Google Data Studio for M&E Reporting Training Course

Professional Development Training Course Outline

Category	Monitoring and Evaluation	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In the era of data-driven decision-making, Google Data Studio (GDS) has emerged as a game-changer for Monitoring & Evaluation (M&E) professionals. Google Data Studio for M&E Reporting Training Course equips participants with the skills to visualize, analyze, and communicate complex program data efficiently. Leveraging interactive dashboards, real-time reporting, and advanced data connectors, learners will transform raw M&E data into actionable insights that inform policy, optimize program performance, and demonstrate impact.

This course emphasizes practical, hands-on learning with a focus on data storytelling, KPI tracking, and automated reporting. Participants will gain expertise in building dynamic dashboards, integrating multiple data sources, applying filters and calculated fields, and presenting data to stakeholders. By the end of the course, learners will be proficient in creating engaging, accurate, and evidence-driven M&E reports that enhance transparency, accountability, and strategic program management.

Programme Curriculum

Google Data Studio for M&E Reporting Training Course

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Course Duration

5 days

Course Objectives

By the end of this training, participants will be able to:

1. Master Google Data Studio dashboard creation for M&E reporting.
2. Integrate multiple data sources including spreadsheets, databases, and cloud services.
3. Apply real-time data visualization techniques for actionable insights.
4. Build interactive reports with filters, date ranges, and dynamic charts.
5. Design customized KPIs and metrics for program monitoring.
6. Use calculated fields and formulas to enhance data analysis.
7. Leverage data storytelling principles to communicate findings effectively.
8. Automate report updates and data refresh schedules.
9. Implement best practices for data accuracy and validation.
10. Develop stakeholder-focused dashboards for transparency and accountability.
11. Apply trend analysis and performance tracking in program evaluation.
12. Troubleshoot common issues in data blending and visualization errors.
13. Conduct case study analyses to demonstrate practical application in real-world M&E contexts.

Target Audience

- M&E Officers and Coordinators
- Data Analysts and Program Evaluators
- Project Managers and Impact Assessment Professionals
- Government and NGO Monitoring Staff
- Policy Advisors and Decision-Makers
- Data Visualization Specialists
- Program Officers in International Development
- Researchers and Academic Professionals in Social Sciences

Course Modules

Module 1: Introduction to Google Data Studio

- Overview of GDS for M&E reporting
- Benefits of interactive dashboards
- Understanding data connectors
- GDS interface and navigation
- Case study: Dashboard for health program monitoring

Module 2: Data Sources and Integration

- Connecting spreadsheets and databases

- Importing cloud-based datasets
- Data blending techniques
- Managing multiple data sources
- Case study: Combining donor and project data

Module 3: Data Cleaning and Transformation

- Identifying and correcting errors
- Using calculated fields
- Standardizing metrics
- Handling missing or duplicate data
- Case study: Cleaning survey data for nutrition programs

Module 4: Visualization Fundamentals

- Chart types and their applications
- Choosing the right visual for KPIs
- Interactive filters and controls
- Formatting dashboards for clarity
- Case study: Visualizing education program results

Module 5: Dashboard Design Principles

- Layout and user experience
- Color coding and visual hierarchy
- Storytelling through design
- Accessibility considerations
- Case study: Donor report dashboard

Module 6: Metrics, KPIs, and Calculated Fields

- Defining program indicators
- Calculating ratios and percentages
- Conditional formatting for KPIs
- Monitoring trends over time
- Case study: KPI tracking for water and sanitation projects

Module 7: Interactive Reporting Techniques

- Date range filters
- Drill-down capabilities
- Dynamic control widgets
- Linking pages for storytelling
- Case study: Multi-level M&E dashboards

Module 8: Automating Reports and Scheduling

- Setting up data refresh schedules
- Sharing dashboards with stakeholders
- Embedding dashboards on web portals
- Exporting and distributing reports
- Case study: Automated monthly reporting for NGO programs

Module 9: Advanced Data Visualization

- Combo charts and scorecards
- Geo-mapping and location analysis
- Trend lines and forecasting
- Advanced filtering techniques
- Case study: Mapping disease prevalence across counties

Module 10: Data Accuracy and Validation

- Validating imported data
- Error checking formulas
- Version control and backup
- Data governance best practices
- Case study: Correcting reporting errors in donor-funded projects

Module 11: Stakeholder-Focused Dashboards

- Tailoring dashboards for audiences
- Visual cues for decision-making
- Highlighting impact stories
- Feedback-driven dashboard improvements
- Case study: Executive-level M&E report

Module 12: Storytelling with Data

- Narrative building in dashboards
- Visualizing program success
- Comparing targets vs. achievements
- Engaging graphs and charts
- Case study: Data storytelling for community development projects

Module 13: Trend Analysis and Performance Tracking

- Monitoring program trends over time
- Detecting anomalies and patterns
- Forecasting outcomes
- Benchmarking program performance
- Case study: Longitudinal health project evaluation

Module 14: Troubleshooting and Best Practices

- Common GDS errors and fixes
- Optimizing performance for large datasets
- Security and sharing best practices
- Continuous improvement of dashboards
- Case study: Optimizing a national M&E reporting system

Module 15: Capstone Project and Practical Application

- End-to-end dashboard creation
- Real-world M&E data integration

- Presenting dashboards to stakeholders
- Peer review and feedback
- Case study: Comprehensive NGO program reporting

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com