

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?

The screenshot shows the Looker Studio interface. At the top, there is a search bar and navigation tabs for 'Recent', 'Reports', 'Data sources', and 'Explorer'. The 'Recent' tab is active, displaying a 'Start with a Template' section with options like 'Blank Report', 'Tutorial Report', 'Acme Marketing', and 'Search Console Report'. Below this is a table listing recent reports.

Name	Owned by anyone	Last opened by me
media.monks.com - consent	Julien	11:29 AM
Template GA4 Migration Dashboard	Jad	10:43 AM
Time Tracking Suite	James	Feb 28, 2023
- Hours Usage Report (MH)	James	Feb 21, 2023
EMEA Harvest	Fay	Feb 15, 2023
GA4 to BigQuery Stream PoC	Chris	Feb 14, 2023

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

The screenshot shows the Looker Studio interface. At the top left is the Looker Studio logo and a search bar. Below the logo is a 'Create' button. The main navigation menu on the left includes 'Recent', 'Shared with me', 'Owned by me', 'Trash', and 'Templates'. The 'Recent' tab is selected, and the 'Data sources' sub-tab is active. A notification banner at the top of the data sources list states: 'Data source editors can now refresh fields, edit connections, and edit custom SQL.' The data sources list contains the following items:

Name
Reporting
Model
Model
media.monks.com
media.monks.com
bq-results-20200527-1: asults-20200527-171931-ibaih5nf8hy
GreaterThan500hits
Transactions]
BQ payloads
Reporting

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!



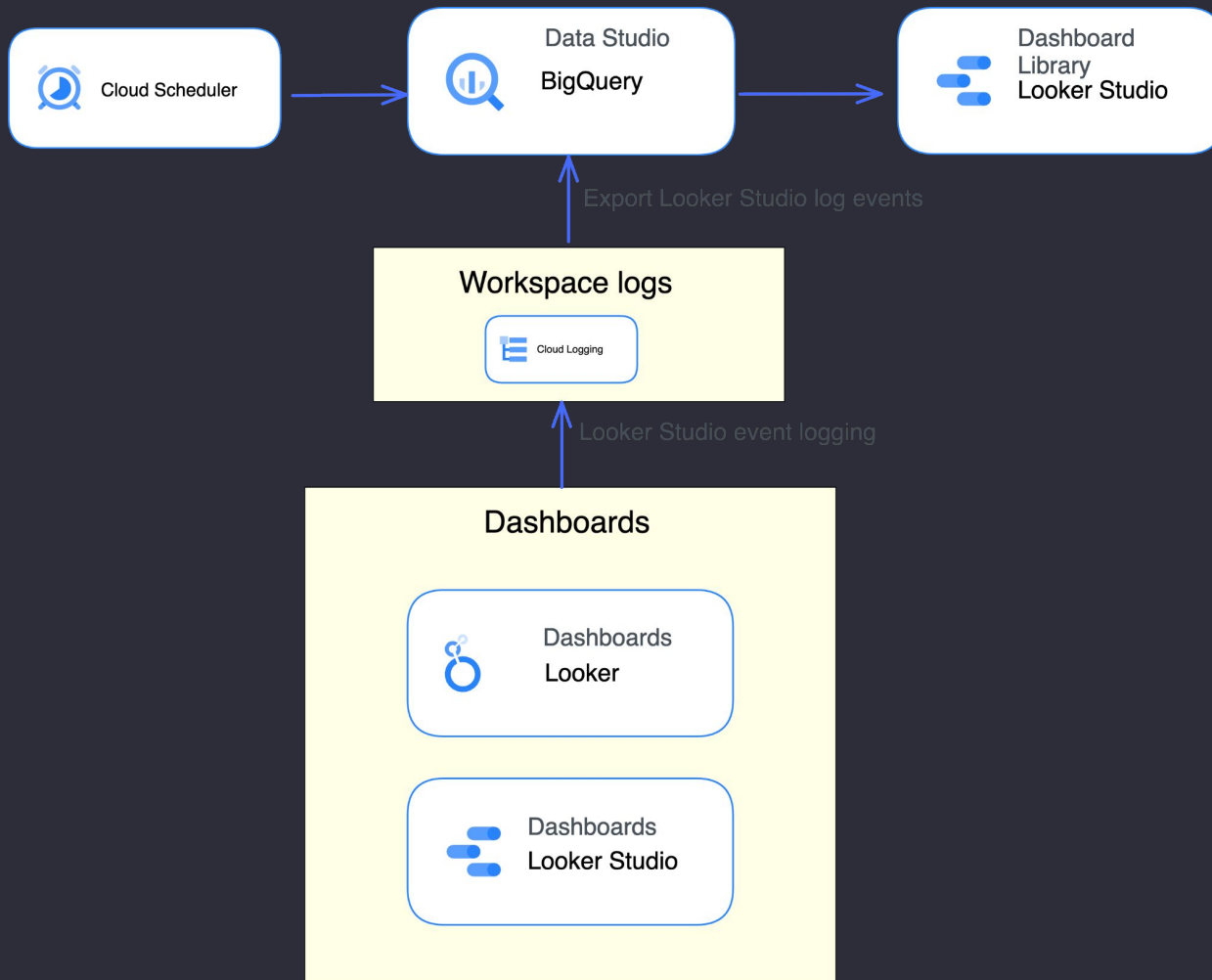
Major H/T to Ahmad Kanani for highlighting this one in his excellent Looker Studio Tips newsletter - [go subscribe now!](#)

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: <ul style="list-style-type: none"> • 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 <i>Create</i> , <i>Data Export</i> , or <i>Restore</i>
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, <i>Can edit</i> , <i>Can view</i> , <i>Private</i> , or <i>Public on the web</i> .
Old value	If settings are changed, this field shows is the old value of the settings—for example, <i>Can edit</i> , <i>Can view</i> , <i>Private</i> , or <i>Public on the web</i> .
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



Now you have an automated Looker Studio Library

Assets, actors, analytics.



What's in **your** reports?

Looker Studio assets:

- Data Sources
- Blends
- Segments
- Filters

Resource	Help
	Manage added data sources
	Manage blends
	Manage segments
	Manage filters
	Manage dimension value colors
	Manage report URL parameters
	Manage community visualizations

Data sources

Data Sources

23 Google Connectors

719 Partner Connectors

- Analytics
- GMP
- SQL
- Cloud Storage
- Sheets

And growing!

Name	Connector Type	Type	Used in report	Status
BQ - media.monks.com - consent [X]	BigQuery	Reusable	15 charts	Working

Google Connectors (23)
Connectors built and supported by Looker Studio [Learn more](#)

Looker
By Google
Connect to your Looker semantic models.

Google Analytics
By Google
Connect to Google Analytics.

Google Ads
By Google
Connect to Google Ads performance report data.

Google Sheets
By Google
Connect to Google Sheets.

BigQuery
By Google
Connect to BigQuery tables and custom queries.

AppSheet
By Google
Connect to AppSheet app data.

File Upload
By Google
Connect to CSV (comma-separated values) files.

Amazon Redshift
By Google
Connect to Amazon Redshift.

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?

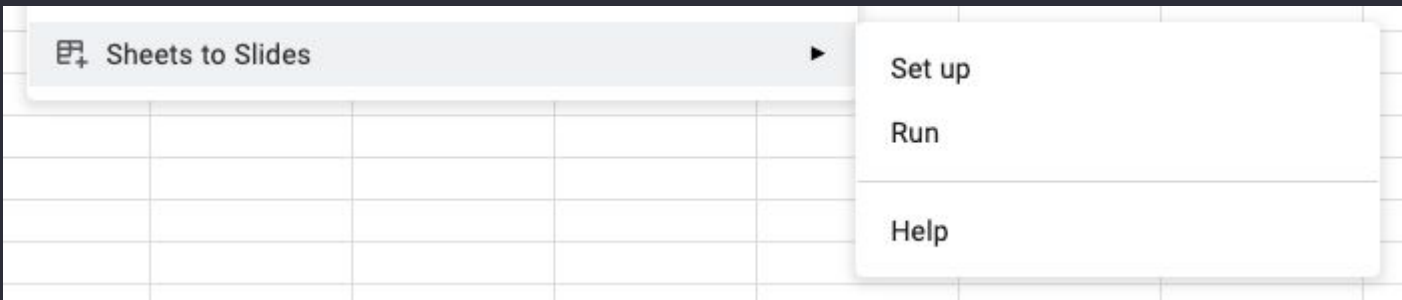
Self documenting assets!

Human and machine readable.

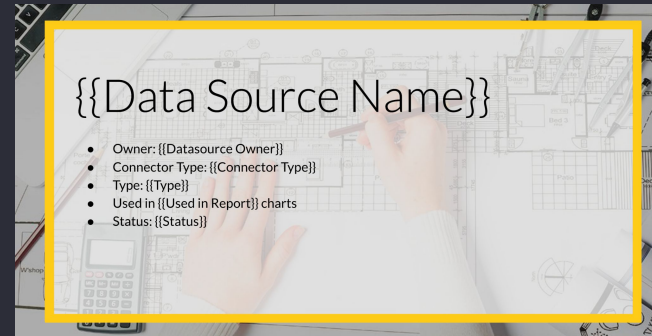
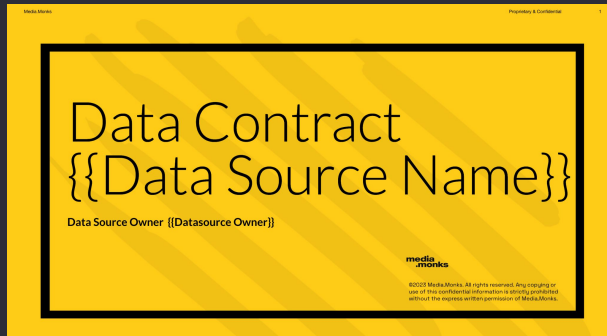
Self documenting assets!

Human and machine readable.

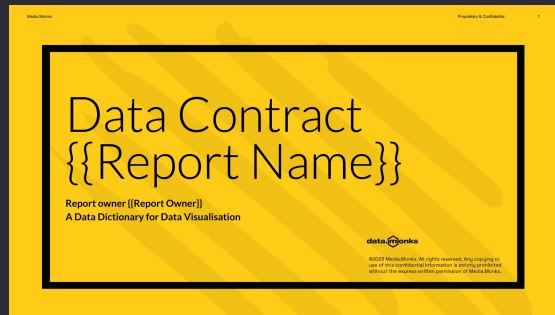
Automated data contracts for Looker dashboards



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
<input type="checkbox"/>	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:				
<input type="checkbox"/>	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

Data Contract Media Monks CMP Measurement

Report owner Julien Coquet
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A Data Dictionary for Data Visualisation

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Summary

- Julien Coquet
- Julien.Coquet@mediamonks.com
- Dashboard of consent rate on MediaMonks.com from the OneTrust Consent Management Platform (CMP) cookie banner.

Data Sources

[RQ - media.monks.com - consent](https://media.monks.com - consent)

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





Wrap up

Applying structure, rigor, and governance to data visualisation

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?

A person wearing a white and black striped t-shirt is shown in profile, drinking from a clear plastic cup with a straw. They are also holding a smartphone in their left hand. The scene is dimly lit, possibly at dusk or dawn. A bright yellow rectangular border frames the entire image. The words "THANK YOU" are written in a large, white, outlined, sans-serif font across the center. There are some yellow scribbles: one on the left side of the text and a flourish on the right side.

THANK YOU