

Building Dashboards and Reports with Google Data Studio

Course Duration: 2-day; 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

COURSE DESCRIPTION

Data Studio is a free reporting tool from Google that allows you to connect to pull data from different data sources like Google Analytics Ads, Facebook Ads and Google Sheets. You can easily create visual reports to share with your client, stakeholders, and team members. It is a tool used to visualize data. It is a cloud-based tool which means you can access it from any device/browser as long as you have access to a stable internet connection. It is a completely FREE visualization tool which allows you to build great dashboards and reports.

TARGET AUDIENCE

Anyone who deals with data and has Google Sheets or MS Excel Experience.

COURSE OBJECTIVE

What you'll learn:

- Welcome to Data Studio
- Navigate Data Studio
- Build your first report
- Format and Design Reports

COURSE CONTENTS

Module 1: Welcome to Data Studio

- Lesson 1: Data Studio overview
- Lesson 2: How Data Studio works
- Lesson 3: Access controls

Module 2: Navigate Data Studio

- Lesson 1: Data Studio Home page
- Lesson 2: Data source overview

- Lesson 3: Report overview
- Lesson 4: Report edit mode overview

Module 3: Build your first report

- Lesson 1: Connect Data
- Lesson 2: Create a new report and add charts
- Lesson 3: Add and configure report controls
- Lesson 4: Share reports with others

Module 4: Format and Design Reports

- Lesson 1: Data visualization basics
- Lesson 2: Create and use report templates

Module 5: Drilling Reports (Practical)

- Use templates
- Publish your report
- Create your own report theme
- Embed external content
- Send scheduled reports
- Download reports
- Embed reports

Module 6: Drilling Data

- Add a date range
- Add filter controls
- Create interactive chart filters
- Add data control
- Add a dimension breakdown
- Use Data Studio Explorer (labs)
- Create report-level filters
- Create blended fields
- Blend your data source with itself
- Create a basic calculated field
- Creating an advanced calculated field
- Create a calculated blended field