

Google Data Studio (Formerly Looker Studio)

A one-day report-building workshop

FA-0623 · 1 day

Data & Analytics

Build a small interactive report from prepared data, with charts, controls, calculations and reviewed sharing settings.

Introduction

This one-day workshop introduces Google Data Studio, formerly Looker Studio. Participants follow a small reporting workflow from a prepared data source to charts, tables, calculated fields and interactive controls.

The guided project uses a clearly illustrative Malaysian business scenario and non-confidential data.

Advanced options are introduced through selected examples rather than a claim to master the platform or analyse every type of business problem.

Learning outcomes

The course teaches participants to:

- Navigate the report editor and connect a prepared data source.
- Check data types, dimensions, metrics and basic aggregation choices.
- Create selected charts, scorecards, tables and a pivot-table example.
- Add filter and date-range controls and verify their behaviour.
- Create a simple calculated field and time-series view.
- Review report-sharing permissions and data-source credentials before sharing.
- Explain the report's assumptions, data quality and limitations.

Prerequisites

- Basic understanding of data analysis concepts.

Familiarity with spreadsheet concepts and Google Sheets is helpful; Google Analytics experience is optional.

A Google Account permitted to create reports, a supported browser and an internet connection. A Workspace administrator may need to enable the service.

Use a workstation capable of running the browser comfortably. A fixed 16 GB RAM minimum is not asserted as a Google product requirement.

Access to the prepared training data and selected connector; some connectors or services require additional permissions or charges.

Training outline

1. 1. Introduction and Data Connections

Introduction to Google Data Studio

- Reporting capabilities and the Looker Studio-to-Data Studio naming change.
- Navigate the current report editor and locate the main data and chart controls.

Data Source Integration

- Connect a prepared Google Sheets or other supported training source; compare database connectors at awareness level.
- Basics of data preparation and cleaning

2. 2. Charts, Tables and Aggregation

Creating Basic Visualizations

- Designing simple charts and graphs
- Use scorecards to display selected summary metrics.

Advanced Data Handling with Tables

- Building and customizing tables

- Choose appropriate sums, counts or averages and check aggregation against the intended question.

Enhancing Reports with Pivot Tables

- Creating pivot tables for multidimensional analysis
- Custom formatting and data sorting techniques

3. 3. Controls and Calculated Fields

Interactive Filter and Date Controls

- Use supported filter controls such as drop-down lists and date-range controls; verify which charts and data sources they affect.
- Applying visualization filters for focused data display

Custom Calculations and Formulas

- Implementing calculated fields
- Selected formulas for a small reporting task; check data types and aggregation rather than promise advanced formula mastery.

4. 4. Time Series and Visual Design

Time Series and Trend Analysis

- Constructing time series graphs
- Identifying trends and patterns over time

Incorporating Diverse Visualizations

- Exploring various visualization options (maps, scatter plots, etc.)
- Best practices for effective data presentation

5. 5. Sharing and Data Access

Sharing Interactive Reports

- Review viewer/editor permissions and data-source credentials; report sharing does not by itself define safe access to underlying data.

- Compare owner's and viewer's credentials where supported and share only with the intended training audience.

6. 6. Illustrative Malaysian Report and Review

- Build or review a report for a fictional Malaysian business using anonymised or synthetic sample data.
- Apply reporting concepts to the scenario without implying a real client case or relationship.

Review the completed report, assumptions and access settings; discuss questions and further practice.