

✓ Task 4: Create a Scorecard to Display the Total Number of Unique Visitors

Steps:

1. In the toolbar, go to **Add a chart > Scorecard**.
2. Click on a blank section of the canvas to place the scorecard.
3. In the **Chart panel**, if **Total Visitors** is not already selected:
 - Scroll to find **Total Visitors** in the Data panel.
 - Drag it to the **Metric** section to replace the default metric.

✓ Feedback:

You've successfully created a scorecard that summarizes the total number of unique visitors — a key metric for understanding audience size.

? Quiz Question

What is the total number of visitors across all browsers?

- 73124
- 34632
- ✓ 154224
- 58569

■ *The scorecard displays the total number of unique visitors by counting distinct `fullVisitorId` values.*

✓ Task 5: Visualize the Transactions During the Jazzy July Campaign

Steps:

1. Add a **Time series chart** from the **Add a chart** menu.
2. Drop it onto the canvas.
3. Ensure **date** is set as the **Dimension**.
4. Create a new metric:
 - Click **Add a field > Add calculated field**
 - Name: **Number of Transactions**
 - Formula: `COUNT_DISTINCT(hits.item.transactionId)`
 - Click **Save**, then **Done**
5. Drag **Number of Transactions** to the **Metric** section (do not replace existing metrics).
6. In the **Chart panel**, set the **Default date range** to **July 1–14, 2017**, then click **Apply**.


✓ Feedback:

You've created a time-based visualization that isolates transaction activity during the Jazzy July campaign — a key insight for campaign performance evaluation.

? Quiz Question

What is the approximate number of transactions on July 13th?

- 2
- 10
- ☒ 62
- 1053

 The line chart shows a spike in transactions on July 13, with approximately 62 transactions recorded.

☒ Task 6: Identify the Location of Visitors by Country

Steps:

1. Add a **Table** chart to the canvas.
2. Set **geoNetwork.country** as the **Dimension**.
3. Set **totals.pageviews** as the **Metric**.
4. Remove any extra dimensions or metrics.
5. Add an **Advanced filter**:
 - Insert > Advanced filter
 - Drop it onto the canvas
 - Set **geoNetwork.country** as the **Control Field**
 - Set **Search type** to **Equals**
 - Enter **Singapore** as the default value

☒ Feedback:

You've created a table that shows page views by country and added an interactive filter to focus on specific regions — a powerful way to localize insights.

? Quiz Question

What is the total number of page views in Singapore?

- 756
- 656
- ☒ 901
- 2036

 The table updates to show that Singapore had 901 page views.

Bonus Practice:

- Change the **Search type** to **Starts with**
- Enter **Br** and select **Brazil**
- The table updates to show Brazil's page views

✅ Task 7: Prepare the Report to Share with Others

Steps:

1. Rename the report (e.g., **Marketing Campaign Performance Report**).
2. Use the **Text tool** to add a title to the top of the canvas.
3. Optionally, add lines or shapes for visual polish.
4. Click **View** to preview the report as users will see it.

Note: Sharing is disabled in the lab environment, but in real-world use, you would click **Share** and enter email addresses.

✅ Feedback:

You've finalized the report layout and previewed it for stakeholders — a critical step in ensuring clarity and usability.

Conclusion

You've successfully completed the lab and built a comprehensive marketing performance report using **Looker Studio**:

- ✅ Connected to a GA4 dataset in BigQuery
- ✅ Created a **bar chart** for top browsers
- ✅ Built a **scorecard** for total visitors
- ✅ Visualized **transactions** during a campaign
- ✅ Displayed **visitor locations** by country
- ✅ Customized and previewed the report

With this dashboard, Martina can now make **data-driven decisions** to improve marketing effectiveness and reach.