

Explore and Create Reports with Looker Studio v1.5 | Google Cloud Skills Boost

Qwiklabs : 7-8 minutes

Overview

Google Looker Studio turns your data into informative dashboards and reports that are easy to read, easy to share, and fully customizable. Dashboarding allows you to tell great data stories to support better business decisions.

BigQuery is Google's fully managed, NoOps, low cost analytics database. With BigQuery you can query terabytes and terabytes of data without having any infrastructure to manage or needing a database administrator. BigQuery uses SQL and can take advantage of the pay-as-you-go model. BigQuery allows you to focus on analyzing data to find meaningful insights.

The dataset used in this lab is an ecommerce dataset that has millions of Google Analytics records for the Google Merchandise Store loaded into BigQuery. You have a copy of that dataset for this lab and will explore the available fields and row for insights.

This lab focuses on how to create new reports and explore your ecommerce dataset visually for insights.

What you'll do

In this lab, you:

- Launch Looker Studio
- Create and manipulate a report
- Create an interactive filter for your report

Setup and requirements

For each lab, you get a new Google Cloud project and set of resources for a fixed time at no cost.

1. Sign in to Qwiklabs using an incognito window.
2. Note the lab's access time (for example, 1:15:00), and make sure you can finish within that time. There is no pause feature. You can restart if needed, but you have to start at the beginning.
3. When ready, click **Start lab**.
4. Note your lab credentials (**Username** and **Password**). You will use them to sign in to the Google Cloud Console.
5. Click **Open Google Console**.

6. Click **Use another account** and copy/paste credentials for **this** lab into the prompts.

If you use other credentials, you'll receive errors or **incur charges**.

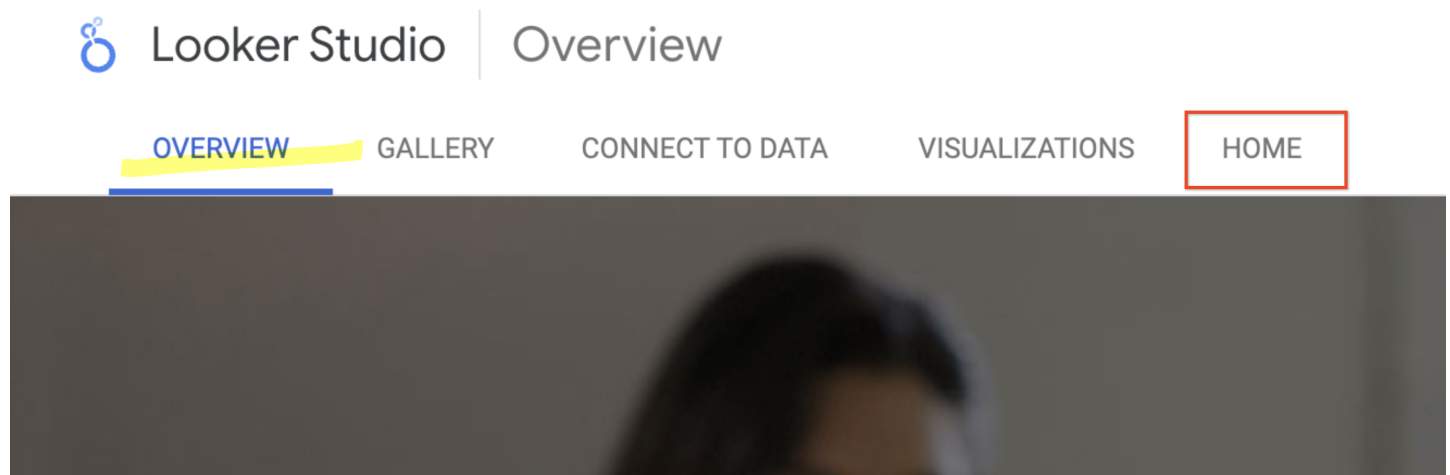
7. Accept the terms and skip the recovery resource page.

Task 1. Launch Looker Studio and create a blank report

1. Open **Google Looker Studio** in a new browser tab or window.

The **Looker Studio** page opens.

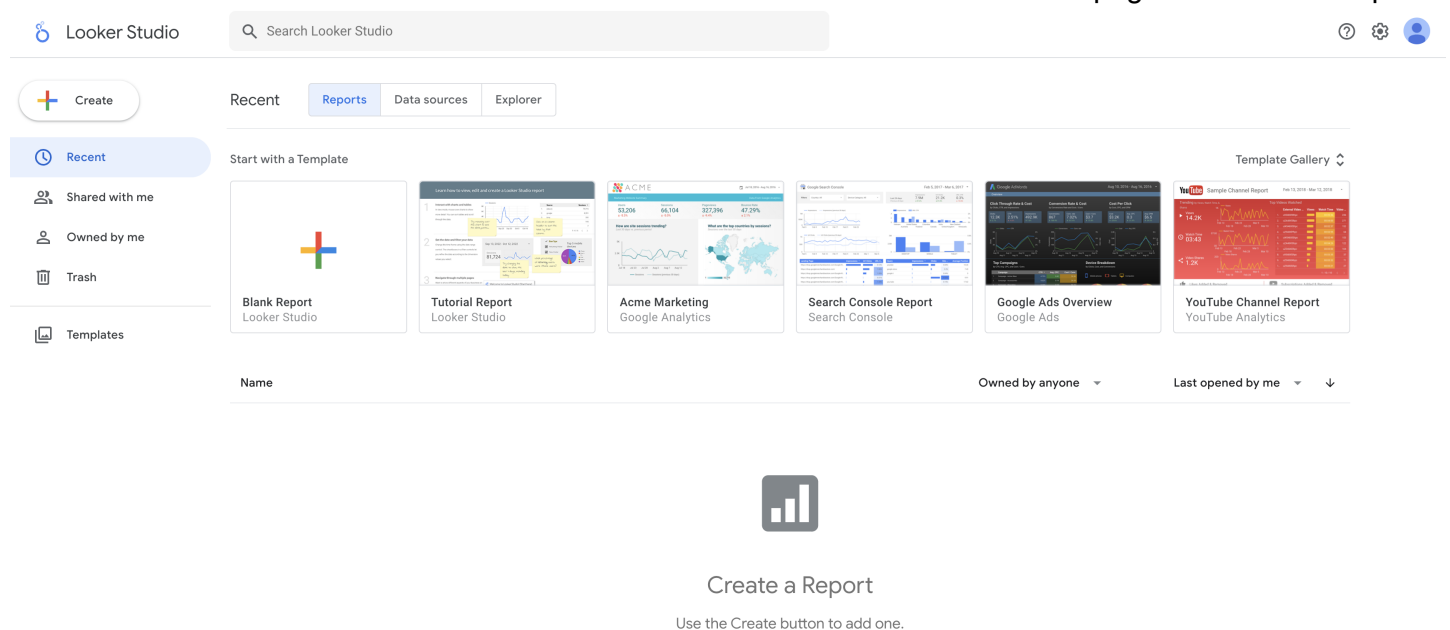
2. On the top options, select **HOME**.



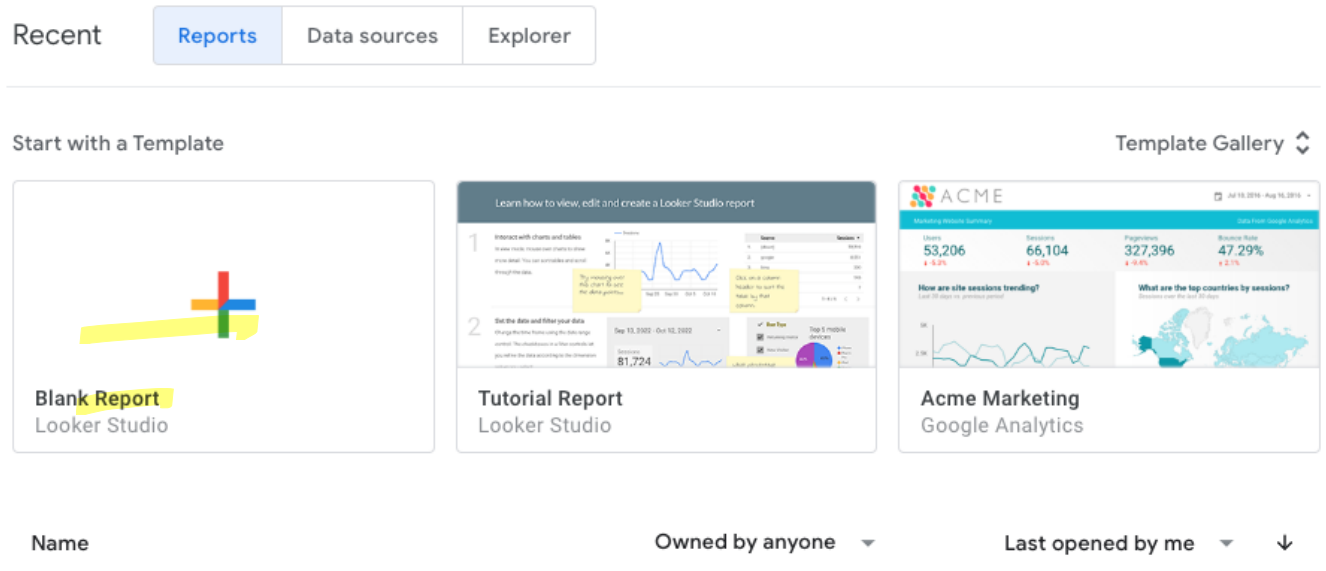
3. If prompted, click through the initial prompts:

- In the Choose an account dialog, click **Use another account**.
- On the Sign in dialog, enter your Username from the **Connection Details** panel, then click **Next**.
- On the Welcome dialog, enter your Password from the **Connection Details** panel, then click **Next**.
- On the Welcome to your new account dialog, click **Accept**.
- On the Protect your account dialog, click **Confirm**.

The **Looker Studio** home page opens.



4. In the **Start with a Template** section, click the **Blank Report** template.



5. Click through the following prompts:

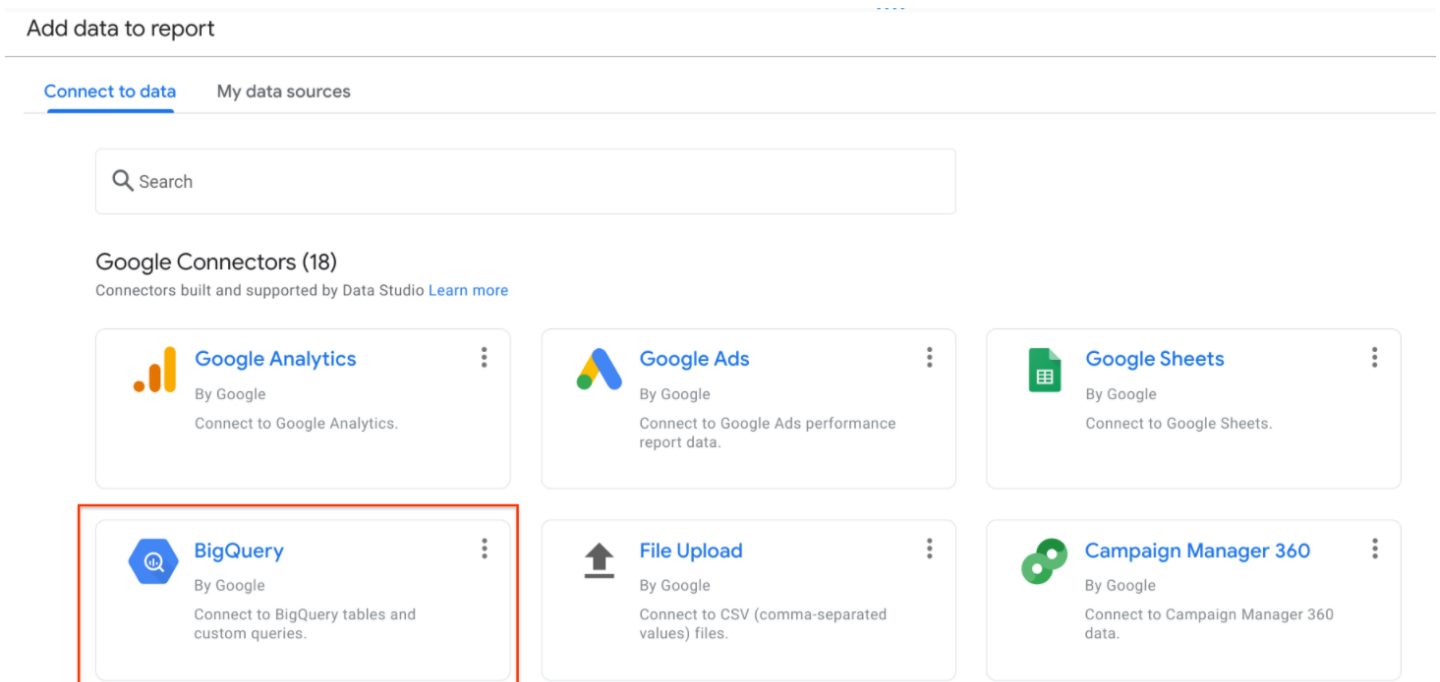
- Check the **Terms of service** checkbox to acknowledge you have read and agree to the Google Looker Studio Additional Terms, then click **Continue**.
- On **Set up your email preferences** to get the most out of Google Looker Studio dialog, select **No** to all options, then click **Continue**.

6. Click the **Blank Report** template again.

A new, untitled report opens.

7. You'll be on the **Add data to report > Connect to data** tab..

8. For Google Connectors, select **BigQuery**.



9. For Authorization, click **Authorize**. This allows Looker Studio access to your GCP project.

10. If prompted, click **Allow** to give Google Looker Studio access to your Google account, which allows a view to data in BigQuery.

11. Define your project:

- Click on **Shared Projects** > your GCP Project ID, which is found in the **Connection Details** panel (begins with qwiklabs-).
- For **Shared project name** type **data-to-insights**.
- For **Dataset** select **ecommerce**.
- For **Table** select **sales_report**.

← Add data to report

Data credentials: student cc1882a5 ✕

BigQuery
By Google
BigQuery is Google's fully managed, petabyte scale, low-cost analytics data warehouse. BigQuery charges for querying/processing of data. Those queries are charged to the credit card of the billing project.
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	Billing Project	Shared project name	Dataset	Table
RECENT PROJECTS				
MY PROJECTS	Cloud Solutions Project		AJ_Retail	all_sessions
	dw-workshop		AJ_Retail_Partitioned	all_sessions_raw
	Google Cloud Shell		advanced	categories
	hcls-testing-data		bitcoin_blockchain	checkout_nudge
	Qwiklabs Resources		customer_insights	classification_model_2_results
PUBLIC DATASETS	qwiklabs-gcp-02-bd4026f5c6f9		ecommerce	days_with_rain
			irs_990	partition_by_day
			ncaa	partitions
			ncaa2020	product_list
			ncaa_next	products
			taxi	rev_transactions
				rev_transactions_view
				sales_by_sku
				sales_report
				site_wide_promotion

Cancel Add

12. Click **Add** in the bottom right corner and then click **Add to Report**.

13. A preview of the available fields that you can add to the report opens.

14. Under Data panel, click on **ratio**, and drag it into the Dimension section.

15. Click in the number icon to edit.

The screenshot shows the Looker Studio interface. On the left, the 'Chart' tab is selected, and the 'Data' panel is open. The 'Data source' is 'sales_report'. Under 'Date Range Dimension', there is a button to 'Add dimension'. Under 'Dimension', 'productSKU' and 'ratio' are listed. 'ratio' is highlighted with a red box. Below the dimensions, there is a button to 'Add dimension'. At the bottom, there is a 'Drill down' toggle. On the right, the 'Data' panel shows a search bar and a list of fields: 'name', 'productSKU', 'ratio' (highlighted with a red box), 'restockingLeadTime', 'sentimentMagnitude', 'sentimentScore', 'stockLevel', 'total_ordered', and 'Record Count'. There are also buttons to 'Add a field' and 'Add a parameter'.

16. Scroll down to the Type area, and use the dropdown menu to select **Numeric > Percent**.

17. Verify that the ratio column is added with values as a percentage.

18. Delete this table. You will now create a report with a customized table.

Task 2. Create a report

You are now viewing a blank canvas where you'll add visuals and interactive filters for your reporting users.

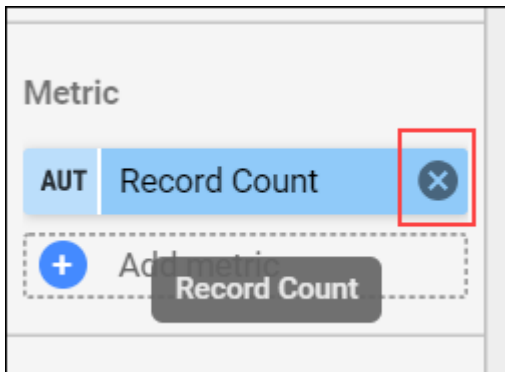
Add a report title and page title

1. In the top-left, click **Untitled Report** and rename it to **Ecommerce Product Operations Report**.
2. In the reporting tools tray, click on the **Text** icon (looks like a boxed in A).
3. Near the top of your blank reporting canvas, click to create a text area.
4. In the text area, type **Product Inventory Watchlist**.
5. Highlight the text in the text area and in the **Text Properties** panel, increase the font size to **32px**.

Create a data table

1. From the menu bar, select **Insert > Table**.
2. Beneath your page title drop your table.
3. In the new Setup and Style panel that opens, specify the following in the **Setup** tab:

- Click **productSKU** from the **Data** panel and drag it to the **Add dimension** field in the **Dimension** section (this might already be set by default).
- In the **Metric** section, if present, remove **Record Count** as a Metric by clicking **x**.



- Drag **stockLevel** to add it as a new Metric
- Drag **ratio** to add it as a new Metric
- Drag **restockingLeadTime** to add it as a new Metric
- Set the Sort field to **ratio** from the dropdown menu for the new Sort field.
- Specify **Descending**

4. At the top of the panel, click the **Style** tab.

5. Under **Table Header**, check **Wrap Text**.

6. Manually adjust the widths of the table columns by hovering over the vertical border and click and drag.

7. Confirm your report looks visually similar to the report below:

	productSKU	stockLevel	ratio ▾	restocking LeadTime
1.	GGOEAAWJ062548	2	3.5	14
2.	GGOEGAYB068056	2	1.5	13
3.	GGOEGAAX0733	1	1	7
4.	GGOEGAYR068225	1	1	9
5.	GGOEGATH060717	1	1	12
6.	GGOEAAEB028314	1	1	11
7.	GGOEYAAJ033014	42	0.71	11
8.	GGOEGOCB078299	354	0.71	10
9.	GGOEGAAC035016	3	0.67	14
10.	GGOEADHH073999	283	0.59	8

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View your report

1. From the **Data** panel, drag and add **name** as the Dimension and **total_ordered** as the Metric.
2. In the upper-right, select the **View** button to preview your report.
3. Confirm your report looks visually similar to the report below:

Product Inventory Watchlist

	productSKU	name	stockLevel	ratio	restockingLeadTime	total_ordered
1.	GGOEAAWJ062548	Android Infant Short Sleeve Tee Pe...	2	3.5	14	7
2.	GGOEGAYB068056	Youth Baseball Raglan Heather/Black	2	1.5	13	3
3.	GGOEGAAJ0733	Women's Short Sleeve Hero Tee He...	1	1	7	1
4.	GGOEGAYR068225	Youth Short Sleeve Tee Red	1	1	9	1
5.	GGOEGATH060717	Women's Convertible Vest-Jacket S...	1	1	12	1
6.	GGOEAAEB028314	Android Women's Short Sleeve Hero...	1	1	11	1
7.	GGOEYAAJ033014	Men's Long & Lean Tee Charcoal	42	0.71	11	30
8.	GGOEGOCB078299	Leather Journal-Black	354	0.71	10	250
9.	GGOEGAAJ035016	Men's Bayside Graphic Tee	3	0.67	14	2
10.	GGOEGADH073999	Android 17oz Stainless Steel Sport ...	283	0.59	8	167
11.	GGOEGAYB068025	Youth Baseball Raglan Heather/Black	7	0.57	14	4
12.	GGOEGAEJ031315	Tri-blend Hoodie Grey	34	0.53	12	18
13.	GGOEAAEH035216	Android Men's Vintage Henley	2	0.5	16	1
14.	GGOEGAAJ0330	Men's Long & Lean Tee Charcoal	43	0.47	12	20

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Congratulations!

You've successfully created a basic report in Google Looker Studio. Continue exploring new chart types and connect to additional data sources for richer, more visual reporting.

End your lab

When you have completed your lab, click **End Lab**. Google Cloud Skills Boost removes the resources you've used and cleans the account for you.

You will be given an opportunity to rate the lab experience. Select the applicable number of stars, type a comment, and then click **Submit**.

The number of stars indicates the following:

- 1 star = Very dissatisfied
- 2 stars = Dissatisfied
- 3 stars = Neutral
- 4 stars = Satisfied
- 5 stars = Very satisfied

You can close the dialog box if you don't want to provide feedback.

For feedback, suggestions, or corrections, please use the **Support** tab.

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