

SANDSTORM WEBINAR

From Data to Insights: GA4 Visualizations in Looker Studio

Hi, we're Sandstorm.



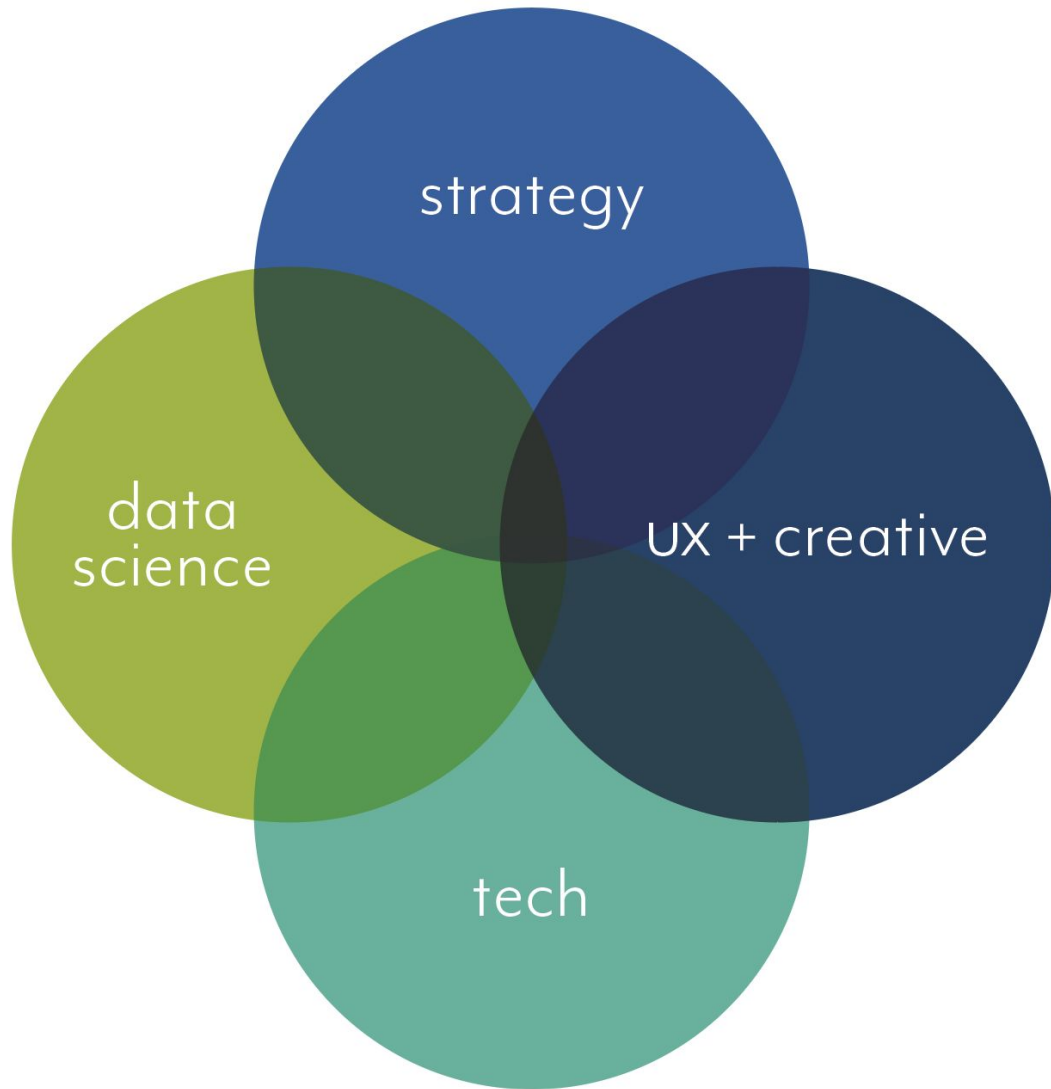
Nick Meshes
Senior Director of
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he/him



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More about Sandstorm.

- + **25+ yr old** digital experience design agency
- + 15+ yrs building **digital experiences for associations, nonprofits & healthcare organizations**
- + **4,600+ hrs** of usability & UX research
- + **CPACC** (Accessibility) certified
- + **DEIB Specialist** (Diversity, Equity, Inclusion, and Belonging)
- + **WBENC certified** (women-owned)

WHAT IS LOOKER STUDIO?

Check out Part 1 here:

<https://www.sandstormdesign.com/webinar-looker-studio-for-beginners>

PART 2: DIFFERENT VISUALIZATIONS

Using our GA4 data set to create robust, exciting visualizations for free.

Live Demo

Demo today will be **built using “Google WebStore” example data** available to all users in GA4 here:
support.google.com/analytics/answer/6367342

You can follow along with the written version of this presentation on our blog:

<https://www.sandstormdesign.com/blog/how-create-custom-reports-looker-studio-part-2-visualizations>

Let's connect!

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Learn about Sandstorm
analytics capabilities:

[sandstormdesign.com
/capabilities/data-analytics](https://sandstormdesign.com/capabilities/data-analytics)



GA4 Terminology

- **Users** - Unique visitors to the site. The same user may visit many times. Google may even detect the same visitor using different browsers or devices.
- **Sessions** - One or more pages visited and actions taken by a visitor. A user may have multiple sessions over time.
- **Pages** - Each page viewed during a session. A visitor may visit the same page multiple times in the same session, e.g. if they go to the homepage many times.
- **Dimensions** - an aspect of data collected used for categorization, e.g. what browsers are being used
- **Metrics** - a specific count for a dimension, e.g. how many visits by Chrome browser versus Edge browser

Looker Studio Terminology

- **Chart** - a single widget on a page of a report, e.g. a table, a graph, or a pie chart
- **Page** - a collection of widgets displayed within a single screen of a report
- **Report** - a set of information contained under a single “name” which can be one or more pages