

Course : Looker Studio: transform your data into interactive dashboards

Create powerful reports to effectively communicate your results

Practical course - 2d - 14h00 - Ref. LST

Price : 1360 € E.T.

★★★★☆ 4,8 / 5

This training course will enable you to create interactive dashboards and powerful visual reports with Looker Studio. You'll learn how to connect different data sources, design clear and informative visualizations and automate report delivery to facilitate data-driven decision-making. You'll also focus on data storytelling techniques to effectively communicate insights.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Identify the different types of graphics and their uses in Looker Studio
- ✓ Use data connectors to import information from various sources
- ✓ Select a visualization type based on source data and communication objectives
- ✓ Design interactive dashboards and customized reports to meet specific needs

Intended audience

Marketing managers, traffic managers or anyone who needs to report on website traffic.

Prerequisites

Basic knowledge of the GA4 tool

Practical details

Hands-on work

Theoretical input, exchange of best practices and practical work

Course schedule

PARTICIPANTS

Marketing managers, traffic managers or anyone who needs to report on website traffic.

PREREQUISITES

Basic knowledge of the GA4 tool

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Create striking graphic representations

- The various connectors available in Looker (GA4, BigQuery, txt, Google Sheets...)
- Different visualizations to meet specific analytical needs
- Advanced settings for optimized graphics

Hands-on work

Manage data connection authorizations and security. Identify the types of visualizations available (curve graphs, bar graphs, line graphs, maps, scorecards, etc.) Add filters for targeted analysis

2 Integrate graphical representations into a report

- Build a customized template to ensure visual consistency of reports (colors, fonts, styles...)
- Control options to adapt reports to end-user preferences
- Report interactions for fluid, interactive navigation (drill-down, dynamic filters, etc.)
- Organization and administration of the various report elements

Hands-on work

Create a template page to standardize report structure and simplify the creation of new reports. Integrate logos and images to reinforce visual identity and meet customer or corporate requirements.

3 Transform source data to create new analyses

- Create new indicators and analysis dimensions using Looker's advanced functions
- Combine multiple databases for more comprehensive analyses
- Administration of all data source elements

Hands-on work

Use custom calculations (date, numeric, characters...) to create relevant metrics. Manage access authorizations to different data sources to guarantee security and confidentiality of information.

4 Go further with Looker's advanced features

- Integration of parameters in reports
- Community templates
- Map-based visualization (geolocation data)
- The benefits of Locker Studio Pro

Hands-on work

Add advanced parameters to manage complex scenarios. Create graphical representations from maps

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Dates and locations

REMOTE CLASS

2026 : 18 May, 22 Oct., 10 Dec.

PARIS LA DÉFENSE

2026 : 12 Mar., 28 May, 15 Oct., 17 Dec.