

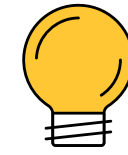
Advanced Analyzing and Visualizing Data in Looker Studio

How to increase your skill using B.I tools



Oct 1, 2023 @ 07:30 P.M.
Zoom Meeting

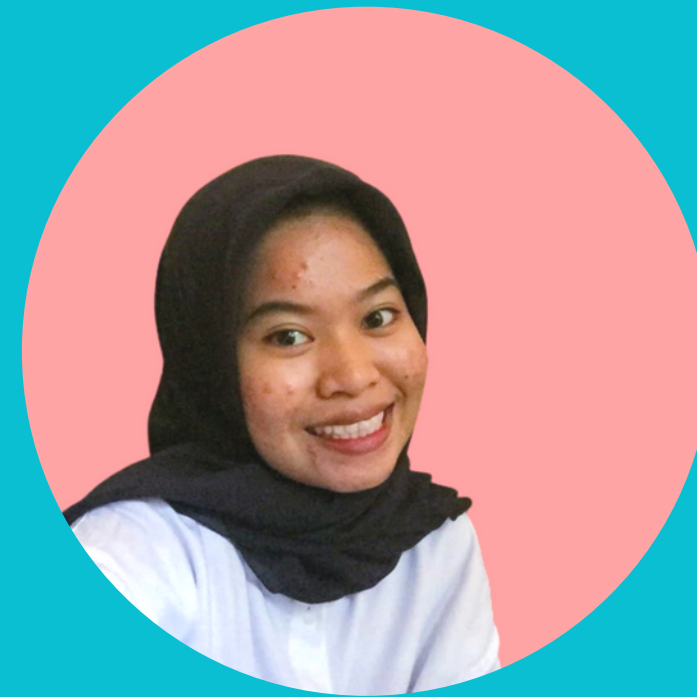
Class Rules



While waiting for others to come in,
here are some rules and reminders to keep in mind.

-
- 01 Please make sure all mics are on mute.
 - 02 Type in any questions into the chatbox or unmute.
 - 03 Should have gmail to create Looker Studio Account.

Haaiii, teman-teman!! 🧑



Dewi Rizki Fitriani

Data Engineer

Pengalaman Kerja:

- **Data Engineer** - DLT Science Foundation (2023 - Sekarang)
- **Data Analyst** - PT Tenos Data Teknologi (2023 - Sekarang)
- **Python Tutor** - Kodland (2022 - Sekarang)
- **Cloud Engineer** - PukulEnam (2021 - Sekarang)

Introduction Looker Studio



Looker Studio merupakan salah satu **Business Intelligence Software** dan **Big Data Analytics Platform** yang digunakan untuk mengeksplorasi dan menganalisis data serta membagikan hasil analisis secara real-time dengan mudah



Who still remembers last Tuesday's material?



Looker Studio



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Who still remembers last Tuesday's material?



Looker Studio



Introduction in Looker
Studio



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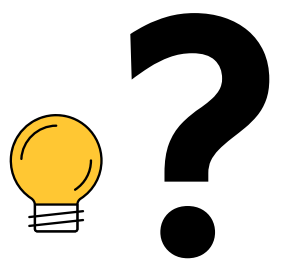
Who still remembers last Tuesday's material?



**Introduction in Looker
Studio**



Dimension



Who still remembers last Tuesday's material?



**Introduction in Looker
Studio**



Dimension



Measure

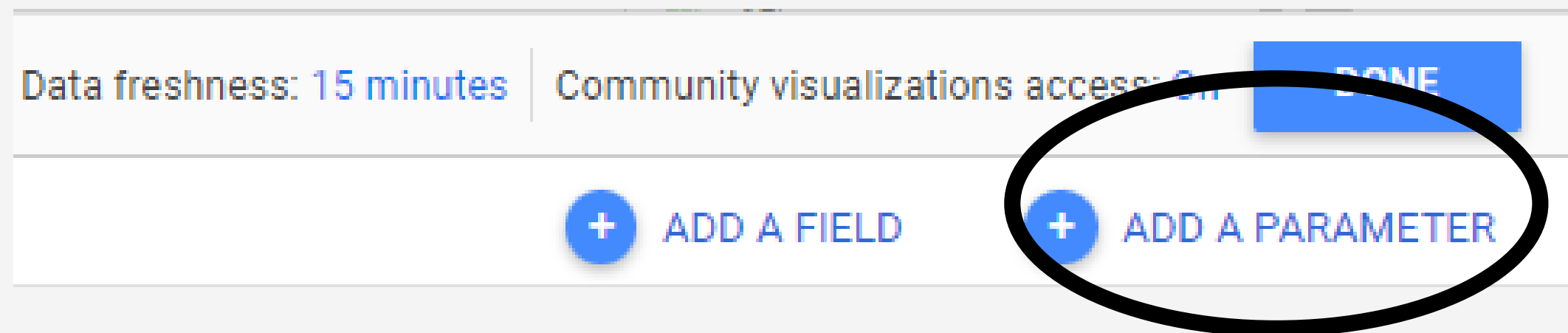


What We're Learning **Today**

Here are the topics we will cover this morning:

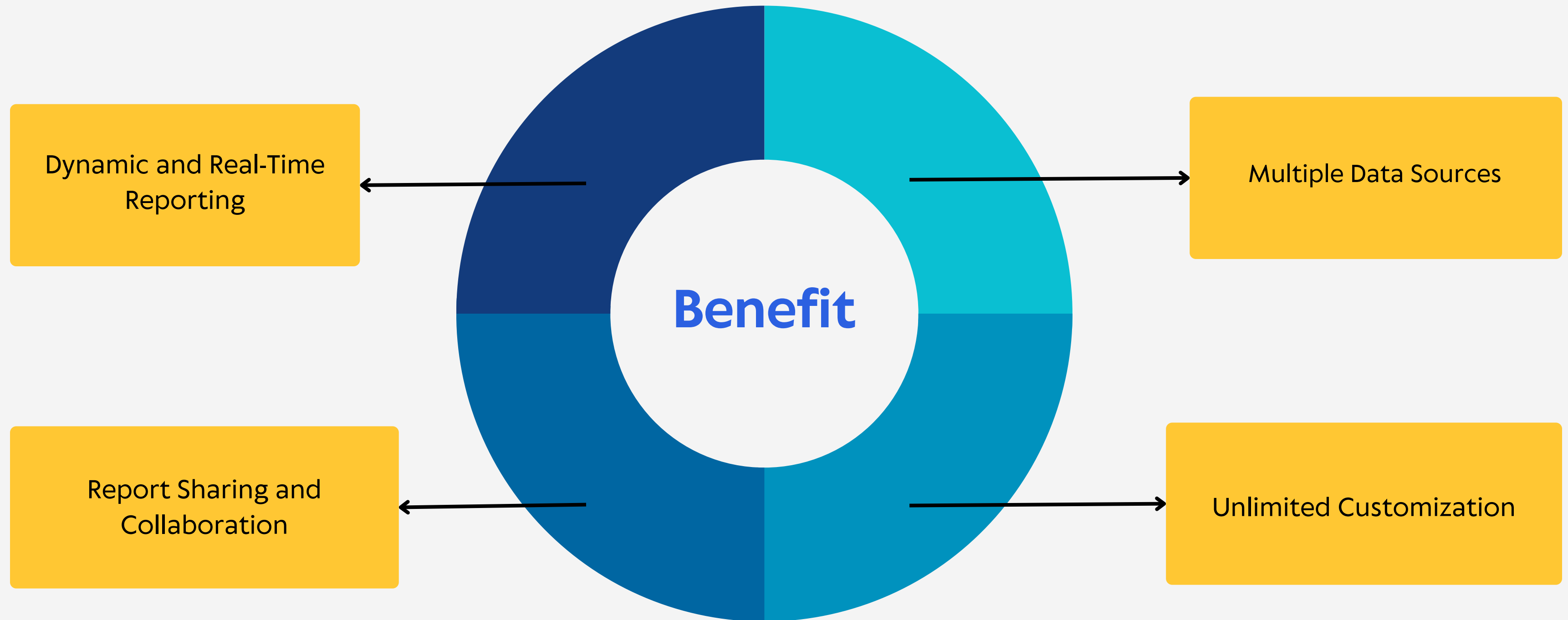
- 01 Introduction to Looker Studio
- 02 Analytics Concepts
- 03 Aggregation and Functions

What are the **Parameters** in Looker Studio?



Parameter adalah memungkinkan pengguna untuk memberikan hasil perhitungan column/files dan membuat koneksi antar fields di Dashboard. **Parameter** memperbolehkan kita untuk memungkinkan Kita berinteraksi dengan data yang disediakan pengguna. **Misalnya**, Kita dapat membuat kolom kalkulasi yang menyertakan masukan dari pengguna laporan Kita. **Penggunaan** parameter membuat laporan Kita lebih interaktif karena diperbarui secara real-time

What are the **Benefit** of Using Looker Studio?



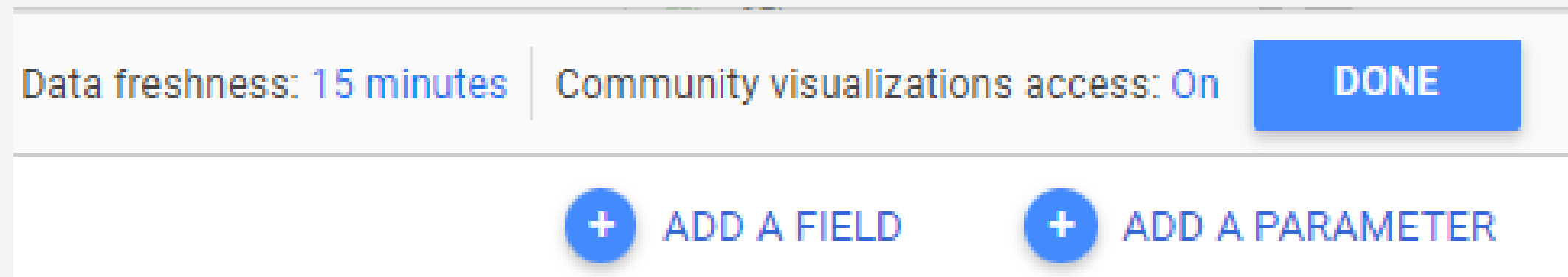
Please Access This Data

Link: [Sales data](#)

**From this data? What kind
analysis that you can do?**

How do **Parameters** in Looker Studio work?

Step 1:



How do **Parameters** in Looker Studio work?

Step 2:

[←](#) ALL FIELDS

Parameter [?](#)

Parameter name

sum_of_month_in_year

Parameter ID *

sum_of_month_in_year

Data type

Number (whole) ▼

Permitted values

☒ Any value

☐ List of values

☐ Range

Default Value

12

How do **Parameters** in Looker Studio work?

Step 3:

← ALL FIELDS

Available Fields

123 discounts

123 gross_sales

123 net_quantity

123 net_sales

123 orders

ABC product_title

ABC referrer_source

123 return

Field Name
(e.g. New Calculated Field)

Field ID
calc_285tc9rcad

Formula ?

1

FORMAT FORMULA

How do **Parameters** in Looker Studio work?

Step 4:

← ALL FIELDS

Available Fields

123 discounts

123 gross_sales

123 net_quantity

123 net_sales

123 orders

ABC product_title

ABC referrer_source

123 return

Field Name

average_sales_in_year

Field ID

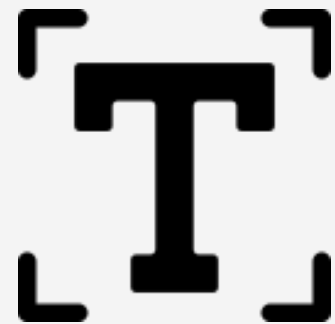
average

Formula ?

1 total_sales / sum_of_month_in_year

FORMAT FORMULA

What **kind** of **Data Types** on Looker Studio?



Looker Studio Aggregation

Default Aggregation

Agregasi default menentukan bagaimana kolom, secara default, dikumpulkan dan ditampilkan dalam satu atau beberapa diagram laporan

EDIT CONNECTION

FILTER BY EMAIL

Field

↓

Type

↓

Default Aggregation

↓

Description

↓

DIMENSIONS (13)

average_sales_in_year

fx

123

Number

▼

None

▼

discounts

123

Number

▼

None

gross_sales

123

Number

▼

Sum

net_quantity

123

Number

▼

Average

net_sales

123

Number

▼

Count

orders

123

Number

▼

Count Distinct

product_title

ABC

Text

▼

Min

referrer_source

ABC

Text

▼

Max

return

fx

123

Number

▼

Median

returns

123

Number

▼

Standard Deviation

shipping

123

Number

▼

Variance

shipping_city

ABC

Text

▼

total_sales

123

Number

▼

Sum

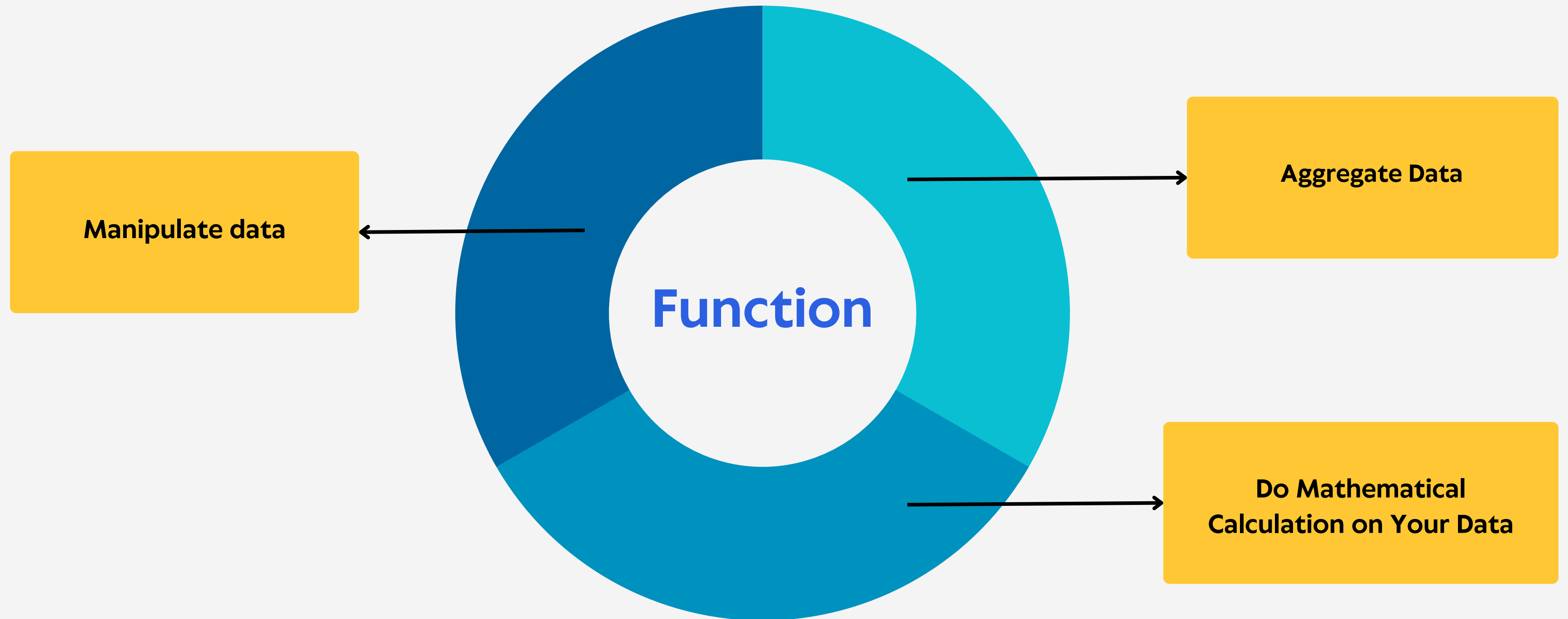
▼

Auto Aggregation

Menghitung field yang menggunakan fungsi agregasi dalam rumusnya menjadi bidang yang telah diagregasi sebelumnya. Oleh karena itu agregasi defaultnya disetel ke otomatis yang tidak dapat diubah

METRICS (1)				
Record Count	123	Number		Auto

Type of Function in Looker Studio



Saatnya kita melatih apa yang sudah kita pelajari untuk membuat contoh **Dashboard** di atas

Let's goo~

