



Mahidol University
Faculty of Science

Stang Mongkolsuk Library
and Information Division



Stang Library Training
Information skills for you

The 5th

Data Visualization with Looker Studio

21 August 2024

Chalermpan Tatip

Research Information Resources



Looker Studio

(Formerly Google Data Studio)

What is Business Intelligence?



Looker Studio vs Power BI vs Tableau



Looker
Studio

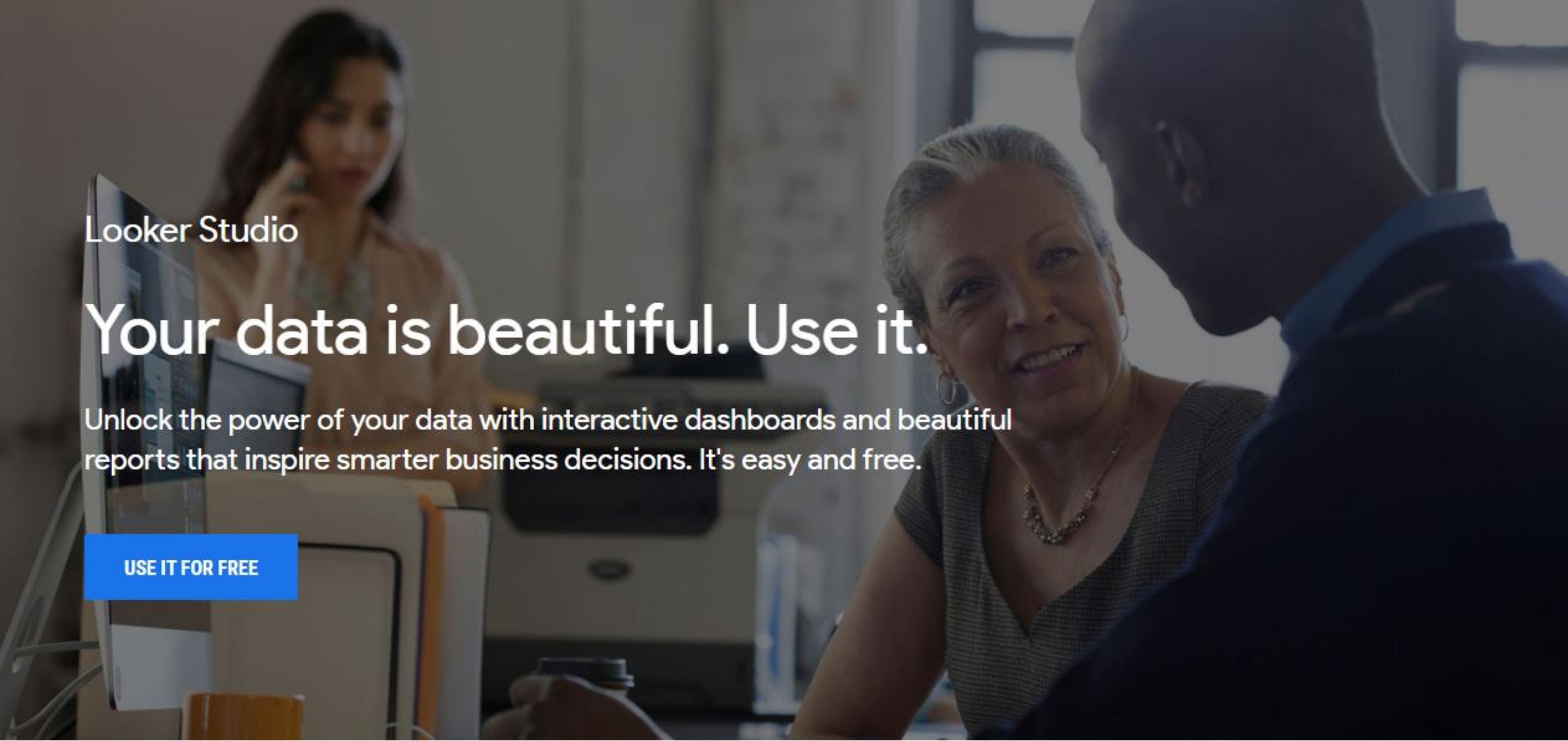
Free/Paid



Free/Paid



Free/Paid

A woman with short grey hair, wearing a grey top and a necklace, is smiling and looking towards a man in a blue suit who is partially visible on the right. In the background, another woman is talking on a phone. The scene is set in an office with computer monitors and a printer.

Looker Studio

Your data is beautiful. Use it.

Unlock the power of your data with interactive dashboards and beautiful reports that inspire smarter business decisions. It's easy and free.

USE IT FOR FREE

Website : <https://lookerstudio.google.com/>

From Google Data Studio to Looker Studio



Google
Data Studio



Looker
Studio

Website: <https://datastudio.google.com/>

Free

Website: <https://lookerstudio.google.com/>

Still Free

Looker Studio Free vs Looker Studio Pro



Looker
Studio

Website: <https://lookerstudio.google.com/>

Free



Looker
PART OF Google Cloud

Website: <https://www.looker.com/>

Paid

The Main Components of Looker Studio

[Sample] Population Sample Report

File Edit View Insert Page Arrange Resource Help

Reset Share

Add page Add data Add a chart Add a control Theme and layout

View ? [Grid Icon] [User Avatar]

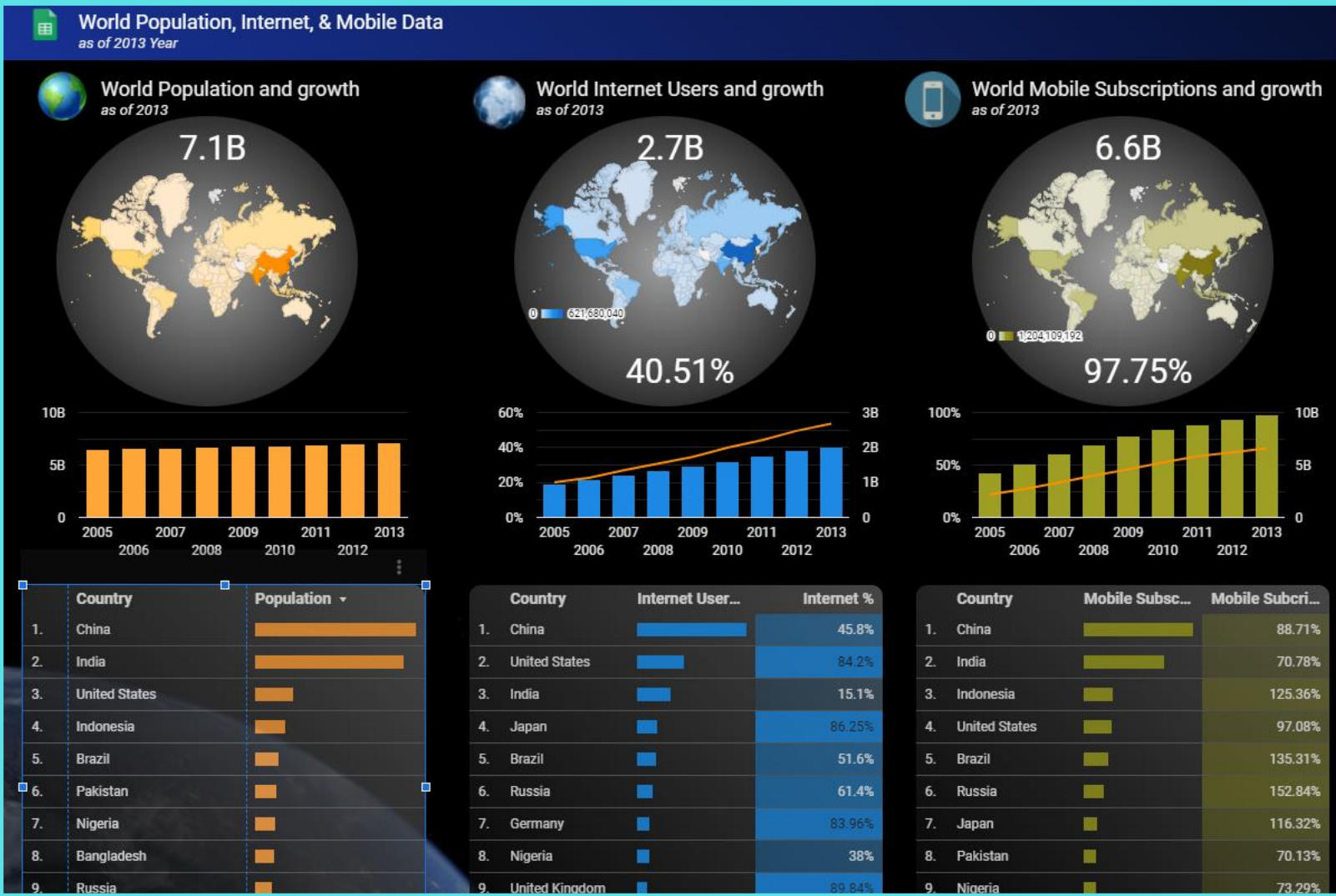


Chart > Table

DATA STYLE

Data source: Default ([Sample] World...)

BLEND DATA

Date Range Dimension: Add dimension

Dimension: Country

Drill down: [Toggle]

Metric: SUM Population

Optional metrics: [Toggle]

Metric sliders: [Toggle]

Rows per Page: 10

Summary row: Show summary row [Toggle]

Sort: SUM Population, Descending

Available Fields: Country, Country Code, Year, Year (YR), Female %, Internet %, Internet Users, Mobile Subscriptions, Mobile Subscriptions, Population

Looker Studio



● 1. Connect

○ 2. Transform

● 3. Visualize

○ 4. Manage

● 5. Share

1. Connect to your data

Connecting to your data involves the following components:

- Login your Google account
- Prepare your data
- Add data to a new report
- Select data source & data set



1. Connect to your data



Google Account

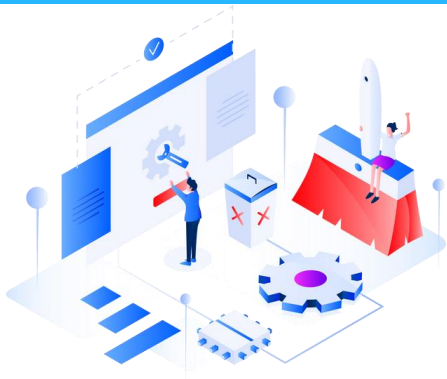
- @gmail.com
- @mahidol.edu
- @student.mahidol.edu



Google Sheets

- Go to Google Drive
<https://drive.google.com/>

1. Connect to your data



Data Cleansing คือ กระบวนการทำความสะอาดข้อมูล ตั้งแต่การแก้ไข ลบ และจัดรูปแบบข้อมูล ก่อนนำข้อมูลไปวิเคราะห์

ข้อควรระวัง

- ตรวจสอบความถูกต้องของรูปแบบภาษาและตัวสะกดให้ถูกต้อง
- ไม่ทำการ Merge หัวตาราง หรือ Cell ร่วมกัน
- เลือกรูปแบบข้อมูล (Format) ให้เหมาะสมกับข้อมูลแต่ละประเภท
- ไม่ใช้รูปแบบข้อมูลมากกว่า 1 รูปแบบ ในช่อง Cell เดียวกัน
- กรอกข้อมูลให้ครบถ้วน ไม่ปล่อยให้ช่อง Cell ว่าง

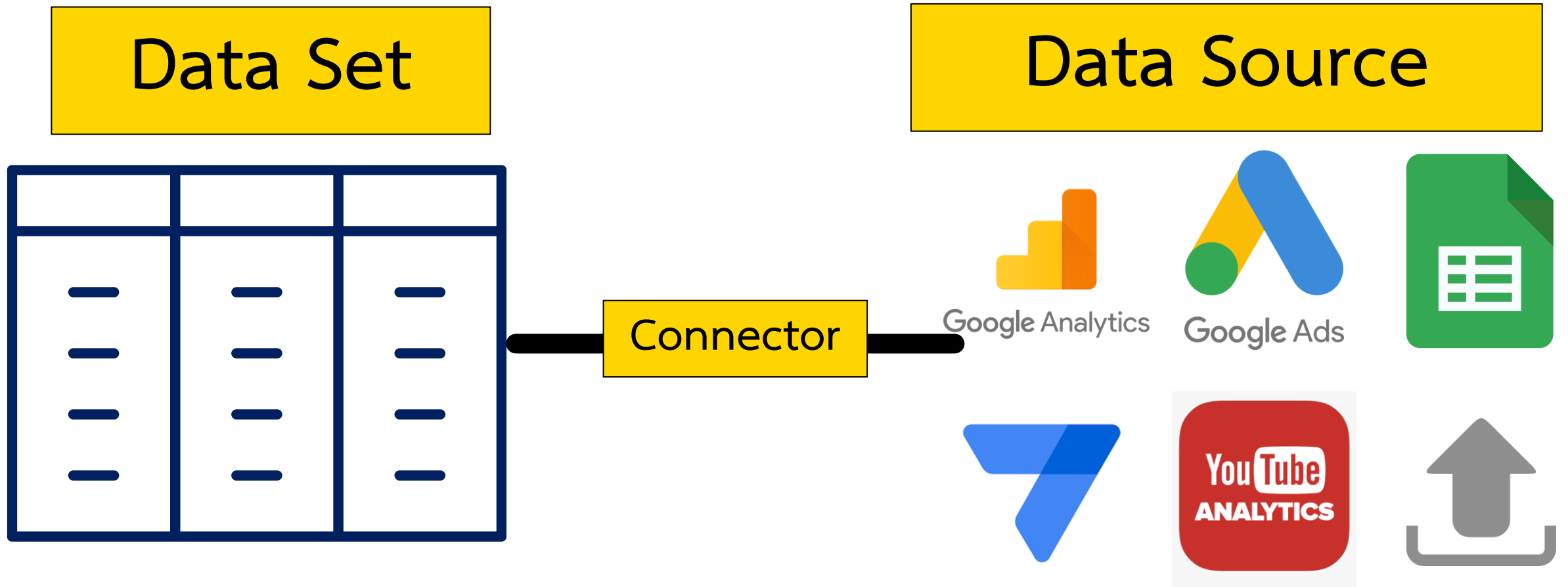
No	Product	Type	Price	Amount
1	Clock	Friend	99999	1
2	Phone	iPhone	23999	10
3	Fan	Hatari	899	20



No	Product	Price	Amount
1	Clock ยืมเพื่อนมา	99,999 บาท	1.00
2	Phone	23,999 บาท	10.00
3	Fan Hatori		20.00



1. Connect to your data



2. Transform your data

Enhance or modify your data, you can do so in several ways:

- **Aggregation** - The method used to summarize data. For example, sum, average, min, or max.
- **Blend** - Data derived by joining fields from different data sources, or multiple instances of the same data source.
- **Calculated field** - A field you create in a data source or a chart based on a formula you provide.



3. Visualize your data

Visual report editor to build your reports by adding components:

- **Charts, tables, maps, and graphs**
- **Controls are components** that can filter or refine the data in your charts and turn your reports into interactive experiences for your viewers.
- **Other types of components** let you add text annotations, shapes, images, and embedded content from other applications, such as web pages and video.



3. Visualize your data



Dimensions

A set of values by which you can group your data.

Dimensions are categories of information.

The values contained in those categories are typically names, descriptions or other characteristics of that data.



Metrics

A specific aggregation applied to a set of values.

Metrics are aggregations that come from the underlying data set, or that are the result of implicitly or explicitly applying an aggregation function, such as COUNT(), SUM(), or AVG().

3. Visualize your data

Sheet Name: My Inventory

Row (Horizontal)

Column (Vertical)

Dimensions

Metrics

No	Item Name	Color	Quantity
1	Hat	Black	10
2	Coat	Red	20
3	Coat	White	30

The diagram illustrates the structure of an inventory table. A horizontal dashed arrow labeled 'Row (Horizontal)' spans the width of the table. A vertical dashed arrow labeled 'Column (Vertical)' spans the height of the table. The table has four columns: 'No', 'Item Name', 'Color', and 'Quantity'. The 'Item Name' and 'Color' columns are highlighted with a yellow border and labeled 'Dimensions' with a blue arrow pointing up. The 'Quantity' column is highlighted with a red border and labeled 'Metrics' with a blue arrow pointing up.

4. Manage resource

Manage your Looker Studio assets:

- **Manage** added reports and data sources
- **Rename** reports, data sources, and blends
- **Copy** a report or a data source
- **Remove** a report or a data source



5. Share and Collaborate

Invite specific people or share more broadly by turning on link sharing, even if they don't have a Google account:

- Invite people
- Schedule email delivery
- Get report link
- Embed report
- Download as PDF

Permissions to the reports that you share:

- Can View
- Can Edit



Workshop



เปิดสถิติประชากรไทย ปี พ.ศ. 2566

จำนวนประชากรทั้งหมด
66,052,615

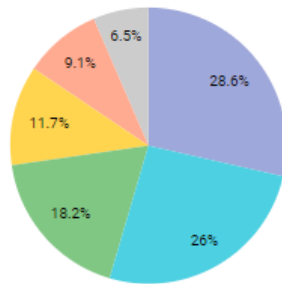
จำนวนประชากรชาย
32,224,008



จำนวนประชากรหญิง
33,828,607



จำนวนประชากรไทย จำแนกตามภูมิภาค



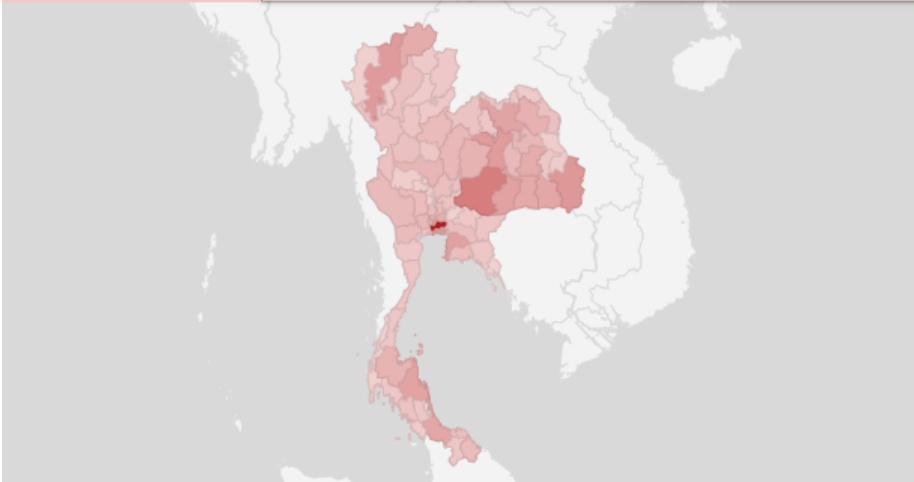
- ภาคกลาง
- ภาคตะวันออกเฉียงเหนือ
- ภาคใต้
- ภาคเหนือ
- ภาคตะวันออก
- ภาคตะวันตก

จำนวนบ้าน (หลังคาเรือน)
28,675,857



ค้นชื่อจังหวัด

Search



จำนวนประชากรไทย จำแนกตามจังหวัด

ชื่อจังหวัด	จำนวนประชากรทั้งหมด
1. กรุงเทพมหานคร	5,471,588
2. นครราชสีมา	2,625,794
3. อุบลราชธานี	1,869,608
4. เชียงใหม่	1,797,075
5. ขอนแก่น	1,779,373
6. ชลบุรี	1,618,066
7.บุรีรัมย์	1,573,230
8. อุดรธานี	1,558,528
9. นครศรีธรรมราช	1,540,953
10. ศรีสะเกษ	1,450,333

Let's get started

URL: <https://lookerstudio.google.com/>

