Université Catholique de Lille 1875

Data Analytics for Business, 2026–2027

Setup guide: Data Studio

To do before Session 2, Thursday 17 December 2026, online

Table 1. At a glance.

Time needed	About 20 minutes, once per student
You need	A laptop with a recent Chrome, Firefox or Edge; a Google account (a separate one for the course is fine); your group's cleaned Milestone 1 file
Tool	Data Studio, free version, at `datastudio.google.com`. Google renamed Looker Studio back to Data Studio in April 2026: older tutorials that say "Looker Studio" describe the same tool.
You are done when	A report opens with your data and one scorecard showing the number of orders (step 5)
If you are stuck	Note the step number and what you see, and email sitraka.forler@lacatholille.fr before 15 December

Class time on 17 December goes to design, not to logins. If this guide does not work for you, nothing is lost: Session 2 has a plan B in Google Sheets, and the same charts count.

1. Put your cleaned file in Google Sheets

1. Open `drive.google.com` with the Google account you will use for the course.
2. Click **New**, then **File upload**, and choose your cleaned file (`.csv` or `.xlsx`).
3. Right-click the uploaded file, then **Open with**, **Google Sheets**. For an `.xlsx` file, also click **File**, **Save as Google Sheets**.
4. Keep the file in **My Drive**, not in a shared drive: Data Studio cannot read files stored in shared drives.

Table 2. Check your sheet before you connect it.

Rule	Why
One table per tab, starting in cell A1	A data source reads one worksheet, from the top left
One header row, with short unique names	The first row becomes the field names, such as `order_id` or `state`
No merged cells, no totals or blank rows inside the table	They break the table into pieces, or count twice
One type per column	A column that mixes numbers and text is read as text, and cannot be summed
Dates in one format, for example `2017-10-02`	Data Studio then recognises them as dates, which the time series chart needs

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2. Connect the sheet as a data source

1. Go to `datastudio.google.com` and sign in with the same Google account as for Drive.
2. On the home page, click **Create**, then **Data source**.
3. Choose the **Google Sheets** connector. The first time, Google asks you to allow access to your Drive: accept.
4. Select your spreadsheet, then the worksheet with the orders. Leave **Use first row as headers** ticked.
5. Click **Connect**, in the top right. The list of fields opens.

3. Check the field types

In the list of fields, each field has a type. Check three of them, and change the type with the drop-down menu next to the field if needed.

- **The order date** (for example `order_purchase_timestamp`): *Date & Time* or *Date*. If it shows *Text*, your dates are not in one format: go back to step 1.
- **The amounts** (price, freight value, payment): *Number*, with *Sum* as default aggregation.
- **The identifiers** (`order_id`, `customer_id`): *Text*. An identifier is never summed; you count it.

4. Create the report

1. Click **Create report**, in the top right, then **Add to report**.
2. Data Studio places a first table on the page. Delete it: we start from an empty page in class.
3. Click the title *Untitled Report*, top left, and name the report after your group, for example *Group C, late deliveries*.

5. Test with one scorecard

1. Click **Add a chart**, then **Scorecard**, and draw it on the page.
2. In the panel on the right, under **Metric**, choose `order_id`, and set its aggregation to **Count Distinct**.
3. The scorecard shows the number of orders in your file. Compare it with the count in your cleaning log from Milestone 1. The two numbers must match; if they do not, write down both, and see Table 3.

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Table 3. What usually goes wrong.

You see	Do this
Your file is not in the list of spreadsheets	Same Google account in Drive and Data Studio? File in My Drive, saved as a Google Sheet?
The fields have names like A, B, C	The first row was not read as a header: tick **Use first row as headers** and reconnect
The scorecard shows more orders than your log	Rows are duplicated, often after a join of two tables: count rows and distinct orders in the sheet
The date cannot be used in a time series	The date field is *Text*: fix the format in the sheet, then click **Refresh fields** in the data source
A Google Workspace account is refused	Some organisations block Data Studio: use a personal Google account for the course

6. Before the session

Leave the report as it is: one page, one scorecard. On 17 December, open three tabs before 13:00: the course page, your cleaned sheet and your report. In Session 2 you will build the dashboard itself in four steps: a scorecard, a time series chart, a breakdown and a drop-down filter. At the end of the session you share a view link (**Share**, then **Manage access**, then **Anyone with the link can view**); nobody needs edit rights.

Version 1.0, 2 November 2026. Menu names checked against Google's Data Studio documentation, "Connect to Google Sheets", on 2 November 2026; they may change slightly. Data: Olist Brazilian E-Commerce Public Dataset, licence CC BY-NC-SA 4.0.

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