



Level-Up Your Looker Dashboards and Increase User Engagement

Recent surveys have shown that adoption rates for new BI systems are as low as 20% due to issues around poor user experience, untrusted and incomplete data and data visualizations that fail to answer the users' questions.

If you're a CTO, CIO or Head of Data it's essential to know if the data analytics systems you've rolled out are truly being used. Often, IT and Engineering teams believe their Looker dashboards are well-utilized but a quick glance at the system activity stats can reveal a different story.

All-too often analytics and data engineers deliver analytics platforms that meet all of the business's technical goals, but then fail to get adopted by users; inevitably this leads to those users going back to desktop BI tools and losing the improvements to data governance and joined-up decision-making that your investment in Google Cloud technology was intended to deliver.

Rittman Analytics Looker User Engagement Service

Rittman Analytics' Looker User Engagement service is a comprehensive process that runs over three weeks to first audit, then redesign and then monitor engagement for your key Looker dashboards, while educating and enabling your Looker developers in dashboard design and user engagement best practices.

1. Audit & Analyze

Our service starts with an audit and analysis of your Looker implementation, looking for key areas that need a visual overhaul or other improvement. After presenting the findings from this audit we then create a focused plan to address the usability issues that have the greatest impact on adoption and usage of your Looker dashboards.

2. Rebuild & Redesign

Our service then provides a two-week time-boxed visual redesign phase to reimagine and rebuild your most important business dashboards using data visualization best practices to increase their usability, ease of understanding and actionability.

We'll show you how to implement visualization plug-ins from the Looker Marketplace, help you implement AI features such as the Looker Explore Assistant and show you how to deliver dashboards that are customized to the particular needs of your users.

3. Monitor & Support

Using data from the Looker system activity explores we'll create a user engagement dashboard that enables you to monitor the engagement KPIs that matter, tracking them over time so you can easily see how your initiatives are resonating with your users.

Start Leveling-Up Your Looker Dashboards Now

Rittman Analytics is a Google Cloud Specialized Data Analytics partner with a team of Looker experts ready to help you make the most of your investment in Google Cloud Data Analytics & Looker technology.

To find-out more about this and our services for Google Cloud, visit our website at <https://www.rittmananalytics.com> or contact us at info@rittmananalytics.com