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TECH FOR JOBS

Support Session 5

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Agenda

- Dashboard Design Concepts
- Looker Studio

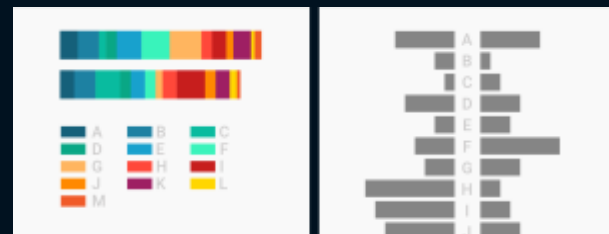
Understanding the Business Process

- Dashboards: Interactive tools for open-ended data exploration.
- Flexibility: Adapt to evolving queries and uncover patterns.
- Goal: Help users analyze relationships and extract insights.



Choosing the Right Visualizations

- Tailor visuals to the audience and message.
- Use clear, distinguishable colors without distractions.
- Match visual types to data:
 - Bar charts: Comparisons.
 - Line charts: Trends.
 - Scatter plots: Relationships.



Visualization Types and Use Cases

Type	Purpose	Use Case
Gauges	Show a single value vs. range.	Progress toward a goal.
Choropleth Maps	Show data by geography.	Regional comparisons.
Scatter Plots	Show variable relationships.	Trends, outliers.
Line Charts	Show trends over time.	Revenue tracking.
Tables	Present detailed raw data.	Tabular comparisons.
Scorecards	Summarize key metrics.	Performance snapshots.

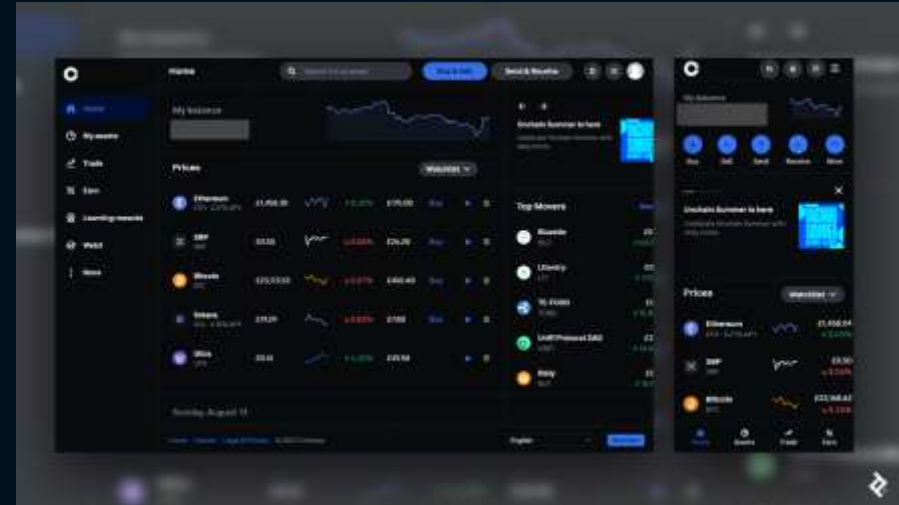


Metrics and Dimensions in Dashboards

- Metrics: Numeric insights, such as revenue or satisfaction scores.
 - Purpose: It answers the "what" by providing a measurable insight.
 - Example: Total Sales (\$50,000).
- Dimensions: Contextual attributes, such as time or geography.
 - Purpose: It answers the "where," "who," or "when," allowing the metric to be segmented.
 - Example: Sales by Product Category (e.g., Electronics, Clothing).
- Key Idea: Metrics show performance; dimensions provide context

Planning the Dashboard Layout

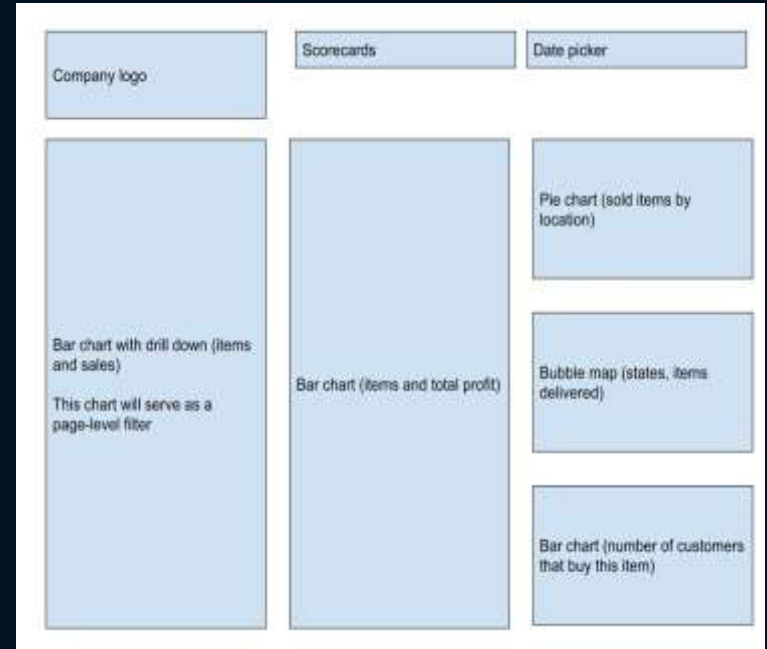
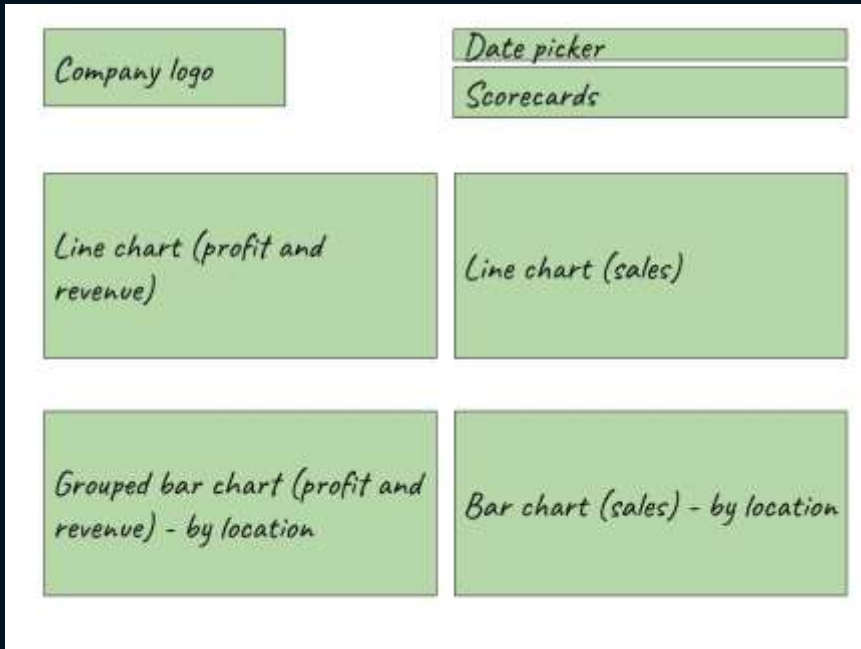
- Steps to Plan:
 - Define clear goals and audience needs.
 - Organize layout for logical flow (e.g., KPIs on top, charts in the center).
 - Add interactive filters for exploration.
 - Test responsiveness across devices.



Bird's Eye View vs. Detailed View

Aspect	Bird's Eye View	Detailed View
Purpose	High-level overview.	In-depth analysis.
Visuals	KPIs, basic charts.	Complex charts, filters.
Audience	Executives, decision-makers.	Analysts, data scientists.

Bird's Eye View vs. Detailed View



Takeaways

- Understand the audience and goals.
- Use visuals to simplify insights and guide decisions.
- Balance high-level views with detailed analysis.
- An effective dashboard bridges data and decision-making.

What is Looker Studio?

- Looker Studio is a business intelligence tool by Google for creating interactive dashboards and reports.
- Key Features:
 - Connects to multiple data sources.
 - Offers custom visualizations.
 - Enables real-time collaboration and sharing.



Looker Studio Connectors

Connector Type	Examples	Update Type	Key Notes
Google Connectors	Google Analytics, Sheets, BigQuery	Auto-updated (Live)	Real-time or near real-time updates.
Partner Connectors	Facebook Ads, Salesforce, Snowflake	Auto-updated (Live)	Relies on third-party integration.
Community Connectors	Custom APIs, niche sources	Varies (Depends on connector setup)	Flexible but may require configuration.
File Uploads	CSV, Excel	Manual update	Requires re-upload for changes to reflect.
Extract Data	Extracted snapshots	Manual update	Faster performance but static data.

Looker Studio Best Practices

- Keep It Simple: Highlight key metrics and dimensions relevant to the audience.
- Use Filters and Controls: Enable viewers to explore data (e.g., Date Range, Regions).
- Leverage Custom Visualizations: Use Scorecards, Geo Maps, Line Charts, etc.
- Test Responsiveness: Ensure dashboards look good on all devices.