

# A BEGINNER'S GUIDE TO DATA STUDIO



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#### INTRODUCTION

Whether you are working at an agency or on the client side, in all likelihood, you are spending at least one day a month poring over your Google Analytics (GA) account to pull together reports for various parts of your site. Even people who know there is a better way will often postpone report automation over and over again because of the initial investment of hours needed to set things up.

Most of the time we will excuse the work to ourselves and others by pointing out that the monthly report is pulled together much quicker these days as we have been doing it for so long and we are used to the process. Other times, we will point out that spending the time automating reporting will set us back in other tasks. For others, there is the issue of not knowing where to start or fearing possible costs (sometimes even the worry that it may not work).

One of the best things about Data Studio is that, with effort and patience, anyone with a good knowledge of Google Analytics can (and arguably should) automate their monthly reporting – and Google are adding more functionality all the time.

#### WHAT IS DATA STUDIO?

Part of the "Google Analytics 360" package released in March of 2016, Data Studio is a data visualisation tool that allows you to create and maintain a host of report types in more easy to comprehend visual formats which can be shared via a link or downloaded as a PDF.



### SETTING UP A BASIC DATA STUDIO REPORT

First things first, you'll need to ensure you have your access to Google Ads and Google Analytics, but assuming you have these set up and linked to the account you will be using for Data Studio, the next step is to sign in to Data Studio. Once there, you'll have the option to create a new report – which you can select:



### TITLING YOUR REPORT

You'll then be taken to an ominously blank page – name it and make it your own. Bear in mind the audience for your report and what you intend it to contain. While you can rename your title, it's important to make sure it is clearly named – not only for ease of rediscovery, but for ease of comprehension.

## **CONNECTING TO ANALYTICS**

Once this is done, you can connect your Analytics and Google Ads accounts by creating a new data source using the menu bar that should be to the right of your blank page.

Add a data source
A data source provides data for charts. Select an existing data source or click CREATE NEW DATA SOURCE.
ОК, GOT IT
Select Data Source Q
[Sample] World Population Data 2
[Sample] Google Analytics Data
[Sample] AdWords Data
[Sample] YouTube Data
[Sample] Rio Olympics Data
Sample] Search Console Data (Sit
Sample] Search Console Data (UR
(Sample) Google Analytics Events
CREATE NEW DATA SOURCE

This will then bring a list of the currently available (built by Google) data sources – you can then select Ads or Analytics. These data sources can also be augmented by third party tools – like Supermetrics – if you want to add in things like social media followers without taking the long road.

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Boogle connectors (18) Connectors built and supported by Data Studio. Learn more							
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Council State, for MySQL []     Council and State for MySQL []     Council for Annual State for MySQL containerers     Council for MySQL containerers     Council form	Ekgling & Video 368 g Rectingée Connext to Deging & Video 366 report tiete	Convent for Extrance Datas Linear Interest Convent for Extrance Datas Linear Interes	1	Google Ad Manager By Enryle Connect the Brooger Air Manager Units	1	Societ Ads An Encycle Connect in Design Ads performance-report (data Connect in Design Ads performance-report (data	1
Songle Analytics Transpo Comment for longing despites separating dawn Letter Percent	Seegle Chard Strange Training See your Fairs in Koogle Chard Strange Learn more	Congle Share's the samp Convert the Songle Share's Laser mans	ŧ	Sector Sector Consurtine SU(2): Advances: Cases mass	ł	PatipaGX. In Intel® Convertio-ThodyaCD, Additional Laws Inves	l.

You will then need to authorise the connection, then select the account, property and view.

Google Analytics By Google			
Google Analytics gives you insights im Studio Google Analytics connector let: This data source gives you access to t	to how visitors find and use your website, by you create a data source that connects to the same data that's available in custom re- sence	app or Inte o a single ( sports for t	met-connected device. The Dat Google Analytics reporting view hat view.
Account Q	Property	Q	View
Click.co.uk (current)	Click.co.uk		Additional Goals
Demo Account	Click.co.uk (Classic Analytics)		Additional Goals 2
and the second sec			Additional Goals 3
			Additional Goals 4
			Additional Goals 5
			Additional Goals 6
			Additional Goals 6 Additional Goals 7
			Additional Goals 6 Additional Goals 7 Additional Goals 8
			Additional Goals 6 Additional Goals 7 Additional Goals 8 Additional Goals 9
			Additional Goals 6 Additional Goals 7 Additional Goals 8 Additional Goals 9 All Web Site Data
			Additional Goals 6 Additional Goals 7 Additional Goals 8 Additional Goals 9 All Web Site Data Main (Not Provided Filter)

This will auto load the dimensions/metrics etc that are currently part of that view in analytics or Google Ads. Select 'Add to report' to make these available to you when setting up the report.



Once you have allowed Data Studio access, it will return you to your blank report – this will now at least have some gridlines to ease your mind, it will also have a new menu bar on the right with 'layout' and 'theme' as tabs.

Using these two tabs, you can choose the colour palettes and other various presentation attributes – useful if you're looking to use brand colours or, unlike me, have any kind of design aptitude.

Once you've set your theme and layout, you can then begin creating your report using the various chart types in the top toolbar.

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You begin by selecting your chart of choice then drawing the area it will occupy – the chart types (from left to right) are:

#### **TYPES OF CHART**

- Time series a line chart plotting a metric over time.
- Bar chart showing comparisons of a metric vs. a stated dimension.
- Combo chart literally a combination of the previous two types.
- Pie chart showing the share of a metric apportioned to a chosen dimension.
- Table a versatile format allowing multiple metrics to be shown according to their relationship with a dimension.
- Geo map allowing you to display the spread of a metric across a map (you can refine the level from global down to various subcontinental areas).
- Scorecard a simple return of a count or total for a metric.
- Scatter chart allows you to plot a source on a chart with an x and y axis that are both metrics.
- Bullet chart used for showing progress toward a target (goal completions for example).
- Pivot table allows you to show a metric distributed between two or more dimensions (with a minimum of one per column and row).



## **POPULATING YOUR CHART**

To begin with, I'm going to set up a table – with a view to then refining this in the next two sections using either a segment or a filter.

Whenever I draw a table (this may not be standard, but always happens for me), it auto-populates with the Data Source I nominated initially (the view), the dimension 'Source' and the metric 'Sessions' and looks like this:

	Source	Sessions *
1.	google	33,254
2.	(direct)	5,960
3	Act-On Software	1,536
4.	digitalagencynetwork.com	168
5.	bing	102
6.	LinkedIn	96
7.	Facebook	48
8.	(not set)	42
9.	Twitter	34
10	eBook	31
11.	m.facebook.com	22
		1-100/112 < >

For a top level report table, however, using the menu on the left, I'm going to select some of the most important metrics and use the dimension 'month of the year' to create a month by month breakdown which will be sorted using the dimension in descending order to place the current month top of the list.

	Month of the year +	Sections	Unique Page Vices	N. New Dessions	Goal Completions	Uturs	New Users	Avg. Page Load Time (ses)	Arg. Excelon Deration	Bounce Rate	Arg. Time on Fage	Outs Bourse
٩.	Nevember	6,517	6,791	62.56%	41	8,217	4321	19.29	00-00-57	77.38%	00.02.20	/ Marchot Provoe.
1	October	52,519	\$1,290	65.92%	276	08,349	94,529	15.04	00.00.40	01.50%	00.02.27	O DEDU DATA
2.	September	64,814	71,987	72.01%	105	-48,912	46,671	18.22	00:00:38	85.54%	00.02.52	Otressie
٤.	August	90,300	38,301	70.444	246	23,222	21,279	14.06	00:00:59	73.71%	00.02.13	Month of the sear
٤.	July	28,460	34,367	65.72%	195	23,949	18,705	11.18	00.00.57	77.28%	00.02.32	Add cimemoon
٤.	June	40,606	47,599	66.7%	122	21,598	26,979	12.00	00.00.49	79.43%	00.02.35	
	May	40,570	48,579	59.68%	108	27,800	24,312	11.86	00:00:50	76.405	00.02.07	Metric .
	April	46,780	\$1,638	\$7.69k	105	90,990	26,071	11.52	00:00:45	82.9%	60.02.38	at Desition
	March	49,316	56,118	66.77%	198	38,534	12,979	15.5	00:00:43	85.05%	00/02/49	aut Unique Page Verve
10.	February	53,749	80,711	61.595	198	38,034	34,180	17.52	00:00.45	85.61%	00.02.58	ALC NEW DESIGNE
11	January	80,747	62,635	10.095	141	41,510	#1,954	15.29	00100141	87.195	00102734	air Goal Completions
												air Uses
											11.211 ( )	Ar Nevuses
+												AR HUS Page Loso IL.
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												all Aug Time on Dage
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## **USING FILTERS**

With this table giving us a starting platform, we can then look to narrow our focus and initially we'll do this using a filter – which you can do by selecting 'add a filter' in the right hand menu (under the 'data' tab). So, having copied the table and pasted it in to a new report page, you can select the 'add a filter' option. This will bring up the filter creation menu:

Create Filter					×	1058
Nama		Deepensers Main (Batt Pressilad Fillar)				
instade	* failert a faild					
AND						
This filter has 1 clause					202	

You can use the basic include/exclude options with any metric or dimension, refining it with 'contains', 'equal to', 'starts with' and other options. The full row is referred to as a 'clause' – which can be augmented with additional clauses to refine the filter further.

If, for example, you wanted to look at a specific subfolder on your site, you would use the following options (where '/blog/' is equal to the specific name of the subfolder you want to look at):

Create Filter			X CLOSE
turn Johns blog Traffic Grily Hitar	Determine Main (Not Provided 3 they		
indule - m Pay	e path/and 1 + Curtains	+ /stey/	
AND			
This filter bas 1 clause			SANT

This gives us the same report as previous, only this time it will only include sessions that include a visit to that particular subfolder:

															1.1	lan 2018	- 31 Dec 2	018		•
Month of the year	Sessions	٩Δ	Unique Page Views	54	% New Sessions	٩۵.	Goal Completions	**	Users	84	New Users	84	Avg. Page Load Time (sec)	84	Arg. Session Duration	84	Bounce Rate	84	Arg. Time on Page	- 54
November	640	-66.5%	762	-65.6%	82.29%	-0.45.1	0	-	627	-66.9_	533	-66.7_ 1	4.96	-69.2% #	00:00:39	-27.7 •	87.24%	-1.45 +	00:02:34	-12
October	2,712	33.8% #	3,292	38.0% +	85.77%	3.5% #	0		2,768	41.45.1	2,326	38.5% #	29.63	27.7% 1	00.00.44	-17.1	85.69%	-0.7%	00.02.54	-14
September	1,925	21.4% #	2,437	31.0% +	83.64%	-1.7%	0	-	1,931	21.1% #	1,610	19.3% #	10.21	-18.25 4	00:01:07	21.7% (	83.43%	4.2% #	00:03:23	-11_
August	2,133	10.7% #	2,589	14.2% #	81.01%	-7.7%	0	-	2,023	4.3% #	1,728	2.1% #	8.31	-11.8%	00:01:08	44.7% #	83.87%	-5.0% #	00:03:50	14.9%
July	2,281	-1.9%	2,679	-1.25.1	83.6%	3.45.1			2,191	-2.4%.1	1,907	-5.25.1	12.68	10.4% #	00:01:01	7.25.1	84.77%	-2.0%	00:04:04	11.7%
June	2,162	30.1% #	2,469	35.0% #	84.51%	-1.5% +	0		2,111	33.6% #	1,827	20.15 #	16.40	10.0% #	00:00:53	-1.25 +	05.00%	-1.15 +	00:04:20	-7.4%
May	2,659	49.55.4	2,985	49.45.1	78.26%	-10.15	0		2,468	42.35.1	2,081	34.45.4	13.16	44.85.4	00100.55	20.0% #	79.585	-10	00103109	-13
April	3,040	100.7% #	3,494	102.3%	71.58%	15.0%	0		2,678	87.9% #	2,176	70.5% #	12.17	9.2% #	00:00:50	12.5 •	87.63%	1.6% #	00:03:26	9.1%
March	27,244	1,479	27,669	1,350	59.98%	-30.0%	0		19,441	1.08_	16,340	1,00_	19.74	33.8% 1	00:00:32	-32.8 1	93.28%	7.6% #	00:05:28	36.8%
February	42,087	3,115_	42,500	2,749_	61.94%	-27.2%	0		29,120	2,18_	26,068	2,24_	20	75.9% #	00:00:30	-39.7	93.07%	8.6% #	00:05:23	69.4%
January	2,245	12.0% #	2,626	14.4% 1	78.84%	-4.0% #	0	-	2,208	10.1% #	1,770	7.2% #	19.43	56.2% (	00:00:45	-20.9 •	85.7%	1.951	00:02:59	-21
																		1-1	1711 c	



### **USING SEGMENTS**

We can then refine this report further using 'segments', so if we copy the table across to a third page, then select 'add segment', we'll be presented with two options in a 'segment picker': 'System segments' and 'Custom segments'. We'll be using the former here – the latter is defined in Analytics, so you will be aware already if you have any and what purpose they could be used for.

4	Segment Picker	Q	This list is fairly self-e spent any time in Go you to restrict the da
Sys	stem segments	^	of a number of factor specific, like 'New Us
	All Users		User', to general sour and 'Paid Traffic'.
	New Users		By using the 'Organic
	Returning Users		now have a table wh
	Paid Traffic		overall site – giving u
	Organic Traffic		to a fairty basic chart
	Search Traffic		
	Direct Traffic		
	Referral Traffic		
	Sessions with Conversions		
	Sessions with Transactions		
	Mobile Traffic		
	Tablet Traffic		
	Mobile and Tablet Traffic		
	Tablet and Desktop Traffic		3
	Non-bounce Sessions		
	Bounced Sessions		
	Single Session Users		
	Multi-session Users		

This list is fairly self-explanatory if you've spent any time in Google Analytics – allowing you to restrict the data in your table by one of a number of factors – ranging from user specific, like 'New User' and 'Multi-session User', to general source, like 'Organic Traffic' and 'Paid Traffic'.

By using the 'Organic Traffic' segment, we now have a table which shows the organic traffic, to the specific subfolder, as part of the overall site – giving us different levels of depth to a fairly basic chart type.



ssions	**	Unique									New sa	Avg. Page Load Time (sec.)	**		1 Jan 2018 - 31 Dec 2018				
338		Unique Page Viens	**	% New Sessions	**	Goal Completions	**	Users	**	New Users				Avg. Session Duration	**	Bounce Rate	**	Avg. Time on Page	~
	-75.351	349	-75.851	92.31%	2.25.1	0		321	-75.3.	312	-74.7.	4.95	-70.8% 1	00:00:37	-125. 4	89.355	41.9%	00:0547	13.25
1,919	36.5% #	2,073	34.3% #	90.67%	1.8% #	0		1,849	37.5% #	1,740	39.0% *	33.74	206.7% #	00.00.43	-17.4	87.39%	-0.5% +	02.05.13	22.95
1,338	25.5% +	1,500	31.0% +	91.03%	1.15.4	0		1,318	25.4% +	1,218	24.2% +	10.59	24.8%	00.00.49	-19.0_ +	86.1%	2.5%	02:04:17	26
1.529	12.0% #	1,091	16.2% #	90.12%	-2.9%	0		1,458	10.3% 1	1,378	1.65.8	7.79	43.75 1	00.00.59	32.9% 1	85.55%	4.151	02:04:57	0.5%
1,610	9.4% #	1,700	6.3% #	92.42%	0.0% +	0		1,565	10.0% #	1,400	10.0% #	6.74	-63.7% #	00.00.50	-2.0% +	06.27%	-1.0% +	00:05:39	22.15
1,588	25.25 1	1,681	25.0% 4	91.69%	2.15.1	0		1,528	28.7% #	1,456	27.8% #	13.35	2.65.1	00:00:53	6.0% #	86.78%	-2.4%	00:05:30	-3.1%
1,728	36.0% 1	1,830	33.1% #	90.22%	0.1%+	0		1,648	35.1% #	1,559	36.2% #	10.57	-0.4%	00.00.51	2.5% 1	76.85%	-13 1	00.03.21	-23
1,777	\$4.75.1	1,890	76.0% #	91.22%	-1.6%	0		1,714	82.1% #	1,621	81.7%.*	14.97	10.2% #	00:00:47	-5.2%.1	18.93	2.7% #	02:04:47	32.01
1,590	40.15 #	1,755	50.1% #	90.38%	-3.451	0		1,520	43.3% #	1,437	41.25 #	9.99	-27.5%	00.00.47	4351	89.25%	1.451	02.04.11	-10
1,313	42.15 1	1,444	44.4% *	92.08%	0.6% #	0		1,286	43.4% #	1,209	42.9% #	9.39	19.25 1	00.00.08	23.0. •	90.78%	4.3% #	00:03:52	1.6%
1,425	44.4% 1	1,501	35.65.1	92%	-1.2%	0		1,371	40.8%.	1,311	42,7% 1	21.55	57.5%.4	00:00:42	.0.8%.1	90.18%	3.35.1	00:04:12	30.81
	1,338 1,529 1,610 1,588 1,728 1,728 1,777 1,590 1,313 1,425	1,338 25.5% + 1,338 25.5% + 1,529 12.0% 1 1,610 9.4% + 1,588 25.2% + 1,728 36.0% + 1,727 84.7% + 1,399 46.1% + 1,425 44.4% +	1,338 25.5%, * 1,500 1,529 12.0% * 1,691 1,510 9.4%, * 1,700 1,589 25.2% * 1,681 1,728 36.0% * 1,830 1,777 84.7% * 1,880 1,390 46.1% * 1,755 1,313 42.1% * 1,444 1,425 44.4% * 1,501	1,330         25.5%         1,500         31.0%           1,329         12.0%         1.091         16.2%           1,610         3.4%         1,700         6.3%           1,899         25.2%         1.081         26.0%           1,728         6.6%         1.800         31.1%           1,777         8.6%         1.800         31.1%           1,777         8.7%         1.800         31.1%           1,390         40.1%         1.725         50.1%           1,313         42.1%         1.444         44.4%           1,425         44.4%         1.501         35.0%	1,338         25,5%         1,500         31,0%         91,03%           1,529         12,0%         1,091         16,2%         90,12%           1,610         9,4%         1,091         16,2%         90,12%           1,610         9,4%         1,700         6,3%         92,42%           1,988         25,2%         1,681         25,0%         91,99%           1,728         6,60%         1,830         33,1%         90,22%           1,777         84,7%         1,880         76,0%         91,22%           1,390         46,1%         1,753         50,1%         90,38%           1,313         42,1%         1,444         4,4%         92,09%           1,425         4,4%         1,501         35,6%         975	1,336         25,5% +         1,500         31,0% +         91,03%         1,1% +           1,529         12,0% +         1,091         16,2% +         90,12%         2,9% +           1,610         9.4% +         1,700         6,3% +         92,42%         0.0% +           1,810         9.4% +         1,700         6,3% +         92,42%         0.0% +           1,988         25,2% +         1,0% +         1,050 +         91,09%         2,1% +           1,728         36,0% +         1,830         31,1% +         90,22%         1.6% +           1,777         84,7% +         1,880         76,0% +         91,2%         1,4% +           1,390         40,1% +         1,755         50,1% +         92,2%         3,4% +           1,313         42,1% +         1,444         44,4% +         92,0% +         6,6% +           1,275         4,4% +         1,501         35,6% +         92% +         1,2% +	1,338         25,5% +         1,509         31,0% +         91,03%         1,1% +         0           1,529         12,0% +         1,610         31,0% +         90,12%         2,9% +         0           1,610         9,4% +         1,708         6,3% +         92,42%         0,0% +         0           1,588         25,2% +         1,681         26,0% +         91,69%         21% +         0           1,588         25,2% +         1,681         26,0% +         91,69%         21% +         0           1,728         36,0% +         1,830         33,1% +         90,22%         1,1% +         0           1,777         84,7% +         1,880         76.0% +         91,22%         1,4% +         0           1,390         40,1% +         1,755         30,1% +         90,38%         -3,4% +         0           1,213         42,1% +         1,444         44,4% +         92,08%         6,6% +         0           1,425         44,4% +         1,501         25,6% +         92% -         1,2% +         0	1,338         2,55%         1,500         31.0%         91.03%         1.1%         0           1,329         12.0%         1,091         16.2%         901.03%         1.1%         0         -           1,529         12.0%         1,091         16.2%         90.12%         2.9%         0         -           1,610         9.4%         1,700         6.3%         92.42%         0.0%         0         -           1,598         25.2%         1,081         25.0%         91.49%         21%         0         -           1,728         36.0%         1,830         32.1%         90.22%         0.1%         0         -           1,728         36.0%         1,830         32.1%         90.22%         1.1%         0         -           1,777         84.7%         1,880         76.0%         91.22%         1.4%         0         -           1,390         40.1%         1,755         20.1%         90.33%         -3.4%         0         -           1,213         42.1%         1,501         35.6%         92.0%         6.6%         0         -           1,425         44.4%         1,501         35.6%         92	1,238         2,55%         1,500         21,0%         91,03%         1,1%         0         1,318           1,239         12,0%         1,091         16,2%         90,12%         -2,9%         0         -         1,468           1,610         9,4%         1,700         6,3%         92,42%         0,0%         0         -         1,468           1,610         9,4%         1,700         6,3%         92,42%         0,0% ×         0         -         1,565           1,588         25,2%         1,0%1         10,0% ×         91,89%         2,1% ×         0         -         1,565           1,728         56,0% ×         1,081         25,0% ×         91,89%         2,1% ×         0         -         1,568           1,778         8,7% ×         1,880         26,0% ×         91,22%         1,1% ×         0         -         1,548           1,777         84,7% ×         1,880         76,0% ×         91,22%         1,1% ×         0         -         1,520           1,313         42,1% ×         1,380         21,5% ×         92,0% -         5,6% ×         0         -         1,226           1,425         44,4% ×         1,501	1,338         25,5% +         1,500         31,0% +         91,03%         1,1% +         0         1,318         25,4% +           1,529         12,0% +         1,691         16,2% +         90,12%         -2.9% +         0         -         1,468         10,3% +           1,610         9.4% +         1,700         6,3% +         92,42%         0.0% +         0         -         1,468         10,3% +           1,518         25,2% +         1,081         16,5% +         92,42%         0.0% +         0         -         1,565         10,0% +           1,518         25,2% +         1,081         26,0% +         91,39%         21% +         0         -         1,565         10,0% +           1,728         26,0% +         1,0810         31,1% +         90,22%         0.1% +         0         -         1,548         95,7% +           1,728         36,0% +         1,380         31,1% +         90,22%         0.1% +         0         -         1,548         95,7% +           1,777         84,7% +         1,880         76,0% +         91,22%         -1,4% +         0         -         1,714         82,1% +           1,313         42,1% +         1,	1,338         25,5% +         1,500         31,0% +         91,03%         1,1% +         0         1,318         25,4% +         1,218           1,529         12,0% +         1,691         16,2% +         90,12%         -2,9% +         0         -         1,468         10,3% +         1,378           1,519         1,591         15,2% +         90,12%         -2,9% +         0         -         1,468         10,3% +         1,378           1,610         9.4% +         1,708         6,3% +         92,42%         0.0% +         0         -         1,565         10,5% +         1,488           1,598         25,2% +         1,681         25,0% +         91,6% +         21,5 +         0         -         1,565         10,5% +         1,488           1,598         25,2% +         1,681         26,0% +         91,6% +         21,5 +         0         -         1,565         10,5% +         1,456           1,728         26,0% +         1,890         91,0% +         91,22%         1,1% +         0         -         1,548         1,519           1,777         84,7% +         1,880         76,0% +         91,22%         -1,4% +         0         -         1,2	1,238         25,5% +         1,500         31,0% +         91,03%         1,1% +         0         1,318         25,4% +         1,218         24,2% +           1,239         12,0% +         1,691         16,2% +         90,12%         -2,9% +         0         -         1,468         10,3% +         1,218         24,2% +           1,519         1,54%         1,691         16,2% +         90,12%         -2,9% +         0         -         1,468         10,3% +         1,378         8,8% +           1,610         9,4% +         1,708         6,3% +         92,42%         0,5% +         0         -         1,565         10,6% +         10,2% + <td< td=""><td>1,338         25,5% +         1,560         31,0% +         91,03%         1,1% +         0         1,318         25,4% +         1,218         24,2% +         10,59           1,529         12,0% +         1,690         31,0% +         91,03%         1,1% +         0         -1,318         25,4% +         1,218         24,2% +         10,59           1,529         12,0% +         1,691         16,2% +         90,12%         -2,9% +         0         -         1,568         10,3% +         1,378         6,3% +         7,79           1,610         9,4% +         1,780         6,3% +         92,42%         6,0% +         0         -         1,568         10,0% +         1,468         10,3% +         1,468         10,3% +         6,74           1,588         25,5% +         1,681         26,5% +         17,86         0         -         1,559         36,2% +         13,35           1,728         25,5% +         1,880         36,5% +         91,22% +         1,4% +         0         -         1,568         55,5% +         10,57           1,777         84,7% +         1,880         76,5% +         91,22% +         1,4% +         0         -         1,264         35,5% +&lt;</td><td>1,338         25,5% +         1,560         31,0% +         91,03%         1,1% +         0         1,318         25,4% +         1,218         24,2% +         10,89         34,8% +           1,329         12,0% +         1,091         16,2% +         91,03%         1,1% +         0         -         1,218         24,2% +         10,89         34,8% +           1,529         12,0% +         1,091         16,2% +         90,12%         -2,9% +         0         -         1,468         10,3% +         1,378         6,8% +         7,79         43,7% +           1,610         9,4% +         1,706         6,3% +         92,42% &amp; 0,9% +         0         -         1,565         10,9% +         1,468         10,3% +         1,468         10,3% +         6,74         42,7% +           1,988         25,2% +         1,981         26,0% +         91,89%         21% +         0         -         1,528         28,7% +         1,438         25,7% +         13,35         2,6% +           1,728         26,0% +         1,880         91,29% +         21% +         0         -         1,648         5,7% +         1,559         36,2% +         10,27         4,4% +         10,2% +         10,27% +</td><td>1,238         25,5% +         1,050         21,0% +         91,03%         1,1% +         0         1,318         25,4% +         1,218         24,2% +         10,59         24,8% +         0000,99           1,529         12,0% +         1,091         16,2% +         90,12%         <math>2.9\%</math> +         0         -         1,468         10,3% +         1,378         26,8% +         0,000,99           1,529         12,0% +         1,091         16,2% +         90,12%         <math>2.9\%</math> +         0         -         1,468         10,3% +         1,378         8,8% +         7.79         42,7% +         0000,09           1,519         24,2% +         10,89         21,5% +         0,8% +         0         -         1,565         10,8% +         1,478         6,74         6,37% +         0000,09           1,589         25,2% +         1,681         26,0% +         91,89%         21% +         0         -         1,528         28,7% +         14,88         10,57         -         44,7% +         0000,51           1,728         26,0% +         91,89%         21% +         0         -         1,549         92,7% +         10,57         -         4,4% +         0000,51           1,</td><td>1,238         25,5% +         1,500         21,0% +         91,0% +         1,1% +         0         1,318         25,4% +         1,218         24,2% +         10.59         24,8% +         0000.09         90,0.4           1,239         12,0% +         1,0% +         91,0% +         1,1% +         0         -         1,318         25,4% +         1,218         24,2% +         10.59         24,8% +         0000.09         32,9% +           1,529         12,0% +         1,091         16,2% +         90,1% +         2,9% +         0         -         1,468         10,3% +         1,378         8,8% +         7.79         42,7% +         0000.09         32,9% +           1,519         24,5% +         10,5% +         92,4% +         0         -         1,565         10,5% +         6,74         6,37% +         0000.09         2,0% +           1,598         25,2% +         1,681         25,0% +         91,59% +         21% +         0         -         1,528         21,76 +         13,35         2,4% +         0000.05         2,5% +           1,728         26,0% +         1,880         31,1% +         90,22%         0,1% +         0         -         1,549         52,5% +         10,57</td><td>1,238         25,5%         1,500         21,0%         91,0%         1,1%         0         1,318         25,4%         1,218         24,2%         10,59         24,8%         0000,49         19,0.*         86,1%           1,239         2,20%         1,091         16,2%         90,12%         <math>2,9%</math>         0         -         1,468         10,3%         1,378         8,6%         7,79         43,7%         0000,49         19,0.*         8,6,1%           1,529         12,0%         1,081         16,2%         90,12%         <math>2,9%</math>         0         -         1,468         10,3%         1,378         8,6%         7,79         43,7%         0000,49         19,0.*         8,55%           1,610         9,4%         1,706         6,3%         92,42%         0.%         -         1,568         10,5%         1,476         45,7%         0000,59         2,5% +         66,2%           1,588         25,2% +         1,681         26,0% +         91,89%         21,5%         0         -         1,588         1,456         27,5% +         13,35         26% +         0000,51         2,5% +         66,2%           1,777         84,7% +         1,880         50,5% +         91,2</td><td>1,338       25,5% +       1,500       31,0% +       91,03%       1,1% +       0       1,318       25,4% +       1,218       24,8% +       0000.49       190 +       86,1%       2,5% +         1,329       12,0% +       1,0% +       91,03%       1,1% +       0       -       1,318       25,4% +       1,218       24,2% +       10,59       24,8% +       0000.49       190 +       86,1%       2,5% +         1,529       12,0% +       1,091       16,2% +       90,12%       -2.9% +       0       -       1,468       10,3% +       1,378       8,8% +       7.79       42,7% +       0000.59       32.9% +       85.5%       4,1% +         1,610       9.4% +       1,708       6,3% +       92,42%       0.9% +       0       -       1,565       10,5% +       14,48       10,3% +       6,374       63,7% +       0600.59       2,5% +       1,5% +       10,5% +       6,374       63,7% +       0600.59       2,5% +       10,5% +       0,5% +       06,5% +       0,5% +       10,5% +       13,35       2,6% +       0000.51       2,5% +       16,5% +       2,5% +       12,5% +       10,5% +       0,4% +       0,000.51       2,5% +       7,65% +       12,5% +       &lt;</td><td>1,338 <math>25,55</math> <math>1,050</math> <math>10,55</math> <math>11,54</math> <math>0</math> <math>1,338</math> <math>25,45</math> <math>10,50</math> <math>21,05</math> <math>10,55</math> <math>24,55</math> <math>000,050</math> <math>22,55</math> <math>10,55</math> <math>24,55</math> <math>000,050</math> <math>22,55</math> <math>41,55</math> <math>000,050</math> <math>22,55</math></td></td<>	1,338         25,5% +         1,560         31,0% +         91,03%         1,1% +         0         1,318         25,4% +         1,218         24,2% +         10,59           1,529         12,0% +         1,690         31,0% +         91,03%         1,1% +         0         -1,318         25,4% +         1,218         24,2% +         10,59           1,529         12,0% +         1,691         16,2% +         90,12%         -2,9% +         0         -         1,568         10,3% +         1,378         6,3% +         7,79           1,610         9,4% +         1,780         6,3% +         92,42%         6,0% +         0         -         1,568         10,0% +         1,468         10,3% +         1,468         10,3% +         6,74           1,588         25,5% +         1,681         26,5% +         17,86         0         -         1,559         36,2% +         13,35           1,728         25,5% +         1,880         36,5% +         91,22% +         1,4% +         0         -         1,568         55,5% +         10,57           1,777         84,7% +         1,880         76,5% +         91,22% +         1,4% +         0         -         1,264         35,5% +<	1,338         25,5% +         1,560         31,0% +         91,03%         1,1% +         0         1,318         25,4% +         1,218         24,2% +         10,89         34,8% +           1,329         12,0% +         1,091         16,2% +         91,03%         1,1% +         0         -         1,218         24,2% +         10,89         34,8% +           1,529         12,0% +         1,091         16,2% +         90,12%         -2,9% +         0         -         1,468         10,3% +         1,378         6,8% +         7,79         43,7% +           1,610         9,4% +         1,706         6,3% +         92,42% & 0,9% +         0         -         1,565         10,9% +         1,468         10,3% +         1,468         10,3% +         6,74         42,7% +           1,988         25,2% +         1,981         26,0% +         91,89%         21% +         0         -         1,528         28,7% +         1,438         25,7% +         13,35         2,6% +           1,728         26,0% +         1,880         91,29% +         21% +         0         -         1,648         5,7% +         1,559         36,2% +         10,27         4,4% +         10,2% +         10,27% +	1,238         25,5% +         1,050         21,0% +         91,03%         1,1% +         0         1,318         25,4% +         1,218         24,2% +         10,59         24,8% +         0000,99           1,529         12,0% +         1,091         16,2% +         90,12% $2.9\%$ +         0         -         1,468         10,3% +         1,378         26,8% +         0,000,99           1,529         12,0% +         1,091         16,2% +         90,12% $2.9\%$ +         0         -         1,468         10,3% +         1,378         8,8% +         7.79         42,7% +         0000,09           1,519         24,2% +         10,89         21,5% +         0,8% +         0         -         1,565         10,8% +         1,478         6,74         6,37% +         0000,09           1,589         25,2% +         1,681         26,0% +         91,89%         21% +         0         -         1,528         28,7% +         14,88         10,57         -         44,7% +         0000,51           1,728         26,0% +         91,89%         21% +         0         -         1,549         92,7% +         10,57         -         4,4% +         0000,51           1,	1,238         25,5% +         1,500         21,0% +         91,0% +         1,1% +         0         1,318         25,4% +         1,218         24,2% +         10.59         24,8% +         0000.09         90,0.4           1,239         12,0% +         1,0% +         91,0% +         1,1% +         0         -         1,318         25,4% +         1,218         24,2% +         10.59         24,8% +         0000.09         32,9% +           1,529         12,0% +         1,091         16,2% +         90,1% +         2,9% +         0         -         1,468         10,3% +         1,378         8,8% +         7.79         42,7% +         0000.09         32,9% +           1,519         24,5% +         10,5% +         92,4% +         0         -         1,565         10,5% +         6,74         6,37% +         0000.09         2,0% +           1,598         25,2% +         1,681         25,0% +         91,59% +         21% +         0         -         1,528         21,76 +         13,35         2,4% +         0000.05         2,5% +           1,728         26,0% +         1,880         31,1% +         90,22%         0,1% +         0         -         1,549         52,5% +         10,57	1,238         25,5%         1,500         21,0%         91,0%         1,1%         0         1,318         25,4%         1,218         24,2%         10,59         24,8%         0000,49         19,0.*         86,1%           1,239         2,20%         1,091         16,2%         90,12% $2,9%$ 0         -         1,468         10,3%         1,378         8,6%         7,79         43,7%         0000,49         19,0.*         8,6,1%           1,529         12,0%         1,081         16,2%         90,12% $2,9%$ 0         -         1,468         10,3%         1,378         8,6%         7,79         43,7%         0000,49         19,0.*         8,55%           1,610         9,4%         1,706         6,3%         92,42%         0.%         -         1,568         10,5%         1,476         45,7%         0000,59         2,5% +         66,2%           1,588         25,2% +         1,681         26,0% +         91,89%         21,5%         0         -         1,588         1,456         27,5% +         13,35         26% +         0000,51         2,5% +         66,2%           1,777         84,7% +         1,880         50,5% +         91,2	1,338       25,5% +       1,500       31,0% +       91,03%       1,1% +       0       1,318       25,4% +       1,218       24,8% +       0000.49       190 +       86,1%       2,5% +         1,329       12,0% +       1,0% +       91,03%       1,1% +       0       -       1,318       25,4% +       1,218       24,2% +       10,59       24,8% +       0000.49       190 +       86,1%       2,5% +         1,529       12,0% +       1,091       16,2% +       90,12%       -2.9% +       0       -       1,468       10,3% +       1,378       8,8% +       7.79       42,7% +       0000.59       32.9% +       85.5%       4,1% +         1,610       9.4% +       1,708       6,3% +       92,42%       0.9% +       0       -       1,565       10,5% +       14,48       10,3% +       6,374       63,7% +       0600.59       2,5% +       1,5% +       10,5% +       6,374       63,7% +       0600.59       2,5% +       10,5% +       0,5% +       06,5% +       0,5% +       10,5% +       13,35       2,6% +       0000.51       2,5% +       16,5% +       2,5% +       12,5% +       10,5% +       0,4% +       0,000.51       2,5% +       7,65% +       12,5% +       <	1,338 $25,55$ $1,050$ $10,55$ $11,54$ $0$ $1,338$ $25,45$ $10,50$ $21,05$ $10,55$ $24,55$ $000,050$ $22,55$ $10,55$ $24,55$ $000,050$ $22,55$ $41,55$ $000,050$ $22,55$ $41,55$ $000,050$ $22,55$ $41,55$ $000,050$ $22,55$ $41,55$ $000,050$ $22,55$ $41,55$ $000,050$ $22,55$ $41,55$ $000,050$ $22,55$ $41,55$ $000,050$ $22,55$ $41,55$ $000,050$ $22,55$ $41,55$ $000,050$ $22,55$ $41,55$ $000,050$ $22,55$ $41,55$ $000,050$ $22,55$ $41,55$ $000,050$ $22,55$ $41,55$ $000,050$ $22,55$ $41,55$ $000,050$ $22,55$

This process – or, at least, a similar one – can be used across the full spectrum of available charts, allowing you to produce geo maps for conversions, device specific traffic reports and a whole range of others that can help you to better communicate your success with stakeholders.

#### CONCLUSION

While this is the first of what will likely be several eBooks on Data Studio, the information should enable you to recreate most of your Google Analytics reporting. Not only this, once you replicate your reporting, you will be able to run the report with minimal effort from then on. Not only is this beneficial to the person compiling the report, but proper use of a data visualisation tool such as Data Studio should render your reports clearer and more readily understood.

In addition to this, it pays to keep up to date with trends – and since Data Studio left beta status in mid-2018, it is becoming more widely adopted by search and digital professionals across verticals, meaning that not only is it easier than manual reporting, but it is likely to become a requirement by employers and clients alike.



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#### **ABOUT US**

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO): and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named Search Agency of the Year 2018, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

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