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 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 Loves 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?
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.
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

"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"
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/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 workshop.
CREDITS

Special thanks to all the people who made and released these awesome resources for free:
- Presentation template by SlidesCarnival
- Photographs by Unsplash