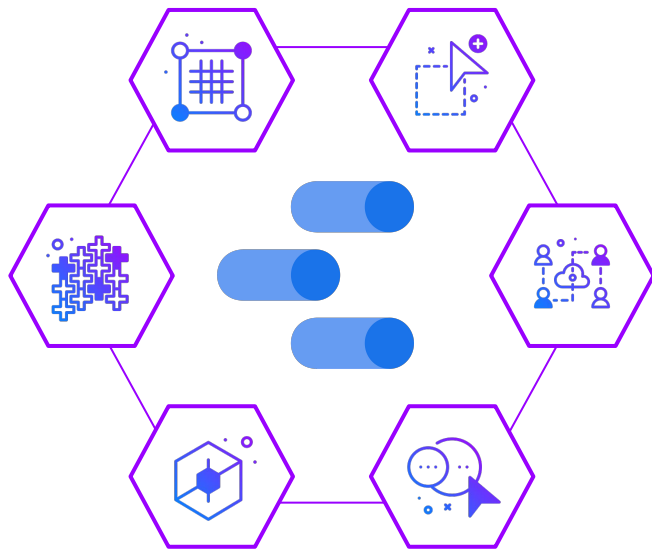


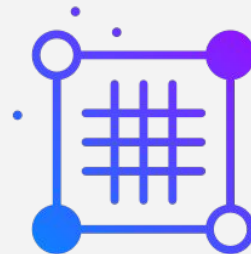
Six Secrets in Google Data Studio



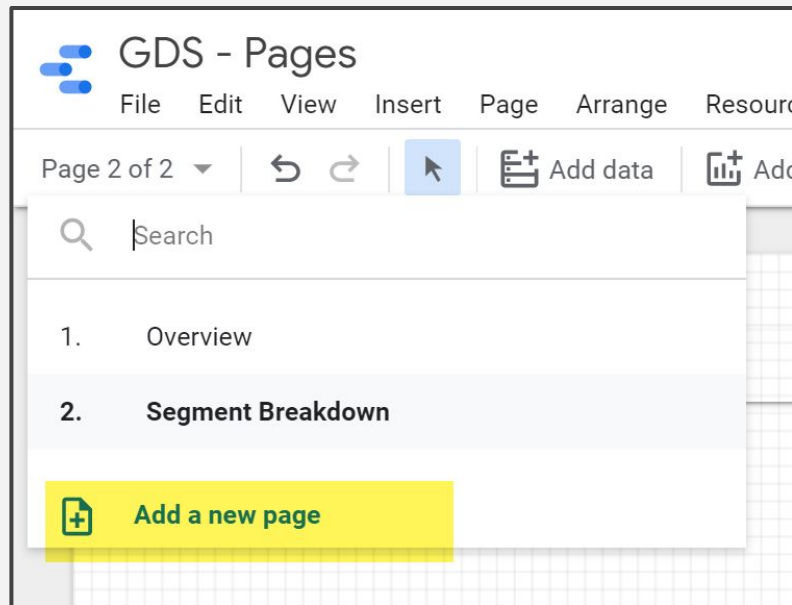
Ahmad Kanani
Siavak Analytics



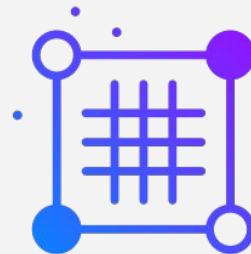
#1: Page Setting



Data Studio reports can have multiple pages.

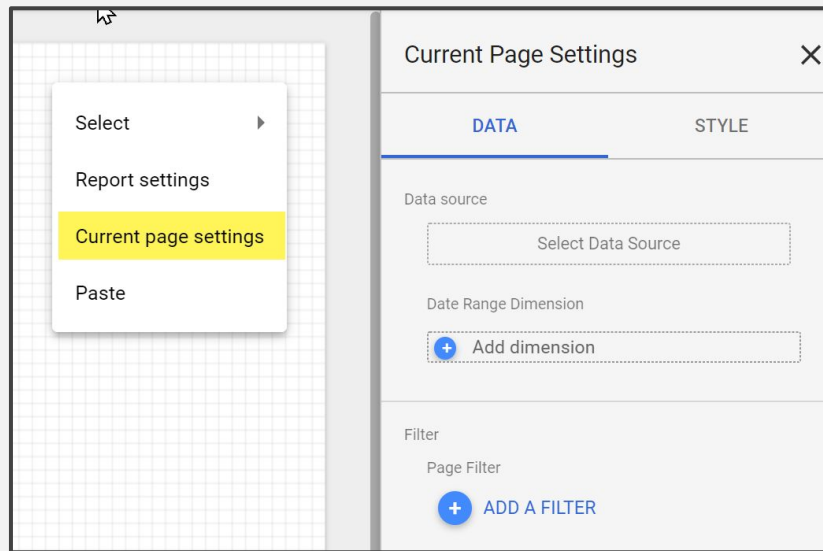


#1: Page Setting

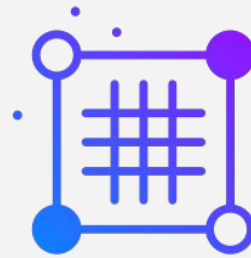


Tip: Each page can have own:

- **Canvas size**
- **Background color**
- **Default data source**
- **Filter**



#1: Page Setting

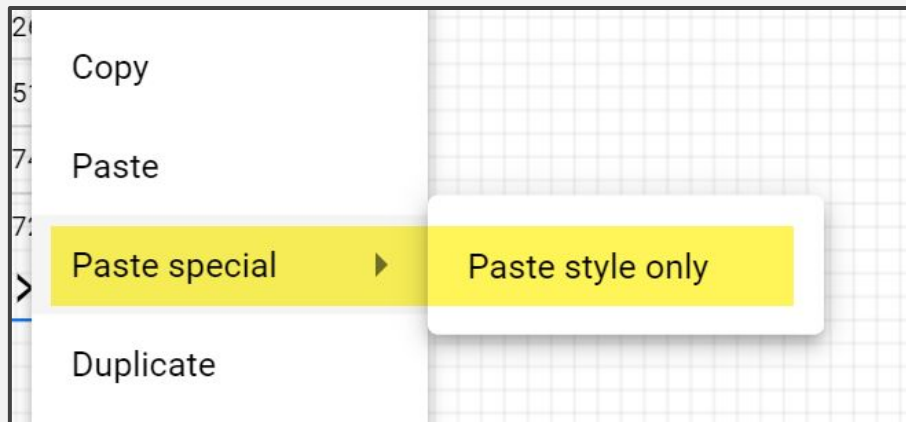


Live Demo

#2: Styling Secrets



It's possible to to copy & paste component styles

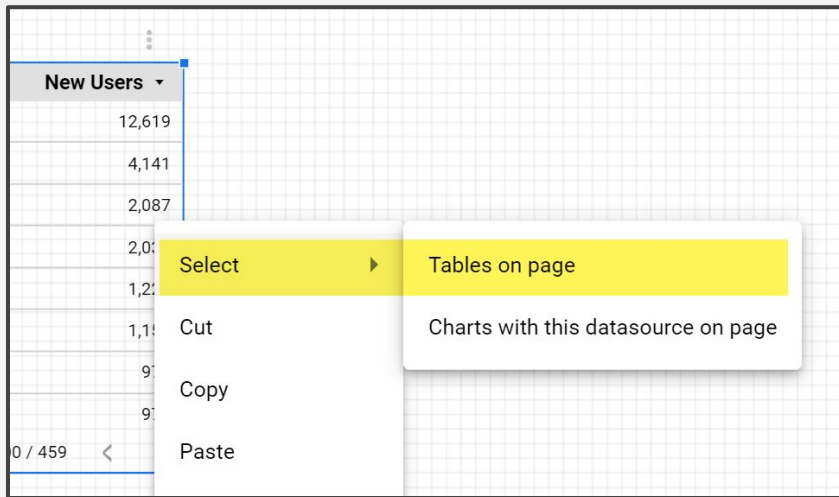


#2: Styling Secrets

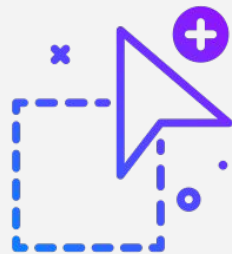


Tip: Copy & Pasting styles works best between components of the same type...

That's why it's handy to be able to **select all similar components** on a page with a single click...



#2: Styling Secrets



Live demo...

#3: Usage Tracking



You can track the usage of your Data Studio reports in Google Analytics!

Report Settings

×

Data source

Select Data Source

Date Range Dimension

+ Add dimension

Google Analytics Tracking ID ?

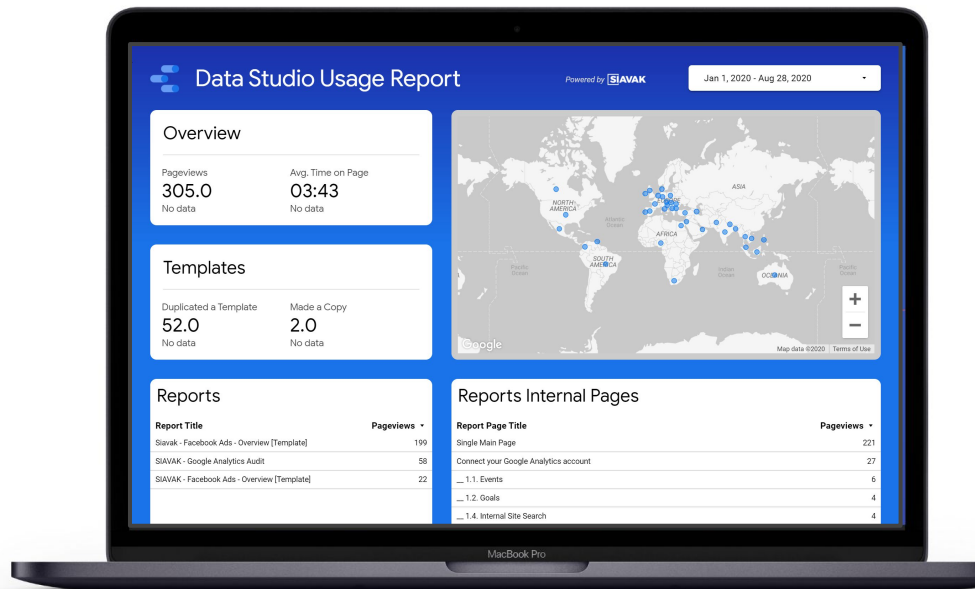
UA-XXXXX-Y

#3: Usage Tracking



Tip:

Use a Data Studio template
to report on Data Studio usage!



[Link to the template](#)







#3: Usage Tracking



Advanced Tip:

Audit Logs in Google Data Studio.

https://admin.google.com/ac/reporting/audit/data_studio

Audit log									
Data Studio									
+ Add a filter									
Asset Name	Event Description	User	Date	Event Name	Asset Id	Asset Type	Owner	IP Address	
 SVK - Data Studio Usage Report	Ahmad Kanani viewed an asset	Ahmad Kanani	Aug 29, 2020, 1:32:28 PM GMT+2	View	443d45b8-5780-40b9-bfcd-1c578fe29651	Report	hello@siavak.com	94.44.125.96	
 SVK - Data Studio Usage Report	Ahmad Kanani edited an asset	Ahmad Kanani	Aug 29, 2020, 1:30:21 PM GMT+2	Edit	443d45b8-5780-40b9-bfcd-1c578fe29651	Report	hello@siavak.com		
 Copy of GDS - Tutorial - Track Data Studio Reports in GA	Ahmad Kanani viewed an asset	Ahmad Kanani	Aug 29, 2020, 1:30:05 PM GMT+2	View	443d45b8-5780-40b9-bfcd-1c578fe29651	Report	hello@siavak.com	94.44.125.96	
 Copy of GDS - Tutorial - Track Data Studio Reports in GA	Ahmad Kanani viewed an asset	Ahmad Kanani	Aug 29, 2020, 1:29:41 PM GMT+2	View	443d45b8-5780-40b9-bfcd-1c578fe29651	Report	hello@siavak.com	94.44.125.96	
 GDS - Tutorial - Track Data Studio Reports in GA	Ahmad Kanani edited an asset	Ahmad Kanani	Aug 29, 2020, 1:29:22 PM GMT+2	Edit	bc46ea24-c3b3-4887-9d57-c1cdf108ff04	Report	hello@siavak.com		
 GDS - Tutorial - Track Data Studio Reports in GA	Ahmad Kanani viewed an asset	Ahmad Kanani	Aug 29, 2020, 1:27:45 PM GMT+2	View	bc46ea24-c3b3-4887-9d57-c1cdf108ff04	Report	hello@siavak.com	94.44.125.96	

Bonus:

**Data Studio supports
emojis**



#4: Data Blending



It's possible to blend two metrics to create ratios.

Data Source
or Filtered Metric
#1

Revenue

Data Source
or Filtered Metric
#2

Number of
Sales

Revenue / No. of Sales = AOV

#4: Data Blending

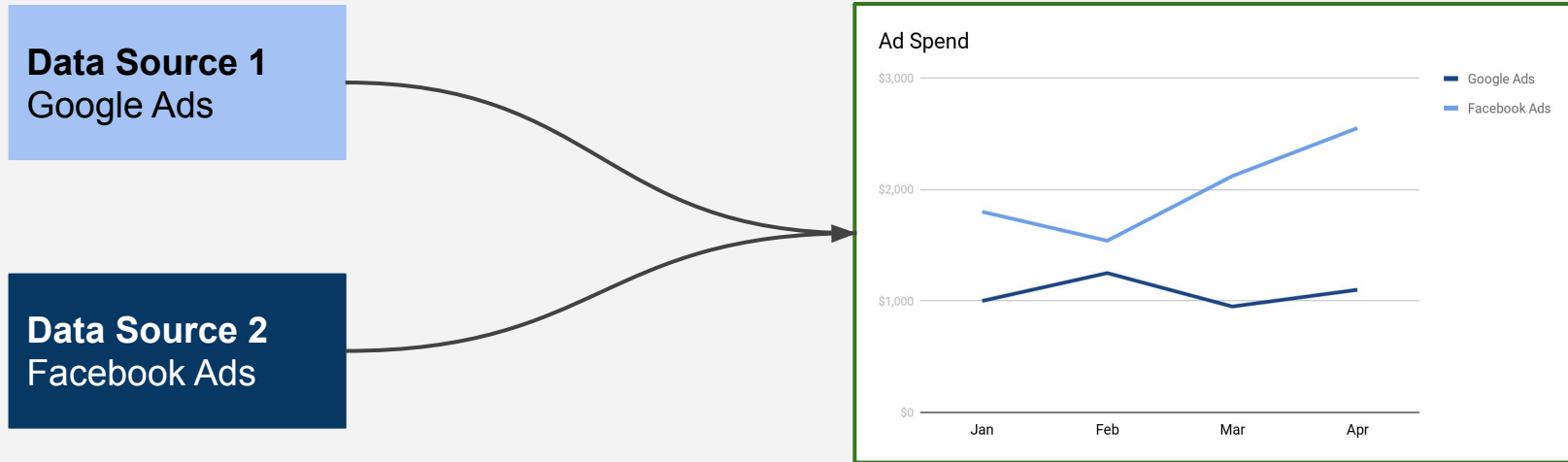


Simple Blending Live Demo

#4: Data Blending



Manual Data Blending Using a Join Key (e.g. Date)

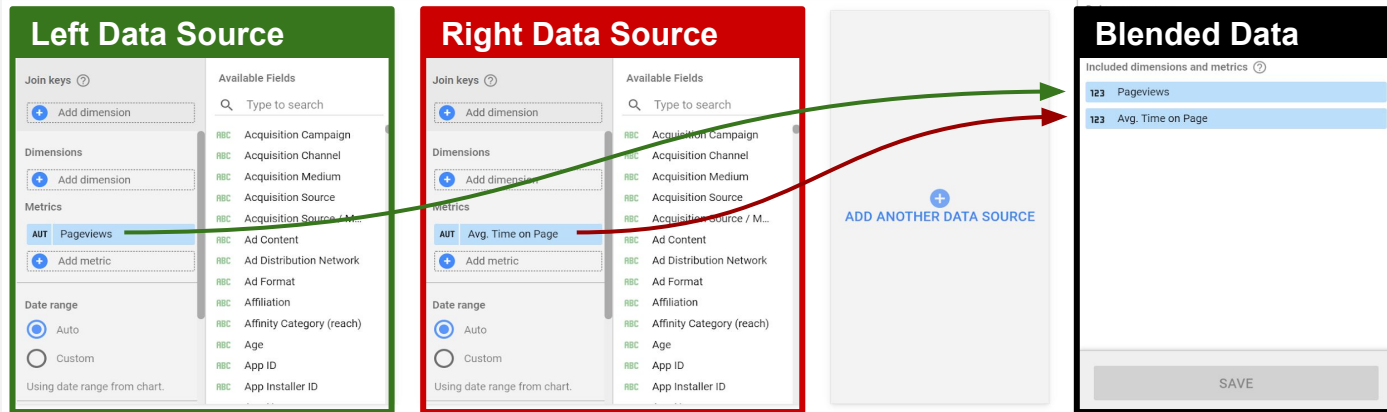


#4: Data Blending

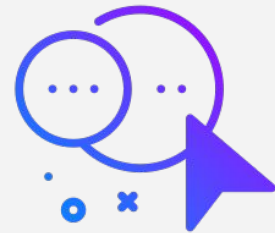


Blending is left join.

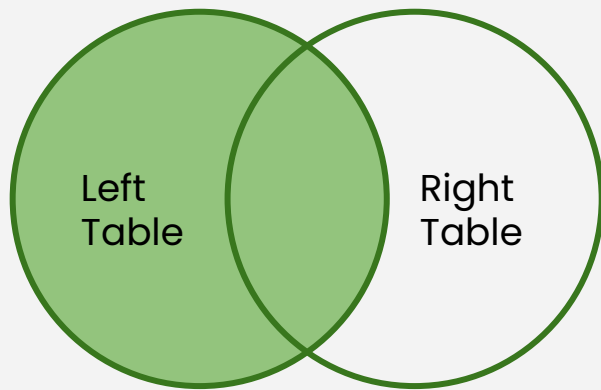
The left most data source limits the right one(s).



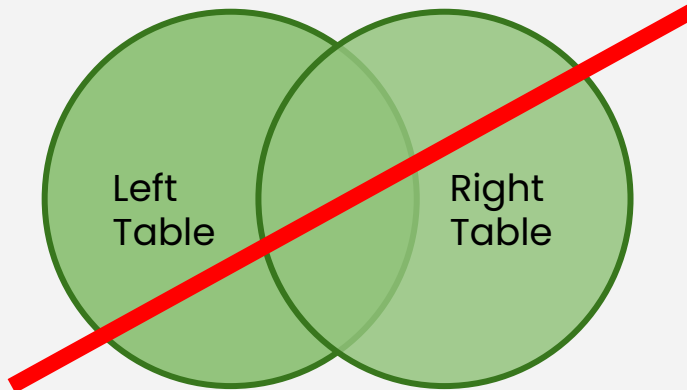
#4: Data Blending



Tip: Blending is left join. The left most data source limits the ones on the right.

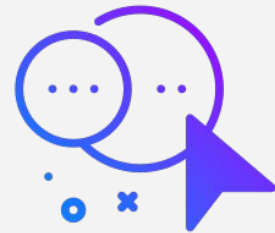


Left Join



Union

#4: Data Blending

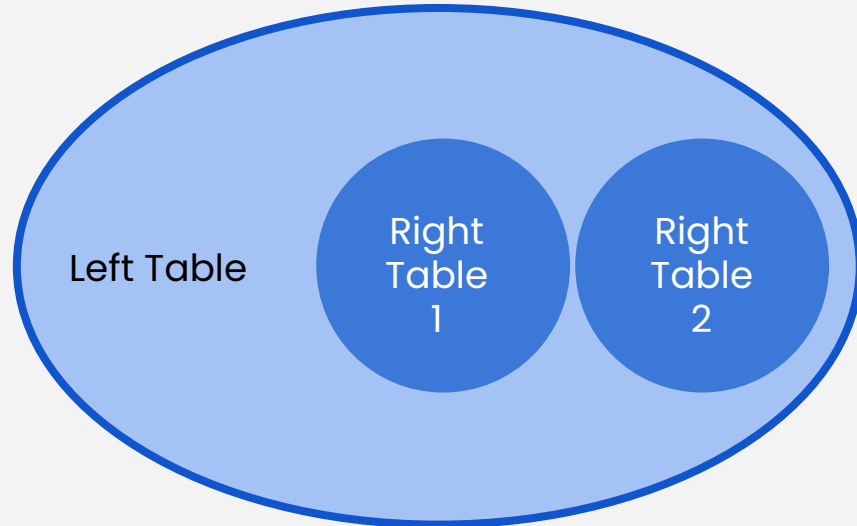
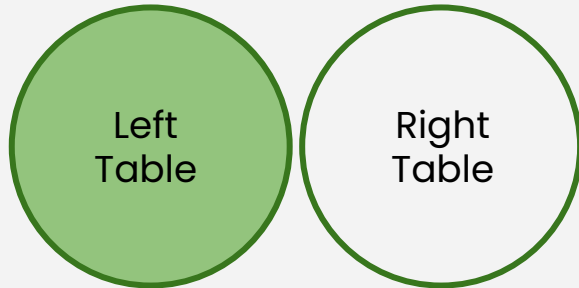


Left Join Live Demo

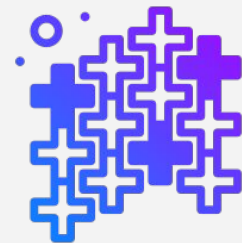
#4: Data Blending



Advanced Tip: You can union join two tables with no overlapping date range using a 3rd Google Sheet having values for all dates.




#5: Row level security



It's possible to share a report with specific email

Sharing with others

Share as  Ahmad Kanani

[Add people](#) [Manage access](#)

someone-else@website.com

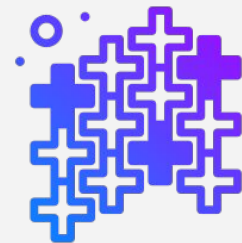
Can view ▼

☒ Notify people

Cancel

Send


#5: Row level security



Advanced Tip:

Set row-level security to limit access to data by email.

← EDIT CONNECTION FILTER BY EMAIL					
Field ↓		Type ↓		Default Aggregation ↓	Description ↓
DIMENSIONS (7)					
Email	⋮	ABC Text	▼	None	
Name	⋮	ABC Text	▼	None	
Order ID	⋮	123 Number	▼	Sum	▼
Total Revenue	⋮	123 Number	▼	Sum	▼
Unit Cost	⋮	123 Number	▼	Sum	▼
Unit Price	⋮	123 Number	▼	Sum	▼
Units Sold	⋮	123 Number	▼	Sum	▼



Grant consent

This report wants to use your information to personalize what you see.
[Learn more](#)

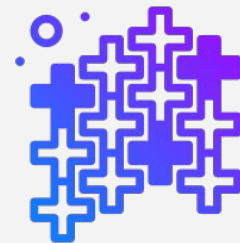
Information requested:

- Your email address (hello@siavak.com)

Selecting **Allow** will grant access for all data sources on this report.

Cancel Allow

#5: Row level security



Live Demo

#6: Field IDs



We can create calculated fields in Data Studio.

Field Name	
Sessions per User	
Formula ?	
1	AUT Sessions / AUT Users

Name	
New Avg. Order Value	
Formula	
1	AUT Avg. Order Value *(1+ AOV Adjustment)

Field Name	
Device Icon	
Formula ?	
1	CASE Device Category
2	WHEN "desktop" THEN "🖥️"
3	WHEN "mobile" THEN "📱"
4	WHEN "tablet" THEN "📺"
5	END

#6: Field IDs



Each custom field has a unique **Field ID**

Field Name	Field ID
Custom Field	calc_o0i1h77ubc
Formula ?	
1	

#6: Field IDs



Advanced Tip:

Use **same Field ID** across **different data sources** to be able to filter both data sources using a **single control**.

#6: Field IDs



Live Demo

Recap

- **Page Settings**

- Multiple Pages
- Individual Page Setting
- Setting Hierarchy

- **Styling Secrets**

- Copy, bulk select, & Paste
- Emojis

- **Usage Tracking**

- GA tracking
- GDS Template
- Audit Logs

- **Data Blending**

- Can Blend
- Blend is left join
- How to union on date

- **Row Level Security**

- Share with emails
- Limit info shown to email

- **Field IDs**

- Custom fields
- Field IDs
- Identical Field IDs

Let's connect

[Link to the Data Studio template](#)

siavak.co/gds-tracking

 blog.siavak.com

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 /ahmadkanani

 @ahmadkanani19



Reporting Dashboards

Data Pipelines

Custom Data Connectors

Custom Visualizations