

Tony Nguyen

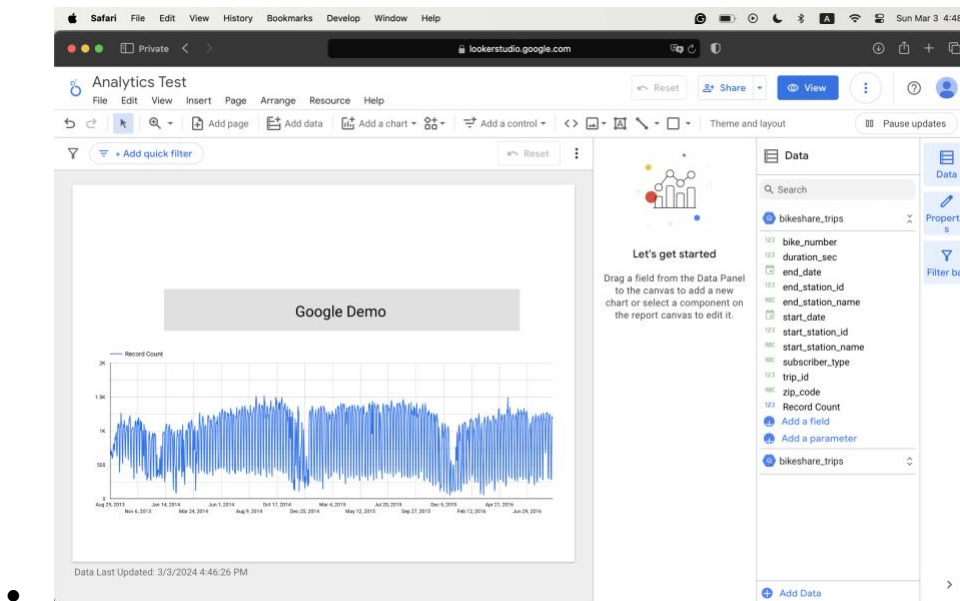
Dr. Shawn Bowers

CPSC 324

03 March 2024

Homework 3

1. Question 1



- I don't think any notes need to be taken here. The GUI is pretty self-explanatory on its own.
- Probably the only question I have so far is what is the difference between dragging ratio into dimensions and metrics.
 - Dimension contains unaggregated data
 - Metrics contain aggregated data

2. Question 2

- I think I got the part for my question above. Dimension is the fields, and the number is more like representations for the fields.

Safari File Edit View History Bookmarks Develop Window Help

lookerstudio.google.com

Ecommerce Product Operations Report

Reset Share Edit

Product Inventory Watchlist

	productSKU	name	restockingLeadTime	total_ordered	stockLevel	ratio
1.	GGOEAAWJ062548	Android Infant Short Sleeve Tee Pewter	14	7	2	3.
2.	GGOEGAYB068056	Youth Baseball Raglan Heather/Black	13	3	2	1.
3.	GGOEAAEB028314	Android Women's Short Sleeve Hero Tee BL...	11	1	1	
4.	GGOEGAYR068225	Youth Short Sleeve Tee Red	9	1	1	
5.	GGOEGATH060717	Women's Convertible Vest-Jacket Sea Foa...	12	1	1	
6.	GGOEGAXX0733	Women's Short Sleeve Hero Tee Heather	7	1	1	
7.	GGOEYAAJ033014	Men's Long & Lean Tee Charcoal	11	30	42	0.7
8.	GGOEGOCB078299	Leather Journal-Black	10	250	354	0.7
9.	GGOEGAAC035016	Men's Bayside Graphic Tee	14	2	3	0.6
10.	GGOEADHH073999	Android 17oz Stainless Steel Sport Bottle	8	167	283	0.5
11.	GGOEGAYB068025	Youth Baseball Raglan Heather/Black	14	4	7	0.5

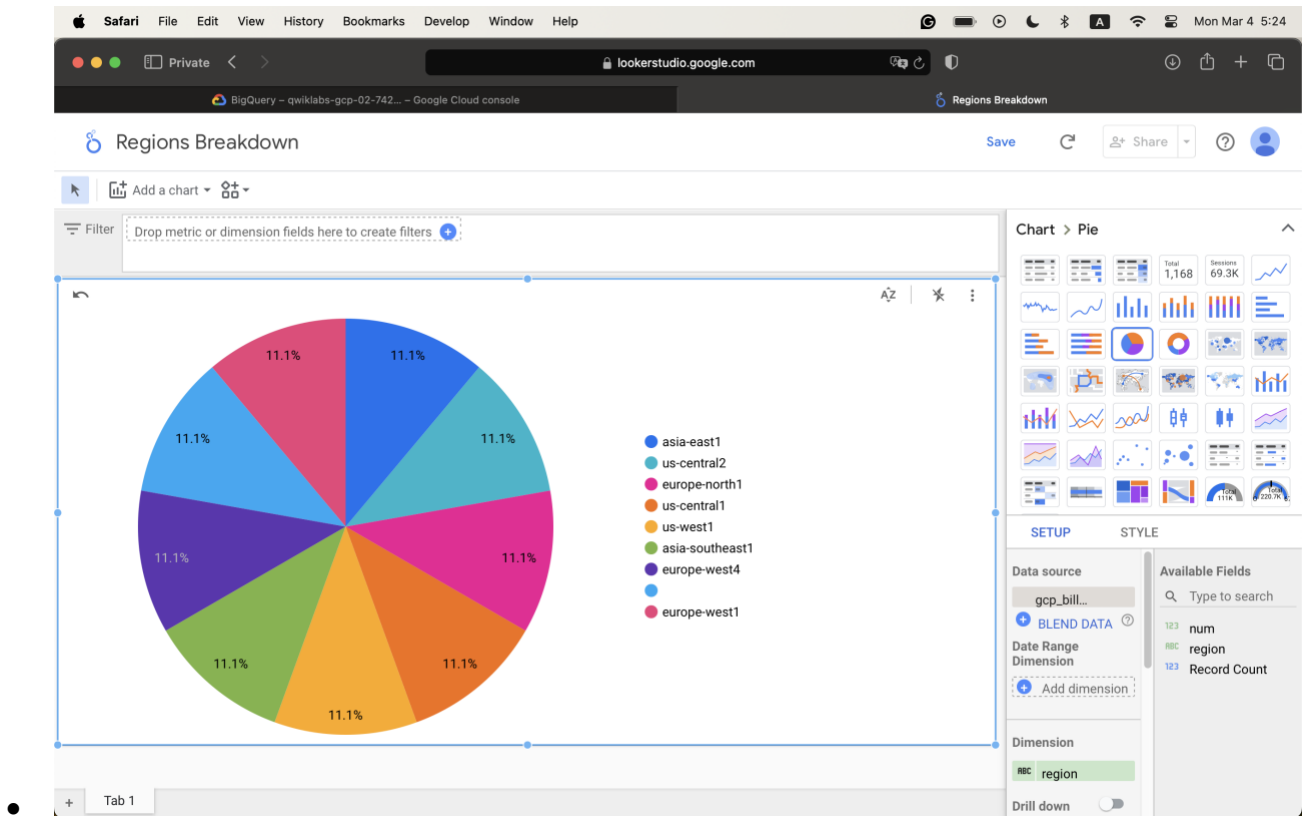
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3. Question 3

a.

- First, create an explorer.
- Hit “Create New Data”, then choose “Big Query.”
- Click “Custom Query”, then put in the SQL commands
- Hit “Connect”, then “Apply.”
- Make sure you get the data in the metric fields
- Click the Pie chart symbol, then Save

b.

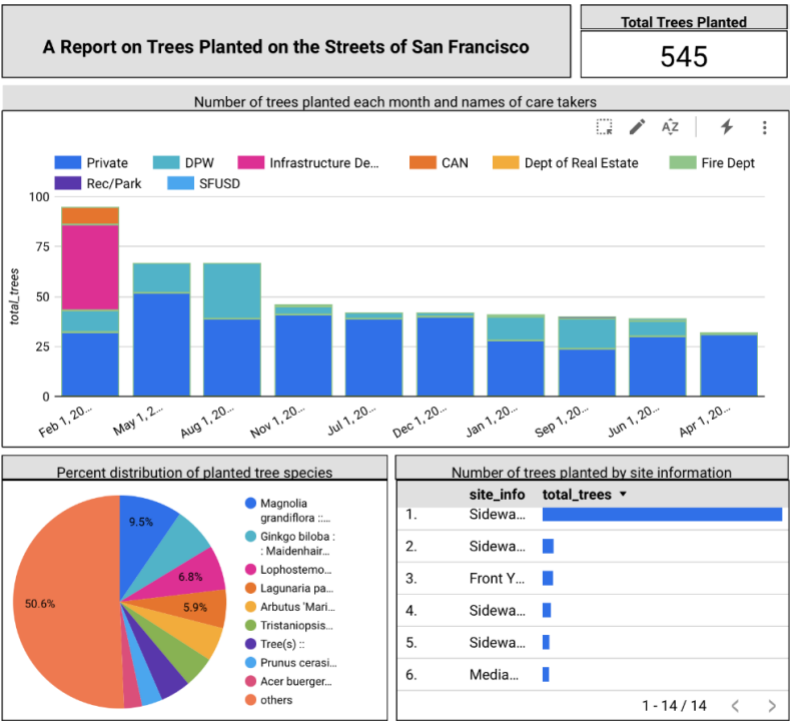


4. Question 4

a.

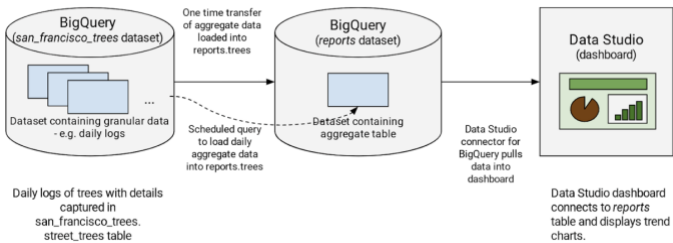
- Write the SQL query as usual.
- Click “More” and select “Query settings.”
 - Choose “Set a destination table for query results
 - Put in the Dataset name (should create before)
 - Put in the Table ID
 - Choose “Write if empty.”
- Click “Schedule” and choose “New scheduled query.”
 - Put in the scheduled query name
 - Put in the scheduled query interval option
 - Set the destination table

c.

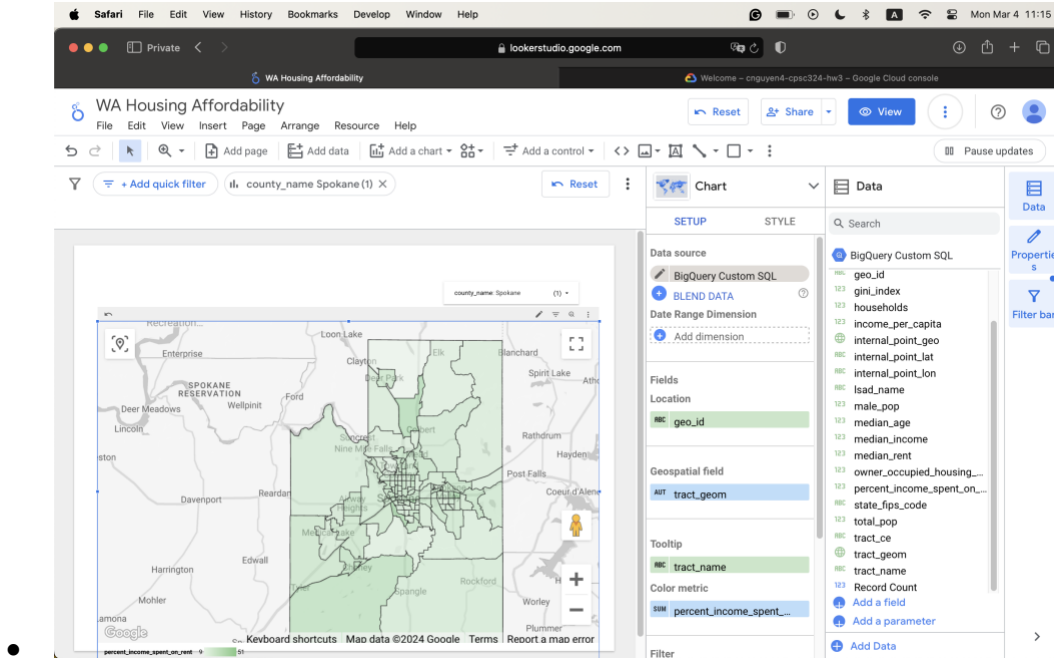


d.

- I don't run into any issues. However, there are some notes that I can take
- A dashboard does not need all of the details of the table. It only needs an aggregate view
- With that, to reduce the cost, we first aggregate the logs into another dataset called "Reports" and then create a table of aggregated data
- Periodically, it will reload to fetch new data



5. Question 5



6. Question 6

- Looker Studio overview/workflow
 - Create a report
 - Connect to a dataset
 - Transform data for use in visualization
 - Visualize existing data report
 - Share the data
 - Update and refine the report
- Drilling data
 - Use to view more information and context in a single field/chart
 - In their menu option, click the arrow to select the granularity of the data
 - Click "Filter on" to activate
 - Basically, it is a way to "move" from this data subset to another one

- Connectors, Data Sources, and Credentials
 - Connectors: Connect Looker Studio to the underlying data. This creates a Data Source.
 - Can be third-party sources or Google products
 - Data Sources can be reusable if created from the home page. If they are created from the report, you need to edit it in the report.
 - Credentials: Determine who has access to the data

7. Question 7

c.

- The “All-in-One” Search Tool by Data Bloo
 - This design looks clean and popping.
 - It has a good user interface, straightforward tabs, and subsections, as well as a good color choice that harmonizes the components.
- The SFO Data Sample Report
 - It has a simple and modern look
 - A creative transparent background that looks unique
 - However, the color tone is a bit too bright, in my opinion

d.

- I would say that it needs to have a clear and simple design
 - Since Looker Studio or any other BI tools allow you to create an informative “dashboard”/summary of your data, it can easily have too many details that make it harder for you to realize what is going on.

- As the focus of the users should be on the data representation, the navigation and design should be simple so as not to distract them.
- The data should have clear labels to denote what is going on with the design. It should also represent meaningful data, not just random charts.
- Visualization wins over words.

8. Question 8

b.

- How have the average salaries changed over the years?
 - Using a time series chart
- What is the difference in salary across different countries?
 - Using a bar chart
- What is the distribution of employment type (in-person, remote, hybrid)?
 - Using a pie chart
- What are the average salaries of different job titles?
 - Using a table visualization

c.

- <https://lookerstudio.google.com/reporting/2ab409f5-f39b-4170-8fdb-f2f62884985a>

d.

- I think my design checks all of the points I mentioned above in Question 7.
- The aesthetic and color choice work well, in my opinion.
- I used clear labels to depict the information, making it easier for users to see the report.
- If I had more time, I would probably add more pages, in addition to a menu design to help navigate around.

9. Question 9

b.

- What is the proportion of overall reviews?
 - Using a pie chart
- How many times have different reviewers reviewed the game?
 - Using a table visualization
- How many reviews are there per time period (date, month, year, etc.)?
 - Using a bar chart

c.

- <https://lookerstudio.google.com/reporting/c85ddba7-2d8d-454d-a530-093c970de14a>

10. Question 10

d.

- What is the number of UFOs spotted by country?
 - Use a Google Map table
- How many UFOs are spotted per time period?
 - Use a bar chart
- What is the proportion of UFO shapes spotted?
 - Use a pie chart
- What is the average duration of UFOs spotted by cities
 - Use a table visualization

e.

- <https://lookerstudio.google.com/reporting/270cd9e2-c643-4d8f-9b4d-52a012baff7e>.