CASE STUDY

[INTRODUCTION TO THE PHENOMENA]

Create powerful data visualisations within minutes from google analytics and google sheets to speed up time to insight and tell powerful stories from your data.

The Problem

Understanding of the capabilities and features of Google Data Studio and how it can be used for data visualization and reporting. The objective of this course is to provide a comprehensive understanding of Google Data Studio and its features and to give participants the skills necessary to create effective data visualizations and reports. By the end of the course, participants will be able to connect to various data sources, create charts and tables, customize visualizations, share and collaborate on reports and use advanced features and explore use cases. The course will also provide hands-on exercises and real-world examples to reinforce the concepts covered in the course. The overall goal of this course is to empower the participants to use Google Data Studio as a powerful tool to transform data into insights and drive data-driven decision making.

The Solution

Program Design
- Introduction to Google Data Studio and its features
    1. Overview of the platform and how it can be used for data visualization and reporting
    2. Demonstration of how to create a new report and add data sources

- Connecting to data sources
    1. Overview of different data sources that can be connected to Data Studio, including Google Sheets, BigQuery, and Google Analytics
    2. Hands-on exercises to connect to various data sources and explore the data

- Creating charts and tables
    1. Overview of different chart types available in Data Studio, including bar charts, line charts, and pie charts
    2. Hands-on exercises to create charts and tables based on the data
- Customizing visualizations
    1. Overview of how to customize the appearance of charts and tables, including adding filters and calculated fields
    2. Hands-on exercises to customize visualizations and create more advanced reports
- Sharing and collaborating
    1. Overview of how to share reports and collaborate with others, including permissions and access controls
    2. Hands-on exercises to share and collaborate on reports with classmates
- Advanced features and use cases
    1. Overview of advanced features such as data blending and scripting

2. Discussion of different use cases for Data Studio, such as digital marketing and ecommerce analysis
3. Hands-on exercises to apply advanced features and explore use cases.
- Hands on activity
- Live projects, building a dashboard
- Conclusion and Next steps
    1. Review of the main concepts covered in the course
    2. Discussion of next steps to continue learning and using Google Data Studio.

Program Objectives

- Understanding of the capabilities and features of Google Data Studio and how it can be used for data visualization and reporting.
- Knowledge of how to connect to various data sources, including Google Sheets, Google Analytics, FB Insights and more and how to explore and manipulate data.
- Skills in creating charts and tables, and customizing visualizations to create more advanced reports.
- Experience in sharing and collaborating on reports with others, including setting permissions and access controls.
- Ability to use Google Data Studio as a powerful tool to transform data into insights and drive data-driven decision making.

Pedagogy

- Google Data Studio Dashboards
- Sample Datasets