Explore your course 4 scenario: TheLook eCommerce

Learn about the course 4 activities and labs scenario

This reading introduces the activities and labs scenario for course 4, which focuses on data storytelling and visualization. As you complete the activities and labs, you'll put your cloud data analytics knowledge and skills into practice at TheLook eCommerce. You'll also use data visualization to explore datasets, create reports, and build interactive dashboards.

Note: Be sure to review the **Lab Technical Tips** reading before you begin working on the lab.

Your role

As a member of the cloud data analytics team, you're helping TheLook eCommerce drive decision-making and encourage collaboration with the effective use of data visualizations. Through wireframes, reports, and interactive dashboards, you'll present data to meet specific business needs identified by stakeholders. You'll also be responsible for using cloud data tools to build visualizations through data-driven decision making.

Your tasks

In the following course 4 activities and labs, you'll be working with the TheLook eCommerce team to:

- **Choose an effective visualization**: In this module 2 activity, you'll choose a visualization that includes stakeholder feedback and observations about the data to support TheLook's marketing team.
- **Analyze a wireframe**: In this module 2 activity, you'll provide constructive feedback on a teammate's wireframe proposal to ensure it aligns with stakeholder expectations and accessibility guidelines.

- **Create a report in Looker Studio**: In this module 3 lab, you'll support TheLook's marketing team by creating a report in Looker Studio using historical data.
- **Build a dashboard using the Looker Enterprise UI**: In this module 4 lab, you'll create an interactive dashboard using Looker Enterprise to gain insights into sales performance trends.
- **Model dimensions and measures using LookML**: In this module 5 lab, you'll create a LookML project to model dimensions and measures in TheLook's entire database.

As you complete these tasks, you'll build upon your cloud data analytics knowledge and develop skills in the five key stages of visualizing data, implementing stakeholder input, and using cloud tools to create visualizations.

Note: The story, all names, characters, and incidents portrayed in this project are fictitious. No identification with actual persons (living or deceased) is intended or should be inferred. And, the data shared in this project has been created for pedagogical purposes.

Your deliverables

With the course 4 activities and labs, you will gain valuable practice and apply your new skills as you complete the following:
- Prepare a report that provides insights into key aspects of customer data.
- Translate stakeholder requests to create dashboards and reports.
- Identify how the relationships between dimensions and measures are used to model data.
- Utilize cloud tools to build data models.

Good luck! Your TheLook eCommerce colleagues are eager to leverage your expertise in data visualization.

Key takeaways

The course 4 cloud data analytics activities and labs practice valuable skills you'll need to have in this field. These skills include exploring datasets, creating reports, and building dashboards. As a cloud data analyst, you'll use this knowledge to effectively visualize data while using different cloud tools to create insightful dashboards. You can also add these skills to your portfolio to demonstrate your experience to potential employers.

Resources for more information

Use these readings to help support you as you work through the lab:
- **Guide to Looker Studio reading** available in course 4 module 3
- **Guide to Looker Enterprise reading** available in course 4 module 4.
- **Guide to LookML reading** available in course 4 module 5