# IT 3703 Data Analytics – Google Data Studio Lab 4: Report and Dashboard

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This lab is to help students practice creating charts and dashboards using Google Data Studio.

**Tasks**

1. Watch or read the following tutorials:

* Watch How to build a Dashboard with GDS <https://www.youtube.com/watch?v=u05EXm0GeTg>
* Conditional formatting: <https://support.google.com/datastudio/answer/9528890>
* See a real-world example dashboard (multi-page dashboard) created with GDS: <https://datastudio.google.com/u/0/reporting/1Fah7mn1X9itiFAMIvCFkj_tEYXHdxAll/page/TyK1>

2. Follow tutorials to do some hands-on practice.

https://datastudio.google.com/u/0/reporting/ffaf50c7-103d-4e84-b74b-e3f4c487dd67/

* <https://towardsdatascience.com/google-data-studio-5-charts-for-visualizing-your-data-6d0a98422f47>

For more resources, you can visit:

* <https://altitudemarketing.com/blog/build-marketing-dashboard-google-data-studio/>
* Chart reference: <https://support.google.com/datastudio/topic/7059081?hl=en&ref_topic=9207420>

3. Google Analytics Academy online course - continue from our last lab. Include this part in the lab report.

<https://analytics.google.com/analytics/academy/course/10>

Please complete the following unit and the assessment at the end of it. Take screenshots or other proof that you have completed the units and passed the assessments.

* Unit 4: Format and Design Reports

At this point, you should have completed the Google Analytics Academy Introduction to Data Studio Certificate of Completion. Take a screenshot of your completion certificate as well.

4. Design and create a sales dashboard using the sample Great Outdoors Retail & Sales Data (see the online course above unit 3 to obtain the data). Take screenshots of your dashboard, and explain your design. Share the report with an accessible URL. Include this part in the lab report.

<https://datastudio.google.com/u/0/reporting/625fd9b7-493a-496c-b3bb-4bd86f6fc022/page/Gg3>

More resources/examples:

* <https://lookerstudio.google.com/visualization>
* <https://datastudio.google.com/gallery?category=visualization>
* A dashboard example: <https://lookerstudio.google.com/u/0/reporting/1Fah7mn1X9itiFAMIvCFkj_tEYXHdxAll/>

5. [Optional] visualize data from BigQuery

<https://cloud.google.com/bigquery/docs/visualize-looker-studio>

**more**

**https://grow.google/certificates/data-analytics/**

**Submission**

Submit the following two items to D2L (do not ZIP them together):

1. A lab report in PDF format. This report should include required parts with screenshots, labels, and descriptions. All screens must be clear, original, and show the complete screen.
2. Download the GDS reports and submit them as well.

**Grading**

The lab is assessed based on:

* Completion of required tasks.
* Satisfaction of submission requirements.
* The quality of lab report, including completeness and explanation of screenshots.

**Rubric:**

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| **Score** | **Summary** | **Rating Description** |
| 10 | Outstanding work; beyond expectation. | Correctly completed all tasks.  Satisfied all submission requirements.  Excellent report with clear original screenshots and explanation. |
| 8-9 | Good work; meet expectations. | Correctly completed all tasks.  Satisfied most submission requirements.  Good report with clear original screenshots; explanation may need improvement. |
| 6-7 | Adequate work; need improvement. | Mostly completed all tasks.  Satisfied most submission requirements.  Too simple report without labels or explanations. Missing key required screenshots, or unclear/unqualified screenshots. |
| <6 | Lack of effort. | Missing some parts and tasks.  Did not follow submission requirements.  Poor report with unclear, partial or edited screenshots. No explanations at all. |