

TRAINING

Looker Studio

LEARNING OBJECTIVES

- Take control of the Looker Studio interface and its key features
- Create visual and interactive dashboards
- Connect, organise and filter data from different sources
- Automate reporting and facilitate decision-making analysis

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Marketing, data and communication 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
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DETAILED PROGRAM

- Introduction to Looker Studio
 - Tool presentation and business use cases
 - Understanding connectors and data source logic
 - Creating a first simple report
- Connecting data sources
 - Connecting to Google Sheets, Analytics, Ads, BigQuery, Meta...
 - Managing permissions and quotas
 - Setting up data refresh and dynamic data
- Report creation
 - Adding charts, maps, tables and metrics
 - Custom layout and report navigation
 - Managing date ranges, filters and segments
- Data manipulation
 - Creating calculated fields and custom metrics
 - Using formulas to transform data
 - Optimising KPI readability and clarity
- Collaboration and sharing
 - Sharing modes: view, edit, embed
 - Automatic updates and access management
 - Practical cases of automated report sending
- Best practices and real cases
 - Choosing the right indicators according to objectives
 - Using templates for SEO, Ads and sales performance
 - Reviewing sector-specific reports and optimising data storytelling
- Practical workshop
 - Creating a complete dashboard based on real data
 - Structuring a report for a client or manager
 - Project presentations and personalised feedback

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to create automated, dynamic and visually appealing dashboards to monitor key indicators, facilitate decision-making and strengthen their data-driven strategy.

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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