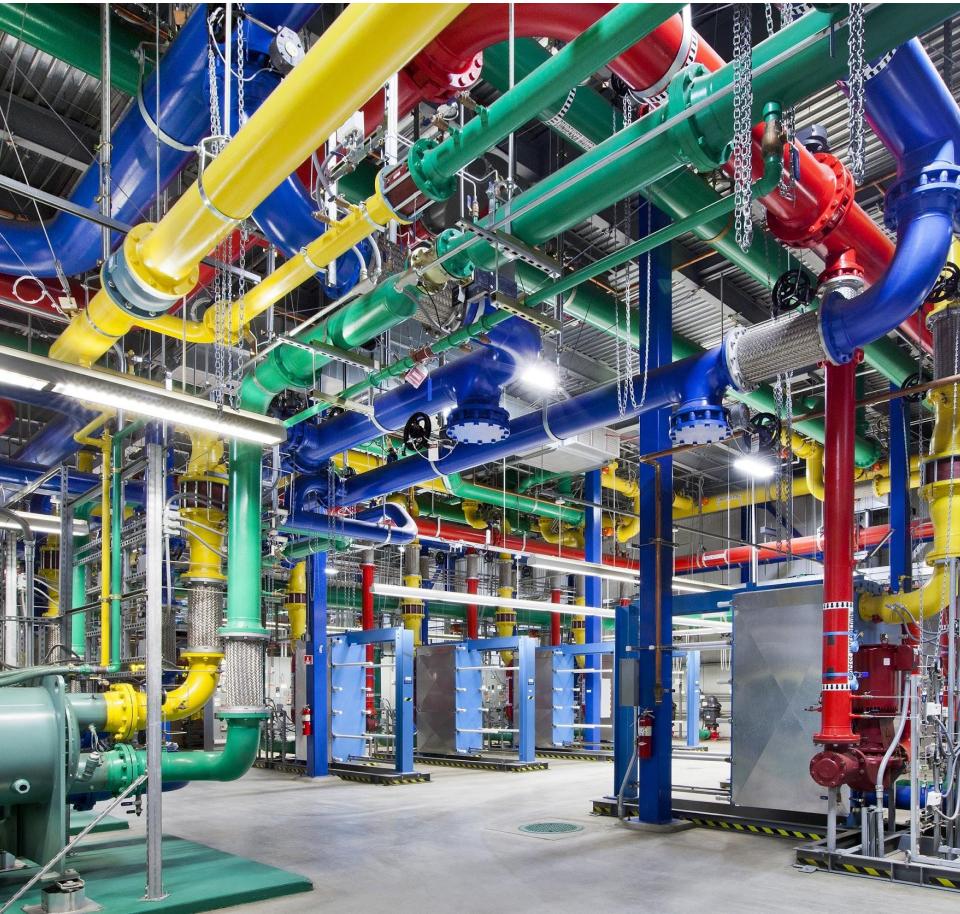




**Power your
data analytics
with a modern data
warehouse**

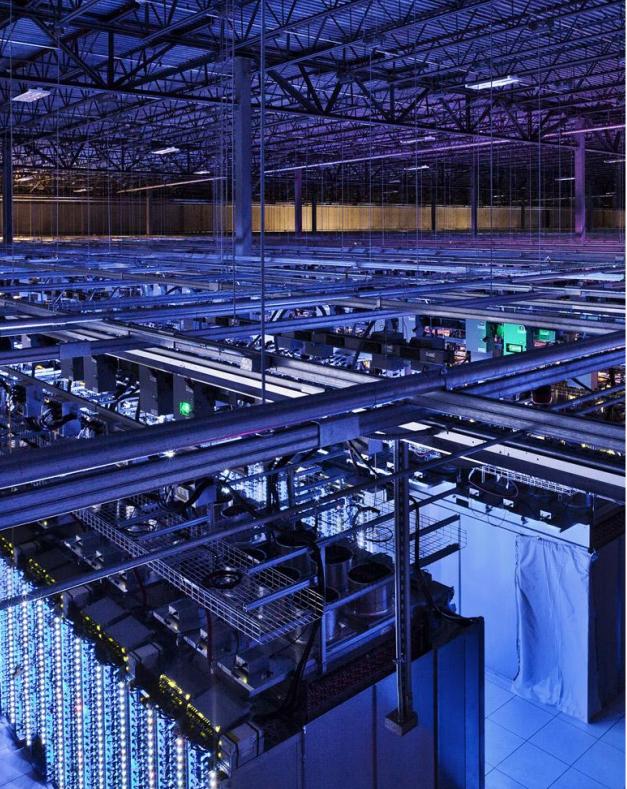
Google Cloud





Google Cloud Platform

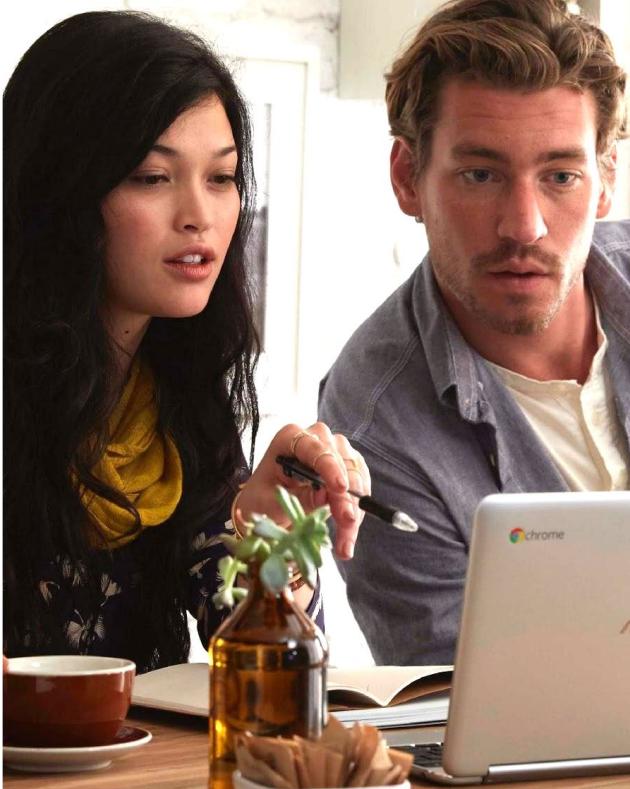
**Use best of Google's innovation to solve
the problems that matter most to you**



Solid Foundation

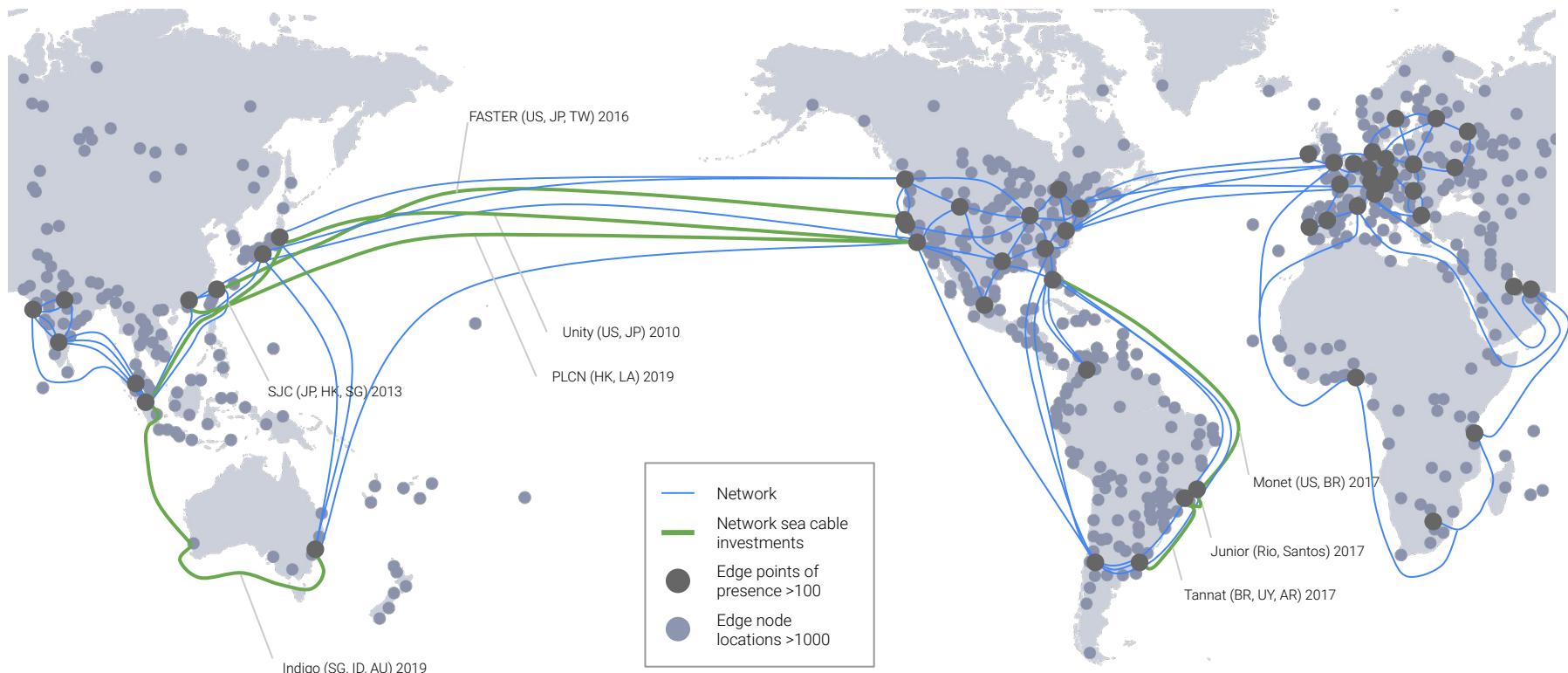


Serverless Data Platform



Let Developers Just Code

Google Cloud Network



Google Cloud Platform

24 Regions and 144 PoPs



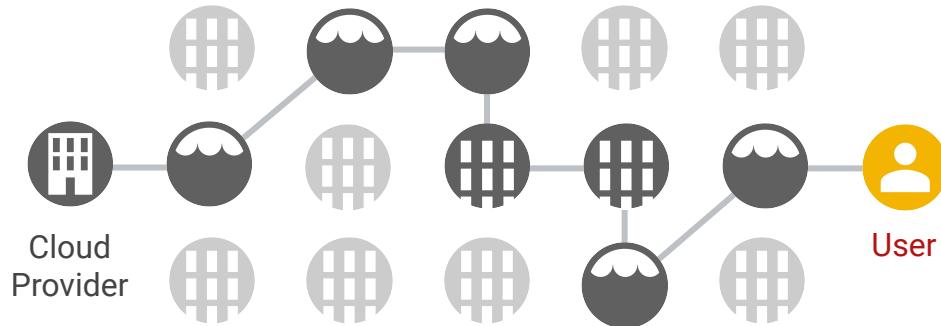
Asia Pacific

Americas

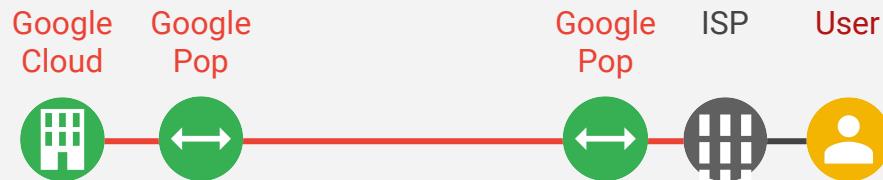
Europe, Middle East, & Africa

The Network Matters

Typical Cloud Provider



Google Cloud



Mapping and connectivity

Connectivity simplified



ID	Job Title	Phone	Comments
359740	Senior Engineer	307-964-0673	Please email them at jane@imadethisup.com
981587	VP, Engineer	713-910-6787	none
394091	Lawyer	692-398-4146	Updated phone to: 692-398-4146
986941	Senior Ops Manager	294-967-5508	none
490456	Junior Ops Manager	791-954-3281	Tried to verify account with their SSN 222-44-555

Data Loss Prevention

Sophisticated Machine Learning to find and redact sensitive information



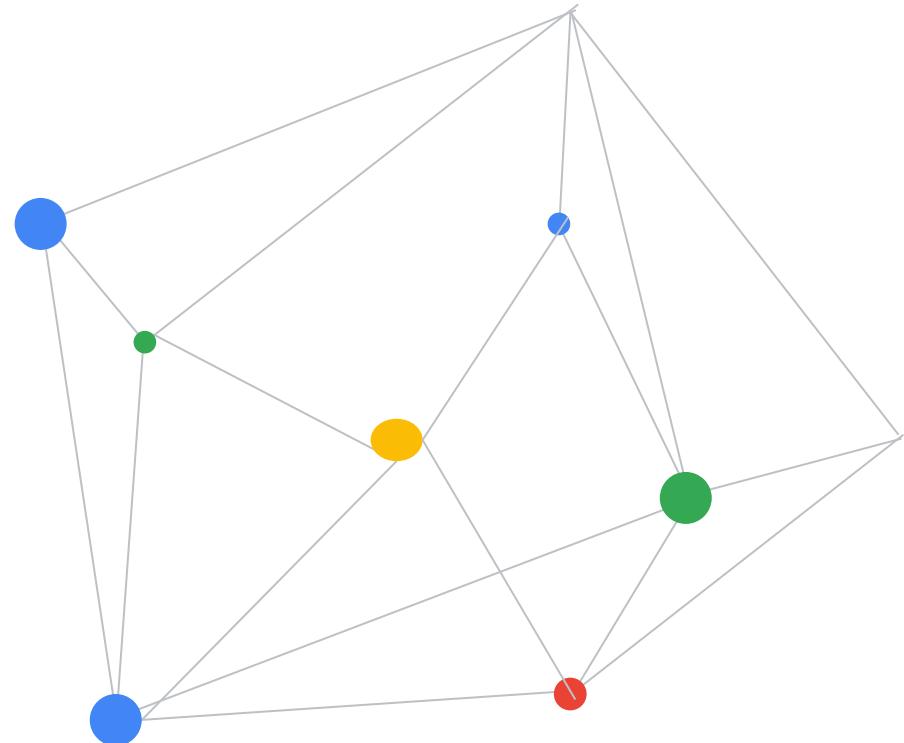
Our approach to security in two words

Trust Nothing



Customer Focus Areas

- Empower staff to get more insights to drive business
- Cost effectively ingest data from diversify data sources
- Extract value from real-time data



Our Mission

Accelerate every organization's ability to **digitally transform** and reimagine their business through **data-powered innovation**

A Comprehensive Analytics Platform

Data ingestion
at any scale



Cloud
Pub/Sub



Data Transfer
Service



Cloud IoT
Core



Storage
Transfer Service

Reliable streaming data
pipeline



Cloud
Dataflow



Cloud
Dataproc



Cloud
Dataprep



Apache
Beam

Data warehousing
and data lake



BigQuery



Cloud
Storage

Advanced
analytics



Cloud AI
Services



Google Data
Studio



Looker



Tensorflow



Sheets



Cloud Data Fusion

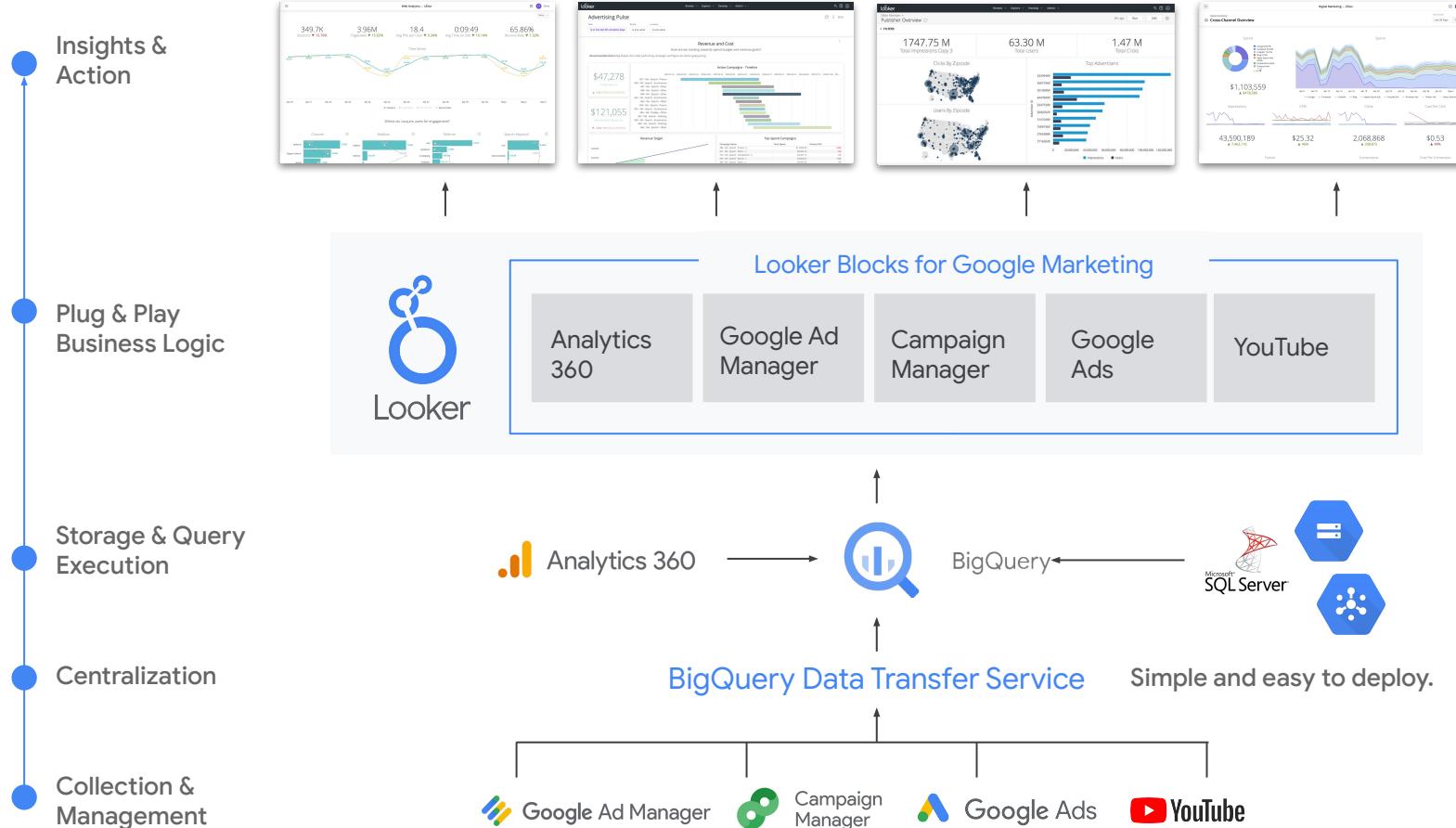


Cloud Data Catalog

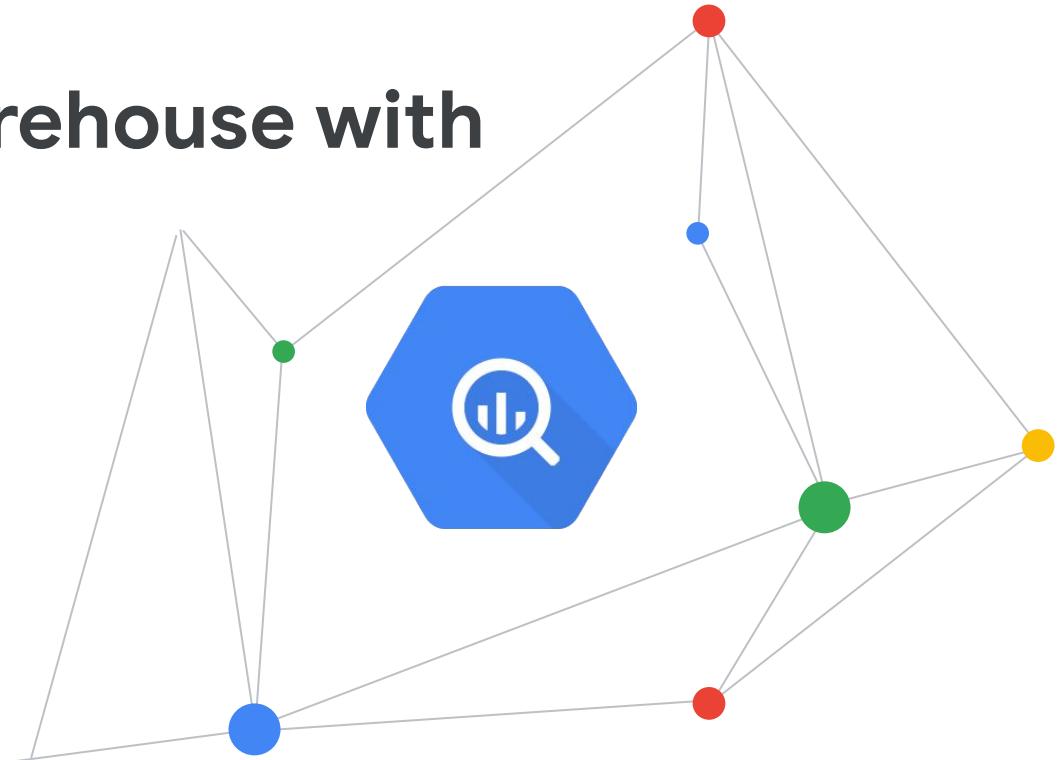


Cloud Composer

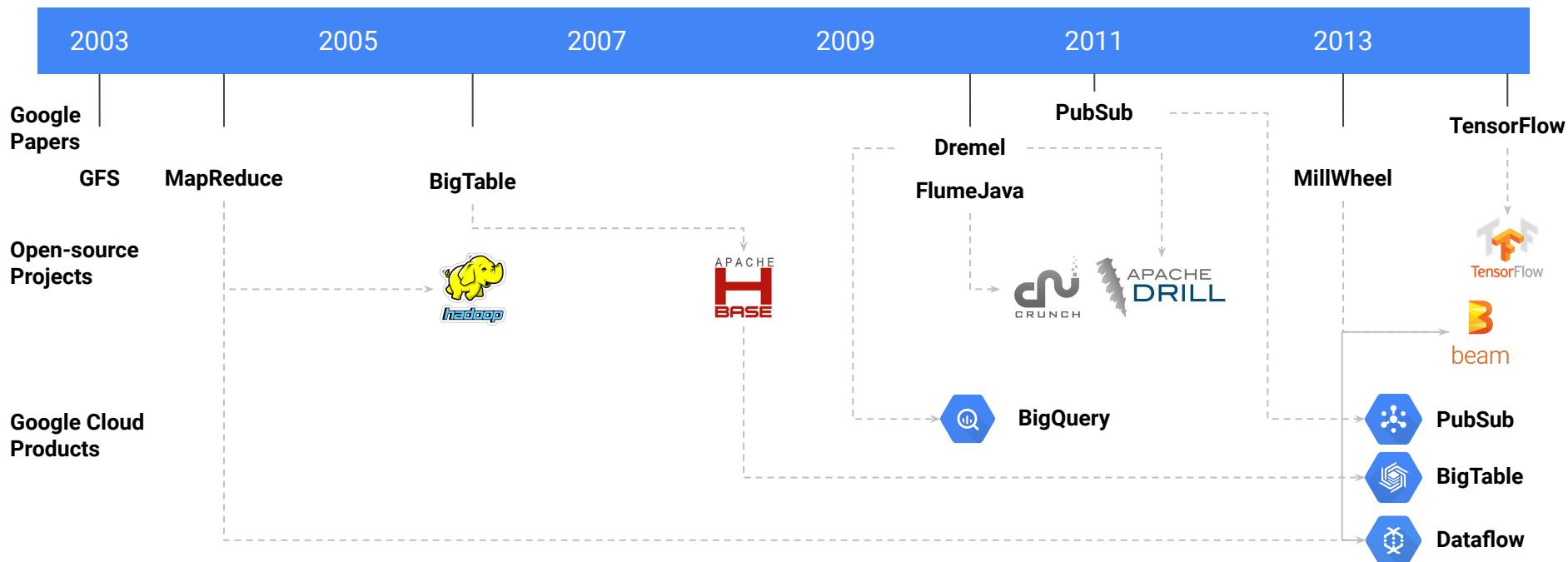
Customer Data Platform by Google



Modern Data Warehouse with BigQuery



10+ Years of Tackling Big Data Problems





Google BigQuery



An enterprise data warehouse

Scale up to petabytes on-demand

Encrypted, durable, and highly available



Fully managed and serverless

Real-time insights over streaming and batch data

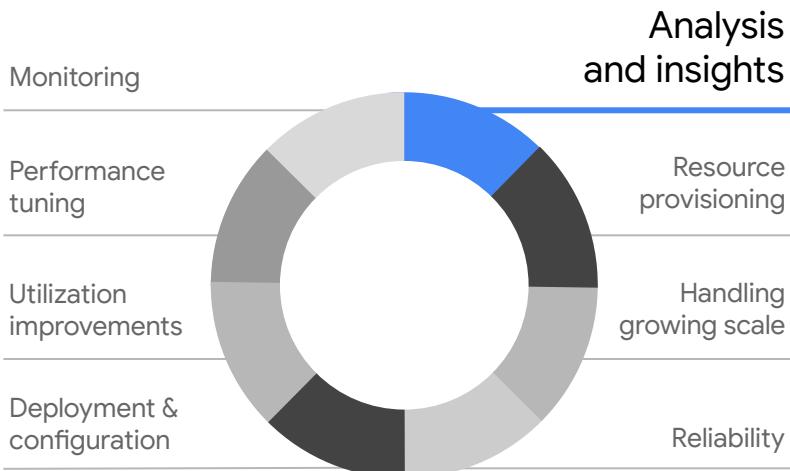
Built-in machine learning for predictive analytics

In-memory BI Engine for blazing-fast reporting

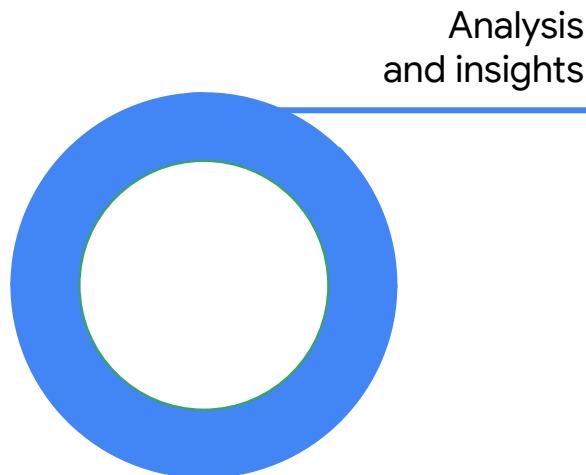
BigQuery Key Highlights



The traditional data analytics model

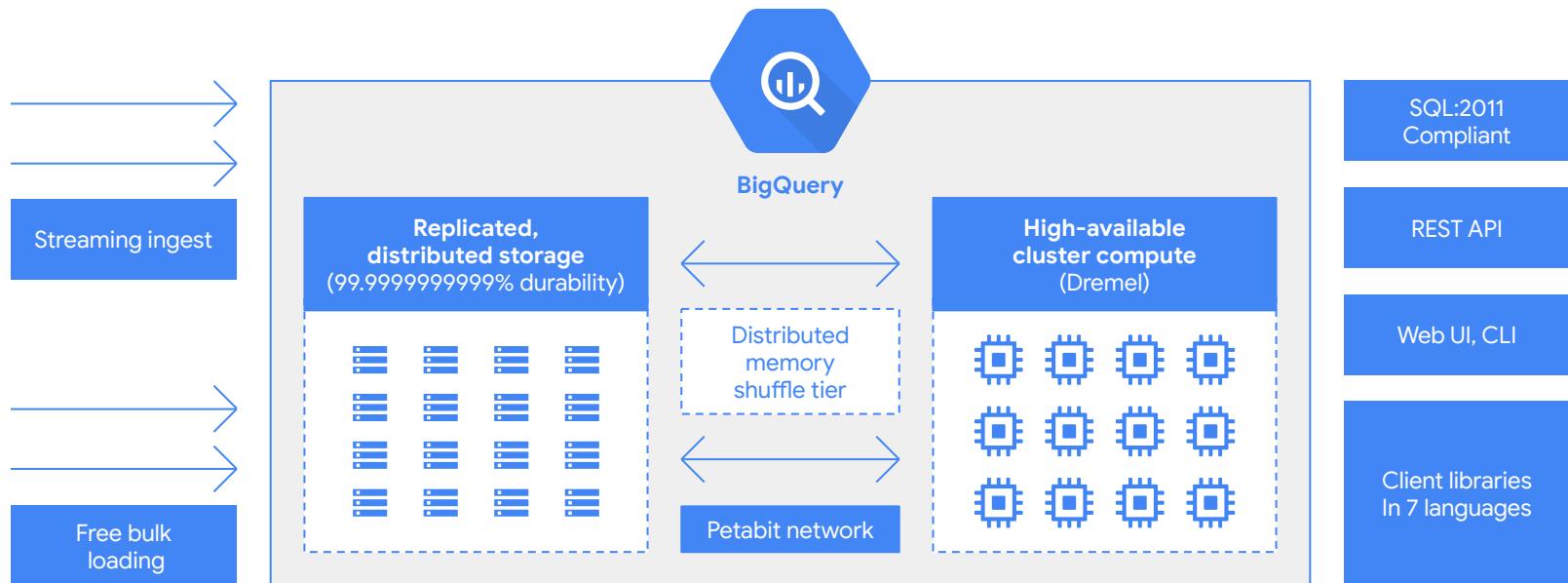


The serverless model with BigQuery

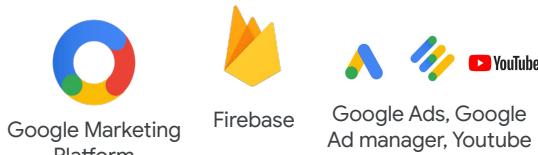


BigQuery: architecture

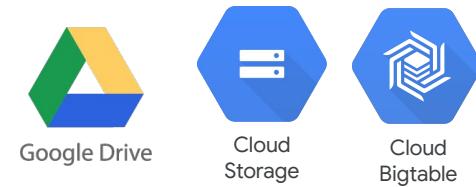
Serverless. Decoupled storage and compute for maximum flexibility.



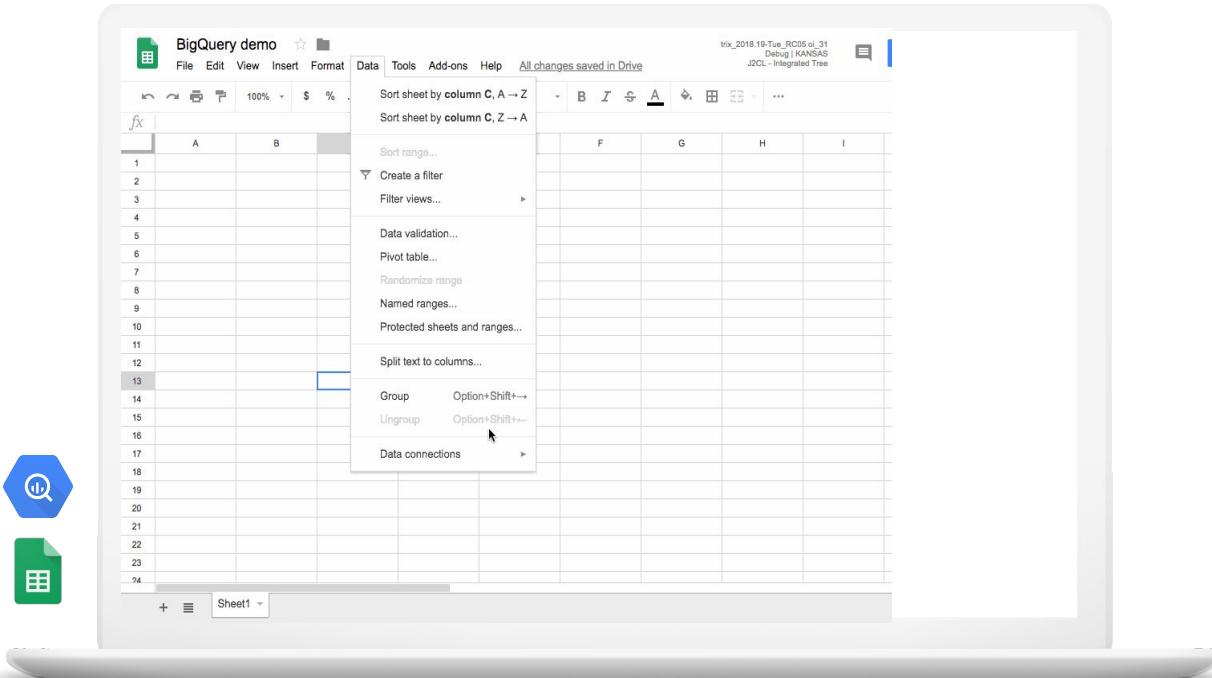
Automate data delivery



BigQuery Data Transfer Service

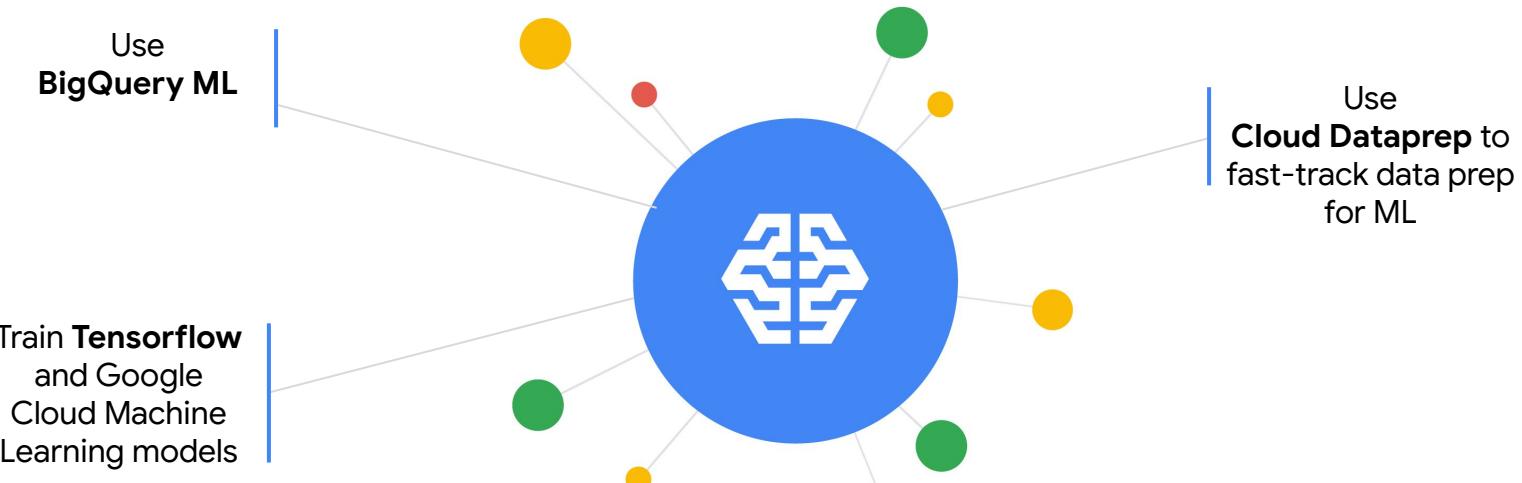


Make insights more accessible with BigQuery & Sheets



Build a foundation for AI

Bring artificial intelligence capabilities into data.





We have made workloads faster and more flexible by moving them to GCP – and our teams around the world now have access to capabilities to help them innovate.

Darryl West, Group CIO, HSBC

Realizing massive operational gains

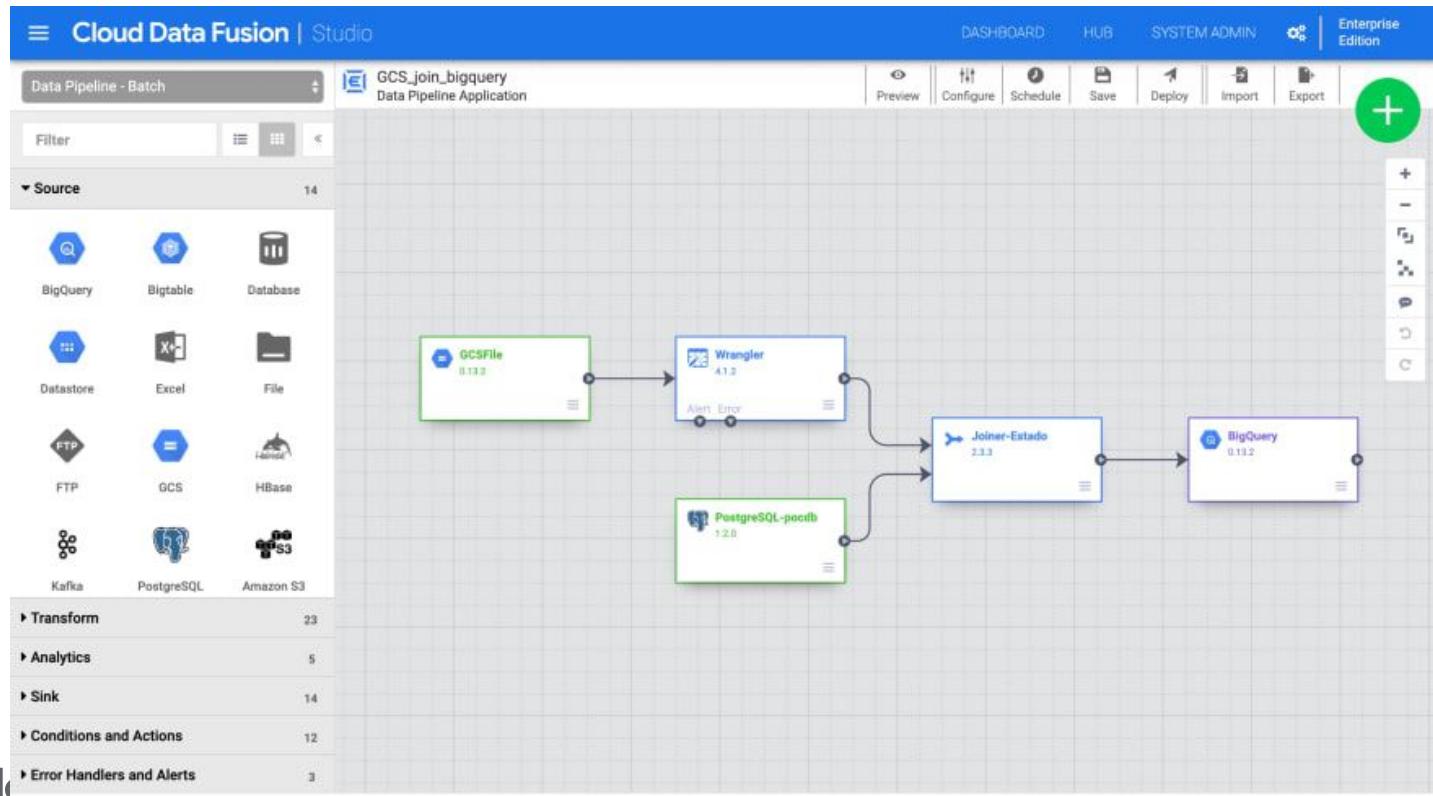
30 min vs 10 hours

time it takes to calculate the liquidity position of a country, using HSBC's Global Liquidity Solution

10x faster

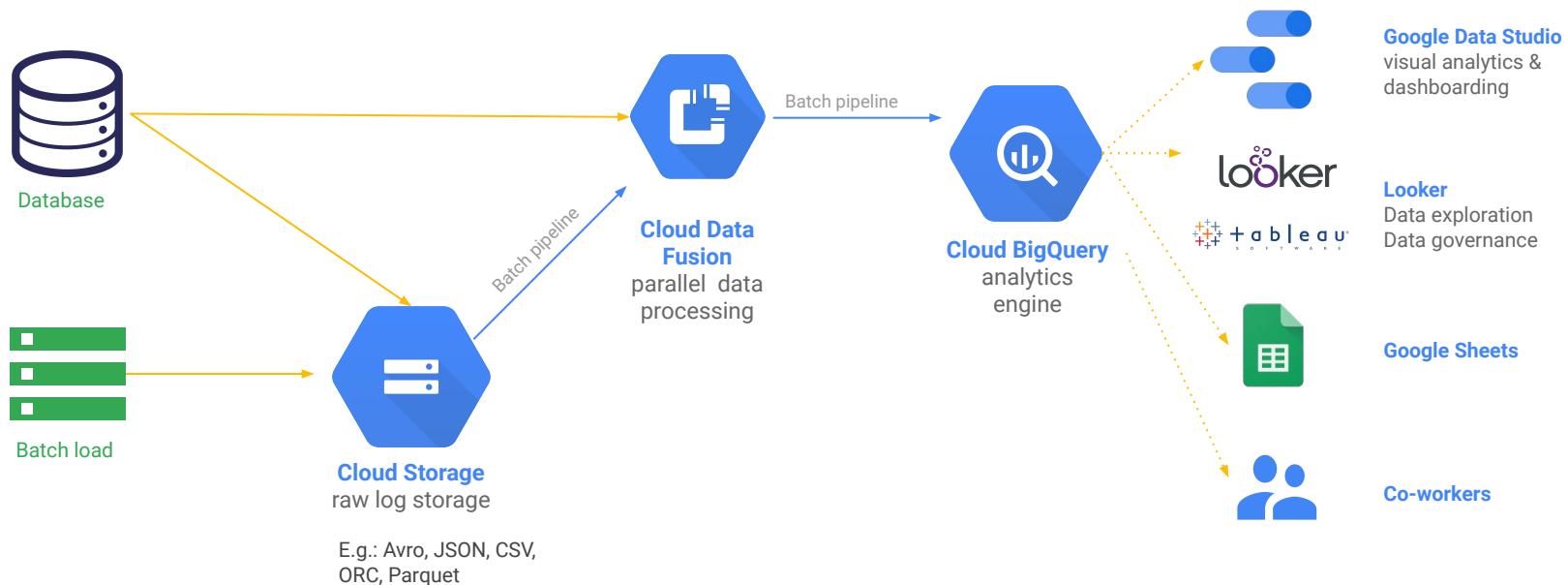
financial crime analytics using BigQuery

Building Data Pipelines

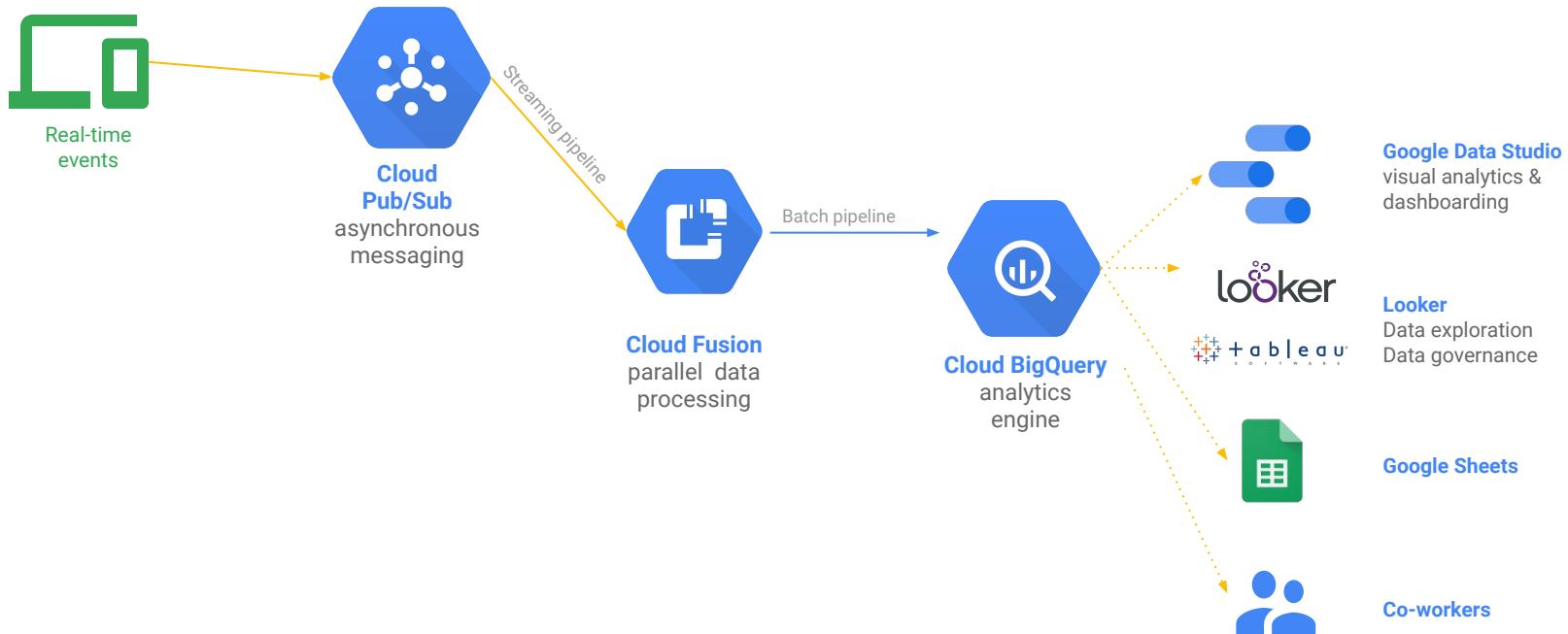


Instance ID: big-cloud/cdf-eu

Batch Load



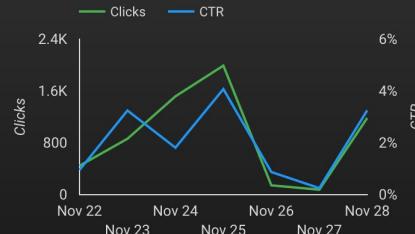
Real-time events - e.g from applications or scripts



Data Studio let you build your dashboard and KPIs

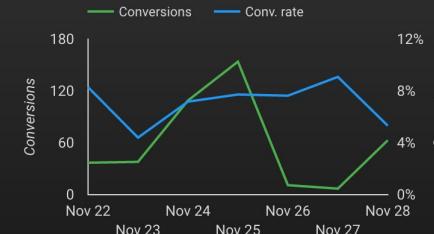
Click Through Rate & Impressions

by Clicks, CTR, and Impressions



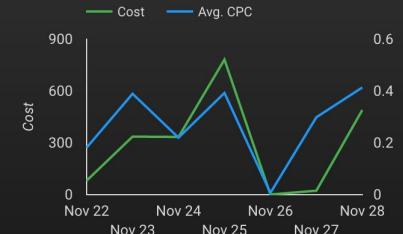
Conversion Rate & Cost

by Conversions Rate and Cost / Conv.



Cost Per Click

by Cost, CPC, and CPM



Top Campaigns

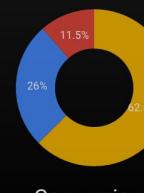
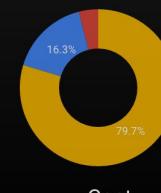
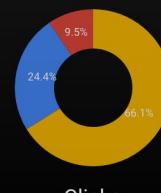
by CTR, Avg. CPC, and Cost / Conv.

Campaign	CTR	Avg. CPC	Cost / Conv.
1. Campaign - Biking	4.08%	\$0.39	\$5.08
2. Campaign - Accessories	3.25%	\$0.41	\$7.78
3. Campaign - Dynamic Search Ads	1.81%	\$0.22	\$3.06
4. Campaign - T-Shirts	1.78%	\$0.32	\$5.56
5. Campaign - Wearables	0.87%	\$0.01	\$0.09
6. Campaign - Active Wear	0.25%	\$0.30	\$3.29

Device Breakdown

by Clicks, Cost, and Conversions

Mobile phones Tablets Computers



Connecting to your Datasets

Proprietary + Confidential

Untitled Report **Name report**

File View Page Help

Untitled Data Source **Name Data source**

... Field Editing in Reports: ON CANCEL CONNECT

DEVELOPERS

Select your Connector

Google Connectors (19)
Connectors built and supported by Data Studio. [Learn more](#)

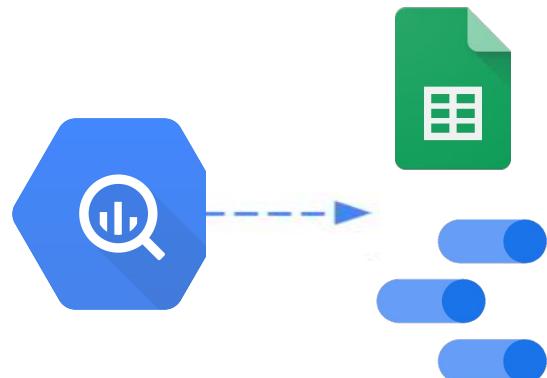
 File Upload By Google Connect to CSV (comma-separated values) files. Learn more	 AdWords By Google Connect to AdWords performance report data. Learn more	 Attribution 360 By Google Connect to Digital Attribution and TV Attribution data. Learn more	 BigQuery By Google Connect to BigQuery tables and custom queries. Learn more
 Cloud Spanner By Google A description is not available for this connector.	 Cloud SQL By Google Connect to Google Cloud SQL databases. Learn more	 DCM By Google Connect to DoubleClick Campaign Manager data. Learn more	 DFP By Google Connect to DoubleClick for Publishers data.
 Google Cloud Storage By Google See your files in Google Cloud Storage. Learn more	 Google Analytics By Google Connect to Google Analytics reporting views. Learn more	 Google Sheets By Google Connect to Google Sheets. Learn more	 MySQL By Google Connect to MySQL databases. Learn more

Community Connectors (72)
Connectors built and supported by Data Studio partners. [Learn more](#)

 data.world By data.world, Inc. The data.world connector for Google Data Studio allows users to create reports with data pulled from	 Facebook Ads By Supermetrics Fetch Facebook Ads data into Google Data Studio Learn more	 Salesforce Community Connector By DataWorx LLC Connects your Google Data Studio Dashboard to a Salesforce Learn more	 Ad Data + Google Analytics By Supermetrics Combine campaign data from different ad networks together & merge with Google Analytics data.
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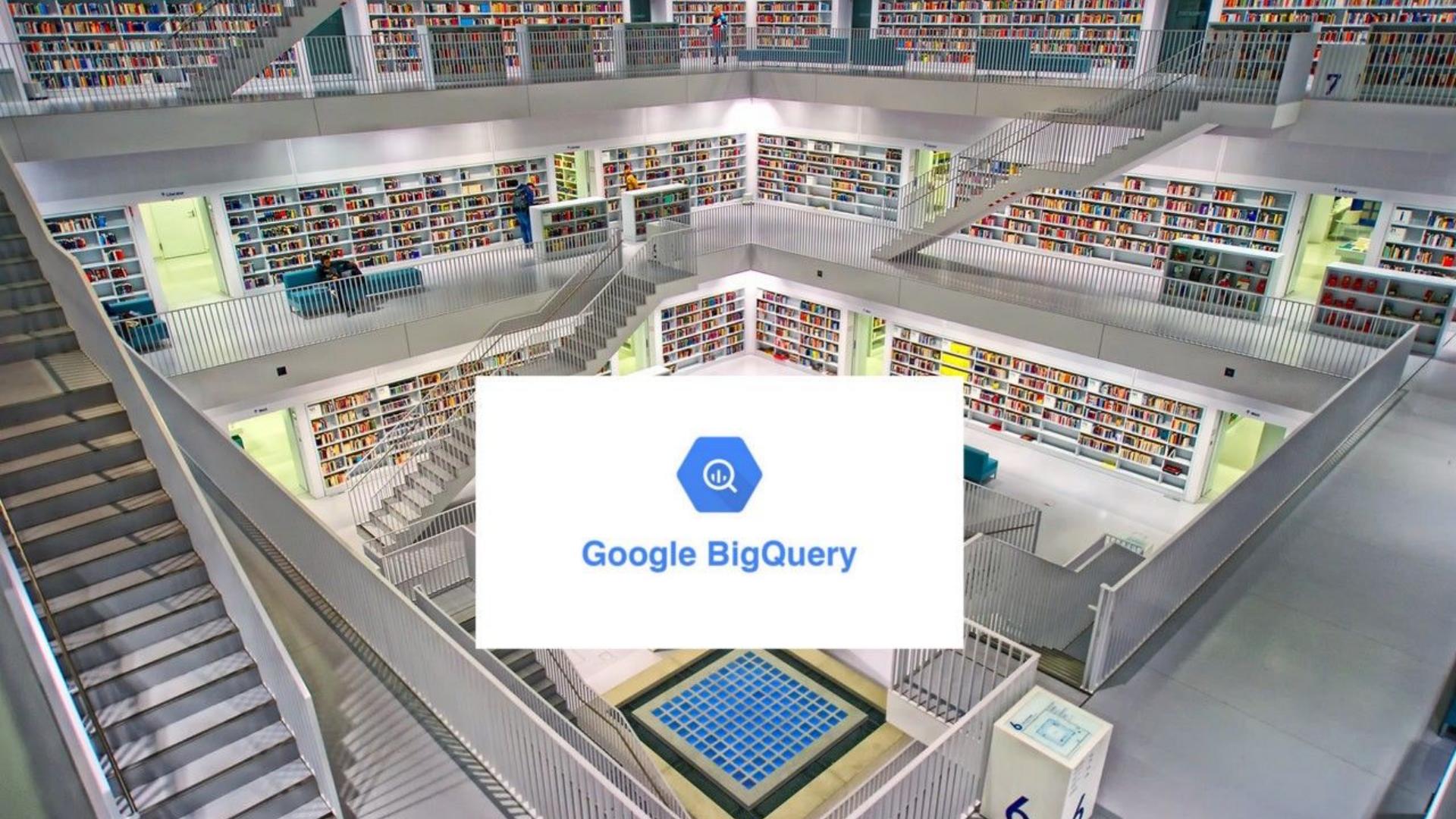
Recently selected connectors are listed first.

Demo Time



Key takeaways

- Google Cloud is your trusted partner
- Modernizing Data Warehouse by BigQuery
- Improving Data Experience by Data Studio
- Start ingesting data by Data Fusion



Google BigQuery