

Google Data Studio:

An Introduction to One of Google's
Hidden Tools



HELLO!

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

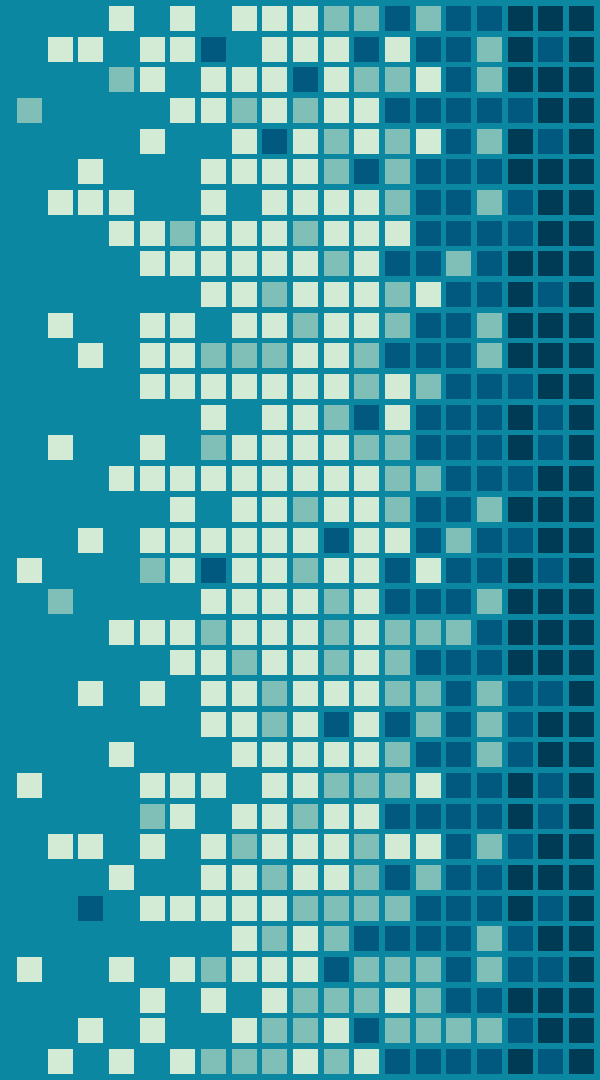


What is Google Data Studio?



“ *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



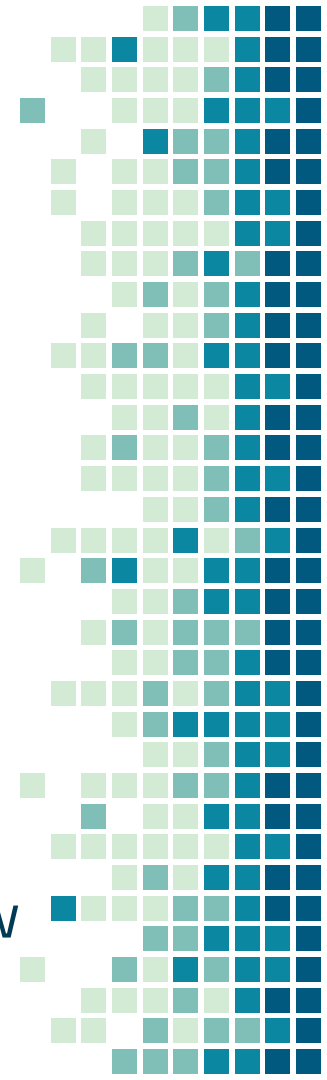
...How Can It Work With Library Assessment?

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

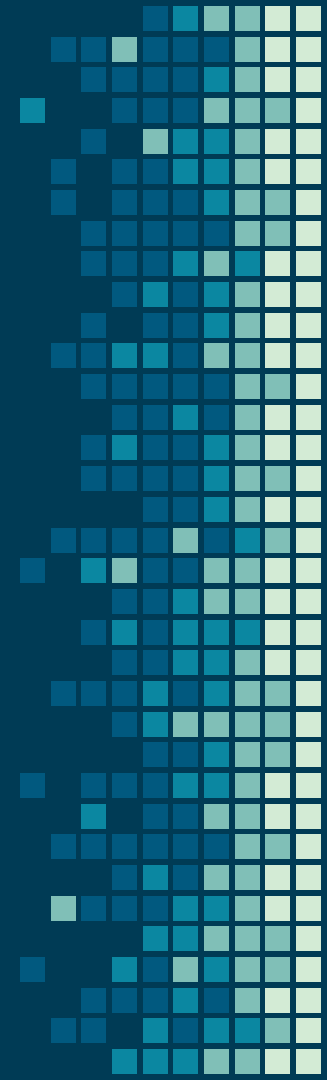
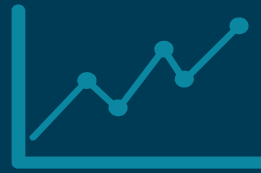


Let's dive in!





Question Break



A cluster of six blue stars of varying sizes is positioned in the upper left quadrant of the slide.

What are the
Pros?

A simple line graph icon with a blue line and five data points, showing an overall upward trend. The line starts at the bottom left, rises to a peak, dips slightly, rises again to a higher peak, dips, and then rises to its highest point.

Assessment Loves a Positive

Google Product



Familiarity for you
and your
coworkers

Ever Growing

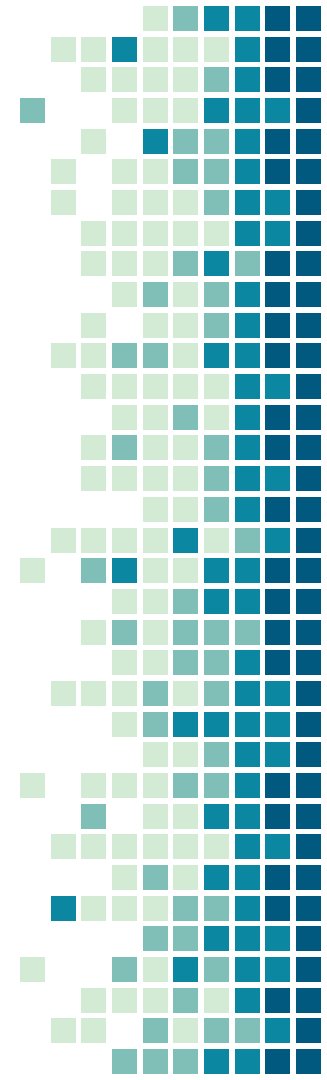


Continuing to
expand fonts,
features, and
types of graphs

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

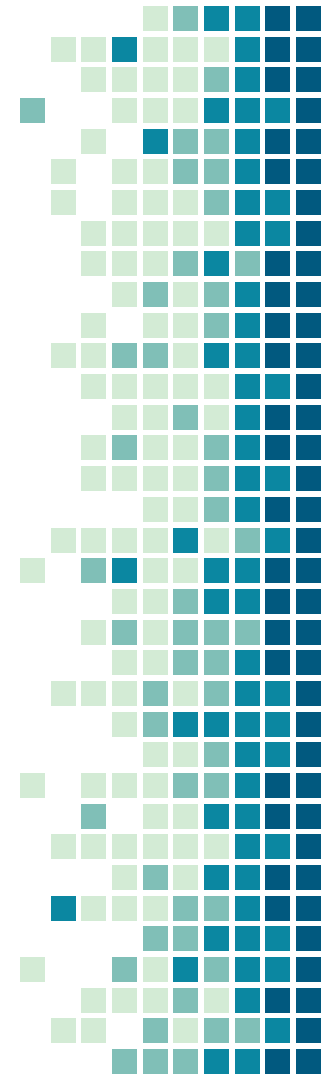
One incorrect connection or data point can cause a graph to fail

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

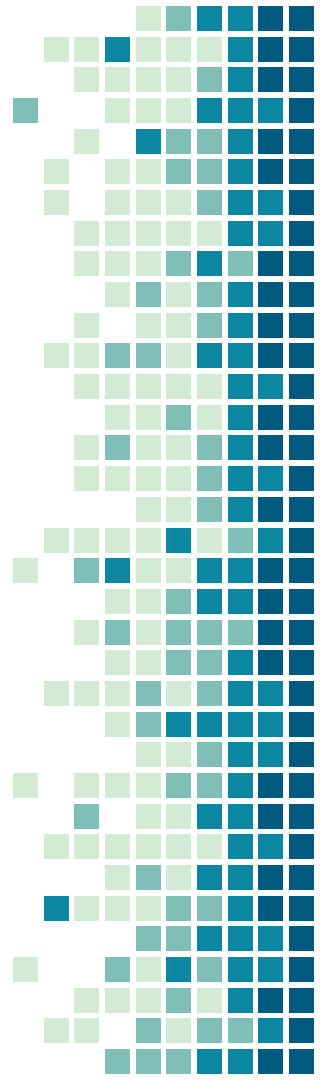
Adding collaborators to fully edit your report can happen, it just takes additional steps

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?

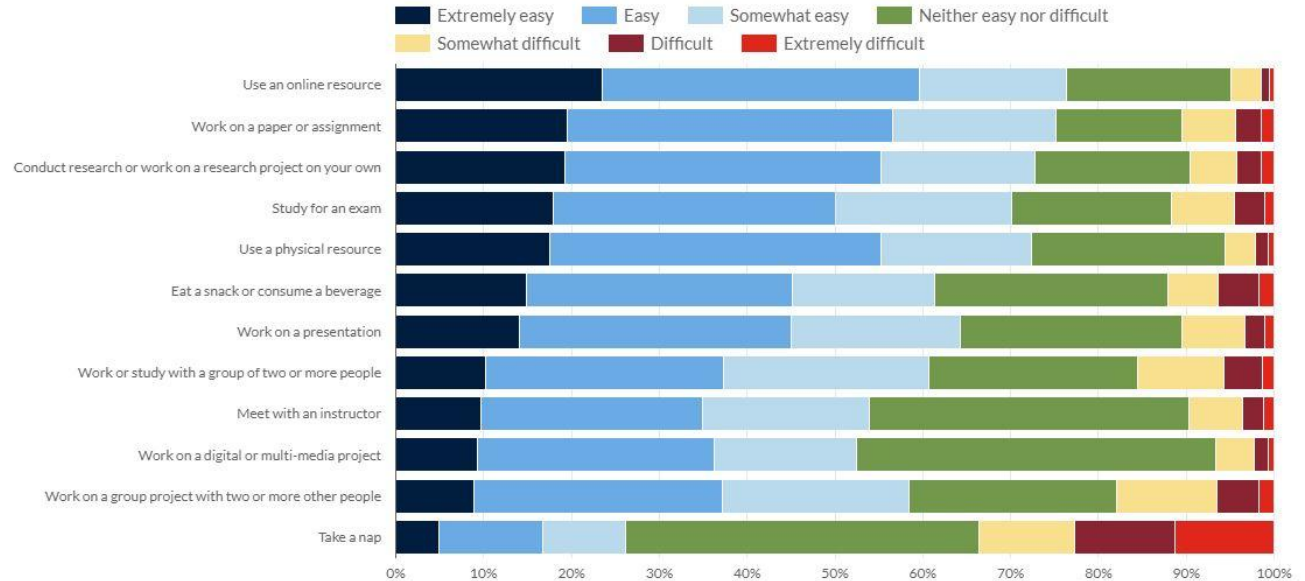


Ithaca S+R

Primary Library ▾
 School ▾
 Gender ▾

Ease of Finding Space for Activities in the Library

n = 904



Blommer Science Library Customer Satisfaction Survey Results

Customer Satisfaction Survey

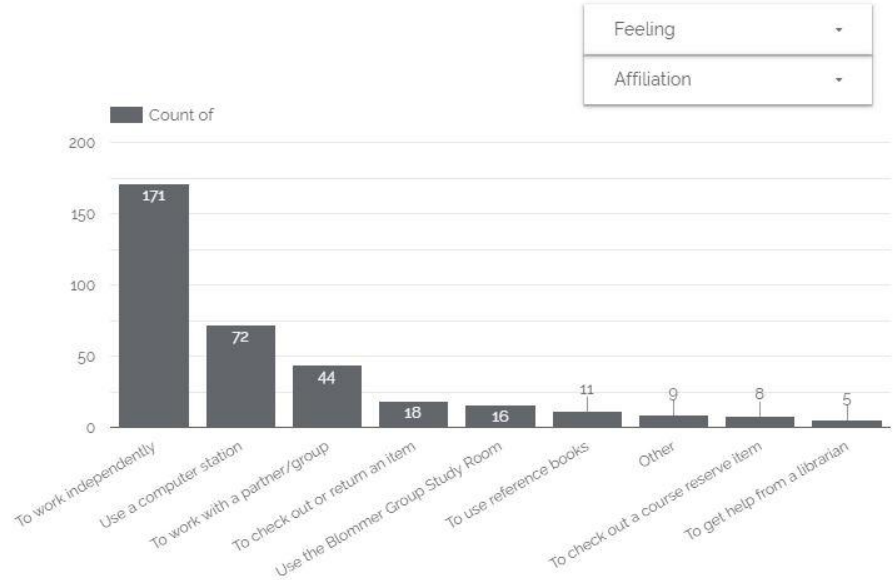
Purpose of visit

One of the first things we asked participants was why they were in the library that day. Participants were able to select all options that applied. This allowed for our participants to choose from a wide array (including "Other") and for us to ask further questions about those who used the Group Study Room, without everyone having to answer that question. In asking for all that applied, we were able to see the full spectrum of why someone visited the space, and not just what their main reason was for visiting. Some of the "Other" topics have been highlighted below.

office hours

To print

To see
the new
books



[<<Previous Page](#)

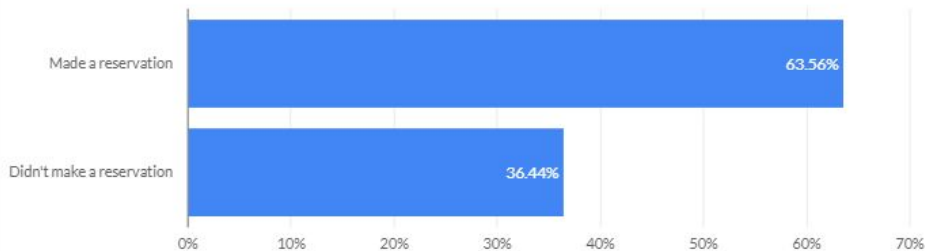
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Equipment Reservation Study

How did you make a reservation for your equipment?

n = 118

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



Those who DID make a reservation

n = 75



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"

Personnel & Finance

Events

BFCSC

Communications & Marketing

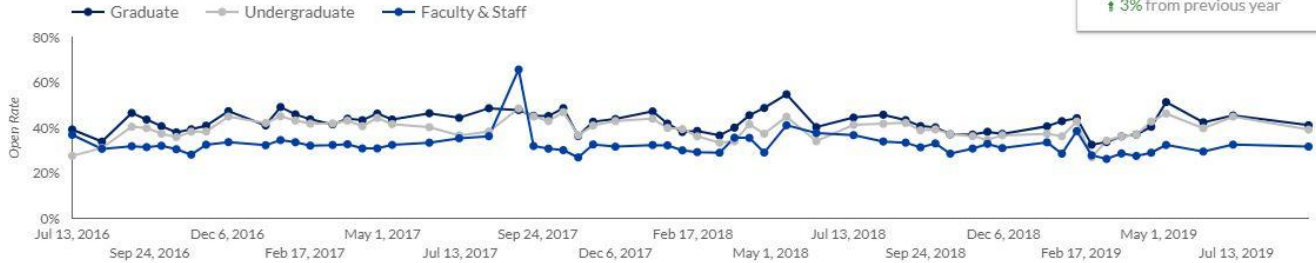
Select date range

Average Open Rate

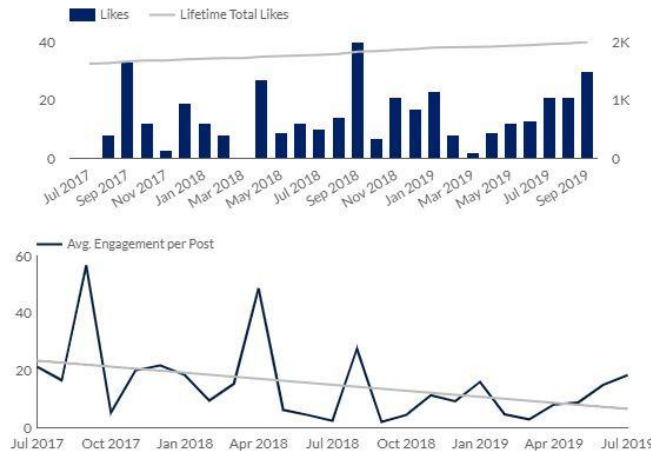
39%

↑ 3% from previous year

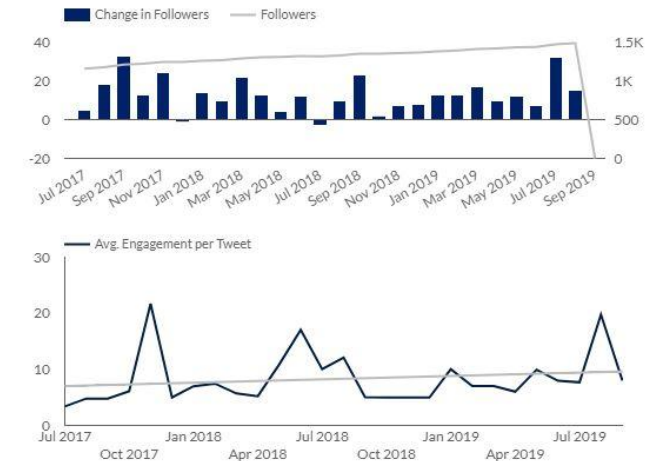
Newsletter Open Rate



Facebook



Twitter



Coming soon
...Library Data Dashboard Refresh

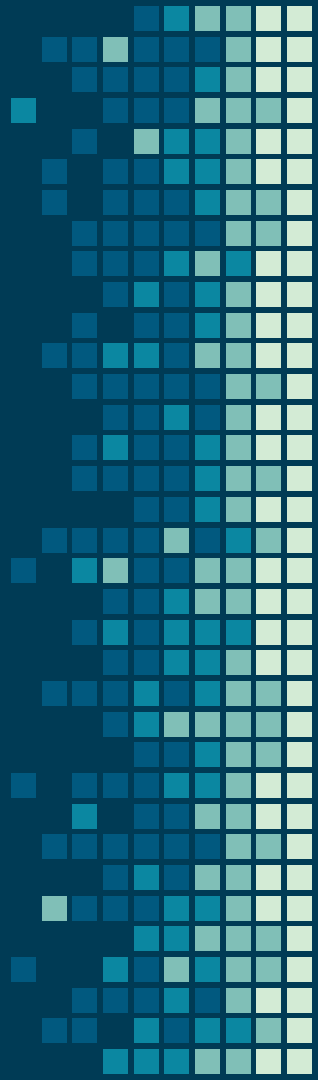
THANKS!

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](#)

