# IT 3703 Data Analytics – Google Looker Studio Lab 1: Getting Started

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This lab is to help students get started with Google Data (Looker) Studio with some good learning resources. Google renamed Google Data Studio to Looker Studio in 2022 for branding purposes.

**Tasks**

1. Google Data Studio (Looker Studio) overview

1. Watch (just watch) an overview: <https://www.youtube.com/watch?v=gWCEIz6WLAI>
2. Intro (5 min read; this article is more for people with some data analysis experience but new to Google Data Studio) <https://towardsdatascience.com/google-data-studio-tutorial-intro-25dd10d05be0>
3. Go to <https://lookerstudio.google.com/overview> and set up your account. You can use your existing Google Account or sign up a free one. Browse some template provided to get a feel of the tool.
4. Follow this tutorial to have some basic hands-on experience (the tutorial itself is a Looker Studio Report): <https://lookerstudio.google.com/u/0/reporting/ffaf50c7-103d-4e84-b74b-e3f4c487dd67/>

2. An online course from Google Analytics Academy

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

The Introduction to Data Studio online course teaches marketers, business owners, agencies, and data analysts how to visualize 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.

Please complete the following unit and the assessment at the end of each unit. Follow the course to experience the tool yourself as instructed.

1. Unit 1: Welcome to Data Studio
2. Unit 2: Navigate Data Studio (there is some report editing at the end of the tutorial, and you also need to export/download edited report and upload. See the requirements in the submission section.)

Take screenshots or other proof that you have completed all steps in the units and passed the assessments (showing assessment results and checked sections on the left menu). **Include this part in the lab report.**

3. For more, check out the following references and learning resources. You can use them throughout this course.

* <https://support.google.com/looker-studio/>
* <https://developers.google.com/looker-studio>
* <https://www.optimizesmart.com/category/google-data-studio/>

4. Google BigQuery overview getting started

1. Start here: <https://cloud.google.com/bigquery/docs/introduction> - only complete the following sections
   1. The introduction part with a video
   2. “Get Started with BigQuery”: follow the three links in the section to have some hands-on experience with BigQuery.
2. Use it free: <https://cloud.google.com/bigquery/pricing#free-tier>
3. Read the following to get some extended understanding of BigQuery: <https://cloud.google.com/blog/products/data-analytics/new-blog-series-bigquery-explained-overview>

**Submission**

Only submit the required part (indicated by “Include this part in the lab report”). 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. Export and download relevant Google Data Studio reports from task #2 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. |