DIGITAL AKASH · TRAINING PROGRAMME

Looker Studio Training Syllabus

Data Sources · Calculated Fields · Dashboards · GA4 · SEO · Ads · AI

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20 Hrs
COURSE DURATION

20 Hrs	13	180	14
Practical training	Modules	Topics	Live projects

Why a Looker Studio Course?

Businesses collect data from GA4, Search Console, Google Ads and spreadsheets — but few can turn it into clear answers. Looker Studio builds free, live, shareable dashboards, and companies need people who can build them well.

01
Data everywhere
GA4, Search Console, Ads and Sheets all hold data that needs one clear view.

02
Free and powerful
Looker Studio is free, cloud-based and connects to hundreds of sources.

03
Live, automatic reports
Dashboards refresh on their own — no more manual monthly spreadsheets.

04
Clients expect it
Agencies and businesses want shareable, visual performance reports.

05
Better decisions
Clear charts show what is working and where budget should go.

06
No coding needed
Build professional dashboards with drag-and-drop and simple formulas.

Benefits of Learning This Course

- ✓ **Build dashboards fast** — from blank report to client-ready in hours
- ✓ **Connect any data** — GA4, GSC, Ads, Sheets, BigQuery and SQL
- ✓ **Calculated fields** — CASE, IF, date and text functions with confidence
- ✓ **Blend data sources** — combine GA4, Search Console and Ads in one view
- ✓ **Automated reporting** — scheduled delivery and always-fresh dashboards
- ✓ **AI-assisted analysis** — use ChatGPT and Gemini for formulas and insights
- ✓ **Portfolio of projects** — 14 live dashboards and a reporting capstone
- ✓ **Career support** — resume help, mock interviews and placement assistance

Why Looker Studio skill is needed?

Raw numbers do not convince clients or managers — clear dashboards do. Looker Studio turns marketing data into reports that update automatically. That makes reporting skills essential for every marketer, analyst and agency.

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Meet Your Trainer



Akash Tonasalli

SEO & Digital Marketing Consultant · Founder, Digisnare Technologies LLP

A Bengaluru-based digital marketing and analytics trainer with 12+ years of hands-on experience building analytics, tracking and marketing reports for businesses across India. His mentor-led classes are built on live websites and real tools, with placement support for students.

12+	150+	5,000+	500+
Years experience	Projects delivered	Students trained	Workshops

Google Certified: Ads · Analytics · GTM | GA4 & Looker Studio Reporting | Marketing Dashboards | Bengaluru

Job Opportunities After the Course

01 Marketing Reporting Analyst
Build and maintain performance dashboards.

02 Looker Studio Dashboard Developer
Design interactive, client-ready reports.

03 Web / Digital Analytics Executive
GA4 and Search Console reporting.

04 Data Visualization Specialist
Turn complex data into clear visuals.

05 Performance Marketing Analyst
Track ROAS, CPA and campaign results.

06 Business Intelligence (BI) Executive
KPI dashboards for business teams.

07 Agency Client Reporting Manager
Automated monthly reports for clients.

08 Freelance Dashboard Consultant
Build reporting dashboards for clients worldwide.

Recommended Practical Training Sequence

Phase	Focus	Modules
1	Fundamentals, connectors and data sources	01 – 02
2	Dimensions, metrics and calculated fields	03
3	Charts, filters and interactive dashboards	04 – 05
4	GA4 and SEO reporting	06 – 07
5	Google Ads and marketing dashboards	08
6	Data blending and advanced features	09 – 10
7	AI-assisted analysis and reporting	11 – 12
8	Live projects and client reporting	13
	13 modules · 180 topics	**20 hrs**

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MODULE 01 Looker Studio Fundamentals — 1 hr

1.1	Introduction to Looker Studio	1.2	Looker Studio Architecture and Workflow
1.3	Looker Studio vs Power BI vs Tableau	1.4	Account Setup and Report Creation
1.5	Understanding Reports, Pages and Components	1.6	Looker Studio Interface and Workspace
1.7	Report Themes and Layout Configuration	1.8	Report Sharing and Access Permissions
1.9	Report Publishing and Embedding	1.10	Report Templates and Reusable Dashboards

MODULE 02 Data Sources and Connectors — 1.5 hrs

2.1	Introduction to Data Sources and Connectors	2.2	Connecting Google Analytics 4
2.3	Connecting Google Search Console	2.4	Connecting Google Sheets
2.5	Connecting Microsoft Excel Data via Supported Connectors	2.6	Connecting Google Ads
2.7	Connecting Google BigQuery	2.8	Connecting CSV File Data
2.9	Connecting MySQL and SQL Databases via Supported Connectors	2.10	Third-Party Data Connectors
2.11	Data Source Credentials and Permissions	2.12	Extracted Data Sources
2.13	Data Refresh and Freshness Settings	2.14	Managing Multiple Data Sources

MODULE 03 Data Preparation and Data Modeling — 2 hrs

3.1	Understanding Dimensions and Metrics	3.2	Data Types and Field Configuration
3.3	Creating Calculated Fields	3.4	Text Functions and String Manipulation
3.5	Date and Time Functions	3.6	Mathematical and Numeric Functions
3.7	CASE Statements and Conditional Logic	3.8	IF and Conditional Expressions
3.9	NULL and Missing Value Handling	3.10	Data Aggregation and Granularity
3.11	Data Source Field Management	3.12	Data Cleaning and Standardization
3.13	Parameters and User Input Controls	3.14	Reusable Calculated Fields

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MODULE 04 Charts and Data Visualization — 2 hrs

- 4.1 Scorecards and KPI Metrics
- 4.2 Tables and Pivot Tables
- 4.3 Bar and Column Charts
- 4.4 Time Series Charts
- 4.5 Line Charts and Trend Analysis
- 4.6 Pie and Donut Charts
- 4.7 Geo Charts and Geographic Visualization
- 4.8 Scatter Charts
- 4.9 Bullet Charts and Progress Indicators
- 4.10 Treemaps
- 4.11 Combo Charts
- 4.12 Funnel Visualization Using Available Chart Types
- 4.13 Community Visualizations
- 4.14 Conditional Formatting
- 4.15 Drill-Down Charts
- 4.16 Chart Sorting and Filtering
- 4.17 Chart Styling and Formatting

MODULE 05 Interactive Dashboard Development — 2 hrs

- 5.1 Dashboard Layout and Design Principles
- 5.2 Date Range Controls
- 5.3 Drop-Down List Filters
- 5.4 Search Filters and Input Controls
- 5.5 Interactive Chart Filtering
- 5.6 Cross-Filtering Between Charts
- 5.7 Drill-Down Navigation
- 5.8 Report-Level and Page-Level Filters
- 5.9 Chart-Level Filters
- 5.10 Filter Groups and Control Scope
- 5.11 Parameters for Dynamic Reporting
- 5.12 Page Navigation and Report Navigation
- 5.13 Buttons, Links and Interactive Elements
- 5.14 Responsive Dashboard Design
- 5.15 Mobile-Friendly Dashboard Layout

MODULE 06 Google Analytics 4 Dashboard — 2 hrs

- 6.1 GA4 Data Connector Setup
- 6.2 Website Traffic Overview Dashboard
- 6.3 Users and Sessions Analysis
- 6.4 Traffic Acquisition Dashboard
- 6.5 Organic vs Paid Traffic Analysis
- 6.6 Landing Page Performance Dashboard
- 6.7 Engagement Rate and Session Analysis
- 6.8 Event and Key Event Reporting
- 6.9 Conversion Performance Dashboard
- 6.10 Device and Browser Analysis
- 6.11 Geographic Audience Analysis
- 6.12 Campaign Performance Dashboard
- 6.13 GA4 Date Comparison and Trend Analysis
- 6.14 Website Performance Reporting

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MODULE 07 SEO Dashboard Using Search Console — 1.5 hrs

- 7.1 Google Search Console Connector Setup
- 7.2 SEO Performance Overview Dashboard
- 7.3 Clicks, Impressions, CTR and Average Position
- 7.4 Keyword and Search Query Analysis
- 7.5 Landing Page SEO Performance
- 7.6 Branded vs Non-Branded Search Analysis
- 7.7 Device-Based SEO Performance
- 7.8 Country-Based Search Performance
- 7.9 Search Appearance Analysis
- 7.10 SEO Traffic Trend Analysis
- 7.11 High-Impression, Low-CTR Page Analysis
- 7.12 Keyword Opportunity Identification
- 7.13 SEO Reporting and Client Dashboard Creation

MODULE 08 Google Ads and Digital Marketing Dashboard — 1.5 hrs

- 8.1 Google Ads Connector Setup
- 8.2 Campaign Performance Dashboard
- 8.3 Impressions, Clicks and CTR Analysis
- 8.4 CPC and CPM Analysis
- 8.5 Conversion and Cost per Conversion Reporting
- 8.6 Conversion Rate Analysis
- 8.7 ROAS and Revenue Reporting
- 8.8 Campaign and Ad Group Comparison
- 8.9 Device-Based Campaign Analysis
- 8.10 Search Campaign Performance
- 8.11 Social Media Marketing Data Integration
- 8.12 Multi-Channel Marketing Performance
- 8.13 Marketing Budget and ROI Dashboard

MODULE 09 Advanced Data Blending and Integration — 1.5 hrs

- 9.1 Data Blending Fundamentals
- 9.2 Join Keys and Matching Dimensions
- 9.3 Blending GA4 and Search Console Data
- 9.4 Combining Google Ads and GA4 Data
- 9.5 Joining Multiple Google Sheets
- 9.6 Blending Data from Different Sources
- 9.7 Calculated Fields in Blended Data
- 9.8 Aggregation and Granularity Issues
- 9.9 Duplicate Rows and Join Mismatches
- 9.10 Data Source Compatibility and Limitations
- 9.11 BigQuery Integration for Advanced Reporting
- 9.12 Data Modeling for Multi-Channel Dashboards

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MODULE 10 Advanced Looker Studio Features — 1.5 hrs

10.1	Advanced Calculated Fields	10.2	Parameters and Dynamic Metrics
10.3	Advanced Date Functions	10.4	Period-over-Period Comparison
10.5	Year-over-Year and Month-over-Month Analysis	10.6	Running Totals and Cumulative Trends
10.7	Data Controls and Reusable Reports	10.8	Report-Level and Data Source-Level Settings
10.9	Community Connectors and Visualizations	10.10	Embedding Reports into Websites
10.11	Automated Report Delivery and Scheduling	10.12	Report Performance Optimization
10.13	Large Dataset Handling	10.14	Data Access and Governance

MODULE 11 AI for Looker Studio — 1 hr

11.1	Introduction to AI-Assisted Dashboard Development	11.2	Using ChatGPT to Generate Calculated Fields
11.3	AI-Assisted SQL Query Writing	11.4	AI for Data Cleaning and Transformation
11.5	AI-Generated Dashboard Layout Ideas	11.6	AI-Assisted KPI Selection
11.7	Automated Insights and Anomaly Investigation	11.8	AI-Assisted Marketing Performance Analysis
11.9	Generating Dashboard Documentation with AI	11.10	AI-Assisted Report Summaries
11.11	Natural Language Questions for Data Analysis	11.12	AI Workflow Integration with External Tools

MODULE 13 Live Practical Projects — 2 hrs

13.1	Website Traffic Performance Dashboard	13.2	SEO Performance Dashboard
13.3	Google Ads Campaign Dashboard	13.4	Digital Marketing ROI Dashboard
13.5	GA4 Conversion Tracking Dashboard	13.6	E-commerce Sales Dashboard
13.7	Lead Generation Performance Dashboard	13.8	Social Media Marketing Dashboard
13.9	Multi-Channel Marketing Dashboard	13.10	Business KPI Dashboard
13.11	Automated Monthly Marketing Report	13.12	Client Reporting Dashboard
13.13	AI-Assisted Marketing Insights Dashboard	13.14	End-to-End Reporting Capstone Project

Note on AI: AI-generated findings should always be validated against the underlying data. AI capabilities depend on the connected tools and integrations.

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MODULE 12

Tools Covered

0.5 hr + used in every module

18 tools practised hands-on — Google's data stack, connectors, spreadsheets, SQL and AI assistants. Third-party connectors may require paid subscriptions.

- Google Looker Studio
- Google Analytics 4
- Google Search Console
- Google Ads
- Google Sheets
- Google BigQuery
- Google Tag Manager
- Google Marketing Platform
- Google Ads Keyword Planner
- Microsoft Excel
- SQL and MySQL
- Supermetrics
- Power My Analytics
- Windsor.ai
- ChatGPT
- Google Gemini
- Google Apps Script
- Google Slides for Reporting

Practical recommendation: for digital marketing students, the course prioritises GA4 dashboards, SEO dashboards, Google Ads reporting, calculated fields, data blending and client-ready automated reports — the skills that turn raw marketing data into actionable insights.

> **Without data, you're just another person with an opinion.**
>
> — Attributed to W. Edwards Deming · Turn data into decisions

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