# Lab 1: Create a Report in Looker Studio

**Duration:** 1h30 **Level:** Beginner

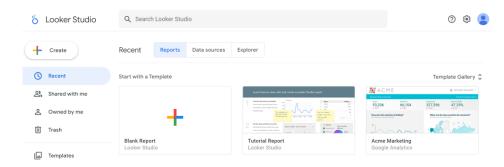
Scenario: Support Martina, Head of Marketing, by building a performance report using GA4

data in BigQuery.

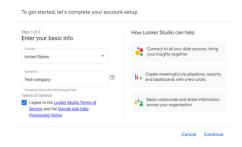
### **☑** Task 1: Set Up Your Temporary Looker Studio Account

#### **Steps:**

- 1. Open Looker Studio in a new tab (same incognito window).
- 2. Select Blank Report under "Start with a Template."



3. Complete the account setup:



- Select your country
- o Enter Test-company in the Company field
- o Agree to the terms of service
- o Select No for all update preferences

#### **✓** Feedback:

You've successfully initialized your Looker Studio environment. This setup ensures your temporary student account is ready for data connection and visualization.

### **☑** Task 2: Connect a Data Source to Looker Studio

#### **Steps:**

- 1. Open your **Untitled Report** (refresh if needed).
- 2. Click Connect to data.
- 3. Under Google Connectors, choose BigQuery and Authorize.
- 4. In the table:
  - o Select Recent Projects
  - Choose your PROJECT ID
  - o Select dataset: ga 360 sessions
  - o Select table: ga sessions
- 5. Click Add, then Add to report.
- 6. On the report page:
  - o Click Freeform layout
  - o Delete the default table from the canvas

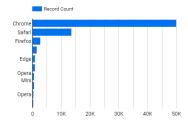
#### **V** Feedback:

You've successfully connected to the GA4 dataset in BigQuery. This step is crucial for accessing the web traffic data needed for your visualizations.

### **☑** Task 3: Visualize the Top Five Browsers Used by Website Visitors

#### **Steps:**

- 1. Click on the canvas background to deselect objects.
- 2. Go to Add a chart > Bar chart, and drop it onto the canvas.
- 3. In the **Data panel**:
  - o Drag device.browser to the Dimension section
- 4. In the **Style tab**:
  - o Set the number of bars to 5
- 5. Create a new metric:
  - o Click Add a field > Add calculated field
  - o Name: Total Visitors
  - o Formula: COUNT DISTINCT(fullVisitorId)
  - o Click Save, then Done
- 6. Drag Total Visitors to replace Record Count in the Metric section



### **✓** Feedback:

You've built a bar chart showing the top five browsers by total unique visitors. This visualization helps Martina understand how users access the site.

## ? Quiz Question

Which of the following is NOT one of the top five browsers as displayed on the chart?

- Opera
- Edge
- Safari
- Chrome
- **V** Correct Answer: Opera

Opera is less commonly used and does not appear in the top five browsers in the GA4 dataset used in this lab.