

**K. K. Wagh Education Society's
K .K. Wagh Institute of Engineering Education & Research
Hirabai Haridas Vidyanagari, Amrutdham, Panchvati, Nashik**

Department of MCA

23rd November 2022

Report of Workshop on “Google Data Studio”

A Workshop on “Google Data Studio” for the SYMCA students was conducted on 22nd November 2022 organized by the Department of MCA, K. K. Wagh Institute of Engineering and Education Research, Nashik .

Prof. Dr. Rupali D. Kulkarni , Associate Professor, Computer Engineering Department, K. K. Wagh Institute of Engineering and Education Research, Nashik was invited as Resource person.

The activity was coordinated by Prof. Mariyam Maniyar, MCA Department under the guidance of Head of Department Prof. Dr. Vandana Bagal.

Ms. Mariyam Maniyar
Workshop Coordinator

Preface:

Data visualization is an area carrying utmost importance in Business Intelligence. Data visualization techniques generate visual or graphical representation of information and data. Google Data Studio (GDS) is a great, free data visualization tool that builds interactive dashboards, and customized, beautiful reporting. A majority of Data Studio's features are easy to use, and it allows for easy sharing and scheduling of reports. You can use Data Studio to track key KPI's for clients, visualize trends and compare performance overtime.

Key features :

- Live data connection and access to over 220 connectors
- Full control over customization of reports and visuals, including adding as many pages or charts as needed
- Dynamic controls with report and page level filters
- Advanced formulas such as calculated metrics and calculated fields

Programmer can connect to multiple data sources within the same report, and visualize data across different datasets. Data Studio gives a license to add pages, charts and tables as needed, and customize to the heart's content. One can customize dashboards with their company colors, or even their clients. One of the reasons why clients love Data Studio is because of the dynamic control feature, that gives them significant ability to slice and dice their data without having to update the report setup itself. With Data Studio, one can:

- Insert dynamic controls so viewers can filter through the content with dimension and date range selectors.
- Include and exclude content from a filter if there's ever a situation where you don't want all the content on the page to change.

Google Data Studio goes from being a simple visualization tool to giving you the ability to transform your data as needed, and it allows you to paint a powerful picture with your data.

Topics Covered:

- Introduction to Google Data Studio
- Knowing your data, Google Data Studio Interface.
- Visuals Covered: Tables, Scorecards
- Visuals Covered: Pivot Table, Time Series Charts
- Visuals Covered: Bar, Pie and Donut Charts
- Visuals Covered: Map and Page Controls

