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Advanced Looker Studio Training

2 days (14 hours)

Overview

Advanced Looker Studio will enable you to go beyond creating simple reports to design multi-source, interactive, optimized, and decision-oriented dashboards.

Our Advanced Looker Studio training is designed for users who already have some experience with the tool and wish to model, enrich, and standardize their reporting.

You will learn to create advanced calculated fields, use conditional functions, regular expressions, time-based calculations, and data transformations directly in Looker Studio.

You will be able to merge multiple sources using Data Blending, create dynamic parameters, optimize the performance of your reports, and structure dashboards tailored to various user profiles.

The training will also cover advanced data sources such as GA4, Google Ads, Search Console, and BigQuery, as well as best practices for governance, maintenance, and sharing.

By the end of this training, you will be able to design an advanced, multi-source, interactive dashboard that can be used as a true business management tool.

Like all our training courses, this one will introduce you to **the latest stable version** of the technology and its new features.

Objectives

- Create advanced calculated fields in Looker Studio.
- Use conditional and temporal functions, as well as regular expressions.
- Merge multiple data sources using Data Blending.
- Create parameters, filters, and dynamic controls.
- Leverage advanced data sources such as GA4, Google Ads, Search Console, and BigQuery.
- Optimize report performance, governance, and maintenance.
- Design decision-making dashboards using a data storytelling approach.

Target Audience

- Data Analysts
- Web Analysts
- BI Managers
- Advanced Traffic Managers
- Marketing Analysts
- Data Consultants
- Acquisition Managers
- Looker Studio users looking to deepen their skills

Prerequisites

- Experience using Looker Studio to create simple reports.
- Be proficient in the basics of Google Sheets or an equivalent spreadsheet program.
- Understand the concepts of dimensions, metrics, filters, and data sources.
- Some experience with GA4, Google Ads, or Search Console is recommended.

Technical Prerequisites

- Laptop with a stable internet connection.
- Active Google account.
- A modern web browser, ideally Google Chrome.
- Access to Looker Studio and Google Sheets.
- Recommended access to a GA4 source, Google Ads, Search Console, or BigQuery.

Agenda for our Advanced Looker Studio Training

[Day 1 - Morning]

Advanced calculated fields and data transformation

- Structuring advanced metrics in Looker Studio
- Creating complex calculated fields
- Using conditional functions: CASE, IF, IFNULL, and COALESCE
- Manipulating strings, dates, and formats

- Using regular expressions: REGEXP_MATCH, REGEXP_EXTRACT, and REGEXP_REPLACE
- Creating time-based calculations: previous period, change, cumulative, and comparison
- Hands-on workshop: Clean, categorize, and enrich a data source with advanced calculated fields.

[Day 1 - Afternoon]

Data Blending and Multi-Source Modeling

- Understanding the principle of data blending
- Merging multiple data sources
- Define join keys and the limits of blending
- Identifying risks of duplicates, data loss, and inconsistencies
- Comparing Data Blending, Upstream Preparation, and Modeling in BigQuery
- Choosing the right strategy based on the complexity of the reporting
- Hands-on workshop: Merge multiple simple sources and build a consolidated dashboard.

Settings, dynamic controls, and user experience

- Create and configure parameters in Looker Studio
- Set up dynamic metrics
- Use controls to customize the user's analysis
- Create advanced filters and interactions between components
- Adapt a report to multiple reader profiles
- Improve dashboard navigation and user experience
- Hands-on workshop: Create an interactive report with parameters, dynamic filters, and customizable metrics.

[Day 2 - Morning]

Advanced data sources and performance optimization

- Connecting and leveraging advanced sources: GA4, Google Ads, Search Console, and BigQuery
- Understand the specifics of marketing and analytics sources
- Identify the dimensions and metrics suited to specific use cases
- Building SEO, SEA, acquisition, or e-commerce dashboards
- Manage discrepancies between data from multiple platforms
- Optimize data sources, charts, filters, calculations, and load times
- Hands-on workshop: Build an advanced marketing reporting view and optimize its performance.

[Day 2 - Afternoon]

Governance, maintenance, and standardization

- Manage access rights, owners, and shared sources
- Implement reusable report templates
- Defining naming and documentation conventions
- Limiting overly complex calculated fields and joins
- Plan for long-term report maintenance
- Apply governance best practices to shared dashboards
- Hands-on workshop: Audit an existing report and propose improvements in performance, governance, and maintenance.

Advanced Data Storytelling and a Cross-Cutting Project

- Design a decision-oriented dashboard
- Distinguish between executive, operational, and analytical dashboards
- Prioritize metrics and guide interpretation
- Avoiding common visualization and interpretation errors
- Build a visual narrative around the data
- Finalize an advanced, multi-source, interactive dashboard ready for sharing
- Hands-on workshop: Build and present an advanced multi-source dashboard with calculated fields, blending, dynamic parameters, and data storytelling.

To go further

Target Audience

This training is designed for both individuals and companies—large or small—seeking to train their teams in new advanced IT technologies or to acquire specific business knowledge or modern methodologies.

Entry-level assessment

The pre-training assessment complies with Qualiopi quality standards. Upon final registration, the learner receives a self-assessment questionnaire that allows us to evaluate their estimated proficiency with various types of technologies, as well as their expectations and personal goals for the upcoming training, within the limits imposed by the selected format. This questionnaire also allows us to anticipate certain connection or internal security issues within the company (intra-company or virtual classroom) that could pose challenges for monitoring and ensuring the smooth running of the training session.

Teaching Methods

Practical Course: 60% Practical, 40% Theory. Training materials distributed in digital format to all participants.

Organization

The course alternates between theoretical input from the trainer, supported by examples and reflection sessions, and group work.

Assessment

At the end of the session, a multiple-choice questionnaire is used to verify that the skills have been properly acquired.

Certification

A certificate will be issued to each trainee who has completed the entire training program.