



crews

Where you belong

TRAINING

Google Data Studio

LEARNING OBJECTIVES

- Understand how Google Data Studio works and its business uses
- Learn to connect, structure and visualise data
- Design clear, interactive and performance-oriented dashboards
- Automate reporting and facilitate decision-making

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Marketing, communication and data professionals

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,620 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Introduction to Google Data Studio
 - Tool overview and business use cases
 - Connecting with Google Sheets, Google Analytics, Google Ads, BigQuery
 - Permissions management and secure report sharing
- Structuring the data
 - Data sources and datasets
 - Fields, dimensions and metrics: best practices
 - Creating calculated fields and custom filters
- Building a dashboard from A to Z
 - Report structure and information hierarchy
 - Adding dynamic charts: time series, tables, maps
 - Interactive filters, date controls, dropdown menus
- Data visualisation and storytelling
 - UX/UI best practices for clarity
 - Choosing relevant KPIs based on objectives
 - Conditional formatting and annotations
- Practical workshop
 - Creating a complete marketing or e-commerce dashboard
 - Customising colours, fonts, logos
 - Deliverable ready to present in a team meeting

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to independently design professional dashboards with Google Data Studio, automate their reporting and analyse the performance of their marketing or commercial actions.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

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