

Lab Objective

You're stepping into the role of a **data analyst at TheLook eCommerce**, a global clothing retailer. Your mission is to use **BigQuery** and **Looker Studio** to analyze sales and sports data to support a marketing campaign.

What You'll Do in the Lab

1. Explore Datasets in BigQuery

- You'll work with two datasets:
 - **thelook_gcda**: Contains sales data for TheLook eCommerce.
 - **ncaa_basketball**: A public dataset with NCAA basketball player statistics.

2. Run SQL Queries

- Use **SQL in BigQuery** to:
 - Filter and retrieve **swimwear sales data** for **June 2023**.
 - Identify the **top 10 highest-scoring NCAA basketball players**.

3. Visualize Data in Looker Studio

- After querying the data, you'll use **Looker Studio** (accessible via BigQuery UI) to:
 - Create **custom dashboards and reports**.
 - Present your findings in a visual format for stakeholders.
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Scenario Context

- The marketing manager, Martina, wants to launch a swimwear ad campaign featuring top NCAA athletes.
 - Your analysis will help:
 - Identify the best-selling swimwear products.
 - Select athletes based on performance data.
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Tools You'll Use

- **BigQuery:** For querying and managing large datasets.
 - **Looker Studio:** For building visual reports and dashboards.
 - **Google Cloud Console:** Your workspace for accessing BigQuery and other services.
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Lab Setup & Access

- You'll be given **temporary credentials** to access Google Cloud.
 - Use **Incognito mode** to avoid conflicts with personal accounts.
 - The lab is **timed (1 hour 30 minutes)** and **cannot be paused**.
 - You'll start by clicking "**Start Lab**", then sign in using the provided credentials.
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Key Activities

1. **Start the lab and sign in to Google Cloud Console.**
2. **Explore and query the `thelook_gcda` dataset** to find swimwear sales.
3. **Explore and query the `ncaa_basketball` dataset** to find top athletes.
4. **Visualize your results in Looker Studio.**
5. **Generate insights to support the ad campaign.**