

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 than 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.

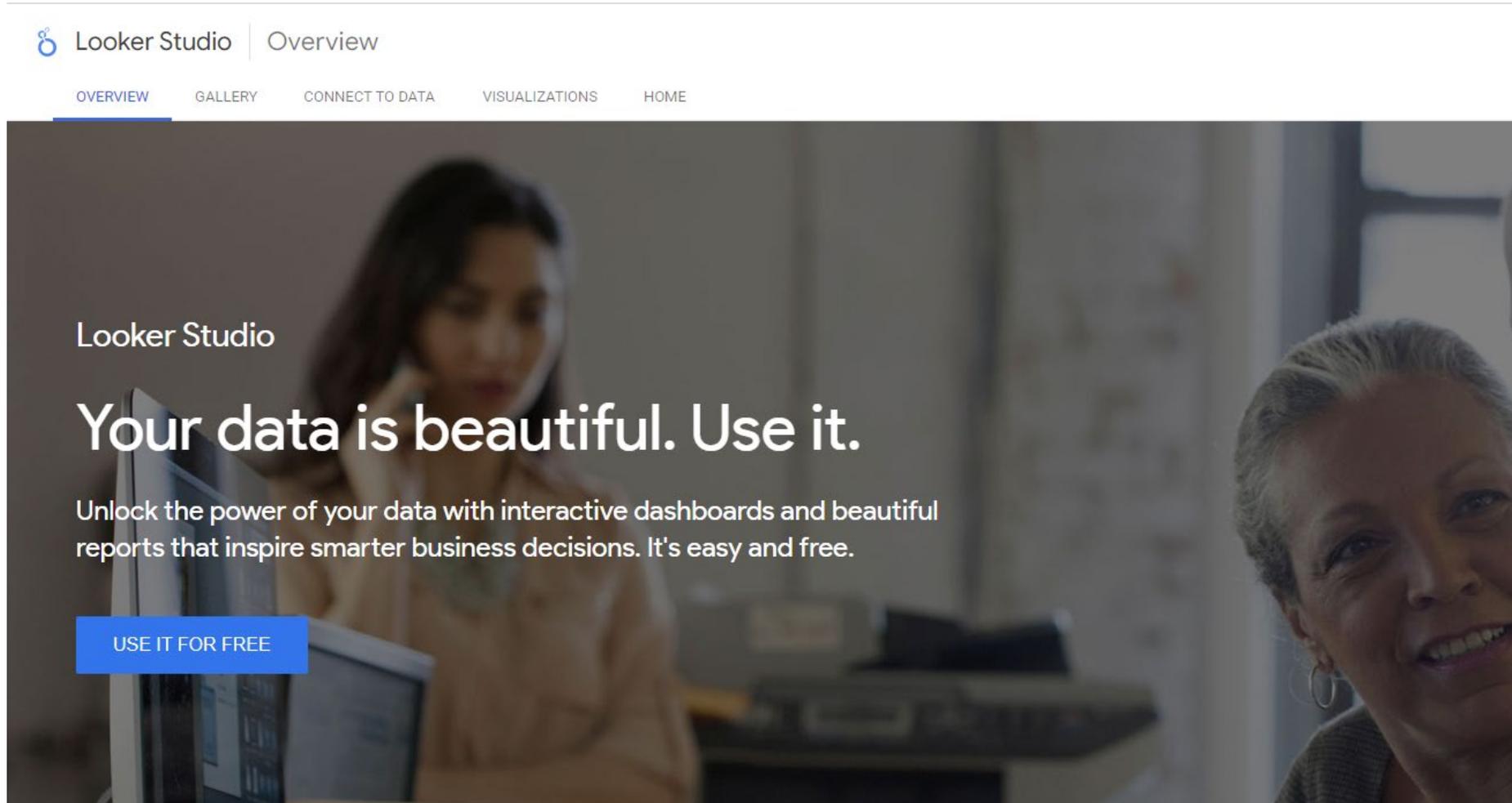
Some of the Tools to create dashboards

- ❖ 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>



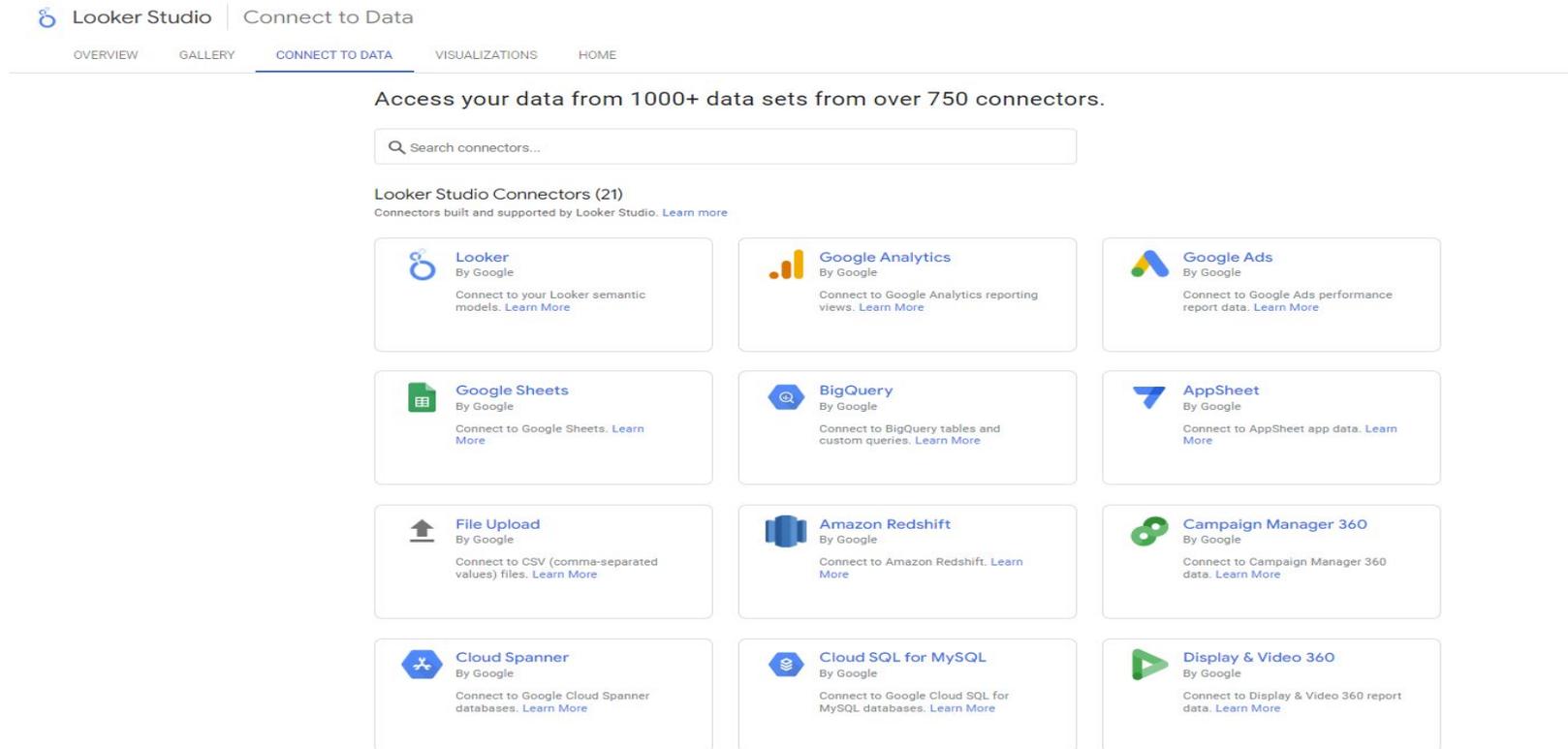
Being a Google product makes it a nature choice for working with Google Analytics

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



Table



Time series



Pivot table



Pie



Scorecard



Area



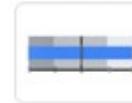
Gauge



Scatter



Bullet



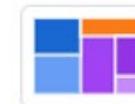
Google Maps



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

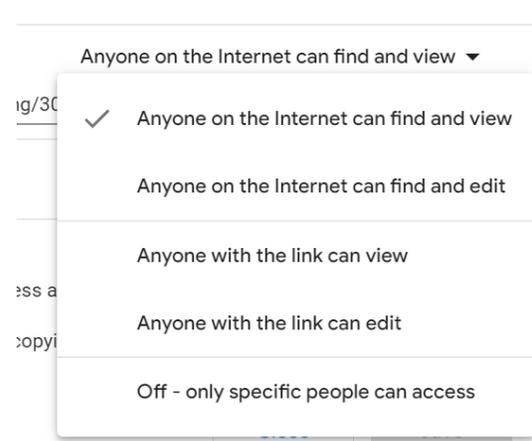
a. Inviting People - Managing access control

b. Schedule Email

c. Get Report Link

d. Embed Report

e. Download Report



A screenshot of a sharing options dropdown menu. The menu is open, showing five options. The first option, "Anyone on the Internet can find and view", is selected with a checkmark. The other options are "Anyone on the Internet can find and edit", "Anyone with the link can view", "Anyone with the link can edit", and "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

The screenshot shows the Google Analytics Admin interface. At the top, the breadcrumb trail reads "All accounts > Penn DOF Web Finance - GA4". A search bar contains the text "Try searching 'add user'". The left sidebar has a navigation menu with "ADMIN" selected and "USER" as an alternative. Under "ADMIN", the "Custom definitions" option is highlighted. The main content area is titled "Custom definitions" and features a "Create custom dimensions" button. Below this is a table with two tabs: "Custom dimensions" (selected) and "Custom metrics".

Dimension name ↑	Description	Scope	User Property/Par	Last changed	
Email Links	Define and track email links	Event	email_add ress	Feb 28, 2022	⋮
File Downloads	Define and track file downloads	Event	file_name	Feb 24, 2022	⋮
Outbound URL	Define and track the outbound links	Event	link_url	Feb 24, 2022	⋮
Phone links	Define and track telephone links	Event	tel_numbe r	Feb 28, 2022	⋮

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!!!