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## Looker Studio training

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.

## Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the training to come, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

## 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.

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[Training Program Web page](#) - Appendix 1 - Training sheet

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