak around Dec 7, while Avg. CPM remains low and stable.

Top Campaigns

by CTR, Avg. CPC, and Cost / Conv.

Campaign	CTR	Avg. CPC	Cost / conv.
1. 1009693 Google Analytics Demo DR joe...	48.73%	\$0.31	\$12.54
2. 1009693 Google Analytics Demo DR joe...	42.07%	\$2.97	\$85.19
3. 1009693 Google Analytics Demo DR joe...	30.53%	\$4.8	\$192
4. 1009693 Google Analytics Demo DR joe...	29%	\$1.1	\$105.96
5. 1009693 Google Analytics Demo DR joe...	27.38%	\$6.13	\$281.95
6. 1009693 Google Analytics Demo DR joe...	27.25%	\$1.2	\$0

Device Breakdown

by Clicks, Cost, and Conversions

Three donut charts showing Clicks, Cost, and Conversions breakdown by device. The data is as follows:

- Clicks:** 12% Mobile, 35.4% Desktop, 52.4% Other
- Cost:** 20.3% Mobile, 30.7% Desktop, 48.6% Other
- Conversions:** 40% Mobile, 51.8% Desktop, 12% Other

Total time watched (seconds)
1.5M

Videos
75

Total Duration of Video (sec)
2.1K

Followers
5K

Profile views
2K

Views
42,981

Likes
7,637

Likes rate
17.77

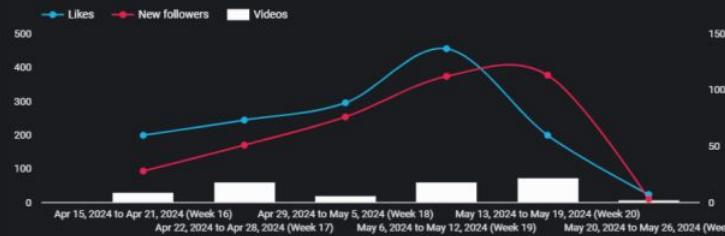
Shares
398

Shares rate
2.23

Comments
959

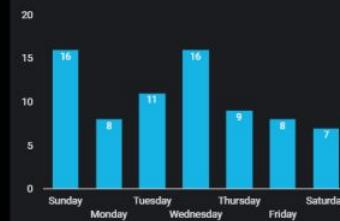
Comments rate
0.93

Timeline insights

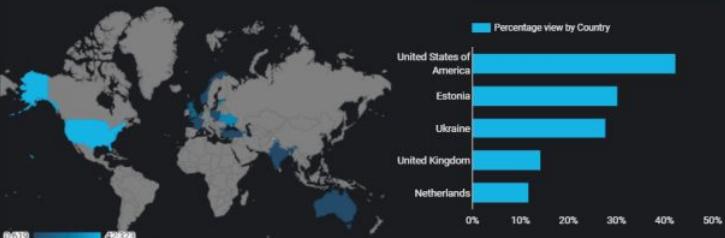


Your most active days

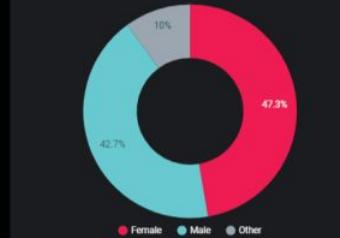
*days of the week when you publish your videos



Top Countries by views



Audience composition by gender



INVENTORY DASHBOARD TEMPLATE

Visual tool summarizing real-time inventory data for effective management and analysis.

INVENTORY DASHBOARD

TOTAL STOCK IN  **490**

TOTAL STOCK OUT  **480**

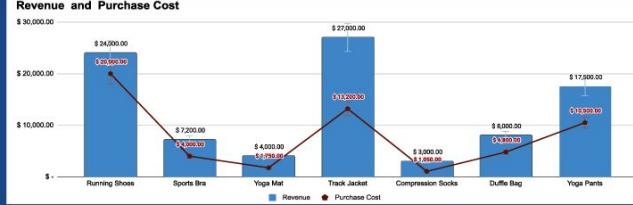
REMAINING STOCK  **10**

OUT OF STOCK PRODUCTS

- 1. Yoga Mat
- 2. Track Jacket
- 3. Compression Socks
- 4. Duffle Bag

REVENUE

\$ **90,700.00**



Product	Revenue (\$)	Purchase Cost (\$)
Running Shoes	24,000.00	12,000.00
Sports Bra	7,200.00	4,800.00
Yoga Mat	4,200.00	2,800.00
Track Jacket	27,000.00	13,200.00
Compression Socks	3,000.00	2,000.00
Duffle Bag	8,000.00	5,600.00
Yoga Pants	17,800.00	10,800.00

EXPENSES

\$ **63,600.00**

PROFIT

\$ **27,100.00**

TOP 3 HIGHEST SALES PRODUCTS

Product	Revenue (\$)
Track Jacket	27,000.00
Running Shoes	24,000.00
Yoga Pants	17,500.00

EXPENSES BREAKDOWN



Category	Expense (\$)
Cost of Goods Sold (COGS)	55,300.00
Advertising	8,300.00

ADVERTISING DISTRIBUTION EXPENSES

Platform	Expense (\$)
Facebook Ads	800.00
Google Ads	800.00
Instagram Ads	1,200.00
Influencer Collab	2,000.00
Email Campaign	500.00
Sponsored Event	1,500.00
TV Commercial	1,500.00



Why Use Looker Studio?

- **User-Friendly Interface:** Intuitive drag-and-drop design.
- **Seamless Integration:** Directly integrates with Google products and other third-party data sources.
- **Interactive Dashboards:** Create real-time, dynamic reports.
- **Customization Options:** Control the look and feel of your reports with tons of customization options.
- **Collaboration:** Easily share reports with colleagues, clients, and stakeholders.

Key Features of Looker Studio

- **Data Sources:** Connect to over 150 data connectors (Google Analytics, Google Sheets, MySQL, etc.).
- **Data Blending:** Combine multiple data sources into one report.
- **Calculated Fields:** Create custom metrics and dimensions on the fly.
- **Data Controls:** Allow users to filter data within your reports (date range, location, etc.).
- **Customizable Visuals:** Use charts, graphs, tables, and geo-maps to represent your data.

Getting Started with Looker Studio

1. **Create an Account:** Sign up for a free Looker Studio account with your Google account.
2. **Create a New Report:**
 - Go to Looker Studio <https://lookerstudio.google.com/>
 - Click on "Create" > "Report."
3. **Add Data Sources:**
 - Click on the **Data** icon.
 - Select a data source from your Google Drive or use an external connector.

Looker Studio Search Looker Studio ? ⚙️ 👤

Create Recent Reports Data sources Explorer

Recent

Shared with me

Owned by me

Trash

Templates

Start with a Template

Blank Report Looker Studio

GA4 Report Google Analytics

Acme Marketing Google Analytics

Search Console Report Search Console

Google Ads Overview Google Ads

YouTube Channel Report YouTube Analytics

Template Gallery

Name	Owned by anyone	Last opened by me	Location
Medical Resources Dashboard	Kao Panboonyuen	3:40 PM	Owned by me
Disaster Monitoring Dashboard	Kao Panboonyuen	3:40 PM	Owned by me



Looker Studio



Create



Report



Data source



Explorer

BETA

Add a chart Add a control

Table



Scorecard

Total 1,168 Sessions 69.3K Campaign Abc...

Time series



Bar



Pie



Google Maps



Geo chart



Line



Area



Scatter



Pivot table



Template Gallery

Category



Shared with me

Owned by me

Trash

Templates

Google Analytics


GA4 Report
By Looker Studio Team
Google Analytics


ACME
Google Analytics


Ecommerce PPC Dashboard
By Looker Studio Team
Google Analytics + Go... 


Google Account CPA / ROAS tool
By Looker Studio Team
Google Analytics ... 


Google Merchandise Store
By Looker Studio Team
Google Analytics 


Google Analytics Behaviors Overview
By Looker Studio Team
Google Analytics 

BigQuery


Firebase Events Report
By Looker Studio Team
Google BigQuery 


Crashlytics Dashboard
By Looker Studio Team
Google BigQuery 


Google Workspace Meet Recording Insights
By Looker Studio Team
Big Query 


Google Classroom Engagement
By Looker Studio Team
Big Query 


Google Cloud Workload Manager
By Looker Studio Team
Big Query 

Disaster Monitoring Dashboard

File Edit View Insert Page Arrange Resource Help

Reset Share View

Add data Add a chart Add a control Theme and layout

Pause updates

1 + Add quick filter

2

Data Search

Data

Add data to report

Connect to data My data sources



Search

Google Connectors (24)

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.



CSV File Upload

By Google

Connect to CSV (comma-separated values) files.



Microsoft Excel

By Google

Connect to Microsoft Excel files.



Amazon Redshift



Apigee

PREVIEW



Campaign Manager 360



Cloud Spanner

Add data to report

Connect to data My data sources

Search

Cloud SQL for MySQL By Google Connect to Google Cloud SQL for MySQL databases.

Display & Video 360 By Google Connect to Display & Video 360 report data.

Extract Data By Google Connect to Extract Data

Google Ad Manager 360 By Google Connect to Google Ad Manager data.

Google Cloud Storage By Google See your files in Google Cloud Storage.

Microsoft SQL Server By Google Connect to Microsoft SQL Server databases.

MySQL By Google Connect to MySQL databases.

NEW Search Ads 360 By Google Connect to NEW Search Ads 360 data.

PostgreSQL By Google Connect to PostgreSQL databases.

Search Console By Google Connect to Search Console data.

YouTube Analytics By Google Connect to YouTube Analytics data.

Tables by Area 120 BETA By Area 120 by Google The Tables connector allows you to access data stored in a Tables table.

Connecting Your Data

1. Google Sheets:

- Click on “Create” > “Data Source.”
- Select **Google Sheets** from the list.

2. Google Analytics:

- Select **Google Analytics** from the connectors.
- Choose the **Account** and **Property** you want to report on.

3. CSV Files:

- Upload a CSV file directly to Looker Studio for quick integration.

Building Your First Dashboard

1. Add Charts & Tables:

- Use drag-and-drop functionality to add visual elements.
- Start with simple charts (bar, line, pie) to visualize your data.

2. Customize Your Design:

- Adjust colors, fonts, and chart styles to fit your theme.
- Add background images, logos, and other branding elements.

3. Apply Filters and Date Range Controls:

- Add dropdowns for users to filter by region, product, etc.
- Use **Date Range Controls** to allow dynamic date filtering.

Advanced Features: Data Blending

- **What is Data Blending?**

Combine data from multiple sources (e.g., Google Analytics + Google Sheets) into a single dashboard.

- **How to Blend Data:**

- Select your primary data source.
- Click on “Blend Data.”
- Choose the secondary data source to combine the data.

- **Use Cases:**

- Combining customer data with sales data.
- Merging product performance with marketing campaigns.

Adding Calculated Fields

- **What are Calculated Fields?**

Custom metrics and dimensions created based on existing data.

- **Examples:**

- **Revenue per User** = Total Revenue / Total Users.

- **Conversion Rate** = (Conversions / Visits) * 100.

- **How to Add:**

- Click on the **Data** panel.

- Select **Create New Field** and define your calculation.

Creating Interactive Dashboards

1. Interactive Charts:

- Add interactive elements like dropdowns, sliders, and date pickers.

2. User Controls:

- Allow viewers to dynamically filter data by **Region**, **Product**, or **Time Period**.

3. Real-Time Updates:

- Dashboards auto-refresh in real-time as data changes.

Sharing & Collaboration

1. Sharing Reports:

- Click on the **Share** button.
- Select **Viewers or Editors** and send the link.
- Reports can be shared via email or embedded into websites.

2. Collaborating in Real-Time:

- Multiple users can work on a report simultaneously.
- Add comments and suggestions directly on the dashboard.

Best Practices for Designing Dashboards

1. Keep It Simple:

Don't overload your dashboard with too many charts. Focus on key insights.

2. Use Consistent Colors:

Use brand colors and consistent color schemes for clarity.

3. Think Mobile-Friendly:

Ensure your dashboards are responsive and look good on mobile devices.

4. Make It Actionable:

Dashboards should lead to actionable insights and decisions.

Common Pitfalls to Avoid

- **Too Much Data:**

Avoid cluttering your report with unnecessary data that doesn't add value.
- **Complex Visuals:**

Avoid overly complex charts. Simplicity is key to clear communication.
- **Lack of Interactivity:**

Users should be able to interact with and filter data based on their needs.

Resources & Next Steps

- **Explore More Data Sources:**

Look into other connectors like **SQL databases**, **Cloud Storage**, and **third-party APIs**.

- **Learn Advanced Techniques:**

Explore **Data Blending**, **Calculated Fields**, and **Advanced Reporting Features**.

- **Practice with Real Datasets:**

Work on projects using datasets like **disaster analysis** or **clinical resources** to sharpen your skills.

- **Follow the Course:**

Review the provided materials and continue experimenting with Looker Studio!



How is Looker Different from Google Analytics?

1. Google Analytics

Google Analytics (GA) is a tool primarily for **website analytics** and tracking **user behavior** on websites.

Key Features:

- **Website Traffic Analytics:** GA tracks and reports on **website traffic**, including visitor count, sources of traffic, devices used, popular pages, and user behavior on the site.
- **Event and Conversion Tracking:** GA allows you to track **user interactions** such as form submissions, purchases, or other key actions on your site.
- **Ease of Use:** It is suitable for beginners and non-technical users who want to analyze website traffic. It works by simply embedding tracking code on your site.
- **Reporting:** Google Analytics provides reports to help you understand **what users are doing** on your site and track the success of marketing campaigns.

Example Use Cases:

- Track **website visitors**, campaign performance, and analyze user behavior (e.g., how many users came via social media, organic search, etc.).



2. Looker Studio (Google Data Studio)

Looker Studio (formerly **Google Data Studio**) is a tool for creating **interactive reports and dashboards** that integrate data from multiple sources.

Key Features:

- **Multiple Data Source Integrations:** Looker Studio connects with over 150 data connectors (Google Analytics, Google Sheets, BigQuery, MySQL, Salesforce, etc.).
- **Interactive Dashboards:** You can create **interactive dashboards** that allow users to filter data by region, time, or other criteria.
- **Customization:** Offers extensive customization options for how your data is displayed, including charts, graphs, maps, and more.
- **Free and Cloud-Based:** It's a free tool and works seamlessly with other **Google products** and third-party data sources.

Example Use Cases:

- Build an **interactive dashboard** that combines **Google Analytics data** with external datasets (e.g., sales data from Google Sheets or BigQuery).
- Create **shareable reports** that allow real-time data interaction and filtering by the user.

Key Differences:

Feature	Google Analytics	Looker Studio
Purpose	Website traffic and user behavior analytics	Create reports and dashboards from multiple data sources
Data Sources	Limited to website data (site traffic, conversions)	Connects to a variety of data sources (Google Analytics, Google Sheets, BigQuery, etc.)
Interactivity	Basic reporting with limited interactivity	Advanced interactive dashboards with user filters and controls
Customization	Basic customization of reports	Full customization of charts, colors, fonts, etc.
Main Use	Analyzing website traffic and marketing campaigns	Building interactive dashboards and reports from multiple data sources

How They Can Work Together:



- Google Analytics is often a primary data source for Looker Studio. Looker Studio can pull Google Analytics data to display it in interactive, customized dashboards.

For example, you can create a dashboard that combines Google Analytics data (e.g., user behavior, traffic sources) with additional data from Google Sheets or BigQuery to gain more insights.

Summary:

- Google Analytics is ideal for tracking website traffic and user behavior.
- Looker Studio is perfect for creating dashboards and reports that pull together data from multiple sources, making it easier to visualize and share insights.

Both tools can complement each other, allowing you to analyze data and then visualize it in ways that are easy to understand and share with others.

Lab Overview:

Get Ready to Build Real Dashboards!

In these two hands-on labs, you'll dive into real-world datasets and use Looker Studio to create **actionable, interactive dashboards**.

⑥ Lab 1: Disaster Analysis Dashboard

Visualize global disaster data, including tsunamis, floods, and earthquakes.

- **Goal:** Represent disaster occurrences around the world, analyze severity, and gain insights to address global challenges.

DISASTER MANAGEMENT PROJECT IDEAS



Lab 1: Disaster Analysis Dashboard

Objective:

Create a global disaster dashboard that explores the impact of **tsunamis**, **floods**, and **earthquakes** worldwide.

What You'll Do:

- Visualize **locations** of major global disasters.
- Analyze **severity** and **frequency** of each disaster type.
- Gain insights into disaster trends to help make **data-driven decisions** for preparedness.

Dataset:

Download the **Disaster Analysis Dataset (CSV)**:

[Download Disaster Dataset \(CSV\)](#)



Lab 2: Thailand Clinical Resource Dashboard

Map and analyze healthcare facilities and resources in Thailand.

- **Goal:** Create a dashboard to help stakeholders make informed decisions about the healthcare landscape.



Lab 2: Thailand Clinical Resource Dashboard

Objective:

Build a dashboard that helps visualize the **clinical resources** and healthcare infrastructure across Thailand.

What You'll Do:

- Map out healthcare facilities and **medical resources** across the country.
- Analyze distribution, availability, and accessibility of resources.
- Help decision-makers assess the **current state of healthcare** in Thailand and identify areas for improvement.

Dataset:

Download the **Thailand Clinical Resources Dataset (CSV)**:

[Download Thailand Clinical Resources Dataset \(CSV\)](#)



Questions?