Google Looker Studio

- Self-service business intelligence with unmatched flexibility for smarter business decisions. (Formerly known as Data Studio)

- Looker Studio turns your data into informative dashboards and monthly reports. The advanced Looker Studio visualization & reporting tool makes your data easy to read, share, and also stays fully customizable.

- BI tool from Google, Create reports & Dashboards

- Connect your data from spreadsheets, Analytics, Google Ads, Google BigQuery and many more connectors

- Drag & drop, no code

- Tell your data story with charts, including line, bar, and pie charts, geo maps, area and bubble graphs, paginated data tables, pivot tables, and more.

- Make your reports interactive with viewer filters and date range controls.

- Include links and clickable images to create product catalogs, video libraries, and other hyperlinked content.

- Annotate and brand your reports with text and images.

- Apply styles and color themes that make your data stories works of data visualization art.

Connect to your data

- With Looker Studio, you can easily report on data from a wide variety of sources, without programming.

- In just a few moments, you can connect to data sets such as:

  o Databases, including BigQuery, MySQL, and PostgreSQL

  o Google Marketing Platform products, including Google Ads, Analytics, Display & Video 360, Search Ads 360

  o Google consumer products, such as Sheets, YouTube, and Search Console

    o Flat files via CSV file upload and Google Cloud Storage

    o Social media platforms such as Facebook, Reddit, and Twitter

    o Blended data from any combination of related sources

Pricing

- Looker Studio is available at no charge for creators and report viewers.

Cloud & AI Analytics