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TRAINING

In-Class

Google Data Studio
for Beginners

Price	Duration	Level
$820	2-Days	Beginner

→ About this Course

One of the biggest barriers to organisations adopting data visualisation tools and developing a data driven culture is the substantial subscription costs associated with procuring industry-leading tools which can be prohibitive to many companies. This has resulted in a recent shift in adoption of free visualisation tools such as Google Data Studio that can also provide a similarly robust experience.

This Introduction to Data Studio course will teach marketers, business owners, agencies, and data analysts on how to visualise data online to gain insights. You'll learn how to connect your data, create impactful reports, and collaborate with teammates. You'll gain the knowledge and tools you need to design compelling reports to share with different stakeholders.

What are the key takeaways I can readily apply?

 work with data from Google Analytics and Google Sheets.

 Visualise your data to create powerful reports.

 Build dashboards quickly and confidently

 Share, collaborate and automatically schedule reports

...and more.

→ Who is this course for

This course is suitable for beginners and does not require any prior knowledge of Google Data Studio or other data visualisation tools. This course is intended for any professionals involved in marketing, sales, business development, digital analytics or any customer facing role.

Kishan

Holding a Bachelor of Computing First Class Honours degree from the National University of Singapore and was awarded the Lee Kuan Yew Gold medal. He is the founder of a data analytics company focused on helping organisations leverage data to inform, persuade and effect better business outcomes. A digital strategist with 10+ years of experience, he was previously the regional head of Datalicious where he managed business growth and day-day operations, developing data-driven audience solutions for customers.

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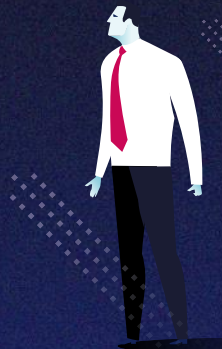
→ Day 1

Module 1: Welcome to Data Studio
• Chapter 1A: Data Studio Introduction & Benefits
• Chapter 1B: Setting up Google Data Studio
• Chapter 1C: Principles of data visualisation & dashboard planning
• Chapter 1D: Interface features
• Chapter 1E: Dimensions and metrics

Practical Exercise #1:
Dashboard Planning Individual Task
Formulate metrics and dimensions and plan out your dashboard layout

Module 2: Getting Started with Dashboards
• Chapter 2A: Connecting data sources, including Google Analytics and Google Sheets
• Chapter 2B: Creating your first Google Data Studio report

Practical Exercise #2:
Dashboard Creation Individual Task
Create a Data Studio dashboard and connect it to Google Sheets and Analytics

Module 3: Dashboard Customisations
• Chapter 3A: Adding a date range
• Chapter 3B: Adding tables and charts
• Chapter 3C: Adding filters and filter controls
• Chapter 3D: Layout and styling
• Chapter 3E: Adding pages

→ Day 2

Module 4: Dashboard Templates
• Chapter 4A: Marketing dashboard
• Chapter 4B: Sales dashboard
• Chapter 4C: E-Commerce dashboard

Practical Exercise #4:
Dashboard Customisation Individual Task
Create a dashboard with 3 pages to measure marketing, sales and e-commerce performances respectively

Module 5: Dashboard Management
• Chapter 5A: Publishing & sharing dashboards
• Chapter 5B: Scheduling & exporting reports to PDF
• Chapter 5C: User permissions

Practical Exercise #5:
Dashboard Management Individual Task
Practise adding users to the dashboard as well as publishing and exporting it

Module 6: Custom Reporting Needs
• Chapter 6A: Calculated fields & parameters
• Chapter 6B: Blending data from different sources

Practical Exercise #6:
Custom Report Individual Task
Create a chart that makes use of calculated fields and blended data sources

*Topics may be delivered in a different order due to timing, and so, serve only as an approximation of the lesson plan
– this allows for some flexibility and customisation.

→ Method of learning

• Individual & Group Discussion and Exercises
• Use of Google Studio exercises
• Laptops provided.

→ Any Prerequisites?

Yes, so please read:

• No Google Data Studio experience is required to take this Beginner Level Course. Having some knowledge in data presentation and analysis would be an added advantage for you.

• Participants will also be introduced to the following frameworks, during the course:

• Frameworks
• Data Visualisation Principles
• Dashboard Wireframing Principles

• Concepts
• Data Blending
• Calculated Fields

• Tools
• Google Data Studio
• Google Analytics
• Google Sheets

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We look forward to hearing from you.

Register →

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Google Studio was perfect for our needs as a smaller company – highly recommended.

Nigel Sim, Data Analyst