

Lab Overview

- **Title:** Create a report in Looker Studio
 - **Type:** Hands-on lab (Atelier)
 - **Duration:** 1 hour 30 minutes
 - **Level:** Beginner
 - **Credits:** 5
 - **Tools:** May include AI-based assistance
 - **Device Requirement:** Desktop/laptop only
 - **Attempts:** Limited to 5 per lab
 - **Timer:** Cannot be paused once started
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Learning Objectives

You will learn how to:

- Connect Looker Studio to a data source (Google Analytics GA4 via BigQuery)
 - Use **dimensions** (qualitative attributes) and **measures** (quantitative values, called *metrics* in Looker Studio)
 - Build:
 - A **bar chart** for top 5 browsers
 - A **scorecard** for total unique visitors
 - A **map** for visitor locations
 - Combine these into a **marketing campaign performance report**
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Scenario

You are supporting **Martina**, the head of marketing, by building a report to improve campaign effectiveness. She wants insights on:

1. **Top 5 browsers** used by visitors
 2. **Total unique visitors**
 3. **Transactions during the Jazzy July campaign**
 4. **Visitor locations by country**
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Lab Setup Instructions

Before Starting:

- Use **Incognito Mode** in Chrome to avoid account conflicts
- Do **not** use your personal Google Cloud account

- Ensure you have **1h30m uninterrupted time**

Starting the Lab:

1. Click **Start Lab**
 2. Use the **temporary credentials** provided (username & password)
 3. Open the **Google Cloud Console** via the provided button
 4. Accept terms, skip recovery options, and avoid signing up for trials
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Steps You'll Follow

1. **Set up Looker Studio**
 2. **Connect to GA4 data in BigQuery**
 3. **Create visualizations:**
 - Bar chart (top browsers)
 - Scorecard (total visitors)
 - Map (visitor locations)
 4. **Assemble the report**
 5. **Prepare it for sharing**
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Tips

- Review the **Lab Technical Tips** document if needed
- Remember: **It's okay to make mistakes** — learning is iterative!