

Google Cloud Platform

Data Visualization

BigQuery for Data Analysts

V1.2

Approximate timing: 10 minutes

Agenda

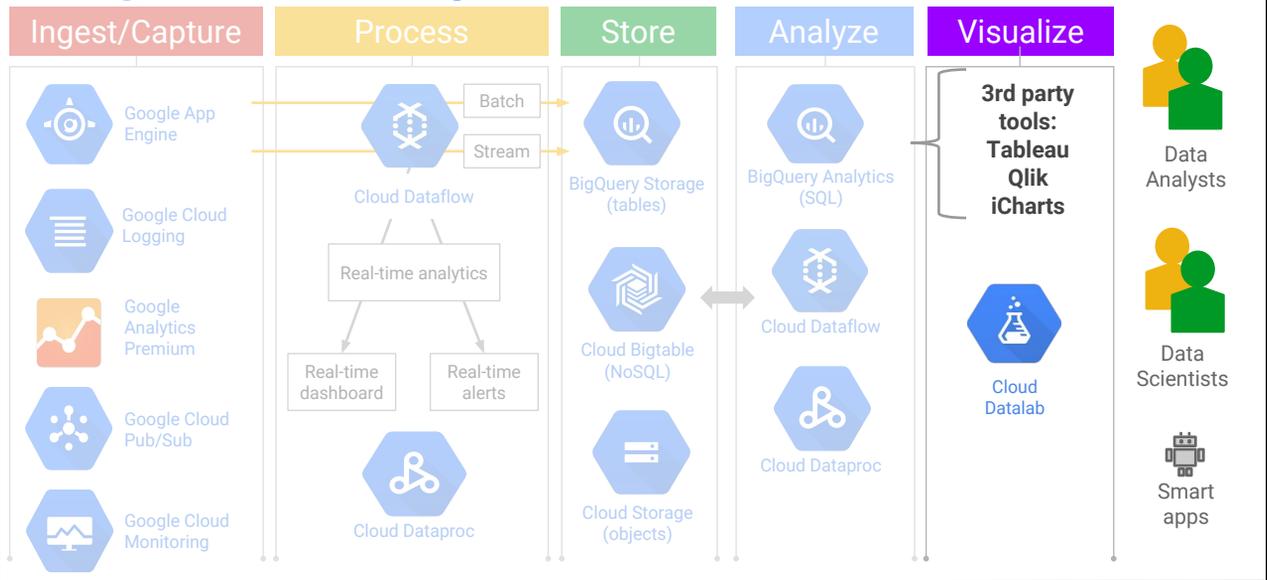
1

Visualization Options

2

Lab

Big Data Lifecycle



Notes:

Visualization is well supported by third-party tool providers. There are also connectors for BigQuery.

Visualization

- Visualization helps make sense of data
- Visualization tools make it easy to “see” data interactively
- Visualization tools that support BigQuery can give “small dataset” performance against billion+ row data
- Build visualizations without writing SQL

Third-Party Tools

- BigQuery integrates with several open-source/commercial tools
 - Tableau, Qlik, iCharts
 - See [third-party tools and services](#)
- All tools provide report, dashboard creation capability
- Vendor offerings may be cloud-based, client-based, both
- Each tool may have a different underlying proprietary technology

Spreadsheet Visualization

- Cost-effective option
- Limited in business intelligence functionality
- Visualization capabilities may not be as robust as a business intelligence tool
 - May require additional scripting
- Use third-party application or ODBC driver
 - [BigQuery Connector for Microsoft Excel](#)
 - [Simba ODBC Driver](#)

Agenda

1

Visualization Options

2

Lab

Lab

- Part 1: Visualizing BigQuery data using Cloud Datalab
- Part 2: Clean up

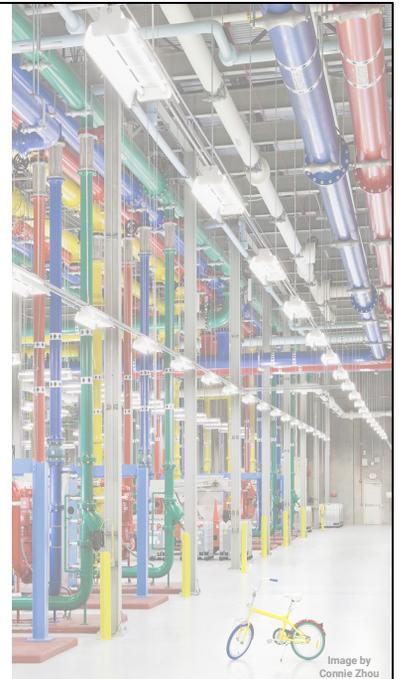
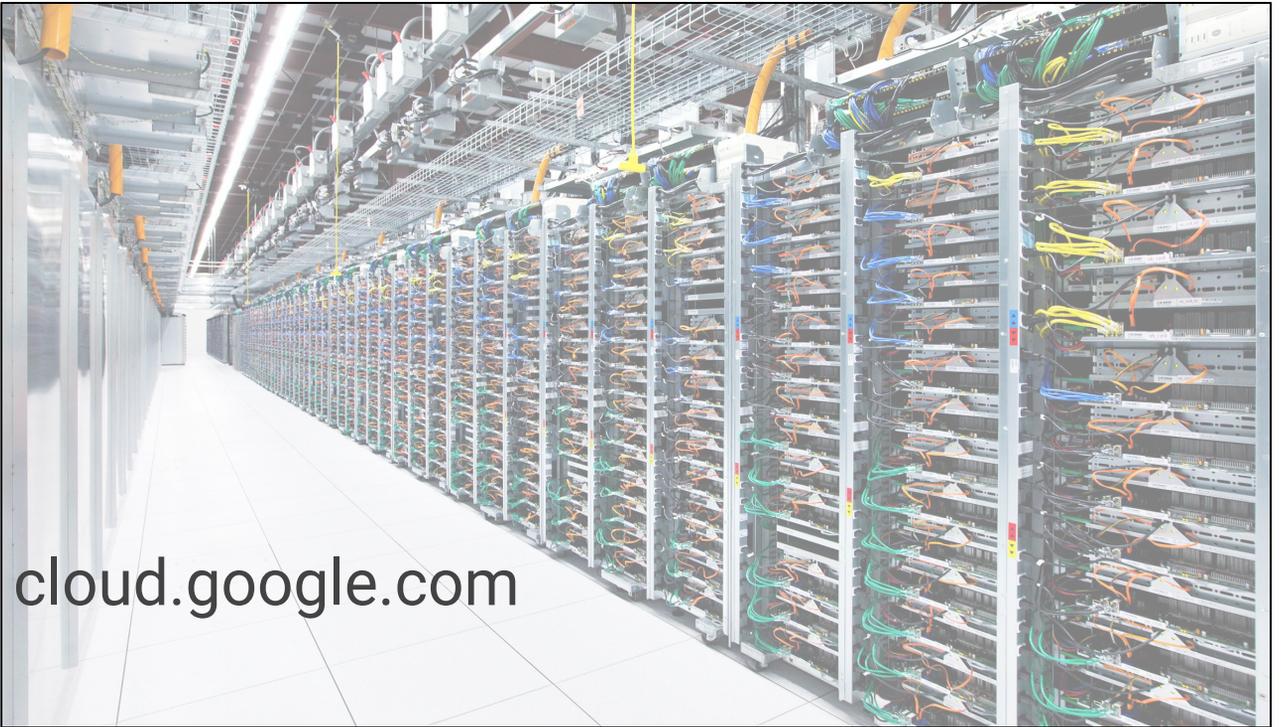


Image by
Cennie Zhou

Resources

- Third-Party Tools for BigQuery
<https://cloud.google.com/bigquery/third-party-tools>
- BigQuery connector for Microsoft Excel
<https://cloud.google.com/bigquery/bigquery-connector-for-excel>
- Tableau and BigQuery best practices
http://www.tableau.com/sites/default/files/media/whitepaper_googlebigquerytableaubestpractices_eng.pdf



cloud.google.com