

Business Insight Visualization with Google Looker Studio



Course Duration: 2-days; Instructor-led
Time Schedule: 9am-5pm
Lunch: 1:00pm- 2:00pm
Morning Tea-break: 10:30am-10:45am
Afternoon Tea-break: 3:30pm -3:45pm

Learn the best Cloud based BI & Data Visualization tool
– Google Looker Studio - & Create Exceptional Reports in minutes!

COURSE DESCRIPTION

This Google Looker Studio course will help you to become a Data Visualization Expert and will enhance your skills by offering you comprehensive knowledge, and the required hands-on experience on this widely used Cloud based BI tool, by solving real-time industry-based projects.

TOP REASONS WHY YOU SHOULD LEARN GOOGLE LOOKER STUDIO

- Google Looker Studio is the #1 cloud based free Business Intelligence tool used industry wide.
- The demand for BI professionals is on the rise. This is one of the most sought-after professions currently in the lines of data science.
- Google Looker Studio has a small learning curve and you can pick up even advanced concepts very quickly.
- You do not need a high configuration computer to learn this BI tool. All you need is any system with internet connectivity.

WHAT YOU WILL LEARN

- Know about Google Looker Studio as an enterprise level BI tool
- How to use Google Looker Studio to create interactive and beautiful dashboards
- How to connect to various data sources with live examples
- All the chart types in Google Looker Studio like bar, time series, geo maps, scatter plots, and how to configure each of them
- Sharing reports as is, as customised bookmarks or as templates
- Embedding external content like websites in your report, and also embedding your report in your website with live examples.
- Add action controls like dropdowns, sliders and other filter controls in your report to add user interactivity

- How to blend data from different tables to bring together to create one report
- Create tricky calculated fields and parameters
- Advanced features like REGEX_EXP (regular expressions)
- Using community visualisations and built in templates to get your working report ready quickly
- Best chart practices to create useful, interactive, feature-rich and beautiful reports

TARGET AUDIENCE

This is a beginner friendly course so you can start learning Google Looker Studio without any prior knowledge, and without any coding expertise. You just need a Computer with Internet connection.

- Any individuals or organisations having their own website
- Working professionals looking to learn a new powerful tool for dashboard development and data visualisation

COURSE OUTLINE

1. Getting Started a. Getting Around Google Looker Studio

2. Connecting to Data Sources

- a. Connecting to a Data Source
- b. Managing Data Sources
- c. Sources to get Public Datasets

3. Introducing Report Canvas a. Getting Around Report Canvas

4. Using the New “Explorer” Feature a. How to Use “Explorer”

5. Creating and Configuring Various Chart Types

- a. Table Visualisation
- b. Special Types of Table Visualisations
- c. Pivot Tables
- d. Scorecards
- e. Bar Charts
- f. Line Charts and Time Series
- g. Combo Charts h. Pie and Donut Charts i. Bullet Chart j. Geo Maps and Google Maps Chart

6. Sharing Reports a. How to Share your Reports

7. Managing Google Looker Studio Reports

- a. Data Blending
- b. Adding Action Controls for User Interaction
- c. Copying Visualisation Formatting
- d. Page Level and Report Level Visualisations
- e. Formatting Chart Metrics
- f. Creating Visualisation Groups

- g. Embed URL, Videos and Google Forms in your Report
- h. Using Parameters to get User Input
- i. Using Built in Templates and how to create your own Templates
- j. Embedding a Report in Your Website
- k. Using Regular Expressions (REGEX)
- l. Working with Community Visualisations

8. Best Practices to Create Reports in Looker Studio

- a. Charting Best Practices
- b. How to Choose the Right Visualisation?
- c. Tips to create an effective Report