Using Looker (Google Data) Studio for Dashboard Analytics Reporting

Issue:

You manage a website(s) for your stake holders and they obviously want to see performance measures.

Simple – just grant them access to Google Analytics, right?

You could, but there is so much data – where do they find what they need?

   - Sometimes there are more questions that answers

Wait – Dashboards are all the rage right now!

   Just what is a data dashboard?

Data Dashboard

A tool providing a centralized, interactive means of reporting, measuring, analyzing business insights from data of key elements in key areas in an interactive, intuitive and visual way.
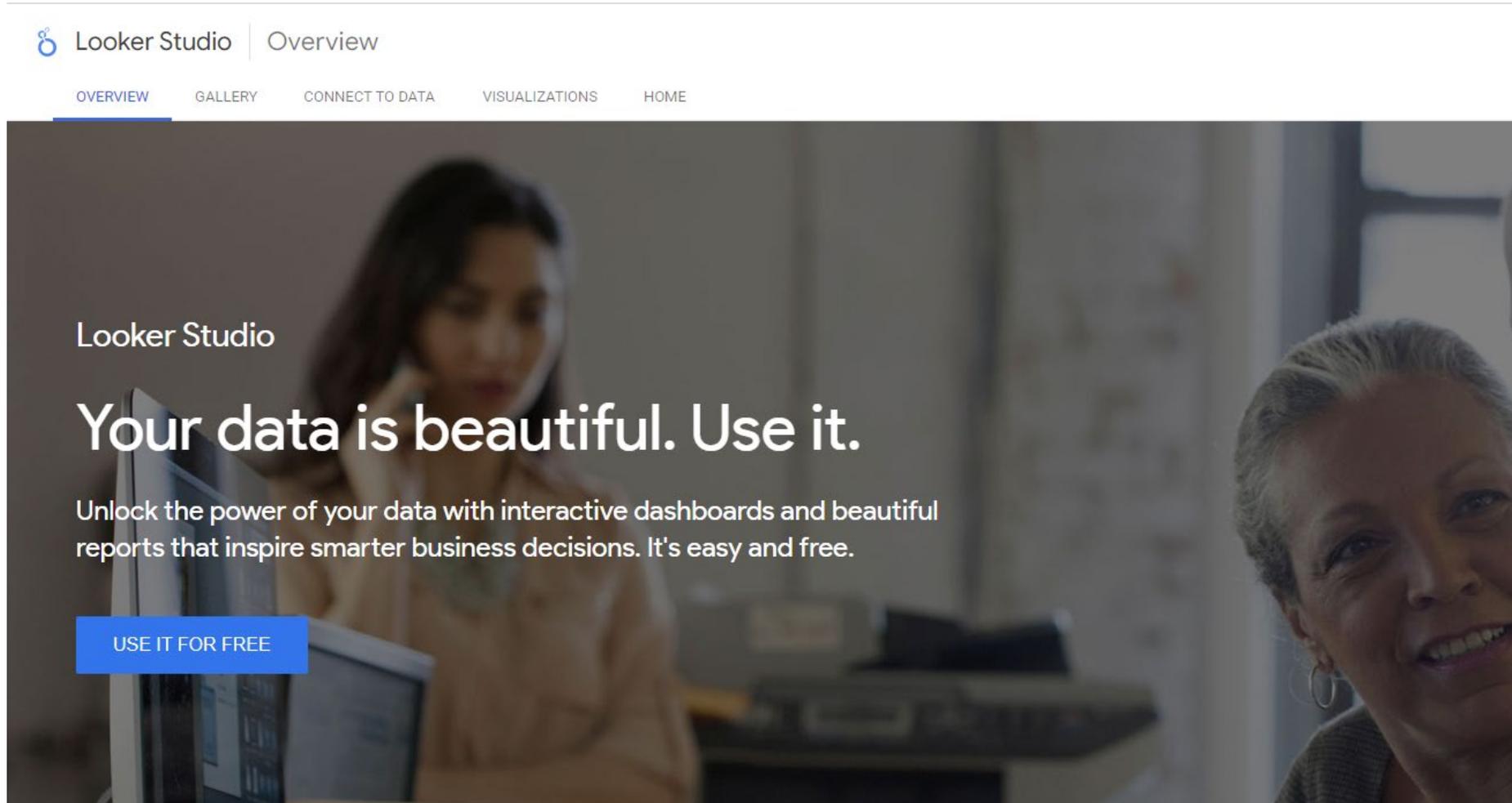
Some of the Tools to create dashboards

- ❖ Microsoft Power BI. ...
- ❖ Tableau Public. ...
- ❖ GoodData. ...
- ❖ Databox. ...
- ❖ Kumu. ...
- ❖ Vizzlo. ...
- ❖ Visme. ...
- ❖ Piktochart. …
- ❖ And MORE …

Decisions, Decisions……..

Enter Looker (Google Data) Studio

https://lookerstudio.google.com/overview

Being a Google product makes it a nature choice for working with Google Analytics

Dashboards with Looker Studio contains two main components:

1. Data Sources – Connecting your data

2. Reports – Create your visualization

Key Data Sources

1. Native Google Connectors (Google Analytics, Search Console, Google Ads, Google Sheets, Biq Query, etc.)
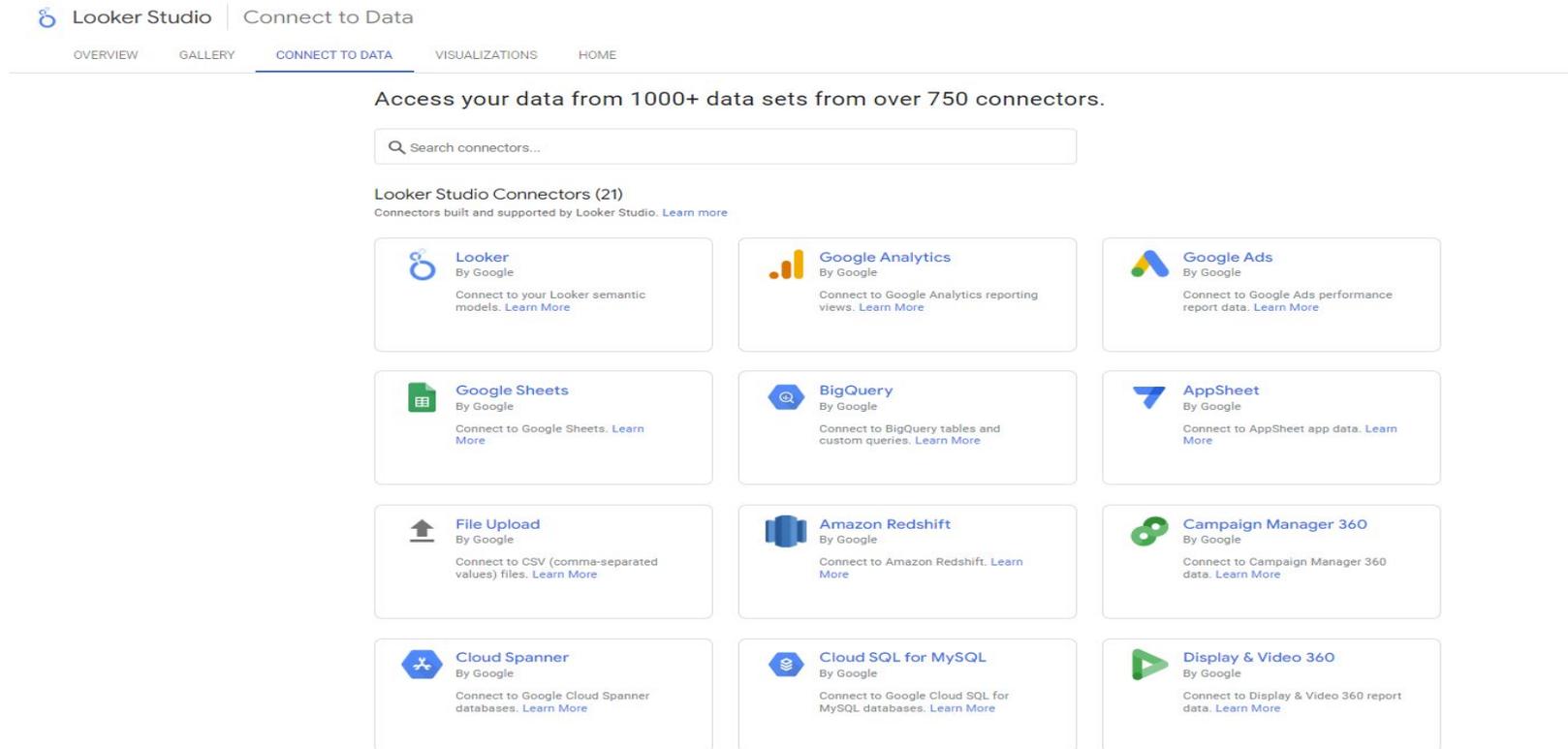
2. Partner or 3rd Party Connectors – 730 as of this clip – Most for a fee

Full list of all the connectors - https://lookerstudio.google.com/data

Key Report Components

1. Charts - the key to visualization

Bar

Line

Time series

Pie

Area

Table

Pivot table

Scorecard

Total	Sessions
1,168	69.3K

Gauge

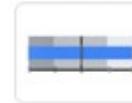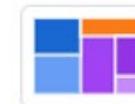|	
111K	220.7K

Scatter

Bullet

Google Maps

Geo chart

Treemap

Key Report Components

2. Controls - add the ability to change the data visualization

Chart Controls

    Drop-down list

    Fixed-size list

    Input box

    Advanced filter

    Slider

    Checkbox

Report Level controls

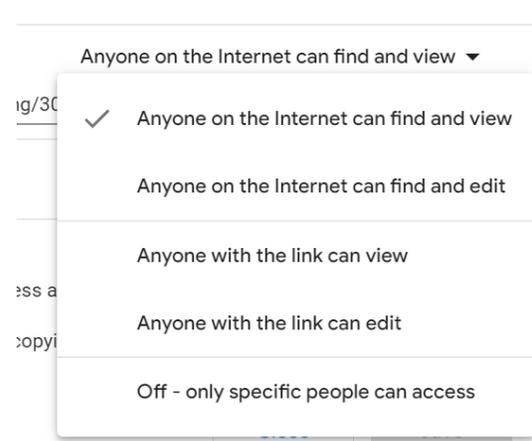   Date range control

    Data control

Sharing the reports

a. Inviting People - Managing access control

b. Schedule Email

c. Get Report Link

d. Embed Report

e. Download Report

Anyone on the Internet can find and view ▾

✓   Anyone on the Internet can find and view

      Anyone on the Internet can find and edit

      Anyone with the link can view

      Anyone with the link can edit

      Off - only specific people can access

Embed Report

☑ Enable embedding

☐ Show report navigation in embedded mode. Learn more

◉ Embed Code   ◯ Embed URL

Paste the following into your site:

<iframe width="600" height="450" src="https://datastudio.google.com/embed/reporting/30dd0a5c-88dc-4c52-a8ba-6d842a1c4d76/page/xq1DB" frameborder="0" style="border:0" allowfullscreen>
</iframe>

Width (px)
600

Height (px)
450

DONE   COPY TO CLIPBOARD

What if the data I want is not there?

Just make it up – Custom Dimensions

Pulling it all together…….

Case Study : DOF Web properties and applications

Live Demo

Some final thoughts…..

Universal Analytics will stop processing data July 1, 2023; best to use GA4 connections now.

Start small and let your imagination run wild; wow your stakeholders

Links and Resources:

https://lookerstudio.google.com/overview

https://analytics.google.com/analytics/academy/course/10

Thank you!!!