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Sign up

Complete Looker Studio training (Google Data Studio)

2 days (14 hours)

Presentation

Looker Studio or Google Data Studio is a powerful online reporting tool that lets you easily track your data, so you can make the best strategic decisions for your business.

The software can be integrated with all Google platforms such as Google Ads, Big Query, Google Analytics, etc... It is also possible to connect data from any platform via Google Sheets.

The tool is free of charge and offers all the main features of a data visualization SAAS, as well as being easy to use, mainly thanks to drag and drop.

Our Looker Studio training course will teach you the secrets of effective reporting. You'll learn how to prepare your data and use all the tool's features, such as creating tables, graphs and calculated fields with Looker Studio.

Objectives

- Know the keys to creating effective reports
- Create simple and complex calculated fields (like the CASE method)
- Prepare your data before integration
- Master all Looker Studio functions

Target audience

- Company manager
- Acquisition manager
- Marketing and communications manager

- Traffic manager
- Business analysts
- Data analysts
- Webmarketing Project Manager
- Digital marketing and communications manager
- E-commerce manager
- Web Communications Manager
- More generally, professionals wishing to report and make the most of the data they collect.

Prerequisites

- Have a Google / Gmail account
- Basic knowledge of Google Analytics is a plus

Looker Studio Training Program

The keys to effective reporting

- The objectives of data visualization
- Define your entry keys and objectives
- The importance of KPIs and action plans

Preparing your data

- The rules of an efficient database
- Mistakes to avoid
- Define connectors and data sources

Create a report

- Connecting a Google Sheets workbook
- Setting up data connectors
- The Looker Studio interface
- Report setup and editing

Graphics

- The different types of graphs and tables
- Notions of dimension and statistics
- Create filters and sorting criteria

Paintings

- Scores Cards
- Display methods in table mode
- Pivot tables

Calculated fields

- Create new statistics
- Discover simple operators
- Combining dimensions and statistics

Multi-page

- Create multiple views in a single report
- View navigation options
- Creating external links and views

Manage multiple data sources

- Integrate other data sources
- Manage interactions between different sources
- Modify existing connectors

Create data

- Combining several sources
- Identify join keys
- The limits of mixed data

Complex calculated fields

- Use the CASE method
- The TEXT and DATE operators
- Transform calculated fields into new dimensions
- Document interactions between calculated fields

Parameters

- Create user input fields
- Interacting parameters with the report

Some advanced features

- Integrating images into tables
- Creating a table with HYPERLINK links

Automate your report

- Default filter commands
- Automatic report transmission
- Update data

Data sharing and protection

- Define viewing and sharing permissions
- Owner account options
- Report distribution and display

Companies concerned

This course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Sanction

A certificate will be issued to each trainee who completes the course.