Looker for Business Intelligence and Data Exploration Training Course

Ref: #BUI3980

Course Introduction / Overview:

This comprehensive course is designed to transform participants into proficient Looker users, capable of leveraging its full potential for modern business intelligence and data exploration. In an era where data-driven decision-making is paramount, mastering a platform like Looker is a critical competitive advantage. This training, offered by BIG BEN Training Center, provides a holistic journey from the foundational principles of data visualization to the advanced complexities of LookML development and platform administration. We will explore the concepts championed by data visualization experts like Stephen Few, whose work in "Information Dashboard Design" emphasizes clarity and effectiveness in presenting data. Participants will learn not just how to use Looker's features, but why and when to use them, ensuring they can build meaningful, actionable analytics solutions. The curriculum covers everything from creating insightful dashboards and reports to building robust, scalable data models using LookML. This course bridges the gap between technical data modeling and strategic business analysis, empowering attendees to foster a genuine data culture within their organizations by enabling true self-service analytics.

Target Audience / This training course is suitable for:

- Data Analysts and Business Intelligence Professionals.
- Business Analysts seeking to enhance their data skills.
- Data Scientists and Engineers who work with Looker.
- Marketing, Sales, and Operations Managers.
- Product Managers and Project Managers.
- IT Professionals involved in data platform management.
- Executives and Team Leaders who rely on data for decision-making.
- Anyone aspiring to become a Looker developer or data analyst.

Target Sectors and Industries:

- Technology and Software as a Service (SaaS).
- E-commerce and Retail.
- Financial Services, Banking, and Insurance.
- Healthcare and Pharmaceuticals.
- Marketing and Advertising Agencies.
- Telecommunications and Media.
- Consulting and Professional Services.
- Government Agencies and Public Sector Organizations.

Target Organizations Departments:

- Marketing and Sales Departments.
- Finance and Accounting Departments.
- Operations and Supply Chain Management.
- Product Development and Engineering Teams.
- Business Intelligence and Analytics Units.
- Information Technology (IT) Departments.
- Human Resources Departments.
- Customer Support and Success Teams.

Course Offerings:

By the end of this course, the participants will have able to:

- Navigate the Looker platform with confidence and efficiency.
- Build, customize, and share insightful Looks and reports.
- Design and develop interactive and dynamic dashboards for various business needs.
- Utilize table calculations to perform complex analysis directly within the user interface.
- Write and manage LookML code to create robust and scalable data models.
- Define dimensions, measures, and joins to accurately represent business logic.
- Implement Persistent Derived Tables (PDTs) to optimize query performance.
- Manage users, content, and permissions within a Looker instance.
- Apply data governance principles and best practices for analytics.
- Leverage advanced features like data actions and embedded analytics.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring participants gain tangible skills. This course moves beyond theoretical lectures by emphasizing a hands-on, lab-based learning environment. Each module is structured to introduce core concepts, which are then immediately reinforced through practical exercises and real-world case studies. Participants will work directly within a live Looker environment, building reports, developing LookML models, and administering a sample project. The instructor will facilitate group discussions, collaborative problem-solving sessions, and Q&A segments to address specific challenges and encourage knowledge sharing among peers. We believe in learning by doing, so a significant portion of the course is dedicated to project-based work where participants apply their new skills to solve complex business problems. This approach ensures that attendees not only understand the functionality of Looker but also grasp the strategic thinking required to implement effective business intelligence solutions.

Course Agenda (Course Units):

Unit One: Foundations of Looker and Business Intelligence

- Introduction to Business Intelligence and the Modern Data Stack.
- Understanding the Looker Architecture and its Core Components.
- Navigating the Looker User Interface: Spaces, Boards, and Explores.
- The Fundamentals of Exploring Data to Ask and Answer Questions.
- Creating, Saving, and Organizing Your First "Looks".
- Applying Basic and Advanced Filters to Refine Data Sets.
- Introduction to Data Visualization Principles within Looker.

Unit Two: Creating Insights with Visualizations and Dashboards

- Mastering Different Visualization Types and Their Use Cases.
- Building Dynamic and Interactive Dashboards from Scratch.
- Utilizing Dashboard Filters for Cross-Report Interactivity.
- Creating Custom Fields and Metrics using Table Calculations.
- Techniques for Data Storytelling and Presenting Findings Effectively.
- Scheduling and Delivering Reports and Dashboards to Stakeholders.
- Setting Up Data-Driven Alerts to Monitor Key Business Metrics.

Unit Three: Introduction to LookML for Data Modeling

- Understanding the Role and Power of LookML as a Modeling Layer.
- Setting Up a LookML Project and Navigating the Development Environment.
- Fundamentals of Version Control with Git for LookML Projects.
- Defining Views from Database Tables and Creating Dimensions.
- Developing Custom Measures for Aggregation and Analysis.
- Establishing Relationships Between Data Sets Using Joins.
- Organizing a LookML Project with Models and Explores.

Unit Four: Advanced LookML and Performance Optimization

- Building Reusable Logic with Extends for Views and Explores.
- Creating Derived Tables for Complex Transformations and Analysis.
- Implementing Persistent Derived Tables (PDTs) for Performance Gains.
- Using Liquid Parameters to Create Dynamic and Interactive Models.
- Implementing Data Actions to Integrate Looker with Other Tools.
- Strategies for Debugging LookML Code and Optimizing Query Performance.
- Leveraging Caching Policies to Enhance Dashboard Load Times.

Unit Five: Administration, Governance, and Embedded Analytics

- Managing Users, Groups, Roles, and Permission Sets.
- Implementing a Content Management and Access Control Strategy.
- Best Practices for Data Governance and Security within Looker.
- Monitoring Platform Usage and Performance with System Activity Explores.
- An Introduction to the Looker API for Automation and Integration.
- Exploring Options for Embedding Looker Content in External Applications.
- Course Capstone Project: Building a Complete BI Solution from Model to Dashboard.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As self-service analytics platforms like Looker become more prevalent, how does the role of the traditional data analyst evolve from a report builder to a strategic data consultant within an organization?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by providing a holistic, end-to-end curriculum that covers the full spectrum of Looker capabilities, from end-user exploration to advanced LookML development and administration. Unlike programs that focus narrowly on either dashboard creation or coding, we integrate these disciplines to cultivate well-rounded data professionals. The curriculum is built upon a foundation of strategic thinking, teaching participants not just the "how" but the "why" behind effective data modeling and visualization. We emphasize real-world application through extensive hands-on labs and a capstone project that simulates the development of a complete business intelligence solution. Furthermore, the course delves into crucial but often-overlooked topics such as data governance, security, and performance optimization, preparing participants to manage enterprise-grade Looker deployments responsibly. The focus is on building a deep, conceptual understanding of how a semantic layer like LookML empowers a scalable and trustworthy data culture, a perspective that transforms attendees from tool users into true data strategists.