Data Team

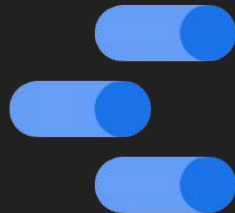By: Micheal, Josh, Kayla, Ena, Savannah, Brandon

The Need:

- **Task:** The Chief Data Officer has been asked to roll out a cloud-based analytics platform by the end of the quarter. The need for this is because, employees need a platform where they can aggregate data from multiple sources. This will help with the creation of a dashboard that will provide business leaders with access to critical company metrics in real-time on a 24x7 basis.

Our solution: Google Data studio

How will it meet the companies need: Google will help our employees make reports on data from a wide variety of sources, without programing. This will improve our data collection and help employees get a better understanding of their data.
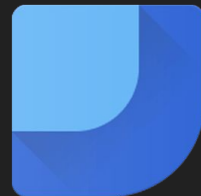
Google Data Studio:Basic information

What it does: Google Data Studio is a dashboard and reporting tool. It allows the user to transform their data into appealing and informative reports for their audience.It is a great tool to track KPIs that support business objectives and generate periodic reports.

When was it released: It was launched in mid-2016 and came out of beta mode in October 2018.

Price: At the moment, Google Data Studio is offered completely free by Google as part of their Google Cloud Platform offering.
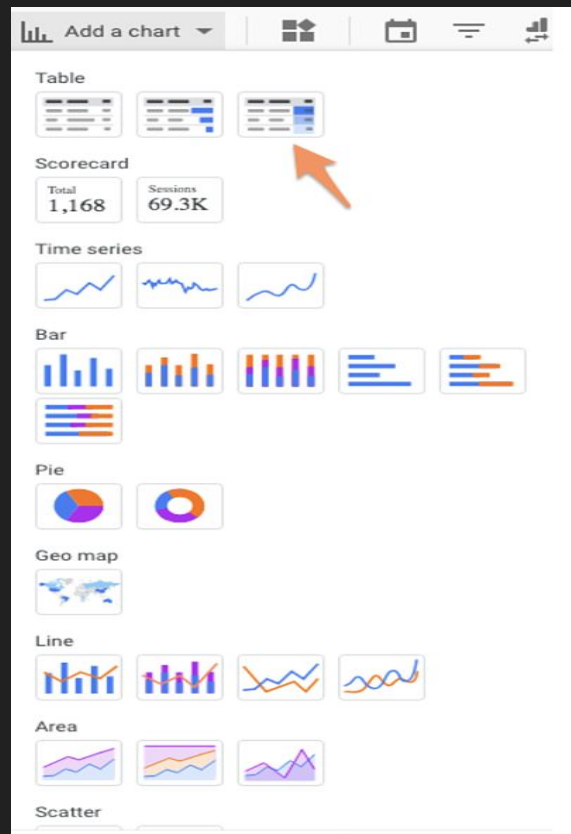
Using Google Data Studio: Pros

- Customizing reports to match with your brand/Add comments and notes
- Unlimited data
- Access and speed
- The ability to add as many report pages as you would like
- Dynamic Controls
- Collaboration

Customizing reports to match with your brand.

Google Data Studio creates reports which can be easily customized by the users. There are enough options available here to experiment with colors, fonts, size, labels, and borders.

The user can even add the logo of their company in the reports which are being created, and the color palette can also be chosen according to it.
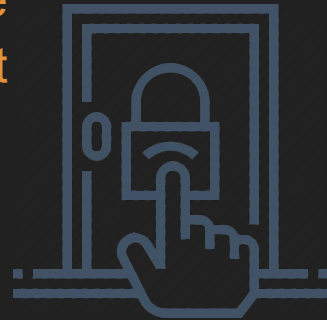
Unlimited data

Google Data Studio houses unlimited tables and pages. To make things easy, one can label the pages by either category or theme. It also supports unlimited dimensions and metrics.

Access and speed

One of the major advantages of Google Data Studio is its speed and accessibility. This is due to the large connection that exists between Google Data Studio and other Google Services. Google Data Studio imports all the data from other Google services with all the default metrics and dimension effortlessly.

Dynamic Controls

Collaboration

- It allows the users to Insert dynamic controls so viewers can filter through the content with dimension and date range selectors.

- Google Data Studio makes it easy for its users to share and collaborate your reports with others. They can share their reports with anyone they'd like and even work on the same report at the same time.

Using Google Data Studio: Cons ^M

- **Limited Data Connections:** the user is limited to a small list of connectors that arent Google related.
- **Reports can be read-only online:** Google Data Studio only allows the users to view the reports only online
- **Supports Single Data Source:** Data blending is not possible in Google Data Studio. When creating tables, graphs, and charts.Users can only extract data from a single source instead of multiple channels.
- **Not Enough Visualization Options:** Better visuals for users to use. More visuals other than the basic bar, line, table, and pie charts.

Qlik Sense Data: Basic information

What it does: QlikView is the most flexible Business Intelligence platform for turning data into knowledge. More than 24,000 organisations worldwide have enabled their users to easily consolidate, search, and visually analyse all their data for unprecedented business insight using QlikView's simplicity.

When it was released: September 2019

Price: $15.00 a month per person

Founders: Staffan Gestrelius, Björn Berg

Using Qlik Data Pros

- Qlik Sense makes stitching of data together from different sources easy to access
- Qlik Sense APIs are extremely robust. We have been able to extend the functionality available in the UI and customize the back end to our specific needs
- Users can self-service their visualisation needs within Qlik Sense with ease. No longer are centralized analytics teams the bottleneck on new dashboards/reports.

Qlik Data Cons

- Data Lineage is difficult to determine and relies on trailing logs using 3rd-party scripts or pushing from a vendor.
- Section access (entitlements) is quite efficient, but quite often our products want a finer level of control .e.g applying across multiple different fields, enabling/disabling fields for certain users.
- Limited appearance options.

Why we chose Google Data Studio:

Not only does Google Data Studio services are free, but it is much more effective for data collecting and visualization. It is also very effective when it comes to the sharing of the documents. Since our data is always changing Google Data is the perfect too for this job. Our team will be able to process the data in any query. We will be able to add new panels and obtain different KPI combinations to better measure the results of our work done.

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Terms and services for Google Data Studio:

Servies: All facilities used to store Customer data will adhere to reasonable security standards.

Obligations: You will use the service in accordance to this agreement and the Acceptable Use Policy.

Customer data: Google will not access or use Customer data unless used for technical support.

Termination: If this agreement terminates then rights granted from one party to another will cease immediately.

Questions?