Data Contracts Data.Monks

A Data Dictionary for Data Visualisation

media .monks

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Explain the need for data contracts

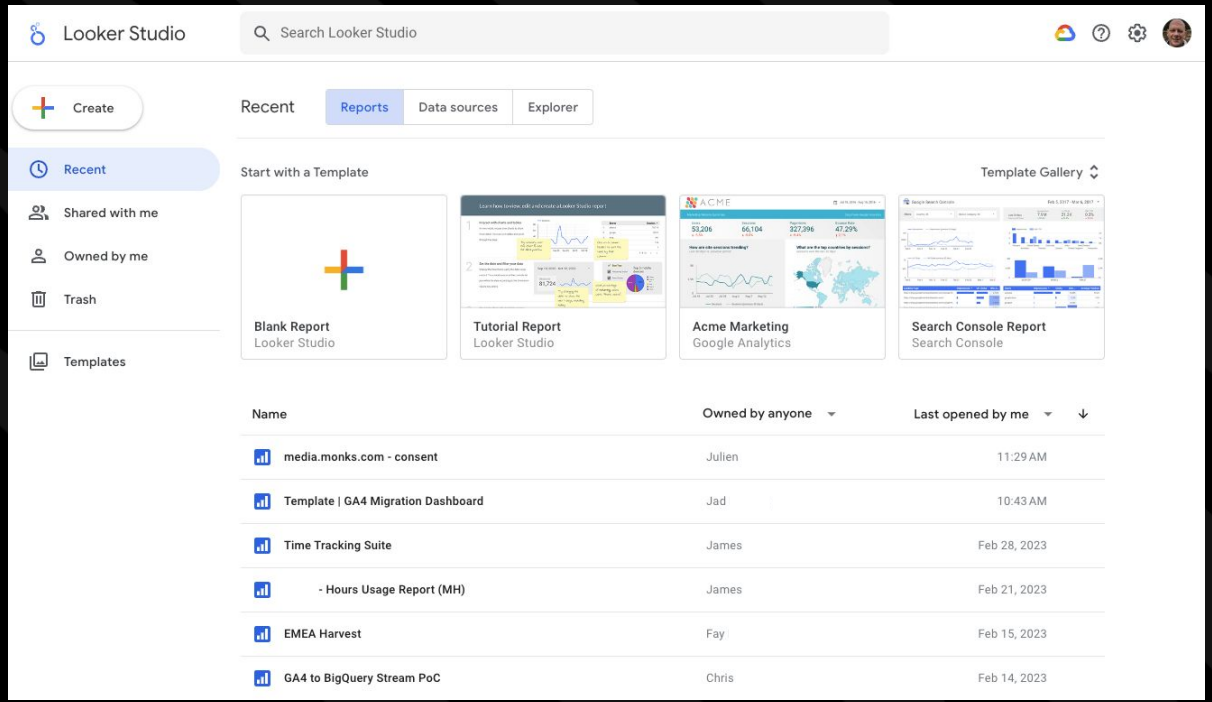
How are they useful end to end in data?

The rate of adoption and growth of LookerStudio has been impressive

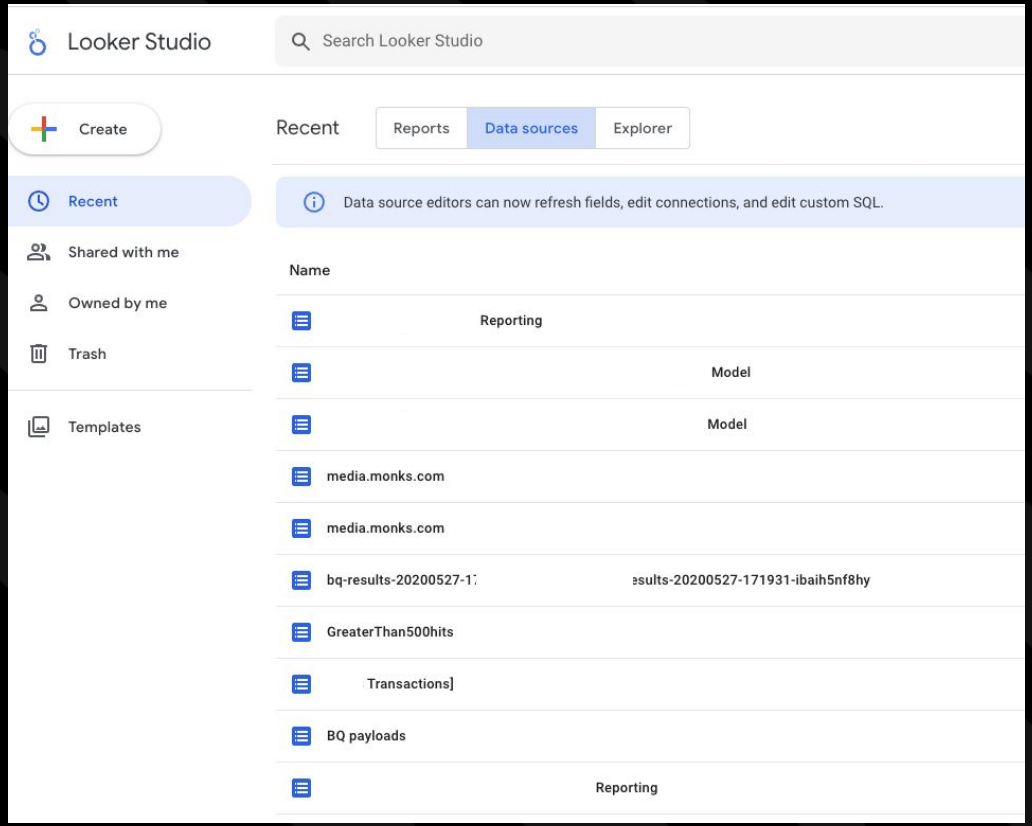
But

It can become a chaotic burden

Has your Looker Studio footprint grown organically?



Lots of data sources created by lots people in the org?



Has your Looker Studio footprint grown organically? Then you need:

Ownership
Auditability
Governance
Reliability
Consistency

Export Google Workspace Admin data to BigQuery

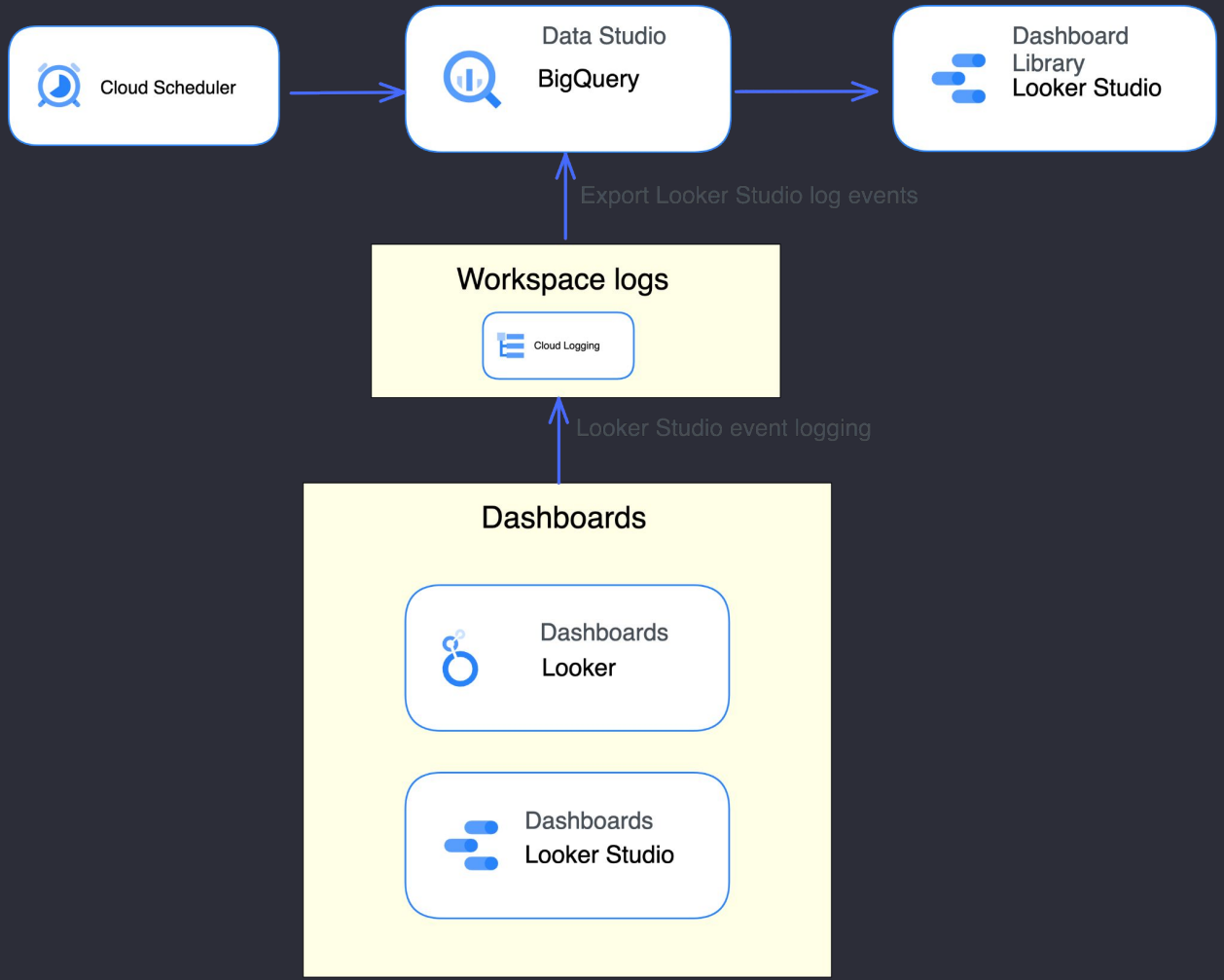
Looker Studio Log Events!

Major H/T to Ahmad Kanani for highlighting this one in his excellent Looker Studio Tips newsletter - go subscribe now!

Attribute descriptions

For this data source, you can use the following attributes when searching log event data:

Attribute	Description
Actor	Email address of the user who performed the action
Actor group name	Group name of the actor
Actor organizational unit	Organizational unit of the actor
Asset ID	ID of the asset where the logged action happened
Asset name	The name of the asset that was viewed or changed
Asset type	The type of asset where the logged action happened
Connector type	The type of connector used to fetch data for a data source asset
Data export type	The type or format of the data export in Looker Studio. Enter one of the following values: • CSV • CSV Excel (CSV in Excel format) • Extracted data source • Google Sheets
Date	Date and time of the event (displayed in your browser's default time zone)
Embedded in report ID	ID of the report where the data source is embedded
Event	The logged event action, such as *Create*, *Data Export*, or *Restore*
IP address	Internet Protocol (IP) address associated with the logged action. Usually reflects the user's physical location, but could be a proxy server or a virtual private network (VPN) address.
New value	If settings are changed, this field shows the new value of the settings—for example, *Can edit*, *Can view*, *Private*, or *Public on the web*.
Old value	If settings are changed, this field shows is the old value of the settings—for example, *Can edit*, *Can view*, *Private*, or *Public on the web*.
Owner	The owner of the asset
Prior visibility	Visibility of the Looker Studio asset before the activity
Target	When changing user access, this field captures the target users or groups that this access change applies to
Target domain	If link visibility is changed, this field captures the domains that have access to the link. For example, enter the domain for your organization if the link is shared within your domain, or enter all if the link has public access.
Visibility	Visibility of the Looker Studio asset associated with the activity


Cloud Scheduler
Data Studio
BigQuery
Dashboard Library
Looker Studio
Export Looker Studio log events
Workspace logs
Cloud Logging
Looker Studio event logging
Dashboards
Dashboards
Looker
Dashboards
Looker Studio

Now you have an automated Looker Studio Library

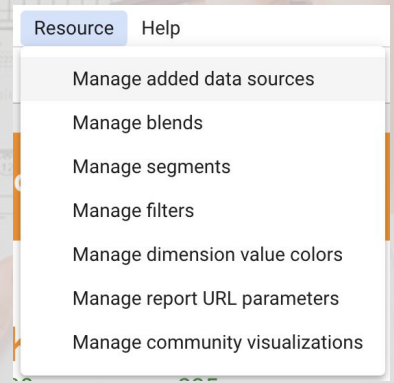
Assets, actors, analytics.

Resources

What's in **your** reports?

Looker Studio assets:

- Data Sources
- Blends
- Segments
- Filters



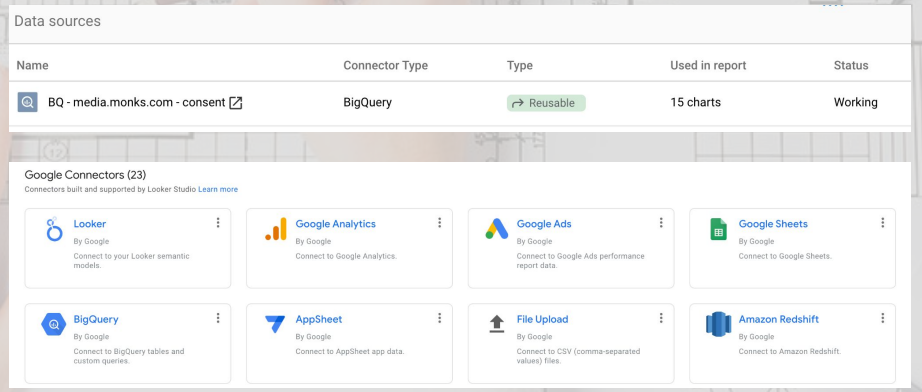
Data sources

Data Sources

23 Google Connectors
719 Partner Connectors

- Analytics
- GMP
- SQL
- Cloud Storage
- Sheets

And growing!



Data sources

Dims, Mets, Segments, Filters

- Record what data is used.
- What's expected.
- Data types
- Naming conventions
- Notes, details, context
- Query details

What if…?

Self documenting assets?

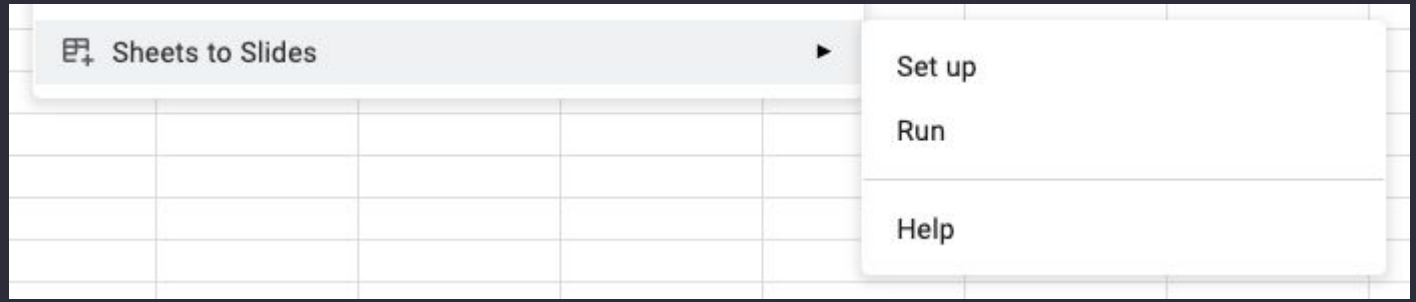
Self documenting assets!

Human and machine readable.

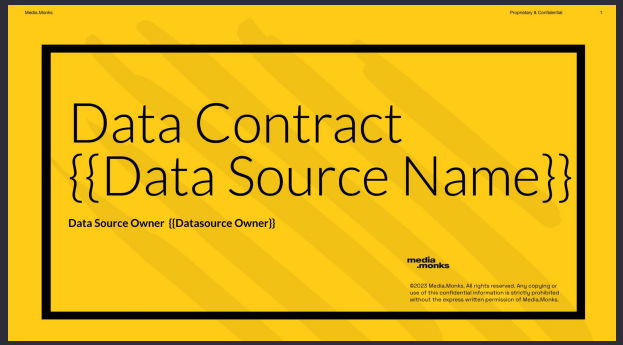
Self documenting assets!

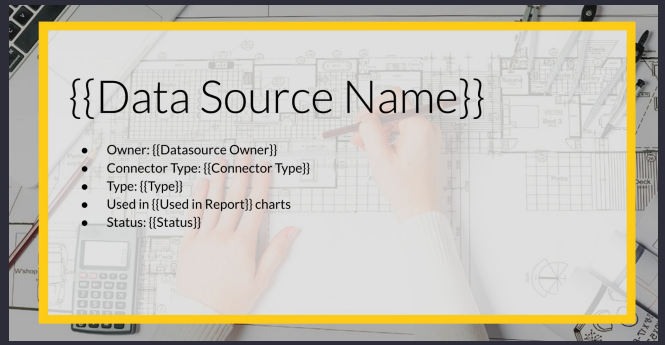
Human and machine readable.

Automated data contracts for Looker dashboards



Data Contract, human readable summary template





Data Contract, human readable data source template

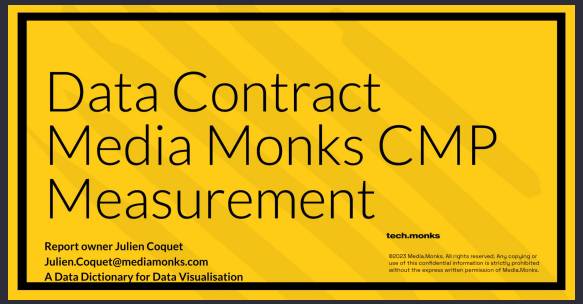
Template for data source details

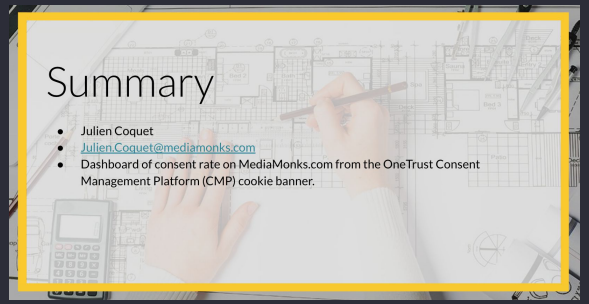
Filename	Data Source Name	Datasource Owner	Connector Type	Type	Used in Report	Status	Data Source Notes	Dimensions	Dims Notes	Metrics	Mets Notes
Data Contract - GA4 Data Source - Data.Monks	GA4 Test		Google Analytics (GA4)	Reusable	1	Working	GA4 test data - ecommerce data in particular	All GA4 dimensions	Focus on ecommerce data	All GA4 metrics	Ecommerce metrics in particular
Data Contract - GA360 Data Source - Data.Monks	Retail reporting		Google Analytics (GA360)	Reusable	4	Working	GA360 production data - ecommerce data in particular	All GA360 dimensions	Focus on ecommerce data	All GA360 metrics	Ecommerce metrics in particular
Data Contract - BQ - media.monks.com - consent Data Source - Data.Monks	BQ - media.monks.com - consent	Julien Coquet Julien.Coquet @mediamonks.com	BigQuery	Reusable	15	Working	Add query details here	Session_ID timestamp type		Record Count	

Populate templates from sheets

Process	_Filename_	Report Name	Report Owner	Owner	Description	Data Sources	Data Sources Notes	Segments	Segments Notes	Filters	Filters Notes
☐	media.monks.com - consent	Media Monks CMP Measurement	Julien Coquet Julien.Coquet @mediamonks.com	Julien Coquet Julien.Coquet @mediamonks.com	Dashboard of consent rate on MediaMonks.com from the OneTrust Consent Management Platform (CMP) cookie banner.	BQ - media.monks.com - consent	CMP data is streamed into BigQuery. The data is extracted using the following query:				
☐	GA3/GA4 Transaction Data	GA3/GA4 Transaction Data	Doug Hall Doug.Hall@mediamonks.com	Doug Hall Doug.Hall@mediamonks.com	Dashboard to compare transactional data from GA3 and GA4 data sets	- GA4 test - Retail reporting	Client GA4 and GA360 data sets				

Data Contract, human **readable deck**





Summary

Visualisation library
Data dictionary
Strategic usage
Activated
Analytics
    Demonstrate usage

Governance
    Manage access
    Auditable access
Maintained

Automated

Wrap up

Applying structure, rigor, and governance to data visualisation

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Record

- Library
- Assets
- Bulk management

Wrap up

Applying structure, rigor, and governance to data visualisation

Record

- Library
- Assets
- Bulk management

Audit

- Creation
- Ownership
- Access
- Governance

Wrap up

Applying structure, rigor, and governance to data visualisation

Record

- Library
- Assets
- Bulk management

Audit

- Creation
- Ownership
- Access
- Governance

Manage

- GA4 migration
- Access
- Maintenance

Any Questions?

THANK YOU