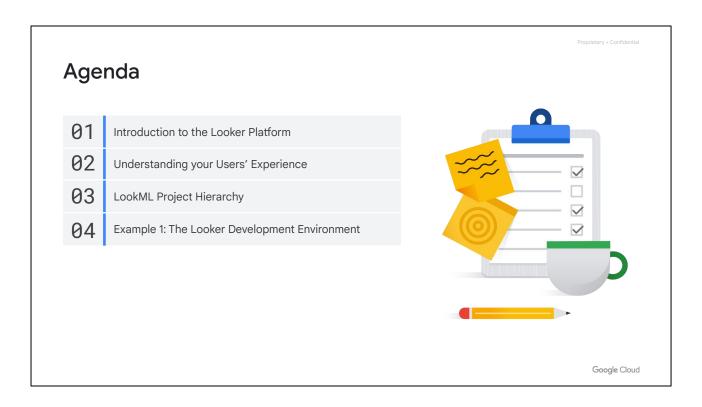


Welcome to the Introduction to Looker and LookML module.

In this module, we will explore the Looker platform as LookML developers and review the key terminology and tools for writing LookML code.

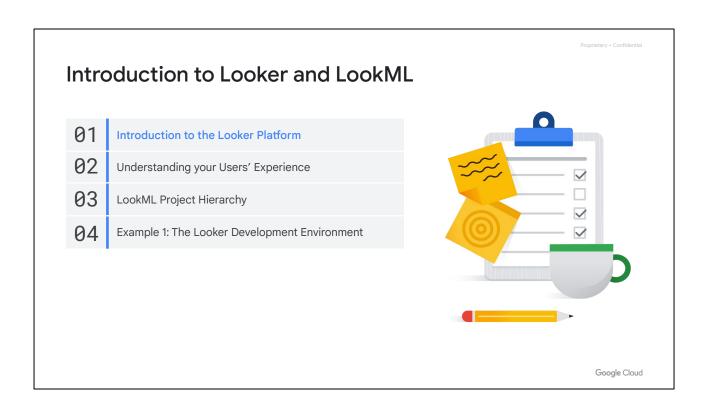


We will begin with an overview of the Looker platform and architecture to understand how Looker can play a key role in your organization's data workflows.

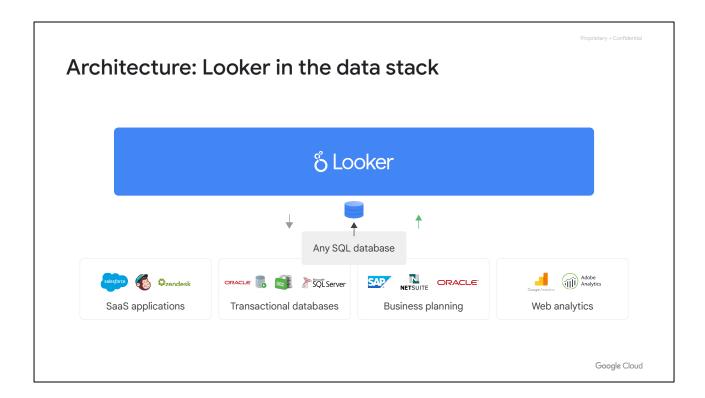
Next, we will complete a walkthrough of the Looker User Interface to understand how your business users leverage Looker to explore and analyze data.

Then, we will review the LookML project hierarchy to understand its key components and the role that each plays in the overall LookML structure.

Last, we will explore the Looker development environment and review its key features for your workflow as a LookML developer.



Looker is a Business Intelligence (BI) software and big data analytics platform that helps business users to explore, analyze and share real-time data analytics easily.

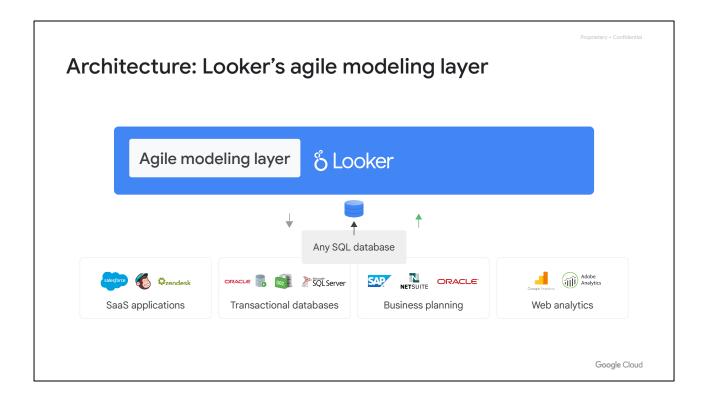


As a browser-based, Software as a Service (SaaS) platform, Looker connects directly to SQL databases.

For example, you can connect Looker to:

- Other SaaS applications such as Salesforce, Mailchimp, and Zendesk.
- Heavy read-write operations in transactional databases such as Oracle, IBM Db2, and Microsoft SQL Server.
- Business planning tools such as SAP, NetSuite, and Oracle.
- And web analytics products such as Google Analytics or Adobe Analytics.

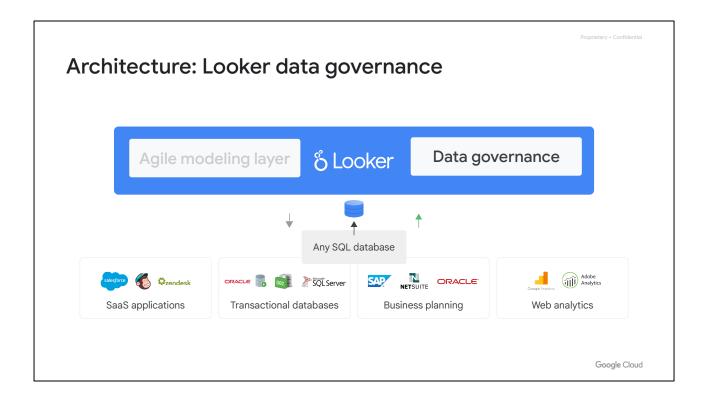
These are just a few examples. Looker is multi-cloud and <u>supports over 65 database</u> dialects.



One major benefit of Looker is its agile modeling layer, which can save data teams and business analysts time that would otherwise be spent manually writing and editing SQL queries. Looker's agile modeling layer allows developers to define, through Looker Modeling Language or LookML, how the database is structured and how the tables and columns relate to each other.

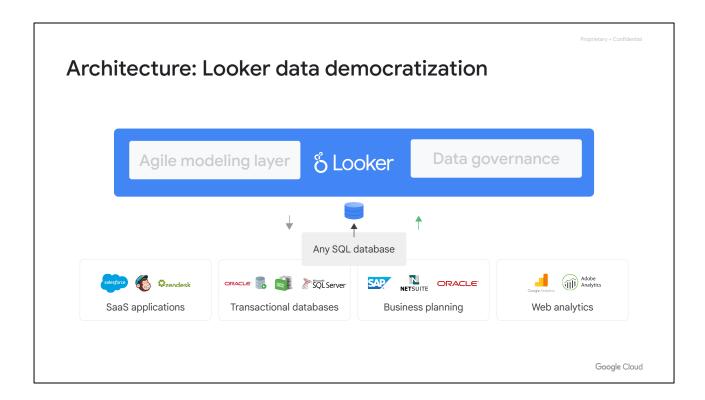
A useful way to think about LookML is that it is an abstraction layer for SQL that developers use to tell Looker what data to use from the connected database and how it should interpret that data.

As users explore and analyze the data, Looker uses the defined LookML models to automatically generate SQL **SELECT** queries to send to the database and return the appropriate results.

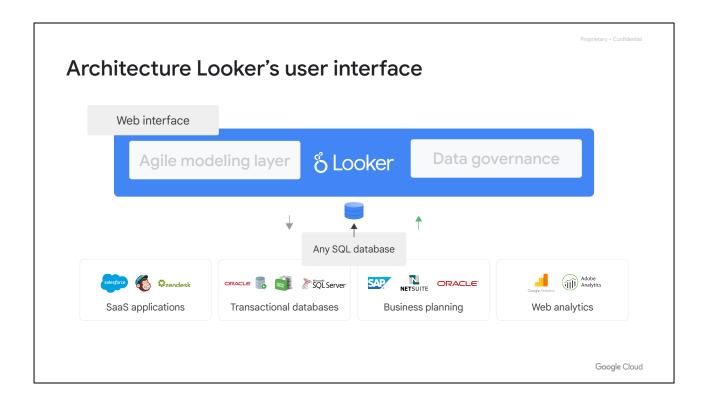


Another benefit of Looker is data governance, which means that you can define a single source of truth for data that everyone in the organization can understand and trust.

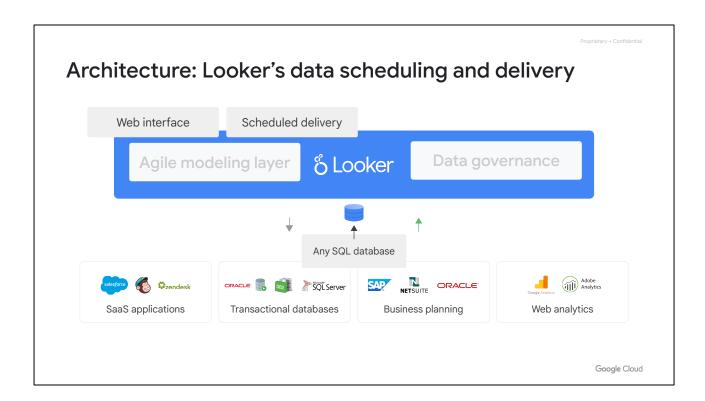
In Looker, you can enforce various types of data security and governance through the Looker user interface (UI), such as assigning specific user roles, as well as through LookML, such as providing access to specific fields or rows of data.



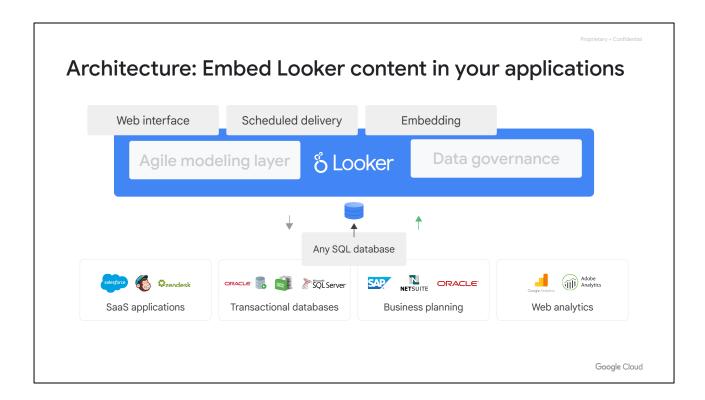
To help organizations disseminate data, Looker can surface and expose query results in several ways.



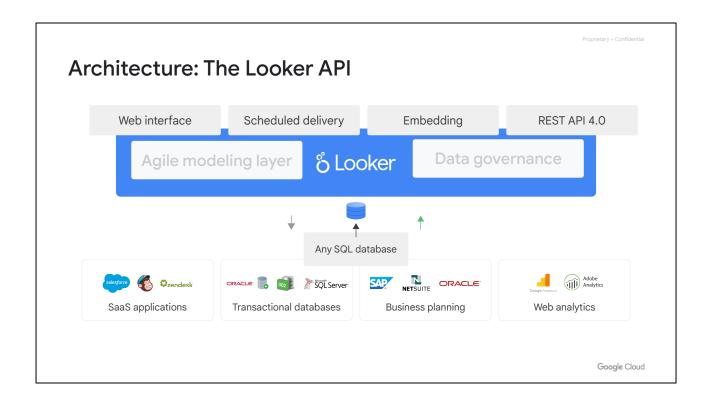
The first is through the web interface. This can be in the form of Explores (which are report-builder interfaces), Looks (which are standalone reports or visualizations), and dashboards (which contain multiple visualizations).



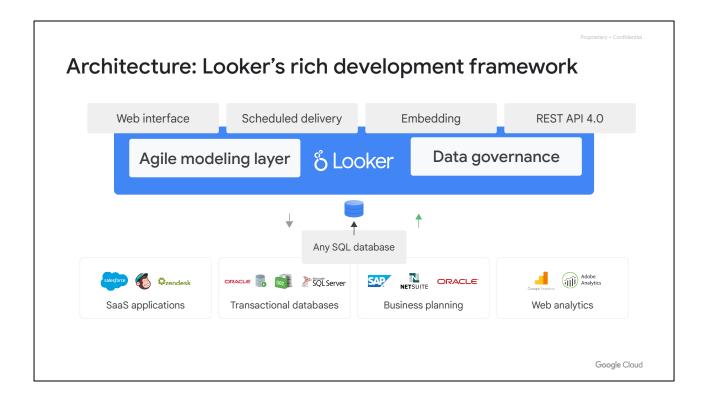
Another way is through scheduled data deliveries, such as sending Looks and dashboards to specific email addresses or Cloud Storage buckets on a one-time or recurring basis.



Explores, dashboards, and Looks can also be embedded within other websites or applications.



Last, Looker provides a REST API that allows you to retrieve, analyze, and transform data and metadata directly from the Looker platform.



Looker's unique architecture provides a rich development framework that is built to support enterprise-grade workflows and help your users and tools access the most accurate and up-to-date version of your organization's data.

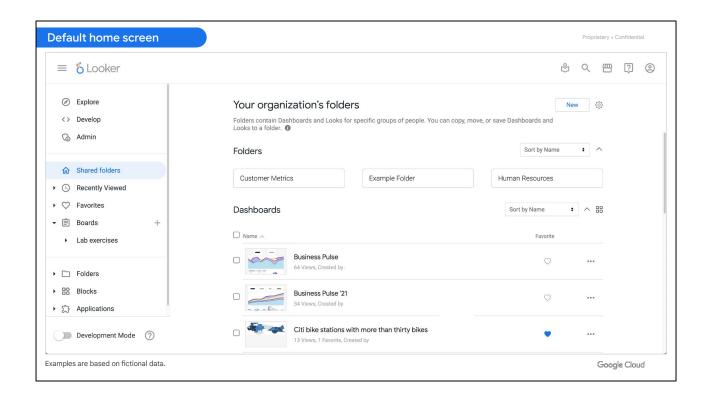
With this unified view into your organization's data, you, as a LookML developer, can curate data experiences to ensure that both people and systems get the data they need, how and when they need it.

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To understand how you as a LookML developer can support business users, it's important to become familiar with the business user experience and how they use the Looker platform on a daily basis to answer data-driven questions.

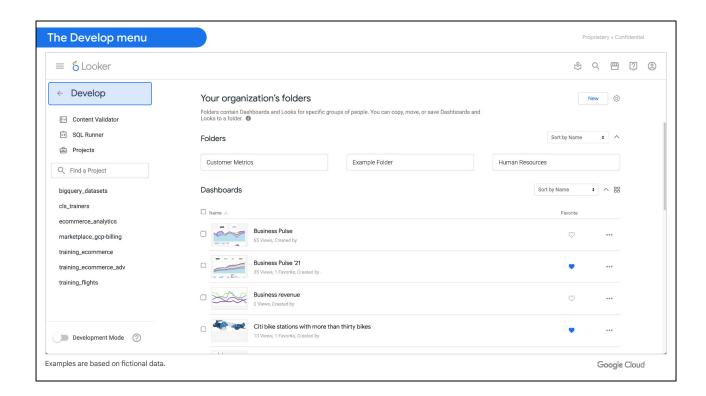
Furthermore, the ability to navigate the Looker platform as a business user will help you to to fully test your changes to LookML code by reviewing how results appear when accessed by business users.

Let's explore the business user experience by walking through an example Looker instance.



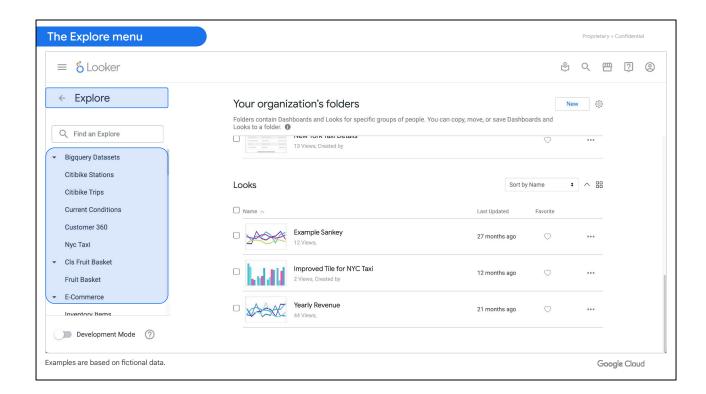
When you first log in to the Looker platform, your home page may vary depending on what your company's Looker administrator has configured.

In this example instance, we will begin on the **Shared** folders page. Folders in Looker are where content lives, just as files in your computer or Google Drive are stored in folders.



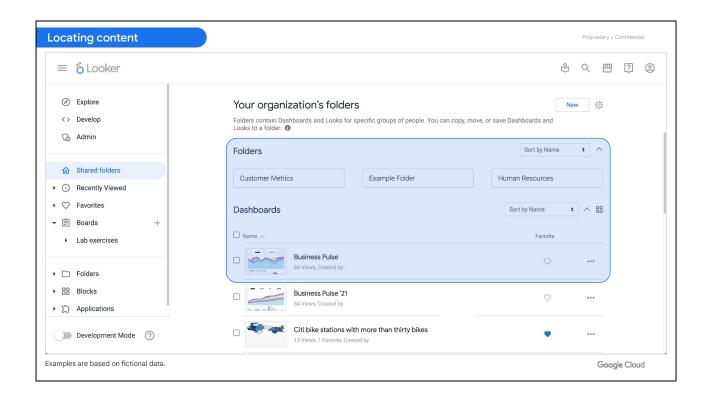
As you may know, Looker has two primary categories of users: business users and developers.

As a LookML developer, you use the **Develop** environment to curate report-builder interfaces called Explores that are used by business users and to configure other aspects in your Looker instance such as rules for caching and data security.

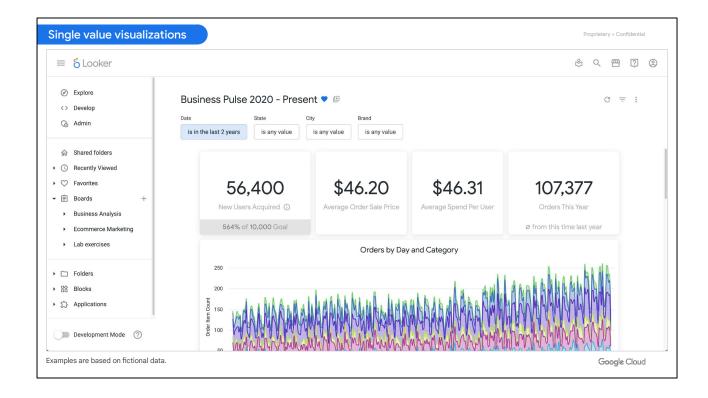


Business users can click on Explore to see a list of the custom Explores that LookML developers have modeled for them. Within the Explores, they can analyze and visualize data to answer business questions and save their results as visualizations and reports.

This example Looker instance has many Explores including one for Order Items under the E-Commerce Training header and another for Flights under the FAA header.



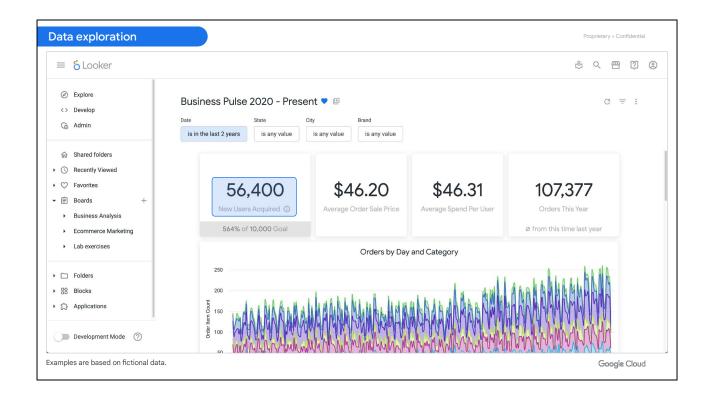
As a business user working at a hypothetical ecommerce company, you can also navigate through the various folders of the Looker instance to find content that has already been built using the available Explores, such as one of the Business Pulse dashboards.



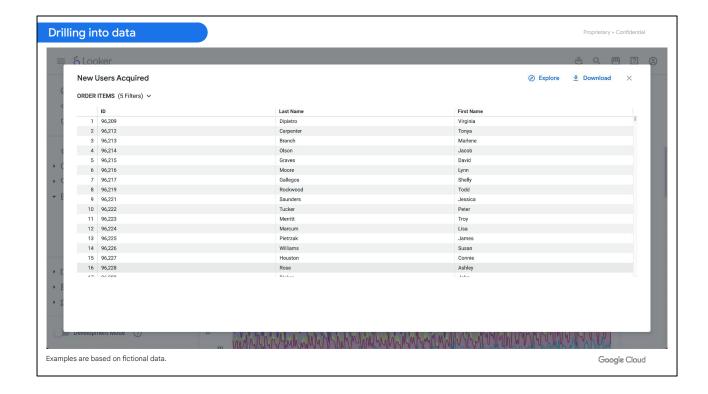
For business users, this example Business Pulse dashboard provides some high-level key performance indicators (KPIs) that a typical ecommerce company might care about, such as the number of new users acquired and the average order amount.

In Looker, these are called single value visualizations.

Scrolling down, you can see other visualizations such as the number of orders by category over time in an area chart.

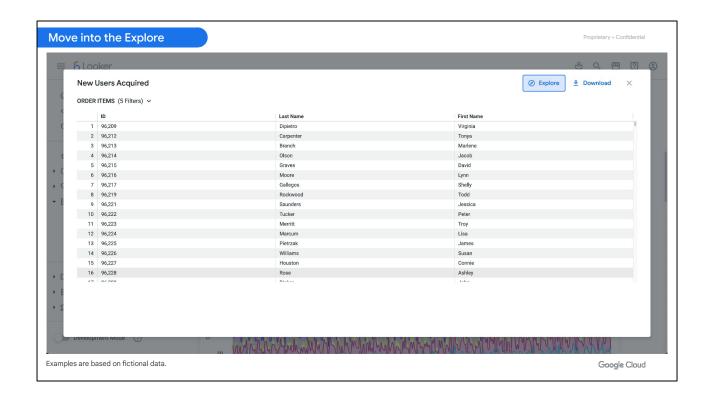


Let's say you want to learn more about new users your company has acquired. You can click on the number provided in the New Users Acquired tile to drill down to the underlying data.

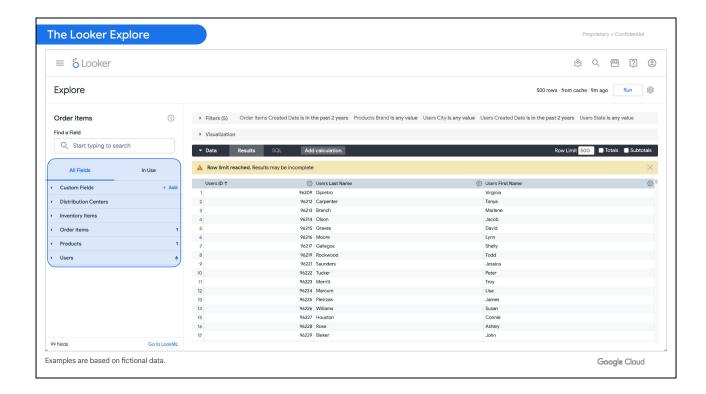


After drilling down on the New Users Acquired tile, you can view the granular rows of data that constitute the overall number of new users acquired.

For example, for this tile, you can see each user's ID, first name, and last name. In Looker, these data attributes are called dimensions.



If you want to learn even more about these users, you can click on the **Explore** link.

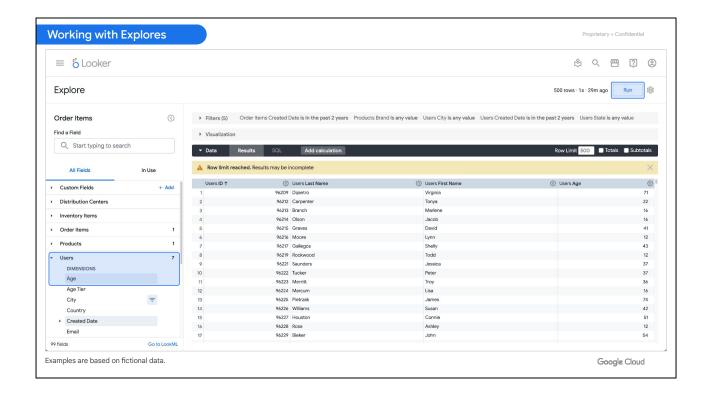


This takes you out of the dashboard and into the Explore, which is the report-builder interface that has been curated by a LookML developer.

In this example, the overall Explore is called **Order Items**, but there are several expandable groups of fields in the field picker found in the left-side panel. These are called views.

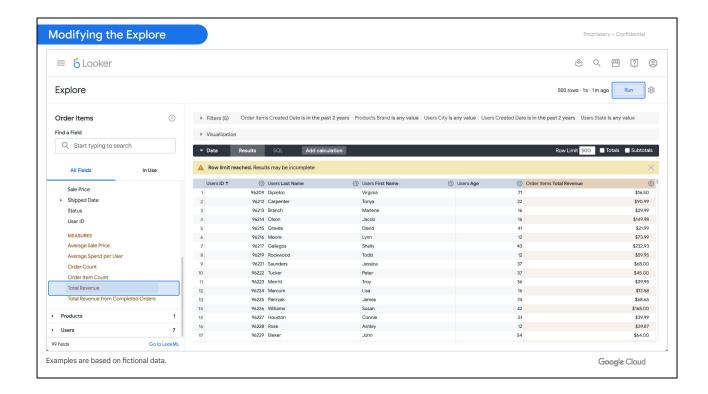
An Explore is composed of one or more views. For example, when you want to analyze order information, you also might want to include fields from other related views such as **Users**.

In SQL terms, each view represents a database table, and the tables are pre-joined in the LookML model file to define the overall Explore, like this **Order Items** Explore.



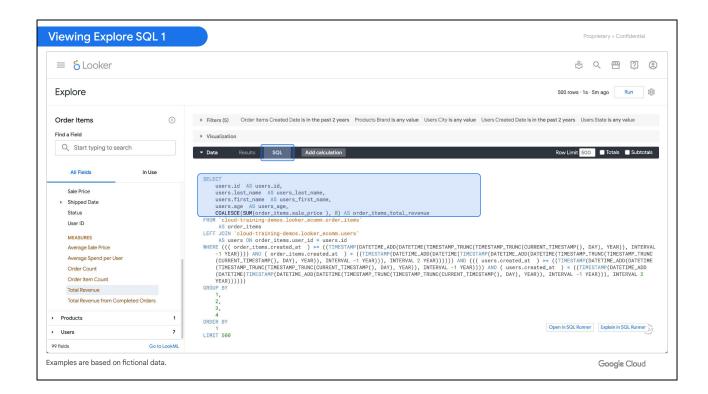
Using this Explore, you can ask questions about the newly acquired users. For example, maybe you are curious about the age of each of these users.

To see age information about these users, you can expand the **Users** view, and click on the **Age** dimension to add it to your results set. Then, you can click **Run** to view the results.



If you want to know how much each of these new users has already spent, you can expand the **Order Items** view, and click on the **Total Revenue** measure, which aggregates all of the purchases for each user.

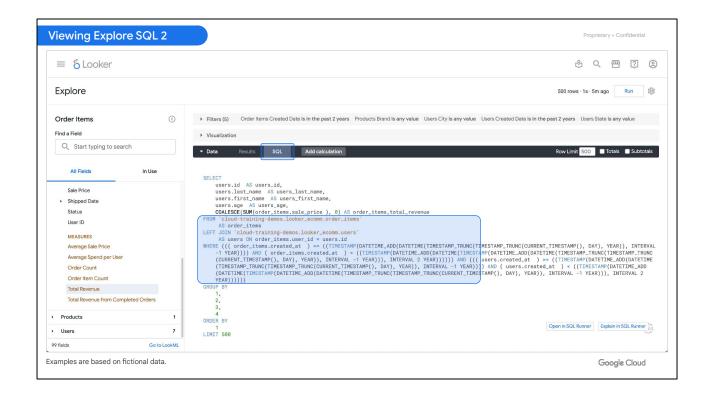
Once again, you need to click **Run** to view the new results.



Behind the scenes, Looker has automatically generated a SQL query for the drill-down results and is updating it with the new selections.

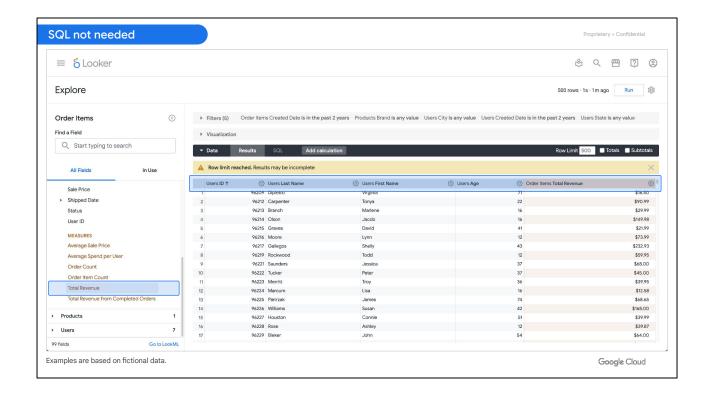
As a LookML developer, you can click on the SQL tab—typically hidden from business users—to see that Looker is **SELECT**ing **users.id**, **users.first_name**, **users.last_name**, and **users.age**, which are the dimensions selected in the Explore.

Looker is also executing a **SUM** of **order_items.sale_price** for **total_revenue**, which is the measure selected to aggregate the purchase data for each user.



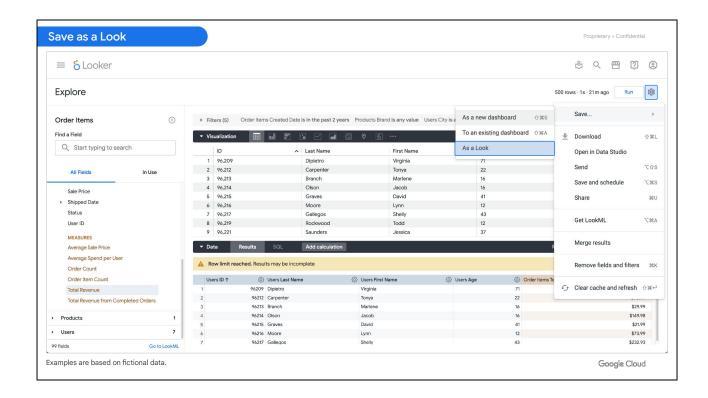
You can also see that the data comes FROM a table called looker_ecomm.order_items, with a LEFT JOIN to looker_ecomm.users.

Finally, there's a big **WHERE** condition that is identifying only the new users from the past 180 days.

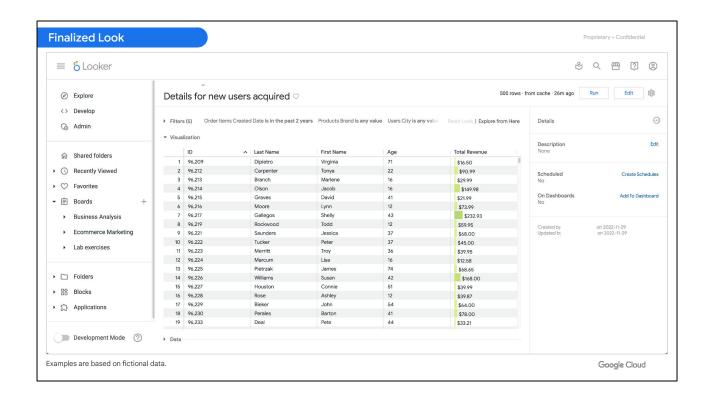


Rather than writing this SQL query manually, it was so easy for the business user to click on some fields and get this output automatically. This is all because of the agile modeling layer in LookML.

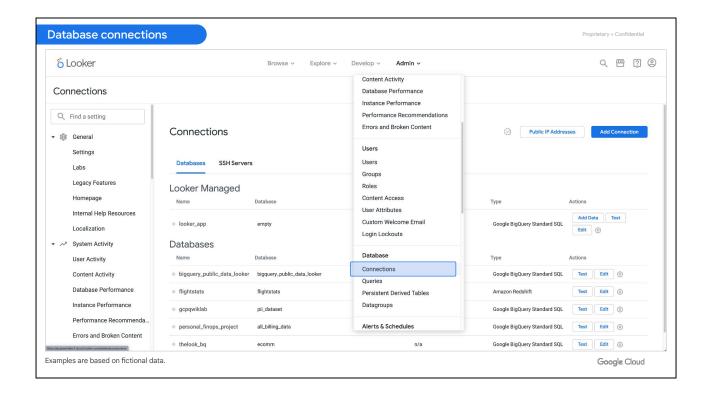
A LookML developer or team of developers had already created this **Order Items** Explore, specified which views should be in the Explore, specified which dimensions and measures should be in each view, and defined the SQL logic for each dimension and measure.



Now, you can save these results as a standalone report, or Look, for ongoing reference by clicking on the gear icon in the top right, select **Save**, and then choose **As a Look** from the fanout menu.



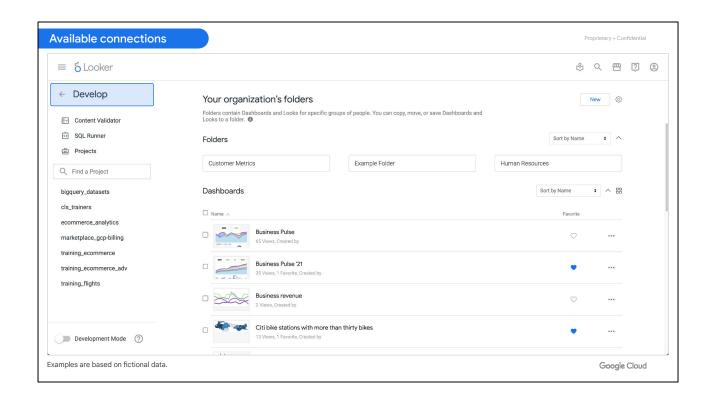
That was a quick demonstration of the significance and value of LookML for empowering business users to explore and analyze data.



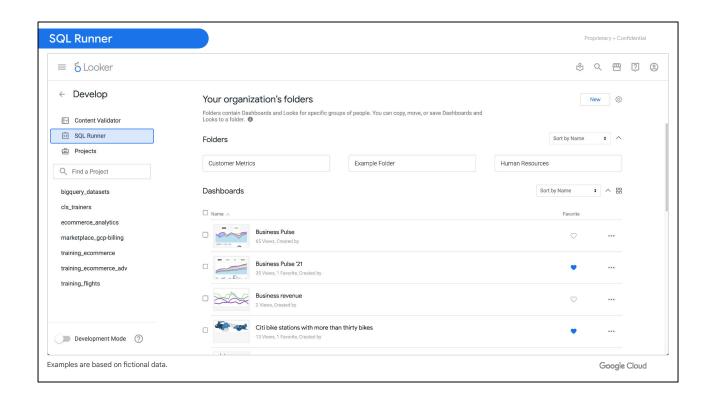
If you're completely new to Looker, there's a fundamental prerequisite to be aware of regarding the underlying data that is used by business users.

A Looker administrator needs to create a connection to a specific data source such as your company's primary database, in order for LookML developers to access and model that data to curate Explores for business users.

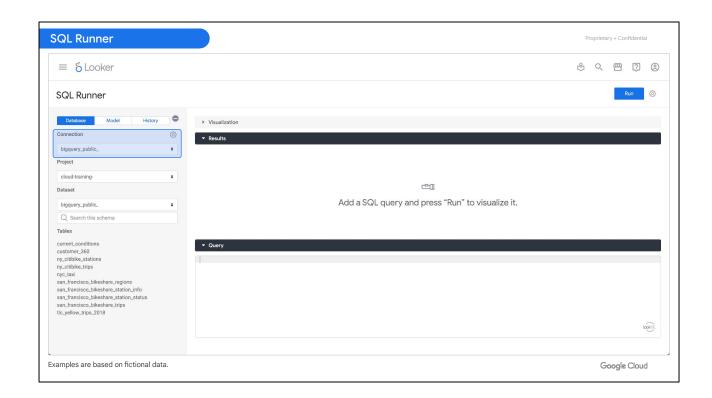
Admins can find setup and configuration details in the <u>Database configuration details</u> section of Looker's dialects documentation page.



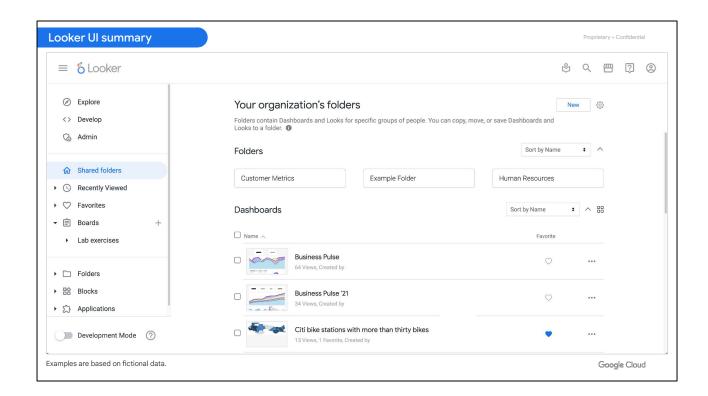
As a LookML developer, you can see available database connections in your organization's Looker instance by clicking on the **Develop** menu in left-side navigation panel of the Looker UI...



... then, selecting **SQL Runner**.



SQL Runner is a console or portal to the databases that have been connected to your organization's Looker instance. You can see all of the database connection options under **Connection**.

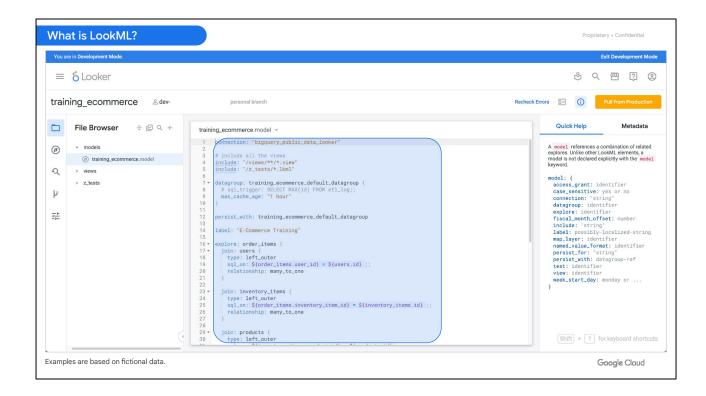


Now, after this brief overview of the Looker business user experience, we hope that you are excited to explore Looker further as a LookML developer.

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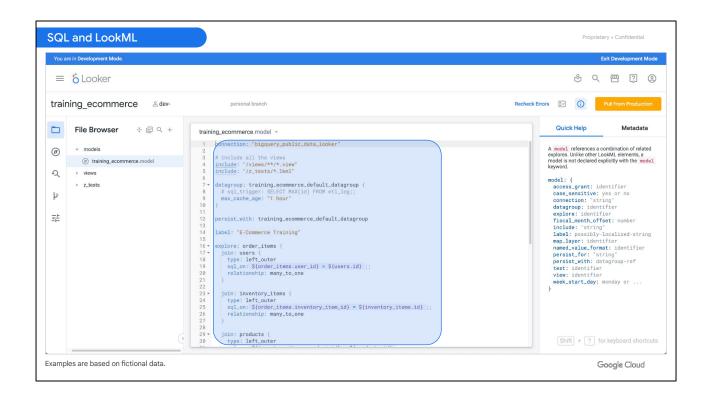
To prepare yourself for writing LookML code, there are some key terms and overall project structure that you need to know.

Let's begin with an easy one - what does the "ML" in LookML stand for?



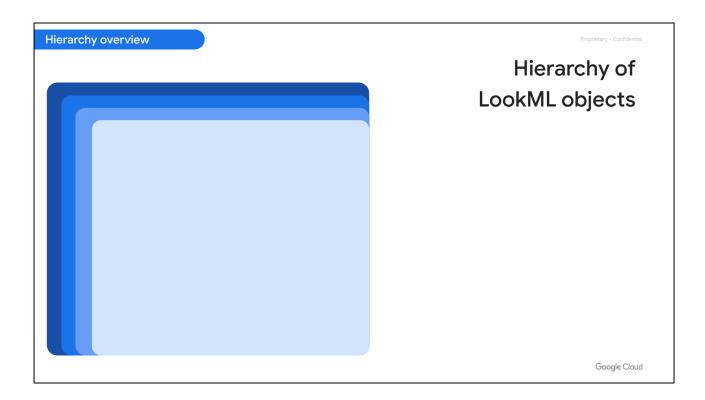
LookML stands for Looker Modeling Language. It is Looker's proprietary language that establishes an abstraction layer for SQL. Developers use LookML to tell Looker what data to use from the connected database and how it should interpret that data.

Specifically, LookML acts as the modeling layer between the connected SQL database and your business users. Looker uses the LookML code written by developers to define how business users interact with a connected database and to construct SQL queries against that particular database.

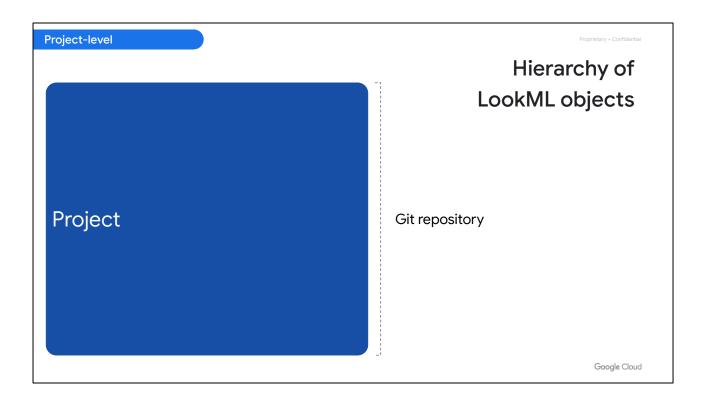


Developers use LookML to define many items from the connected SQL database including data attributes called dimensions, aggregates of dimensions called measures, data relationships such as how to join tables, and custom tables and fields.

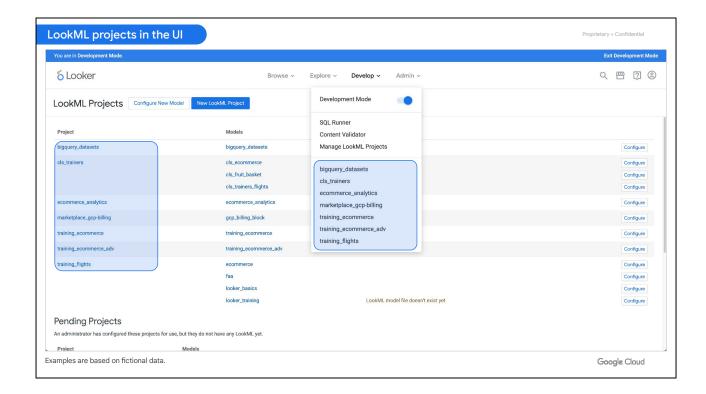
A key concept of LookML to remember is: If it's possible in your SQL dialect, it should be possible in Looker. If you can go to your database console and hand-write a **SELECT** statement that does something in the database, you can also code LookML that Looker can use to accomplish the same task.



For full comprehension of the key LookML terms, developers need to understand where each object fits into the overall hierarchy of a LookML project.

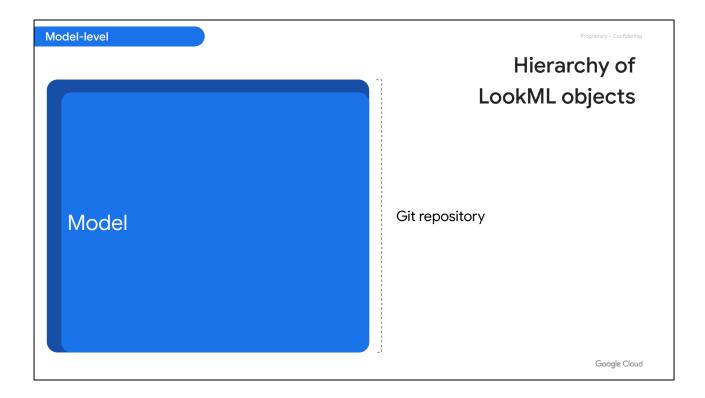


The highest level is the LookML project itself, which is a library of self-contained LookML code. Because Looker uses Git for version control, a best practice is for each project to map one-to-one with a dedicated Git repository.



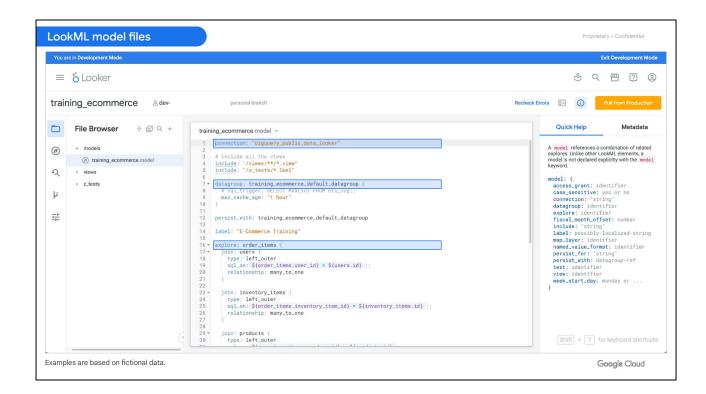
A project is essentially a library of code for a specific data source or database connection and contains one or more data models. You can think of each project as an semi-independent or mini-instance of Looker, and each project should map one-to-one to a Git repository for version control.

Data that cannot be joined together should be separated into different projects because there is no relation to be made across the data.



The next level in the hierarchy are models. As previously mentioned, a LookML project is composed of one or more models.

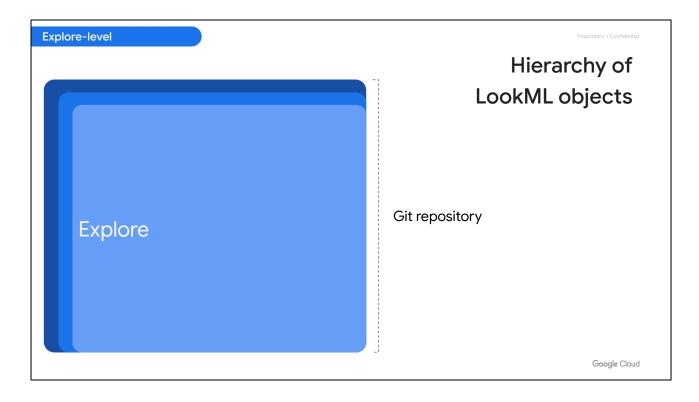
A model specifies a database connection and the data views that utilize that connection.



Specifically, a model file is used to define:

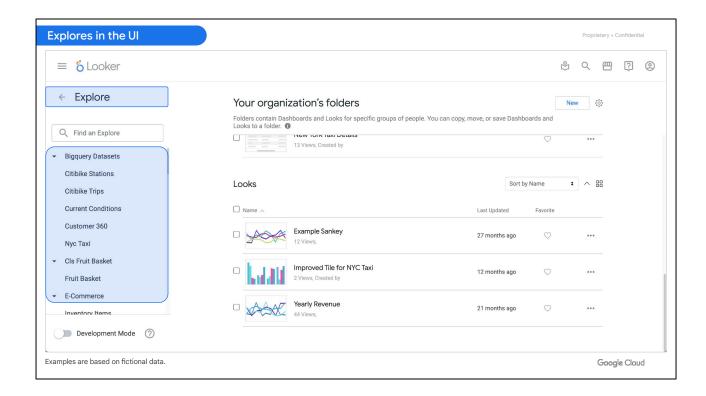
- The database connection.
- The view files that are accessible to this model.
- The Explores (which are pre-joined views) and their join logic.

Models can also be used to separate and organize Explores by business area.



Next on the hierarchy are Explores, which are sets of pre-joined views organized by business area defined within the model files.

For example, you might create a model file containing multiple Explores pertaining to customer purchases.



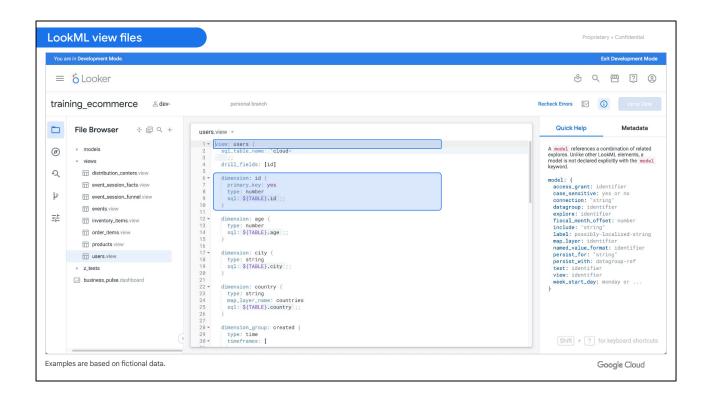
Explores are the central component of Looker that allow business and data analysts to conduct self-serve data exploration, analysis, and visualization.

Within a model file, developers define Explores that join one or more views together to target specific questions that business users may have. Business users then use the predefined Explores to run queries and create reports and visualizations to answer their questions.

So you can think of an Explore as a predefined set of tables that would frequently be joined for business inquiries and use cases.



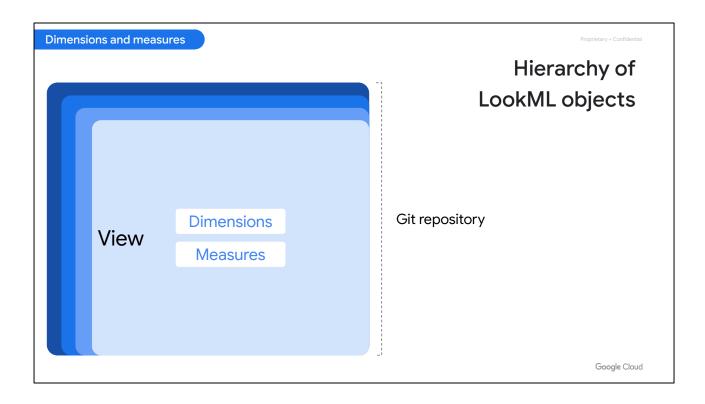
Next, the views that are joined in the Explores represent the underlying database tables.



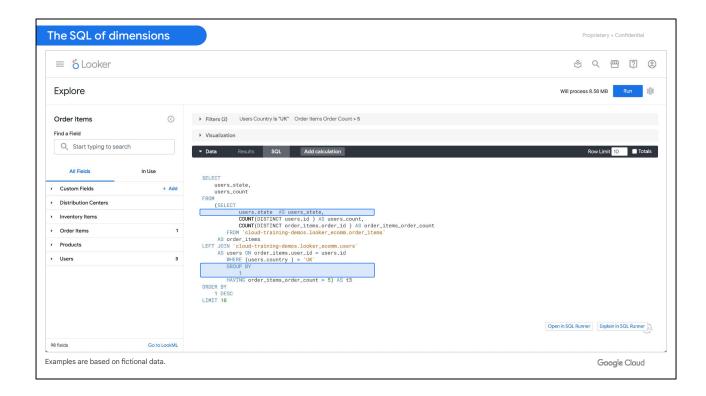
Views are the building blocks of Explores used by business users.

Within view files, developers can define the dimensions (or data attributes) and measures (or aggregations of attributes) to provide to business users in the Explore interface.

The view names that are joined to create an Explore are also the headers that business users see in the Explore. For example, in an Explore called **Order Items**, business users may see the **Users** view, which contains dimensions on users, such as their age and city of residence, and measures, such as their total purchases.



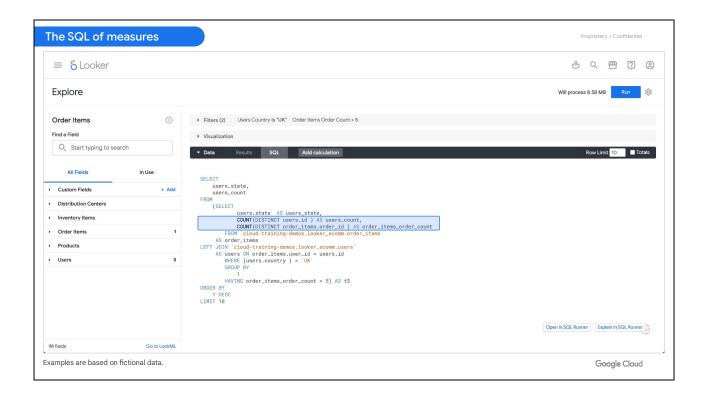
Last, but not least on the hierarchy, are the dimensions and measures defined in the view files.



Dimensions are data attributes and represent the fields or column of a database table.

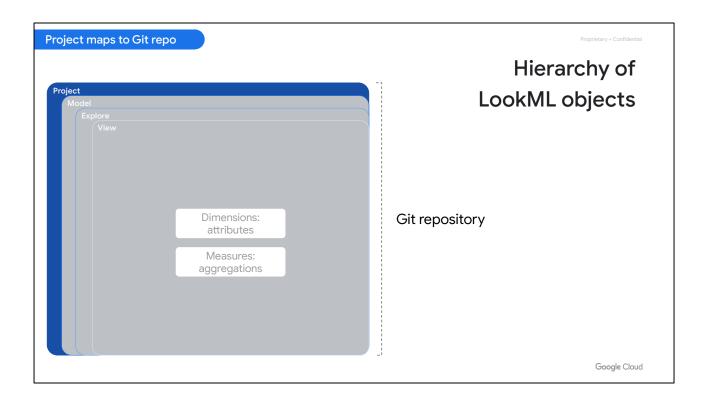
When the view files are generated from a table by Looker, dimensions are automatically created for any columns that already exist within your database tables. You can also create additional dimensions that would serve as logical representations of table columns.

All dimensions appear in the **SELECT** and **GROUP BY** clause of a SQL statement that is generated by Looker based on the business user's selections in the Explore.

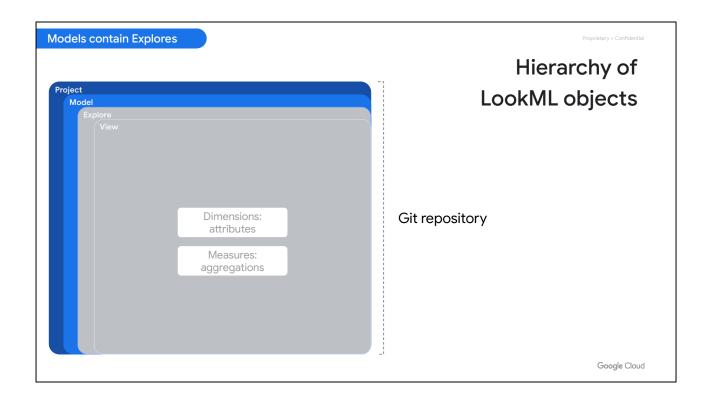


Measures are aggregates of dimensions and do not live explicitly in your database tables. They must be created using LookML. They aggregate dimensions into values like sums or counts.

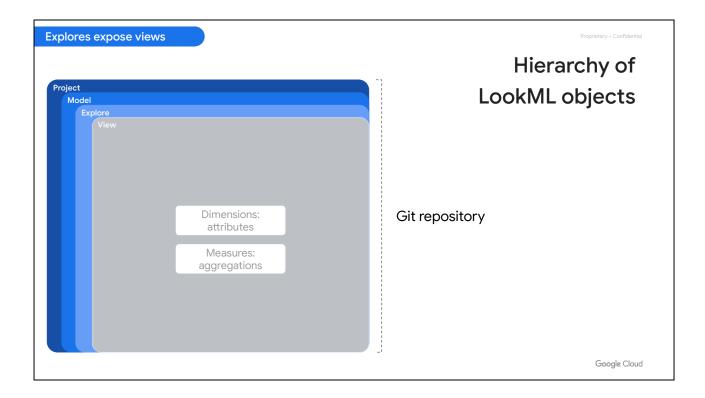
Note that they do not appear in the **GROUP BY** statement of the SQL generated by Looker. Instead, they depend on dimensions to determine that grouping, so they appear as aggregate functions in the **SELECT** statement of the SQL query.



To recap, a LookML project is a library of code that models a data source and should map 1:1 to a Git repository for version control.

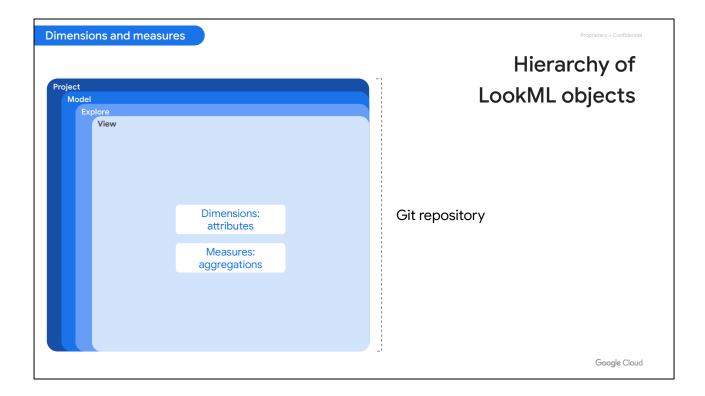


Projects contain model files, which define the Explores that should be packaged together, how those Explores work, and which views are joined in which Explores.



View files describe database tables or logical representations of them and are joined together to define Explores in the model files.

Views are then accessed by business users through the Explore to query data and create reports and visualizations.



Dimensions and measures are defined within view files. Dimensions are attributes of data and represent fields or columns in the database tables, while measures are aggregates of dimensions such as a **COUNT** or **SUM**.

After this introduction to the LookML key terms and hierarchy, you are now ready to start exploring your organization's Looker instance as a LookML developer.

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Looker provides an integrated development environment (IDE) that developers can use to modify existing and to model new dimensions, measures and Explores for business users to employ in their data analysis approaches.

In this section, we will explore the overall Looker development environment and review the key components for your workflow as a LookML developer.

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Production Mode vs. Development Mode

Production Mode

- Where business users explore data in Looker.
- The latest production version of the data model is accessed by all users; LookML files are read-only.
- In Git terms, production is the main branch.

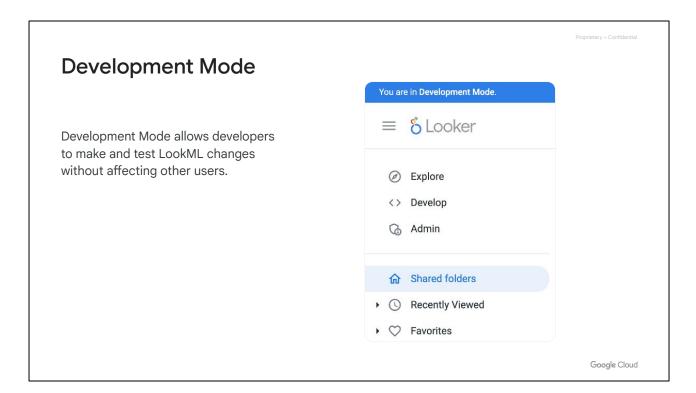
Development Mode

- Where developers make and test changes.
- A separate version of the data model that only the developer can see and edit.
- In Git terms, development is handled by a separate branch.

Google Cloud

- In Looker, business users interact with and experience the Looker instance in production mode... while developers make changes and test new features through development mode.
- Production mode uses the latest production version of Looker. Everyone using a Looker instance in production mode accesses its projects, Explores, and content in the same state. LookML project files are read-only in this mode.
 As a LookML developer, you can use development mode to make changes to projects without affecting anyone else. Development mode accesses a completely separate version of your project files that only you can see and edit.
- If you are familiar with Git, production mode uses the main branch of the Git repository of the LookML project... while development mode uses a separate branch created from the main branch.

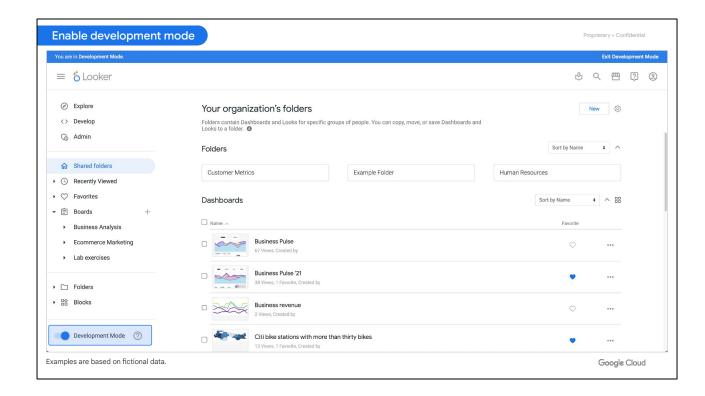
After testing, changes made by LookML developers in the separate branch can be merged into production, so that all users of the Looker instance can access the updates.



By default, LookML projects open in Production Mode. This means that they show the latest version of the project that has been merged to production.

To make changes in your LookML projects, you need to enable Development Mode, which is frequently referred to as "dev mode."

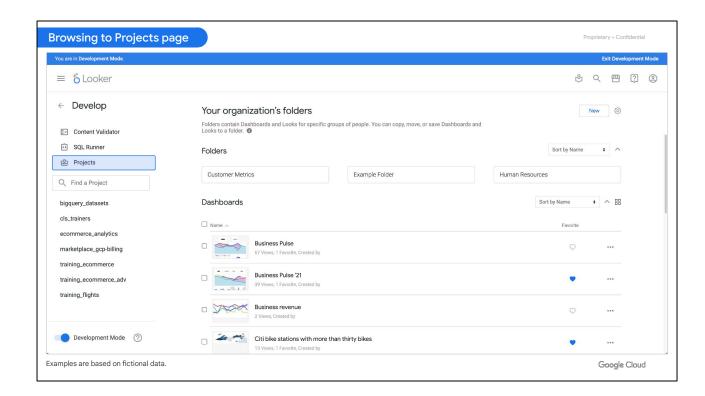
When you are in working in development mode, Looker will display a blue banner at top of the Looker User Interface (or UI) with a message that you are in development mode.



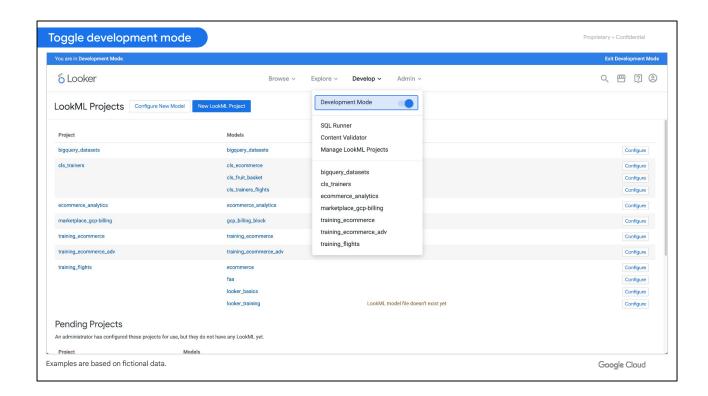
As a LookML developer, you have several options to enter development mode.

One option is to use the toggle button at the bottom left-side of the Looker UI to enter **Development Mode**. You can also use the same toggle button to exit **Development Mode** and return to production mode.

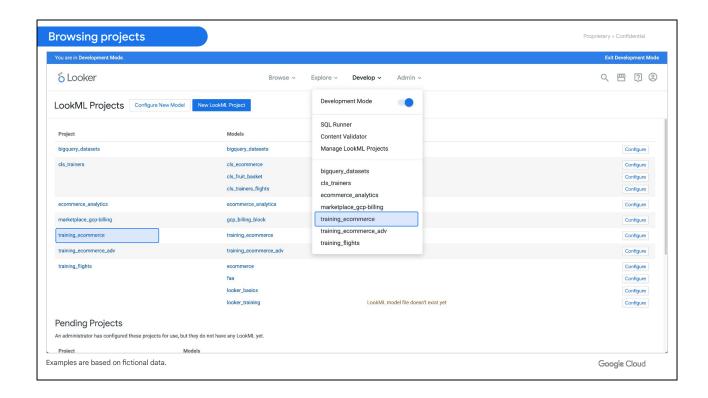
There is also a keyboard shortcut: Control+Shift+D.



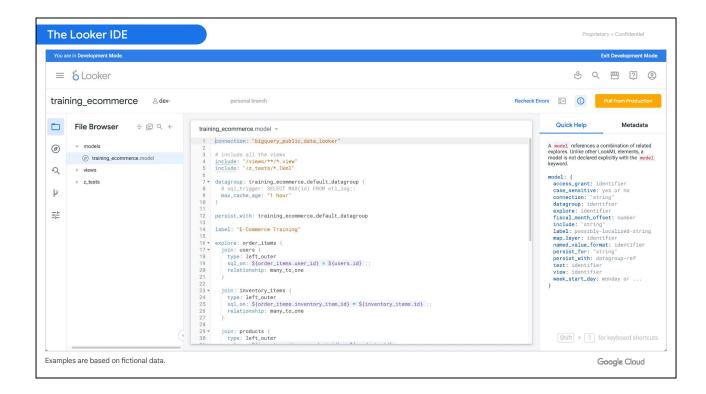
Alternatively, at the top left-side of the Looker User Interface, you can click on **Develop** menu to see the options, and then select **Projects**.



Then, once you are on the **Projects** page, you can turn on Development Mode by clicking on the **Develop** option from the top menu bar and using the toggle button for **Development Mode**.



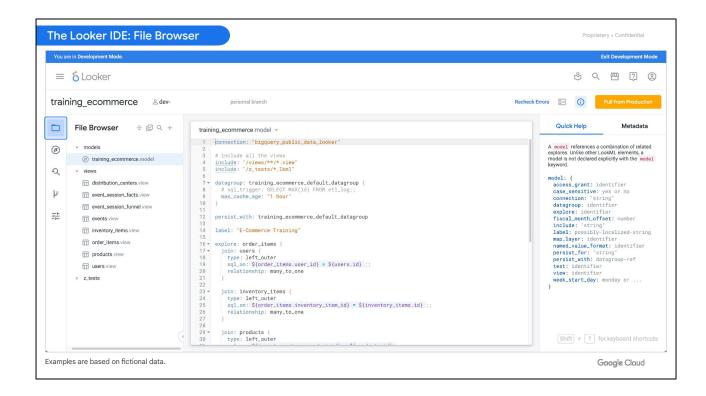
From the **Projects** page, you can also click on a specific project name such as **training_ecommerce** to open it within the Looker Integrated development environment (IDE).



An IDE is an industry term for an application in which software engineers or developers can write and test their code.

Looker has its own built-in IDE in which developers can write LookML.

The Looker IDE displays six navigation options on the left-side panel. We'll walk through each option to understand the functionality that it provides for LookML developers.



The first option, represented by the folder icon, is the file browser. This displays all the LookML project files in the folder hierarchy.

Depending on the complexity of the project, you could see dozens or even hundreds of files, within many folders and levels of subfolders.

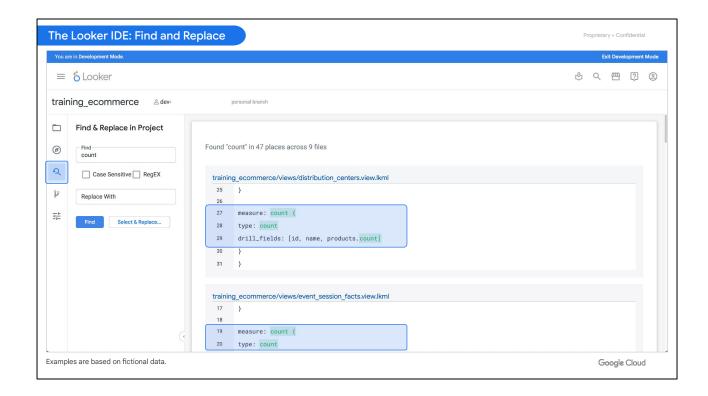
At your company, with your own development team, you can decide on any kind of folder structure that would be the most intuitive for your workflows.



The second option, represented by the compass icon, is the object browser. The object browser organizes project files by LookML object type in the project.

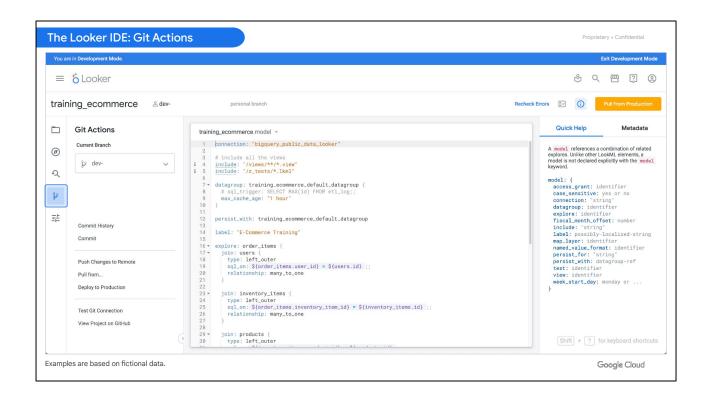
Each model can be expanded to show the Explores within. Furthermore, each Explore can be expanded to reveal the views that are joined together, and each view can be expanded to display the dimensions and measures.

This is really useful when you need to find a specific field or view being used within an Explore, especially if you have many similarly named objects in the model. You may also need to "visualize," in a sense, in how many Explores the same view is being used, or which models have the same or similar Explores.



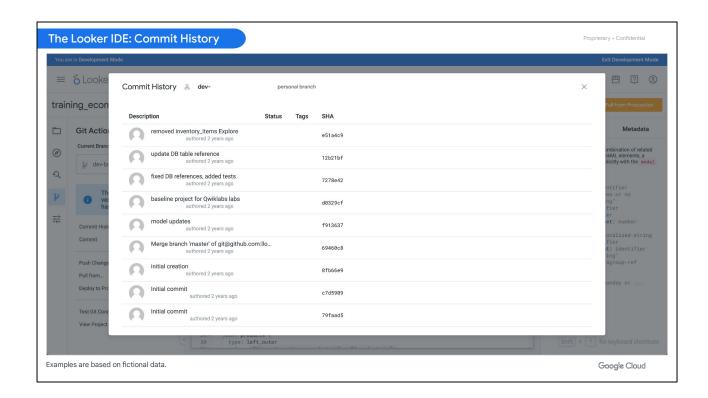
Next is the find-and-replace option. You can search for a specific word like "count" and see where and how many times this term appears throughout all the files in your entire project.

You can also batch-replace all instances of a text string with something else.



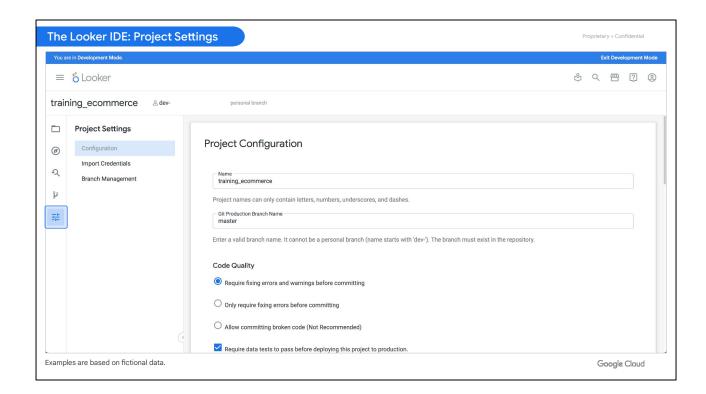
The fourth option in the IDE shows the available Git actions.

These options allow you to switch between Git branches, view past commits by yourself and fellow developers, view the project on GitHub, or whichever Git provider you use at your company, and more.



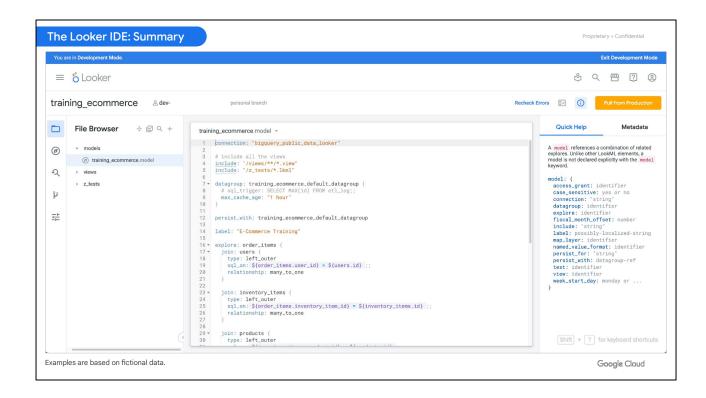
Inside of Git Actions is the Commit History pop-up.

This page lets you see the recent changes that have been deployed to the production environment. Additional details about the changes, such as the user and date associated with the change, are also available on this page.



The last option displays the project settings. As a LookML developer, you can see the configurations, but only a Looker admin can change them.

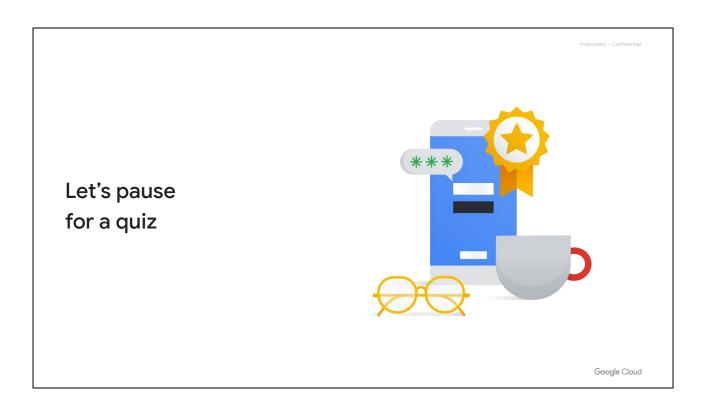
For example, admins can specify what is or isn't required to commit code, enable pull requests if your team prefers to do code reviews before deploying to production, change the Git connection, and more.



In summary, as a LookML developer, you can make and test changes in your organization's Looker instance in development mode, without impacting the production environment.

When working in your organization's Looker instance, be mindful of whether you are currently in production mode or development mode. The Looker IDE and Explore menus will offer a few different features and options in production vs. development mode. Depending on your permissions and local code differences, you may even see different lists of projects, project files, and Explores.

With this understanding of the differences between production and development mode, we hope that you have fun exploring the LookML projects in your organization's Looker instance!



Let's pause for a quiz.

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Summary

Introduction to the Looker Platform

Understanding your users' experience

LookML project hierarchy

The Looker development environment

Google Cloud

In this module, we started with an overview of the Looker platform and architecture to understand how Looker can play a key role in your organization's data workflows.

Then, we completed a walkthrough of the Looker user interface to help you understand how your business users leverage Looker to explore and analyze data. Next, we reviewed the LookML project hierarchy and discussed the role that each key component plays in the overall LookML structure.

Last, we explored the Looker development environment and reviewed its key features for your workflow as a LookML developer.

In the next module, we will expand on these concepts to begin writing LookML code to model dimensions and measures, the key data components used by business users to analyze and visualize data.

See you there!

