
workshop – google data studio

data studio – what is it

- connect
- visualize
- share

advantages

- Google
- easy to connect different data sources
- free
- online
- easy to manipulate and share

connecting data sources

- upload CSV
- Google Analytics, Google Ads, Google Search Console
etc
- Google Sheets
- Google Big Query

how to start

- blank report
- templates gallery;
- your own templates

how to use data sources

- connect
- edit
- remove

data visualization

- charts and graphs
- tables
- score cards
- texts

controls and filters

- period Control: controls all the charts on the page (that have a date)
 - hange to “report level”
- chart and Report Filters

dimensions vs. metrics

- dimensions: categories (names, description, etc.)
- metrics: values of the dimensions

calculated fields

- create fields from existing metrics and dimensions
- basic calculations (fundamental mathematical operations)
- apply functions (max, min, sum, avg)

sharing and collaborating

- copy
- edit
- export
- share

**muito
obrigada!**

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