

Guide to Looker Studio

Looker Studio is a data visualization tool that helps you build informative reports and dashboards. In this reading, you'll learn the essentials to get started in the lab and explore Looker Studio on your own.

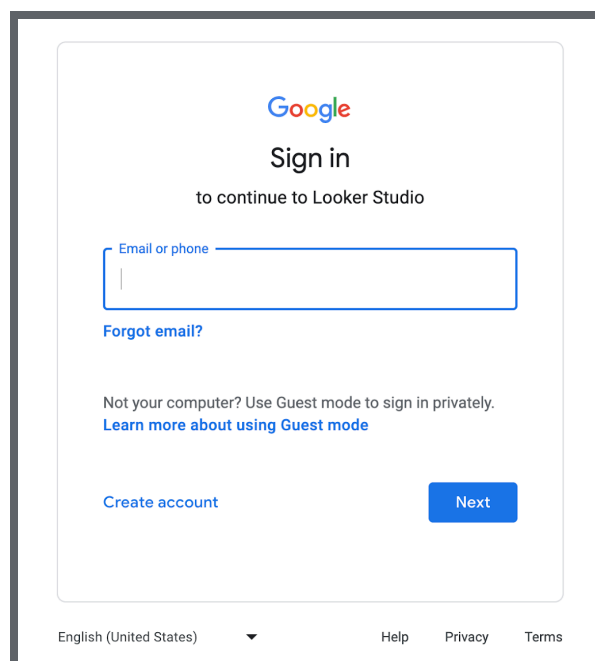
Looker Studio

Looker Studio, formerly known as Google Data Studio, is a cloud-based data visualization tool that you can use to turn data into shareable dashboards and reports. Available to anyone with a Google account, it's a free tool that can connect to a wide variety of data sources, including databases, other Google cloud data products, social media platforms, and more.

Access Looker Studio

To use Looker Studio, you'll need an internet connection and a web browser.
To access Looker Studio from a browser window:

1. Navigate to lookerstudio.google.com.
2. If prompted, click the **USE IT FOR FREE** button.
3. To access Looker Studio, you'll need to have a Google account. You can either sign in with your existing Google account or create a new one if you don't already have one.



The screenshot shows the Google Sign in interface. At the top is the Google logo, followed by the text "Sign in" and "to continue to Looker Studio". Below this is a text input field labeled "Email or phone" with a blue border. Under the input field is a link that says "Forgot email?". Further down, there is a line of text: "Not your computer? Use Guest mode to sign in privately." followed by a link "Learn more about using Guest mode". At the bottom left is a link "Create account" and at the bottom right is a blue button labeled "Next". The footer of the page includes "English (United States)" with a dropdown arrow, and links for "Help", "Privacy", and "Terms".

View and create a report

Once you sign in to Looker Studio, the home page displays with the **Reports** tab selected. From the **Reports** tab, you can view and create Looker Studio reports. A Looker Studio report is an asset that presents information and insights derived from your data.

To view a report in Looker Studio:

1. Navigate to the **Reports** tab on the Looker Studio homepage, if needed.
2. Click the name of the report to view.

To create a report:

There are two ways to create a report:

- Click **+ Create** on the Looker Studio left navigation panel.
- Or, click **Blank Report** on the **Reports** tab.

Add a data source

In Looker Studio, the data that you use to build your reports comes from data sources. A data source in Looker can be uploaded from a .csv file or accessed through a connection to Google Analytics, Google Sheets, BigQuery, or other external sources. Once connected, data sources can be reused across multiple reports.

To add a new data source from the homepage:

1. Click **+ Create** on the Looker Studio left navigation panel.
2. Select **Data Sources** from the dropdown.
3. You may be prompted to complete Account Setup. If so, follow directions and click **Continue**.
4. Search the available **Google Connectors and Partner Connectors**.
5. Click a connector to select.
6. Click **Authorize**. You may be prompted to select your account credentials to access the data.

To connect to a new data source from within a report:

1. Select the **Connect to data** tab.
2. Select the type of data you want to add to the report.
3. If prompted, enter authorization details.
4. Click **Add** to add the data source to your report.

Add components to a report

In Looker Studio, a component is anything you can add to a report that can be styled or associated with a data source. This includes pages, charts, and controls.

A page is a canvas for a group of related components such as charts, controls, text, and more. A report can include multiple pages to help keep your report organized and easy to understand.

To add a page to your report:

1. On the toolbar, click **Add page**.
2. Navigate between pages using the arrows.

A chart is a graphical representation of data. Chart options in Looker Studio include Table, Scorecard, Time series, Bar, Pie, Google Maps, Geo chart, Line, Area, Scatter, Pivot table Bullet, Treemap, Sankey, Gauge, and Waterfall.

To add a chart to your report:

1. On the toolbar, click **Add chart**.
2. Select a chart type.
3. Click the canvas where you want the chart to appear.
4. Click the fields in the Properties panel to connect to a data source and customize the chart.

Controls allow users to interact with data. Using controls, you can filter data, set a time frame for a report, set a parameter and change the underlying data source used in the report.

To add a control to your report:

1. On the toolbar, click **Add a control**.
2. Select a control type.
3. Click the canvas where you want the control to appear.
4. Use the **Properties** panel to configure the control. Here are some possible configurations:
 - a. Filter the report by selected dimension values for the **Control** field in the **Setup** tab.
 - b. Set the value of a parameter for the **Control** field in the **Setup** tab.
 - c. Change the appearance of the data control in the **Style** tab.

Share a report

Looker Studio makes it simple to share reports with others.

To share a report:

1. Click the **Share** button.
2. Specify the people or groups you want to share the report with. To view the data, those you share it with must have access permission or have an editor role.

Key takeaways

Looker Studio is a free online tool that lets you quickly turn your data into charts, graphs, and other visual elements. Anyone with a Google account can use Looker Studio. Data sources provide the information that Looker Studio uses to create reports. You can connect Looker Studio to a variety of data sources, including .csv files, BigQuery, and more. Reports are the main way to share information in Looker Studio. Reports help show you what your data means and can help you make more informed decisions. Components are the individual parts of a report. They include pages, charts, and controls. You can also share your reports with others to collaborate on projects.

Resources for more information

For additional information, review the following resources:

- For more information on getting started with Looker Studio review the [Quick Start Guide](#).
- For more information about connecting data sources to Looker Studio visit [Add data to a report](#).