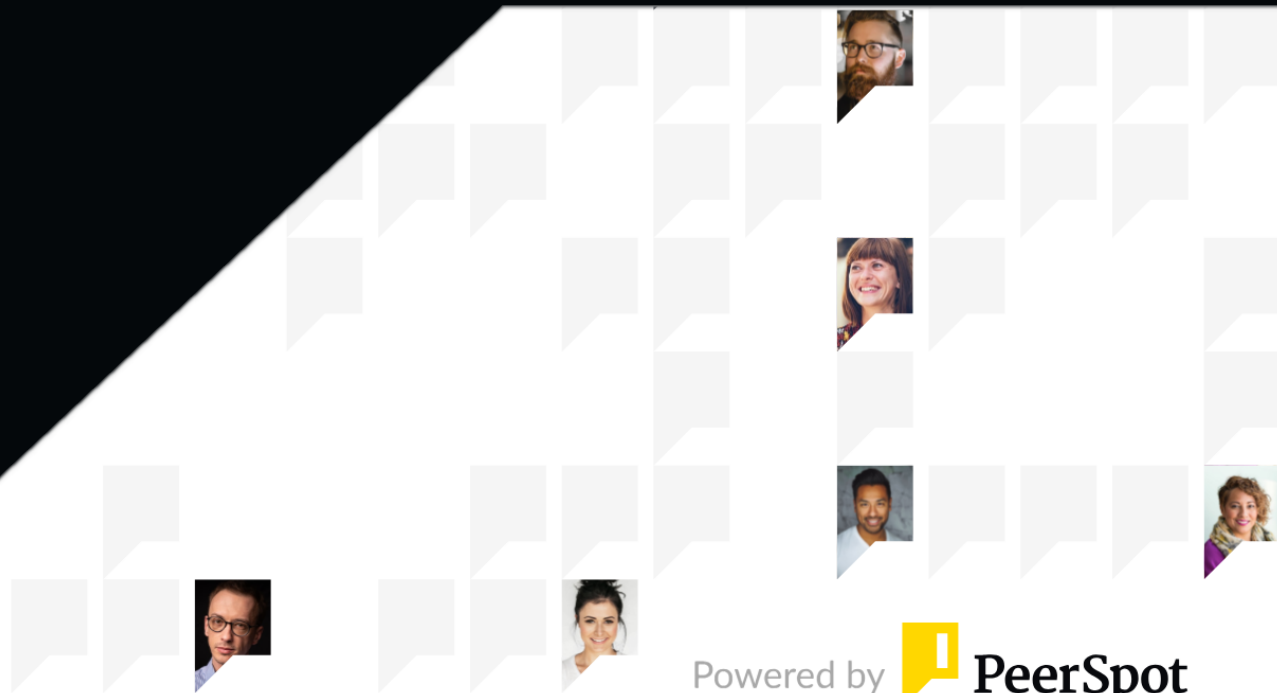


aws marketplace

Google Data Studio

Reviews, tips, and advice from real users



Powered by  PeerSpot

Contents

Product Recap..... 3 - 4

Valuable Features..... 5 - 9

Other Solutions Considered..... 10 - 12

ROI..... 13 - 14

Use Case..... 15 - 18

Setup..... 19 - 21

Customer Service and Support..... 22 - 24

Other Advice..... 25 - 27

Trends..... 28 - 29

About PeerSpot..... 30 - 31

Product Recap



Google Data Studio

Google Data Studio Recap

Google Data Studio enables seamless integration with Google's ecosystem, enhancing data visualization with Looker's capabilities. Its semantic layer and real-time insights support efficient dashboard creation and sharing.

Google Data Studio offers comprehensive data management through LookML, allowing custom data modeling with minimal training. Its centralized data management facilitates dashboard creation for non-technical employees. Users benefit from real-time insights and advanced analytics, along with automated reporting that reduces workload. Although it offers customization and data-level security, areas like visualization flexibility and large dataset performance need improvement. Challenges include handling complex filters, limited chart types, and the absence of multi-sheet options.

What are the key features of Google Data Studio?

- **Seamless Google Integration:** Direct connection with Google tools for enhanced data processes.
- **Looker Visualization Capabilities:** Robust visualization with Looker's advanced features.
- **LookML Data Modeling:** Custom data models created with minimal learning curve.
- **Real-Time Insights:** Automated reporting for up-to-date analytics.
- **Data-Level Security:** Secure handling of sensitive information.

What benefits and ROI can users expect?

- **Efficient Dashboard Sharing:** Non-technical users can easily create and share insights.
- **Reduced Workload:** Automated features cut down manual reporting tasks.
- **Advanced Analytics:** Enhanced decision-making through detailed analytics capabilities.
- **Community Support:** Access to a stable community for assistance and knowledge sharing.

Google Data Studio is implemented in industries like real estate, sales, and marketing for creating operational reports and understanding trends. It helps organizations visualize data for customer behavior analytics, supporting developers in managing integrations and data governance efficiently.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“Since we brought Looker into our project, it has improved data visibility and enabled faster interaction between us and our client.”



Hemanthreddy Vakiti

Data Engineer at a tech vendor with 10,001+ employees



“In terms of time saved, my team probably saves close to 40 hours per week due to using Google Data Studio instead of the old manual process.”



Tita Cash

IT Admin at RusteTIC Inc.



“It is a pretty stable solution because it is a cloud-based product.”



Anton Nenov

Credit Risk Manager at ITF Group JSC



“I would rate the stability a ten out of ten. I didn't face any issues with stability.”



Dmitri Solodovnik

Business Intelligence Team Lead at Oxagile



“It's quite effortless to navigate through various applications and review their updated data in real-time.”



Adedayo Iyanda

Business Intelligence Analyst || Data Engineer at Traction Apps



“The product is easy to use.”



Abhishek Swain

Software Engineer at Adaequare



“We can centralize all our data models.”



Luiz Cesar Gosi

Senior Analytics Engineer at TalkDesk

What users had to say about valuable features:

“The most valuable feature of Looker is that it is very quick with Google Data Studio. The solution offers good integration between Google Data Studio and Looker's visualization part..”

Anton Nenov

Credit Risk Manager at ITF Group JSC

[Read full review](#) 

“The product is better than any other BI tool. It is really helpful. If my data model is strong and I can code most of it in Google BigQuery, it's much easier to play around and perform a little data science in LookML. The product is easy to use..”

Abhishek Swain

Software Engineer at Adaequare

[Read full review](#) 

“The most valuable feature of the solution is that it is a user-friendly tool that is easy to integrate. I can easily share Looker with somebody who has a Google email address. Those who don't have a Google email address can easily see what I have been working on since I can share it easily with them..”

Verified user

Student at a university with 501-1,000 employees

[Read full review](#) 

“Recently, I've found more value in what I'm currently exploring. It's quite effortless to navigate through various applications and review their updated data in real-time. While using Looker, I encountered a hitch in the application setup process; it took a bit of time and effort to configure, but once it was up and running, the results were remarkably impressive..”

Adedayo Iyanda

Business Intelligence Analyst || Data Engineer at Traction Apps

[Read full review](#) 

“The best features of Google Data Studio for the way I work are all of the Google integrations, naturally. It is super easy to use and to import, and it is used every month for 99% of our reports. Additionally, it is free.

“Google Data Studio has impacted my organization positively through all of the above aspects, such as saving time, improving reporting quality, and making things more consistent for clients, which is why we stick with it.

“In terms of time saved, my team probably saves close to 40 hours per week due to using Google Data Studio instead of the old manual process.

“Google Data Studio has changed how my team works together by providing visibility and consistency. We naturally collaborate a lot, but it is definitely nice to have one resource that we can all look at and understand..”

Tita Cash

IT Admin at RusteTIC Inc.

[Read full review](#) 

“One of the best features that Looker offers is LookML, which allows us to develop dashboards directly rather than dragging and dropping. We can also customize some fields that are not available in the table by combining different tables using LookML. Compared to other reporting tools, Looker is somewhat more customizable and interactive.

“With the help of Views and Explore in Looker, we can combine different tables and create a unique column that is not available in the table, and then use that column in our reporting dashboard.

“Since we brought Looker into our project, it has improved data visibility and enabled faster interaction between us and our client. Rather than simply using free form or Essbase, seeing customizable and visualized data in Looker allows the business users to understand the trends in the data more easily rather than just seeing numbers. It has helped us save a lot of time. The automated dashboards that we develop allow us to run the dashboard for the coming years with only some modifications, which has reduced some manpower and working hours.

“When I joined this project, there were around eight to nine people for developing Looker dashboards. Once the development part is completed for almost all cases, the next part is just monitoring the dashboards and making some minor changes required to align with business goals. After development, the team was reduced to three or four people, so the manpower has significantly reduced, and time taken has decreased as well. For a business user to understand data from free form or Essbase, it usually takes thirty minutes to an hour to go through the previous day's trend. However, with the visualization tools in Looker, they can easily understand the data and compare it to the previous one or two years using a bar graph, pie chart, or other graphs.

“The return on investment has been very good. The number of employees has reduced to half, and time is saved by nearly two to three hours a day because of automated reports. We are just monitoring the reports to ensure they are released. This has saved nearly two hours per day, and the team has been reduced to half..”

Hemanthreddy Vakiti

Data Engineer at a tech vendor with 10,001+ employees

[Read full review](#) 

Other Solutions Considered

“In my company, we use other products apart from Looker. In my previous company, we usually used to combine reports with the help of Looker and other BI tools because it's pretty much easy to integrate with Google..”

Anton Nenov

Credit Risk Manager at ITF Group JSC

[Read full review](#) 

“We have evaluated other options such as Power BI, Tableau, and also considered continuing with Essbase and free form. However, upon comparison, we found that Looker is superior to all of them..”

Hemanthreddy Vakiti

Data Engineer at a tech vendor with 10,001+ employees

[Read full review](#) 

“The alternative when decided to use Looker was Tableau, which was recommended by several employees who had used it in the past. The main reasons why we opted for Looker over Tableau were the existence of a web interface, simplicity of use, and the general look of the product..”

Verified user

Data Analyst (Data Engineering) at a tech services company with 501-1,000 employees

[Read full review](#) 

“The accessibility concerns are significant. We have approximately forty-five users, which makes the cost of licensing quite expensive. This aspect holds paramount importance for us. There are some specific reports we need to share. We use Power Desktop within our domain and intend to explore other options. That's why we use Looker—it provides easier and seamless access for individuals outside the licensing sphere..”

Adedayo Iyanda

Business Intelligence Analyst || Data Engineer at Traction Apps

[Read full review](#) 

“I have experience with Tableau and Power BI. With Looker, it is easy to sign up, and its onboarding process is straightforward. There is no need for me to download any app for Looker if I use it online, but for the other tools, most of the time, I have to download the app if I want to access more features or capabilities, and at times, I may have no idea about it. The spread of features and how much Looker offers is much less compared to what the other BI tools offer, which I feel are more advanced..”

Verified user

Student at a university with 501-1,000 employees

[Read full review](#) 

“I have always considered Google Data Studio, although recently we have been looking at Agency Analytics for dashboards.

“I stick with Google Data Studio because of the price point, since it is free. However, ultimately, we do need more platform automation, and that is where Agency Analytics is coming into play..”

Tita Cash

IT Admin at RusteTIC Inc.

[Read full review](#) 

ROI

Real user quotes about their ROI:

“It's definitely worth it for us, but I can't get into details. We want as many people as possible at Knewton using Looker because we believe that decisions should be supported with data..”

Verified user

Head Of Data Warehouse at a tech vendor with 501-1,000 employees

[Read full review](#) 

“The return on investment has been very good. The number of employees has reduced to half, and time is saved by nearly two to three hours a day because of automated reports. We are just monitoring the reports to ensure they are released. This has saved nearly two hours per day, and the team has been reduced to half..”

Hemanthreddy Vakiti

Data Engineer at a tech vendor with 10,001+ employees

[Read full review](#) 

“Small companies can experience return and investment from the use of Looker as it offers easy and good integration capabilities, and the time needed for the adoption of the tool in a company is very short, making it one of the best things about Looker. With other tools apart from Looker, it takes too much time to adapt and to start sharing the reports. From the beginning, I have known Google Data Studio and Looker..”

Anton Nenov

Credit Risk Manager at ITF Group JSC

[Read full review](#) 

“ROI is difficult to measure, but we are absolutely on the positive side mostly because of problems we've caught and corrected.

Several fixes saved us tens of thousands of dollars, and numerous product improvements have resulting in even more. Empowering every employee to make smarter decisions in less time easily pushes us into the black on ROI. Looker is competitively priced, and they are open to working with you on a fair price..”

Verified user

Head of Data & Analytics at a marketing services firm with 501-1,000 employees

[Read full review](#) 

Use Case

“I use Looker to deal mostly with simple visuals because it doesn't have much capability to clean data. I use Looker to manage simple visualization once I finish cleaning the data. .”

Verified user

Student at a university with 501-1,000 employees

[Read full review](#) 

“We use it mainly for embedding dashboards, data governance, and handling complex solutions.

For current projects, we have four Looker instances, including dev staging, two productions for external users, one for internal, with CI/CD pipelines and automated tests. It's a comprehensive solution, not just one instance..”

Dmitri Solodovnik

Business Intelligence Team Lead at Oxagile

[Read full review](#) 

“At our work, we deploy services, especially for payments, and get feedback on the integrated percentage of these deployments. These services are scattered across different locations, so I also handle administrative tasks, integrating AI for subscription management and addressing globalization concerns. We're focused on securing our operational environment and streamlining account management. There seem to be some challenges in the process, and I utilize Looker for analysis and resolution..”

Adedayo Iyanda

Business Intelligence Analyst || Data Engineer at Traction Apps

[Read full review](#) 

“We use the solution to visualize the data differently. Sisense can directly query large data and visualize them in real-time. In Looker, You have to write preexisting scripts to fetch consolidated data from external sources and store it in Google Sheets. If your data is stored in a Google database, you can query it in real-time. Otherwise, you have to integrate your data with Google Sheets or other supported sources. Looker can handle more than a few thousand rows of data, but it may be slow to query large datasets..”

Pavan-Reddy

Senior Manager Analytics at Aarki, Inc.

[Read full review](#) 

“My main use case for Google Data Studio is dashboards and reporting. For every month, in some cases, it pulls fresh data from a brand new campaign that got launched and ensures that it is visually represented and also easy to monitor. From a monthly reporting perspective, I look at the data and provide an analysis on what is there, writing that into the report for each page and each segment.

“The scope of that workflow is small, so anybody in my department uses it. I would say that I do approximately 90% of it, including most of the reports for our clients and building out most of the dashboards..”

Tita Cash

IT Admin at RusteTIC Inc.

[Read full review](#) 

“Looker serves as our main business intelligence reporting tool by creating dashboards and reports. We create interactive dashboards that help users understand the changes in data and the current trends occurring day-to-day.

“For example, daily at the end of the day, once we receive site closure for all the sites in our restaurant project, we refresh our PDTs and load the data into Looker dashboards using DAGs. We have created an automated dashboard that loads the data directly into it. It has a map function, a bar graph, and also a pie chart, from which users can understand the sales of the previous day with the help of visualization. This is a day-to-day report.

“The main use case is creating dashboards, reports, and giving business insights to the business users..”

Hemanthreddy Vakiti

Data Engineer at a tech vendor with 10,001+ employees

[Read full review](#) 

Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The initial setup is pretty straightforward. I rate the ease of setup a three out of ten. The solution is deployed on the cloud. The deployment takes place under sprints. The sprints are two to three weeks long, depending on the project..”

Abhishek Swain

Software Engineer at Adaequare

[Read full review](#) 

“The initial setup is not difficult, but it is not easy. For a person using it for the first time, they will take some time to navigate, but if you have a person who has used other reporting tools for them, it will be straightforward. .”

Kishore Jhunjunwala

Sr Analytics Consultant at a outsourcing company with 1,001-5,000 employees

[Read full review](#) 

“When I first implemented Google Data Studio, it did not take long to get up and running in a way that worked for my clients. I did not need any formal training, as it was super intuitive, so there was nothing necessary there. It was just a matter of connecting the various platforms and understanding how to do that..”

Tita Cash

[Read full review](#) 

IT Admin at RusteTIC Inc.

“The product's initial setup phase was straightforward.

The product requires a PnP deployment. I already had a Google account, so I had to just sign up with my Google email address, and I was able to access the features of Looker..”

Verified user

[Read full review](#) 

Student at a university with 501-1,000 employees

“The product's initial setup phase is very easy compared to other BI tools like Tableau, PowerBI, and BusinessObjects.

The product's installation deployment phase

The solution is deployed on the cloud services provided by Google..”

Anton Nenov

Credit Risk Manager at ITF Group JSC

[Read full review](#) 

“The initial setup depends on the company. If they have appropriate specialists, it's straightforward. But it can be challenging for different departments within the same company that haven't used Looker before.

The initial deployment was fast, especially for an MVP version. However, the overall deployment time depends on the company's roadmap. For instance, just to roll out the instance, it's pretty fast..”

Dmitri Solodovnik

Business Intelligence Team Lead at Oxagile

[Read full review](#) 

Customer Service and Support

“I've only had a single encounter with it. The folks handling it did respond. I assured them that I hadn't faced many challenges. If I did encounter any, I'd go back and check. .”

Adedayo Iyanda

Business Intelligence Analyst || Data Engineer at Traction Apps

[Read full review](#) 

“Support is pretty good. They provide online support, so we can quickly hop on a call. However, for more complicated issues, like a cache issue we encountered for embedded networks, the resolution can lag. Issues can remain unsolved for a while..”

Dmitri Solodovnik

Business Intelligence Team Lead at Oxagile

[Read full review](#) 

“The customer support is adequate since it is related to GCP. It is a vast organization, so the support is delivered as soon as possible. One thing to consider about Looker is the documentation part. Anyone with minimal knowledge of Looker can easily go through the documentation and understand the steps and the UI..”

Hemanthreddy Vakiti

Data Engineer at a tech vendor with 10,001+ employees

[Read full review](#) 

“The technical support is really bad. There is no way to save a screen recording. If there is an issue with the report, I cannot download multiple snapshots and send them. I need to send them one PNG file at a time. There would be a better way to share issues. Their responses over the chat are no easy way to replicate the solution or the issue..”

Kishore Jhunjunwala

Sr Analytics Consultant at a outsourcing company with 1,001-5,000 employees

[Read full review](#) 

“I rate Looker support eight out of 10. I had to reach out to Looker support for specific use cases that were not readily available in the documentation. I asked the support team if there is a way to use a particular API to extend the native functionality. They respond quickly. They may not always have the right answer, but they're responsive. .”

Subramani R

Software Data Engineer at PayPal

[Read full review](#) 

“I have contacted the technical team of Looker several times in the past, but I have never been very satisfied with their support. Looker's technical team takes too much time to respond to my queries. I usually found the solutions to my issues on forums or through other communication channels.

I rate the technical support a five out of ten..”

Anton Nenov

Credit Risk Manager at ITF Group JSC

[Read full review](#) 

Other Advice

“We are using a legacy mode. My manager helped me learn the solution. I learned it in two weeks. If we have a real-time project within the company, it makes sense for new users to start working on the tool. Overall, I rate the tool an eight and a half out of ten..”

Abhishek Swain

Software Engineer at Adaequare

[Read full review](#) 

“My advice for someone considering Google Data Studio who has a similar workflow to mine is to start off from one of the templates that are available. It is a good place to start so you can understand how to manipulate the data, how to import the data, and different ways that you can view things. I would rate this product an 8 overall..”

Tita Cash

IT Admin at RusteTIC Inc.

[Read full review](#) 

“I am a student who uses Looker for certain projects, but I use another solution at work. In short, I choose Looker for my personal use.

I do not need to do anything to keep the product up and running.

I rate the overall tool a six out of ten..”

Verified user

Student at a university with 501-1,000 employees

[Read full review](#) 

“My advice to others looking into using Looker is that if they are new users with some technical knowledge of SQL or Python, they can understand LookML code or use the explore tab to drag and drop the table columns easily. However, if they are not technical, I advise them to first go through a course or the documentation before starting with Looker.

“I have expressed all the thoughts I would to share about Looker for this review. I would rate this product an eight overall..”

Hemanthreddy Vakiti

Data Engineer at a tech vendor with 10,001+ employees

[Read full review](#) 

“I recommend Looker over other BI tools to those planning to use them in their company. The leaders and management in an organization have various reasons to choose other tools apart from Looker. You can manage a lot of reports with Looker. Looker is also easy to use and share with others in a company, while certain factors like the levels of authorizations and so on are helpful in the product when considering elements like security issues.

I rate the overall product an eight out of ten..”

Anton Nenov

Credit Risk Manager at ITF Group JSC

[Read full review](#) 

“Our data usage is in Google, using SQL. However, the dataset size varies significantly. While some sets are not extensive, others fall into the category of large enterprise-level data, impacting costs. It's not a singular size; it varies. We're considering transitioning to Looker due to performance issues, specifically in this context.

I would rate the solution an eight. We have various pros and cons to consider. Right now, the key advantage is the easy access and availability. Sharing information is seamless, and it facilitates quick comparisons with near-immediate updates—it's almost live. We don't need instances for file logs; reports are accessible right there. Visualizing data is also straightforward. In terms of drawbacks, the experience is similar to Looker, functioning as an IPaaS..”

Adedayo Iyanda

Business Intelligence Analyst || Data Engineer at Traction Apps

[Read full review](#) 

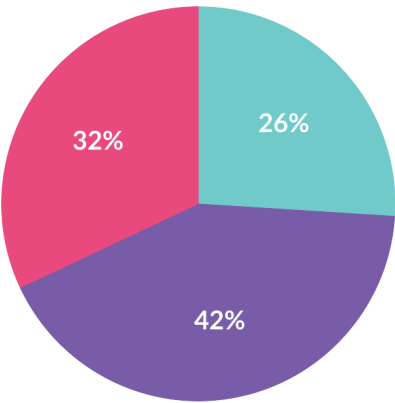
Top Industries

by visitors reading reviews



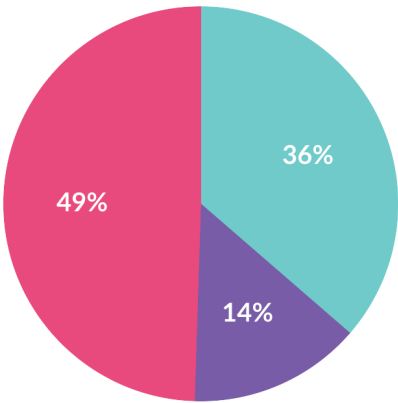
Company Size

by reviewers



Company Size

by visitors reading reviews



Large Enterprise Midsize Enterprise Small Business

About this buyer's guide

Thanks for downloading this PeerSpot report.

The summaries, overviews and recaps in this report are all based on real user feedback and reviews collected by PeerSpot's team. Every reviewer on PeerSpot has been authenticated with our triple authentication process. This is done to ensure that every review provided is an unbiased review from a real user.

Get a custom version of this report... Personalized for you!

Please note that this is a generic report based on reviews and opinions from the collective PeerSpot community. We offer a [customized report](#) of solutions recommended for you based on:

- Your industry
- Company size
- Which solutions you're already considering

The customized report will include recommendations for you based on what other people like you are using and researching.

Answer a few questions in our short wizard to get your customized report.

[Get your personalized report here](#)

About PeerSpot

PeerSpot is the leading review site for cloud, AI, and business software. We created PeerSpot to provide a trusted platform to share information about software, applications, and services. Since 2012, over 22 million people have used PeerSpot to choose the right software for their business.

PeerSpot helps tech professionals by providing:

- A list of products recommended by real users
- In-depth reviews, including pros and cons
- Specific information to help you choose the best vendor for your needs

Use PeerSpot to:

- Read and post reviews of products
- Access over 30,000 buyer's guides and comparison reports
- Request or share information about functionality, quality, and pricing

Join PeerSpot to connect with peers to help you:

- Get immediate answers to questions
- Validate vendor claims
- Exchange tips for getting the best deals with vendor

Visit PeerSpot: www.peerspot.com

PeerSpot

244 5th Avenue, Suite R-230 • New York, NY 10001

reports@peerspot.com

+1 646.328.1944