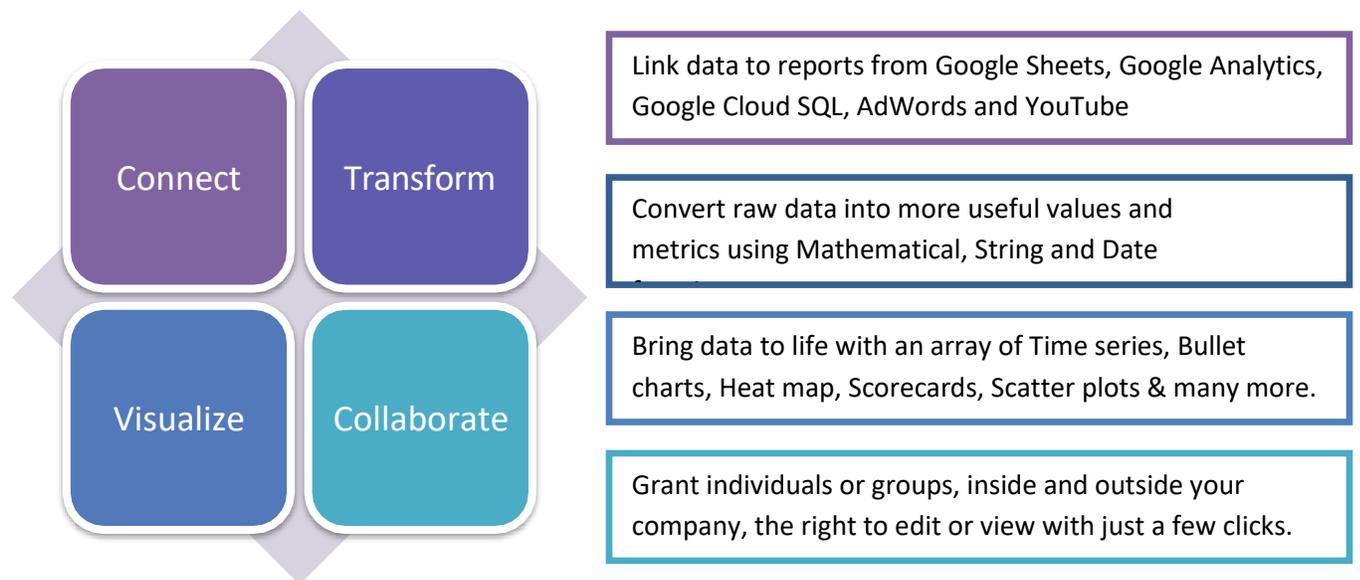


Google Data Studio: Build Live and Interactive Business Dashboards

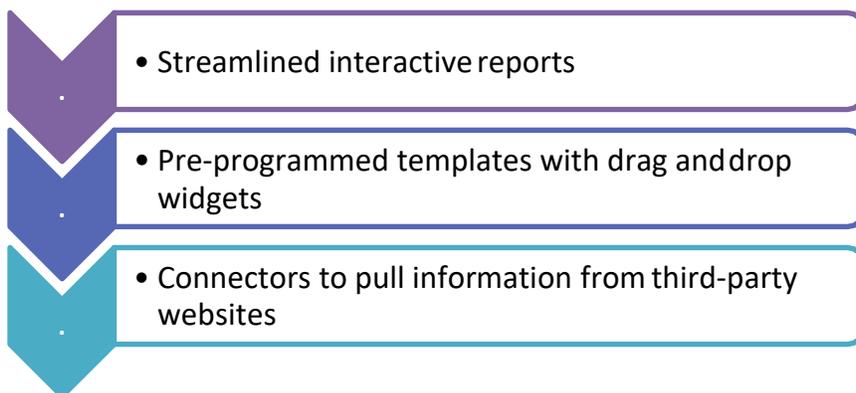
Google's Data Studio is a smart reporting tool aka panorama for both small and medium businesses that could benefit from stellar dashboards created using multiple data sources. This is extremely lucrative for enterprises with in-house reporting needs. It only has connections to Google data sources at the moment, although more are going to be added, including external SQL database.

Caveat: This program is currently only available in the US, but it's expected to be rolled out to other countries.

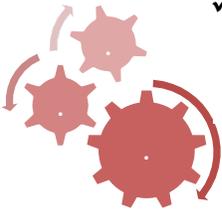
The cornerstones of Google Data Studio – Connect, Transform, Visualize and Collaborate



3 Reasons to Access Google Data Studio



Now Featuring 'Filter Controls'



- ✓ Focalize information that best tells your story.
- ✓ Abbreviate data to target the right audience.
- ✓ Implement rule set to include or exclude pieces of data.

What is it?

In addition to the advanced visualization that includes customizable dashboards and plots, Google data studio gives its end-users, the leverage of viewing context-specific data in reports/dashboards using filters.

Why Should You Use it?

Filter control lets you filter all the charts on the page that share the same data source fields. Furthermore, you can limit the scope of a control by grouping it with one or more charts. Once grouped, the control only affects the charts in the group. This way, you can create intelligible reports with minimum charts!

What Can You Filter

Showcase comparison **charts** of recurring vs new users in your website.

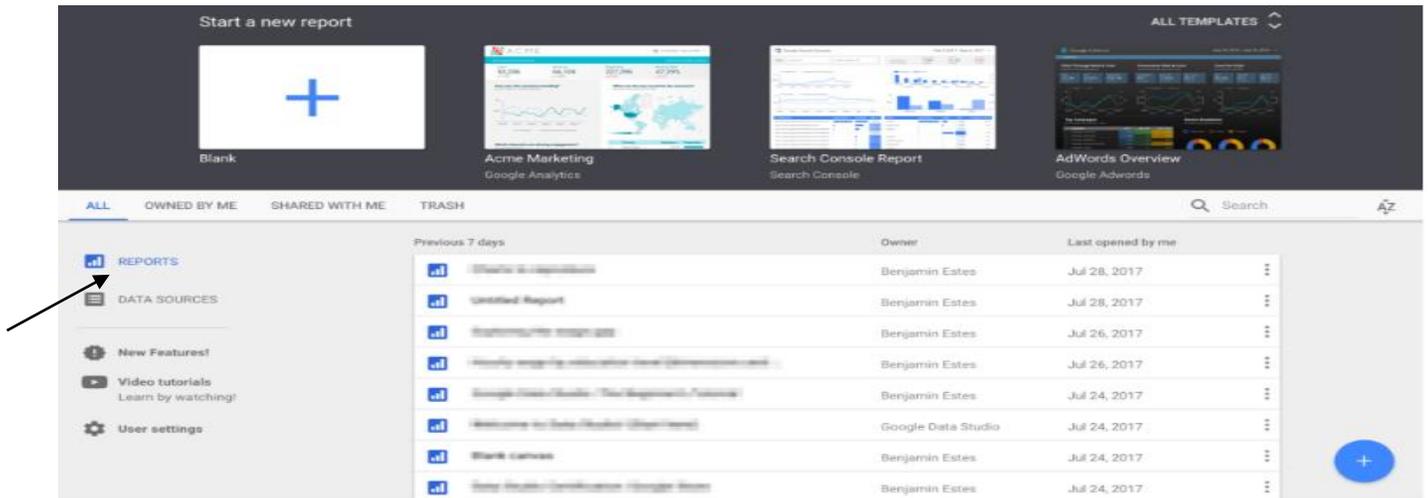
Bifurcate incoming traffic by committing separate **pages** for desktop and mobile traffic.

Let your customers pick from a range of products by setting condition(s) on **reports**.

Adding Filter Controls

To add filter controls to your reports:

1. Login to Google Data Studio to view the following dashboard.



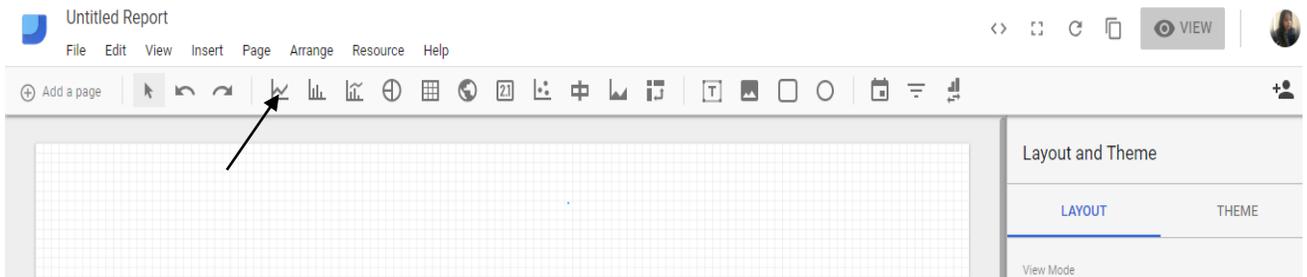
2. Click on 'Reports' to select an existing canvas, or go ahead and make a new one by tapping the '+' button.
3. Drag and drop 'Google Analytics Data' data source template from the right panel onto the canvas. Data Studio gives you plenty of robust templates to choose from when building your report. The default templates are designed to give you a kick-start as they come with default metrics.



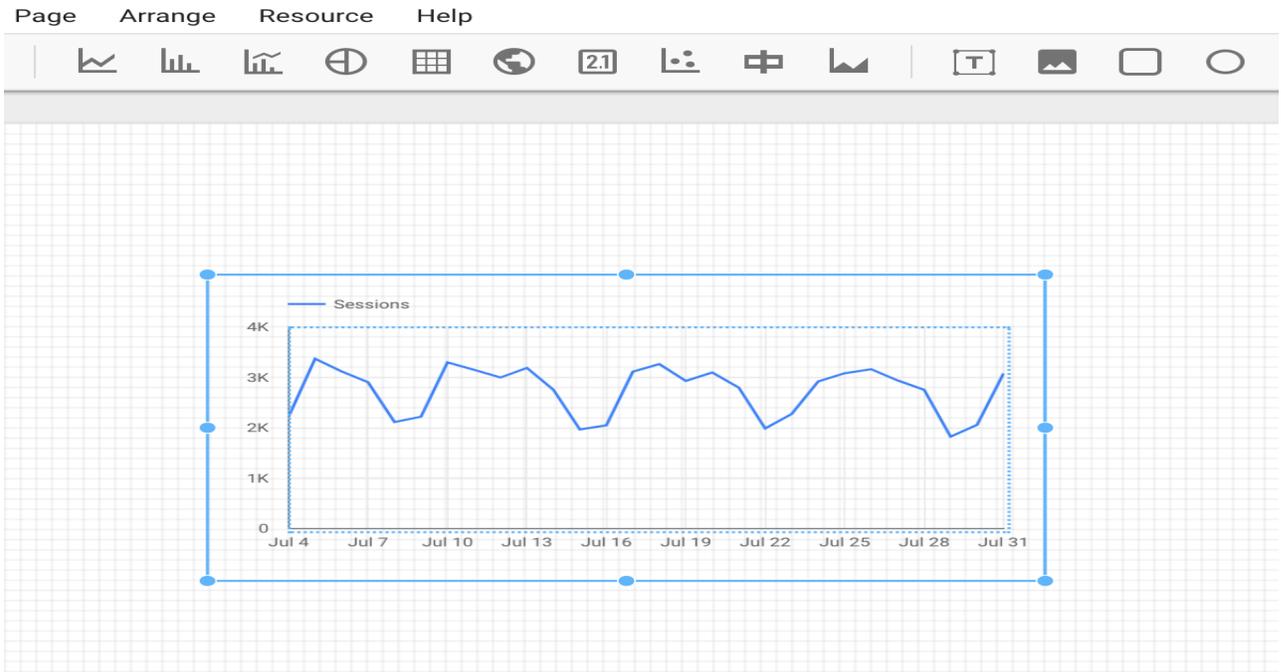
4. Use toolbar to insert new data elements. Observe from left to right in figure.



- Time series
- Bar chart
- Pie chart
- Table
- Geo map
- Scorecard
- Scatter chart
- Bullet chart
- Area chart



Click on the indicated icon to make an instant time series as below. The metrics for the chart comes from the default data source (Google Analytics).



5. Set the following properties of the time-series chart in 'Data' properties drop down.

Data Source: Select only one data source. The above illustration shows 'Google Analytics View'. Currently, the scope of data source is limited to G Suite products.

Dimension: Set an attribute/dimension to constrict the data in charts or reports.

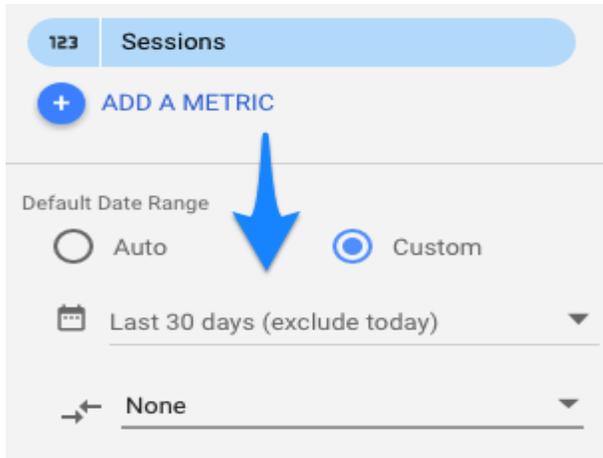
Metric: This an optional entity (numerical count or percentage) that is displayed with respect to the dimension.

The figure shows the "Time series Properties" panel in a software interface. The panel is divided into two tabs: "DATA" and "STYLE". Under the "DATA" tab, there are several sections:

- Chart Type:** A row of icons representing different chart types (line, bar, area, pie, etc.).
- Data Source:** A dropdown menu showing "[Sample] Google Analytics D..." with a right-pointing arrow.
- Dimension:** A section with "Time Dimension" and "Date" selected (highlighted in green), with a right-pointing arrow. Below it is "Breakdown Dimension" with a right-pointing arrow and a button "+ Add a Breakdown Dimension".
- Metric:** A section with "Sessions" selected (highlighted in blue), with a right-pointing arrow. Below it is a button "+ Add a Metric".

Two blue arrows point from the "Date" option in the Dimension section and the "Sessions" option in the Metric section to the corresponding sections in the panel.

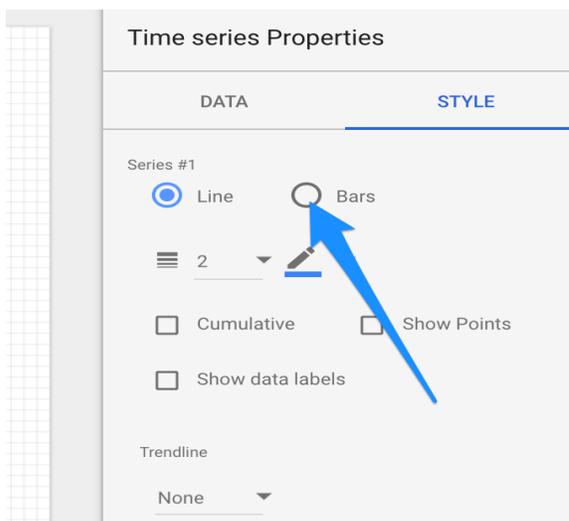
- To add variety, make a comparison chart. Use 'date range filter' to add another time series.



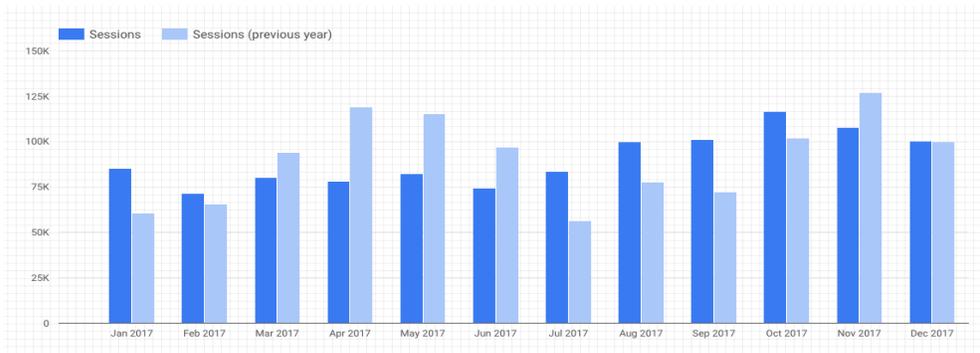
Which results in –



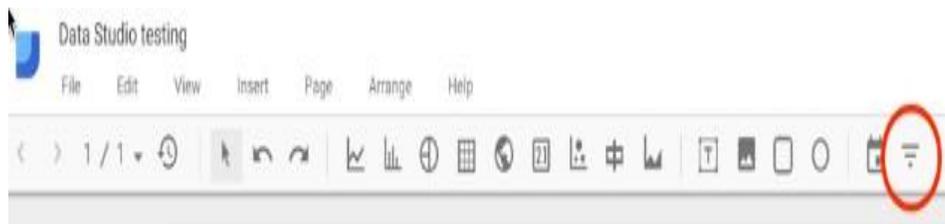
- Change (if required) the visual of the plot from time series to bar graph or any plot for that matter by simply selecting 'Style' in properties.



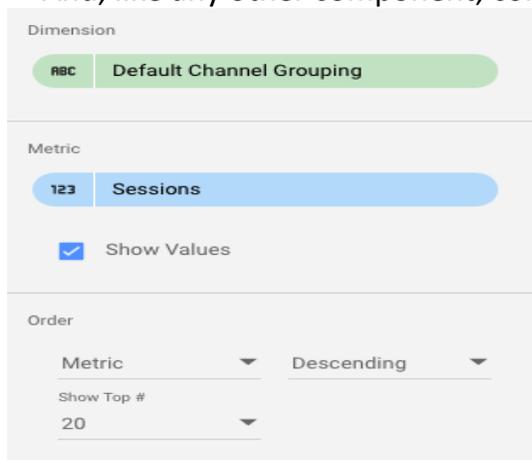
Which results in –



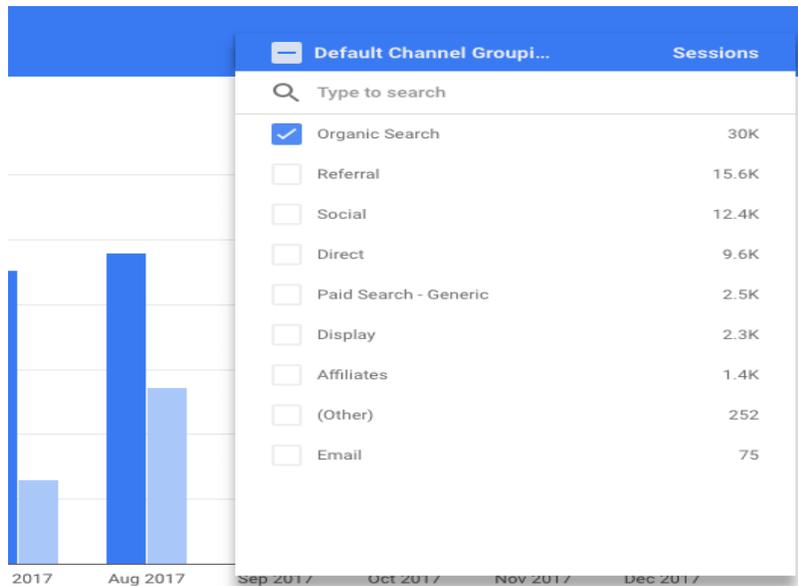
8. Click the filter control icon on the top right corner of the main toolbar.



And, like any other component, configure the dimensions and metrics of the filter.



9. Select 'View' icon above the toolbar to review the custom-made filter control



Each filter has an array of options to choose from. Also, each option or combination of options generates a real-time report. For example, the 'Organic Traffic' filter option will generate a report which is devoid of all traffics (social, direct, email etc.) except for organic traffic.

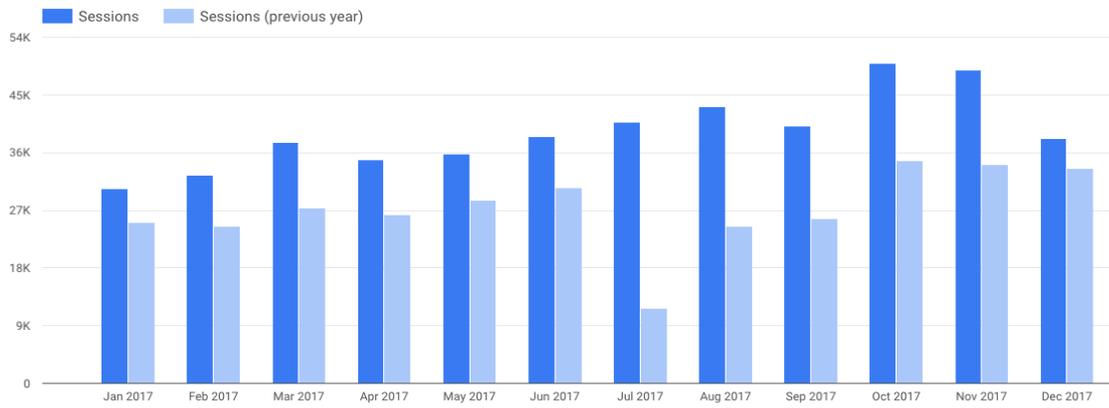
10. Apply the filter to only specific charts in a page by selecting the charts 'AND' the filter and grouping them together.

11. In order to replicate a filter control in a new data source, create a custom dimension and copy the filed ID from the previous/old data source.

12. The style menu is majorly used for formatting text, background, and borders, so feel free to explore.

Here's your coveted report-

Sessions by month Default Channel Grouping: Organic Search (1)



Easy to Read, Easy to Share!

Filter Control FAQs -

Filter Control Ambit: Is it Page or Report bound?

Filter controls are active only on the page on which they are placed, by default. To make a filter control appear on every page of a report, edit the report by selecting Arrange > Make Report-level in the menu.

Group Filter: Can Filter Scope be limited?

Filter control filters all the charts on the page that share the same data source. You can restrict a filter to a subset of charts by grouping the filter with those charts. To do this, multi-select the filter and one or more chart before selecting Arrange > Group in the menu.

Multi-dimension Filter Control: Is it Feasible?

Albeit configuring multiple dimensions is out of scope, here's your cheat sheet-

- Combine the attributes you want to filter by the underlying data.
- Create multiple filter controls.

Enough Talk! Build your stunning data stories today on Google Data Studio!