

Principle of being Professional

Schedule

- Session 1
 - Looker studio
 - Designing sales dashboard
- Session 2
 - Design thinking
 - Designing student-admission dashboard

Looker Studio

- Free, cloud-based data visualization and business intelligence tool from Google
- Enables users to create customizable, interactive reports and dashboards from a wide variety of data sources.
- It was formerly known as Google Data Studio.
- Alternative
 - Power BI (free desktop version, not cloud)
 - Tableau (free student version)

Let's go

- Download [sales data](#)
- Visit [Looker Studio](#)

```
<iframe width="700" height="525"  
src="https://lookerstudio.google.com/embed/reporting/db7d21d6-0820-4654-  
b1a1-af4bfc796ef4/page/A2NQF" frameborder="0" style="border:0"  
allowfullscreen sandbox="allow-storage-access-by-user-activation allow-scripts  
allow-same-origin allow-popups allow-popups-to-escape-sandbox"></iframe>
```

[Link](#)

Activity

- In groups of 2-3 people, create a dashboard that answer the question:
 - Which demographic group contributes most to sales?
 - Are there differences in product preferences by age or gender?