Google Data Studio:

An Introduction to One of Google's Hidden Tools

HELLO!

**We are Audrey Richardson and Emily Guhde from Georgetown University**

What is Google Data Studio?

"Google Data Studio turns your data into informative dashboards and reports that are easy to read, easy to share, and fully customizable. Dashboarding allows you to tell great data stories to support better business decisions.

" *Combines narrative and number to give a holistic view of the data collected to various audiences.*
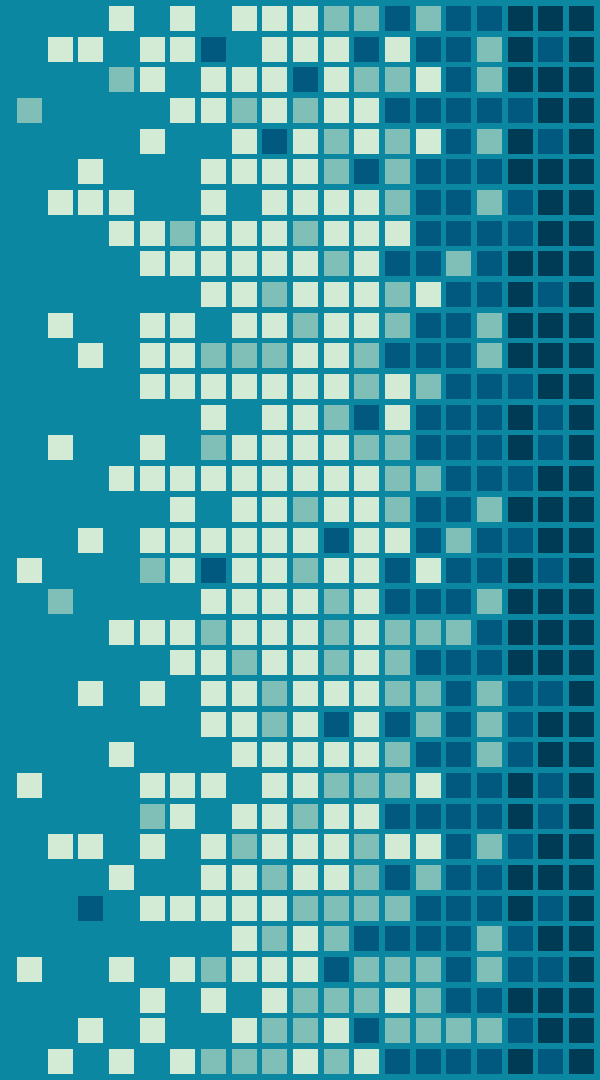
As A Data Visualization Tool

Combines elements of commonly used products

- Google
- Excel
- PowerPoint
- InDesign

Engage with Stakeholders

- Combines reports with descriptive stats
- Familiarity with Google

Dynamic

- Interactive for users
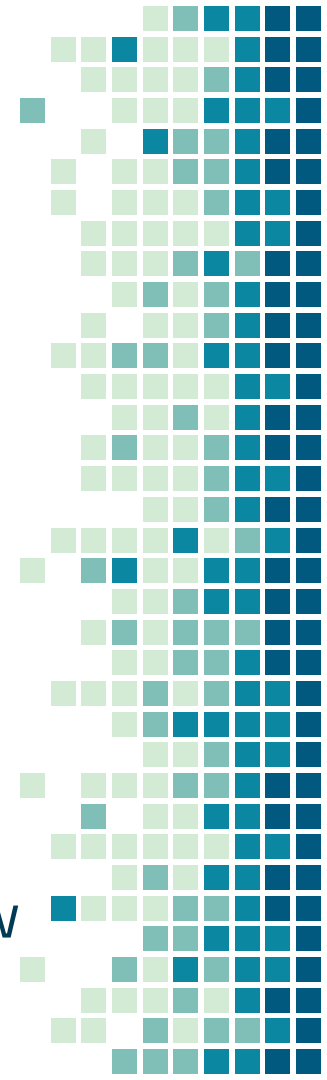- Avoid linear only view
- Collaborative between data reporters

...How Can It Work With Library Assessment?

Uniqueness

- Gives you a chance to highlight Data Visualization and Analysis
- Allows for creativity

Ease of Use

- Fast learning curve for audience
- Can quickly comprehend the information
- Easy to read and follow
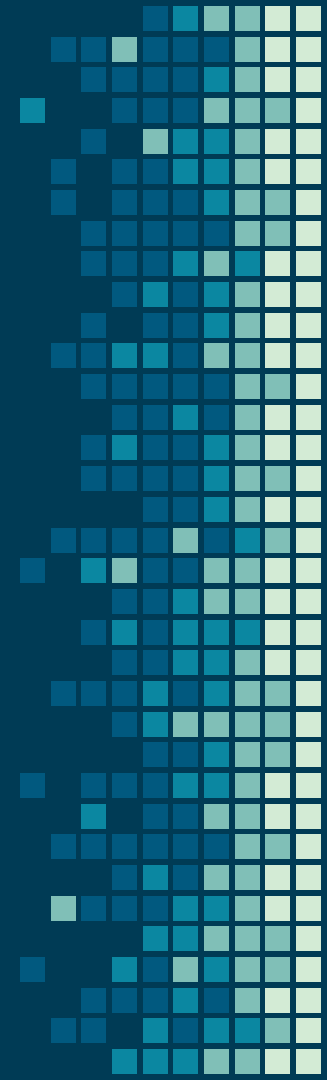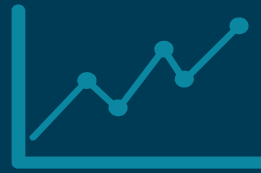
How does it work?

In its simplest form

Data
Set

Data
Connectors

Data
Visualization

Let's dive in!

Question Break

What are the Pros?

Assessment L♥ves a Positive

Google Product

Familiarity for you and your coworkers
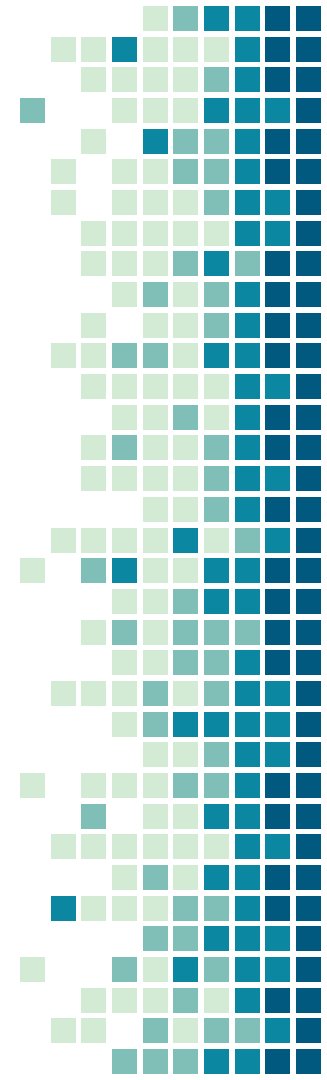
Ever Growing

Continuing to expand fonts, features, and types of graphs

Appendices

Provide meaningful data and add additional analysis

Assessment L♥ves a Positive

Secure Sharing

Levels of sharing from view to edit data connectors - you can decide!

Set and Forget

Data can flow directly into Google Data Studio and can update regularly

...It's Just Pretty

Looks like an interactive slide deck and acts like one too

How about the Cons? ⚠️
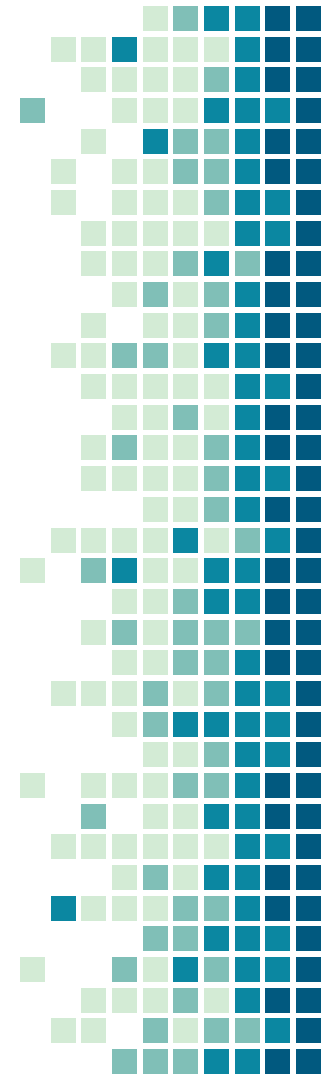
Not everything is sunshine

Breakage

One incorrect connection or data point can cause a graph to fail

Speed

The more robust your Google Data Studio is, the slower it can be

Drilling Down

Opening up to interpretation from your stakeholders

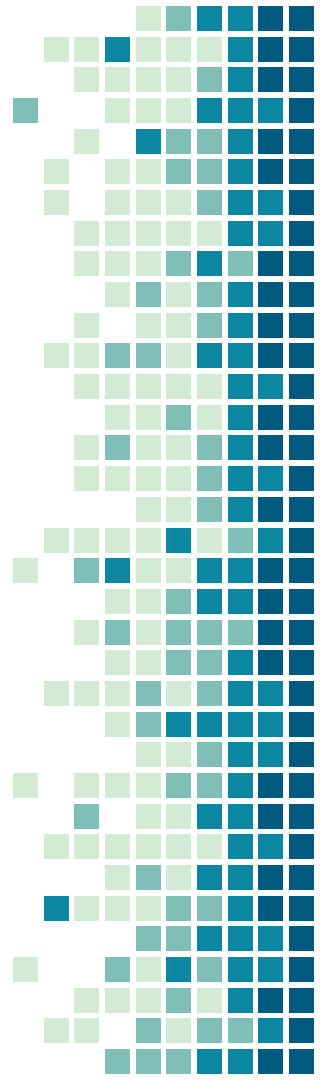# Not everything is sunshine

Sharing is Tricky

Adding collaborators to fully edit your report can happen, it just takes additional steps

Hidden Tool

Doesn't show up in your Google menu so you have to search for it

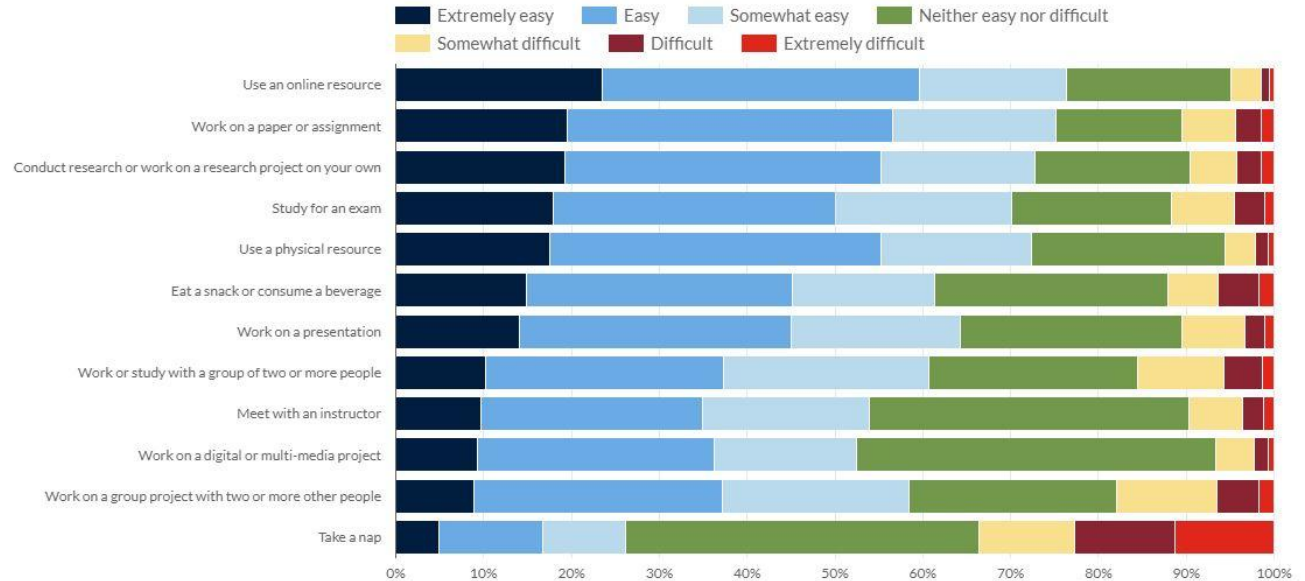How have we used Google Data Studio at Georgetown?

Ithaka S+R

Customer Satisfaction Survey
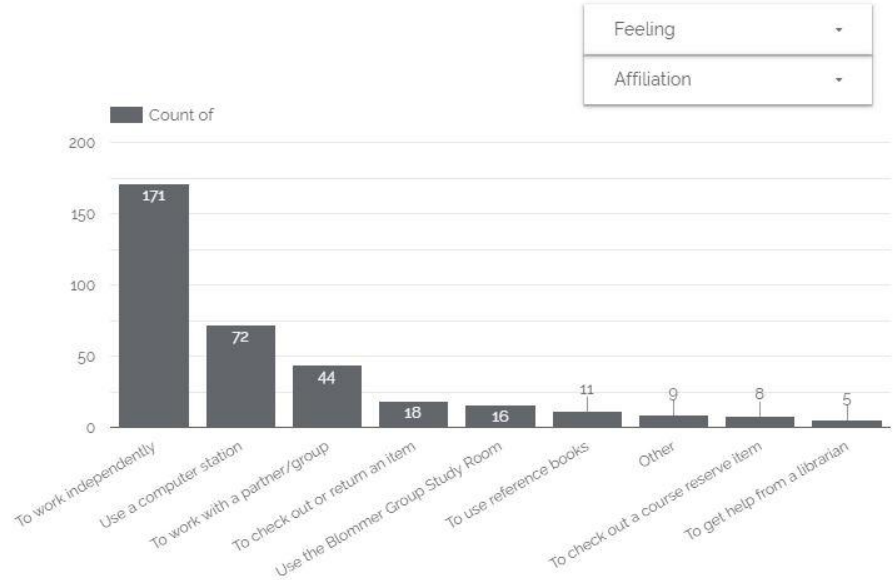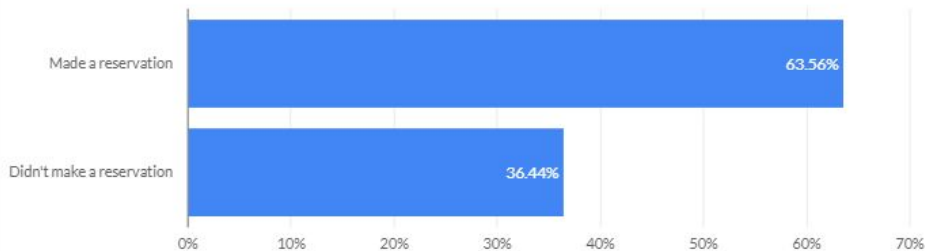
Equipment Reservation Study

How did you make a reservation for your equipment?

Over one-third of respondents said that they didn't make a reservation before showing up at Gelardin to pick up their equipment.

Made a reservation — 63.56%

Didn't make a reservation — 36.44%

Those who DID make a reservation

I did it myself online — 52%

I came to the Gelardin New Media Center desk and asked a staff member to make my reservation for a future date — 30.67%

I called the library or the Gelardin New Media Center — 13.33%

Other — 4%

Gelardin staff helped make about half of the reservations.

"Other" Comments

"e-mailed [staff member]"

"I did it online but when I came they told me I had rented a Nikon through the wrong center"

"I made the reservation online with CSE by mistake and was unable to change it. I emailed [staff member] and he fixed it"
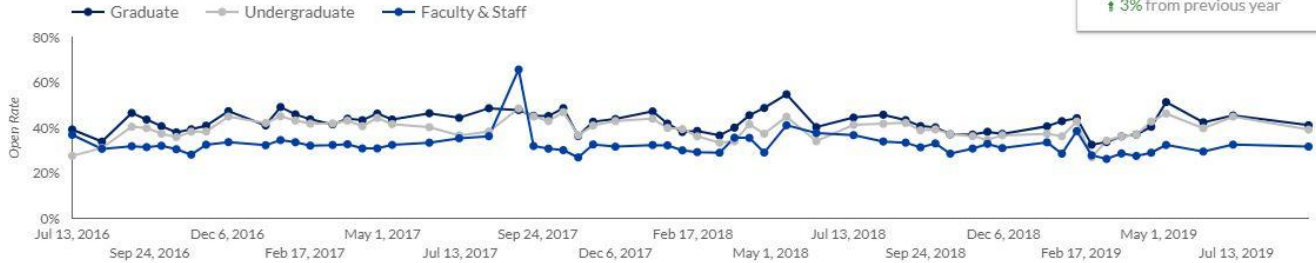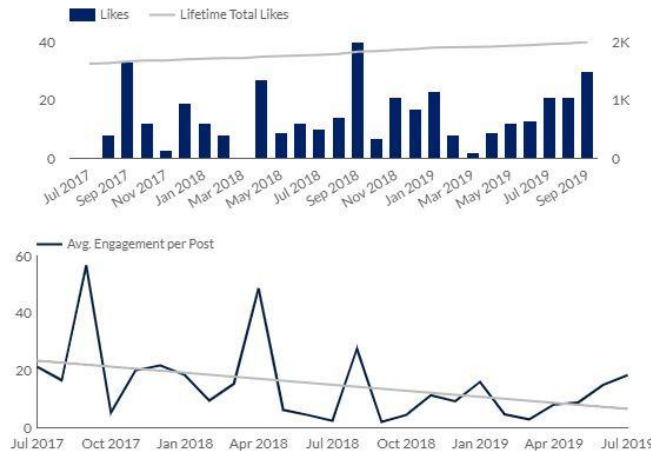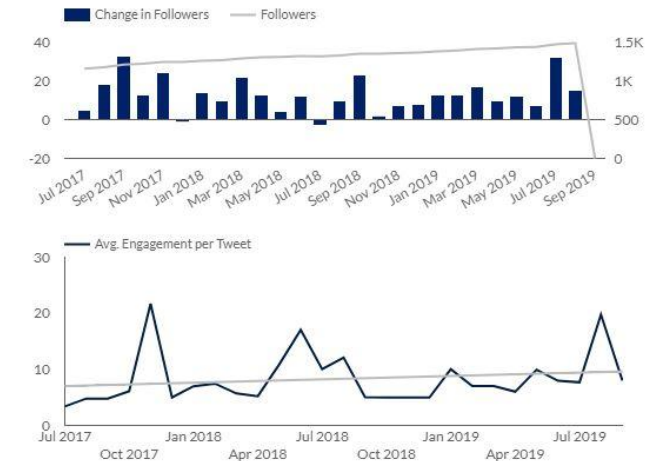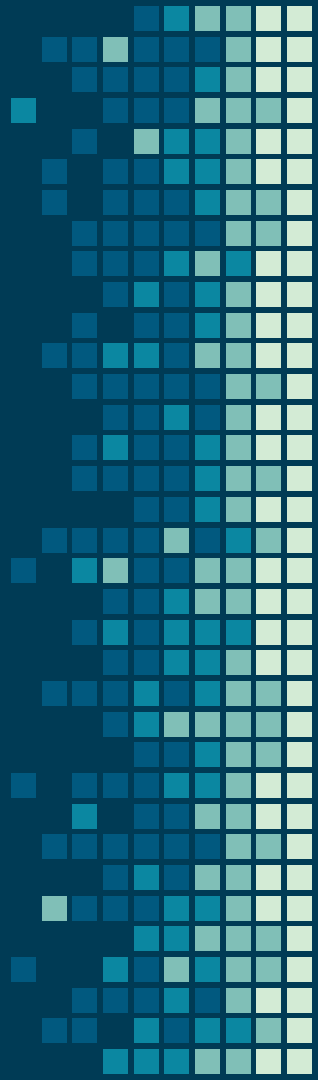
Coming soon ...Library Data Dashboard Refresh

THANKS!

Any questions?

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Get Ready for Part II: Google Data Studio

- Navigate to **https://datastudio.google.com/navigation/reporting** and log in with your Google account (work or personal).

- Navigate to **http://bit.ly/gds_report** to see our sample GDS report update in real time.

- Navigate to **http://bit.ly/slac2019gds** and save a copy of the SLAC GDS resources (slide deck, these instructions) for your future use.

- Open up your saved copy (from your Google Drive) of the SLAC GDS Google Sheet. Change the name of the file to include your first name or initials - helps with troubleshooting later in the

CREDITS

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by SlidesCarnival
- Photographs by Unsplash