Harnessing the power of low-cost resources: A demonstration of the data management and visualization abilities of Google Data Studio

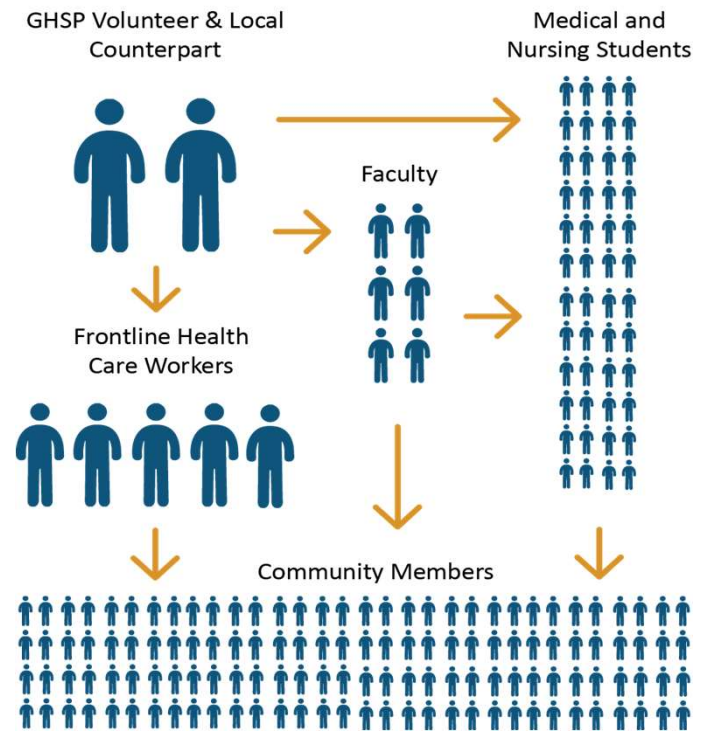*Maria Lopez*, Monitoring, Evaluation & Learning Specialist

Seed Global Health educates a rising generation of health professionals to strengthen access to quality care with a goal of *saving lives, strengthening health systems,* and *improving health.*

GLOBAL HEALTH SERVICE
PARTNERSHIP

Peace Corps

Seed
GLOBAL HEALTH

GHSP Model

GHSP Volunteer & Local Counterpart

Medical and Nursing Students

Faculty

Frontline Health Care Workers

Community Members

Global Health Service Partnership (GHSP) =
PEPFAR
+
Peace Corps
+
Seed Global Health

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Google Data Studio

- Free online data visualization tool.
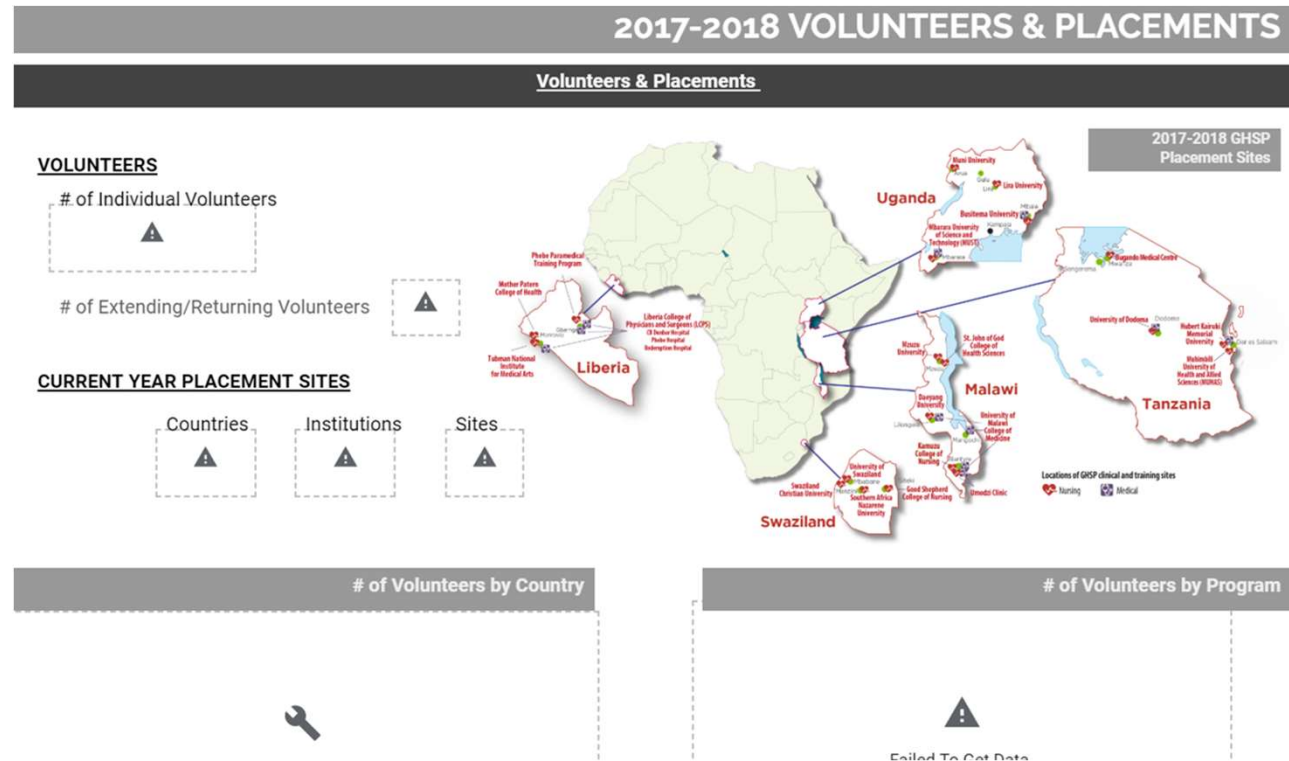
- Geared towards marketing professionals.

*"Google Data Studio is **a visualization and reporting tool**, and an integral part of Google Marketing Platform. It enables an enhanced approach to **decision-making**, allowing your entire organization to readily access and use marketing insights."*

*"Unlock the power of your data with **interactive dashboards** and **engaging reports** that inspire smarter business decisions. It's easy and free."*

GHSP Google Data Studio Dashboard *1.0*

- Beta version of Google Data Studio.

- Limited capabilities.

GHSP Google Data Studio Dashboard *2.0*

- Current version of the tool.

- Need for an information management system.

- Looking for an:
  - Interactive and user-friendly tool
  - Easy to set up
  - Not expensive (or free)
  - With integrations to other applications (*bonus*)

Identified capabilities

Filtering.
- Can search within filters.
- Can add filters to tables and graphs.

Data from tables and graphs can be exported by users.

Report pages can be downloaded as PDF or printed.

Can add hyperlinks to other resources.

Integration with Google Sheets.

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Pros + Cons

☺ **Pros**

For staff

- Easy to set up.
- Free.
- Learning what works.

For users

- Accessible.
- Attractive and user-friendly.
- Interactive.
- Targeted searches.

☹ **Cons**

For staff

- Set-up process.
- Internet-dependent.
- Potential data privacy and security issues.
- Limited advanced functionality.

For users

- Accessible.
- Learning curve.
- Internet-dependent.

Good practices

1. Involve your stakeholders as you develop the tool.
- Start building the process and culture as you start building the tool.
- Conduct a training once the report is ready.
- Ask for feedback!

2. Work on the data before you start building the report.

3. Make sure your internet connection is strong when building.

4. Take thorough notes!

5. Download copies of the files linked to the Data Studio, as well as of the report itself.

6. Give at least one person editing rights.

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Questions?

Play around!

https://bit.ly/2CuCpkH