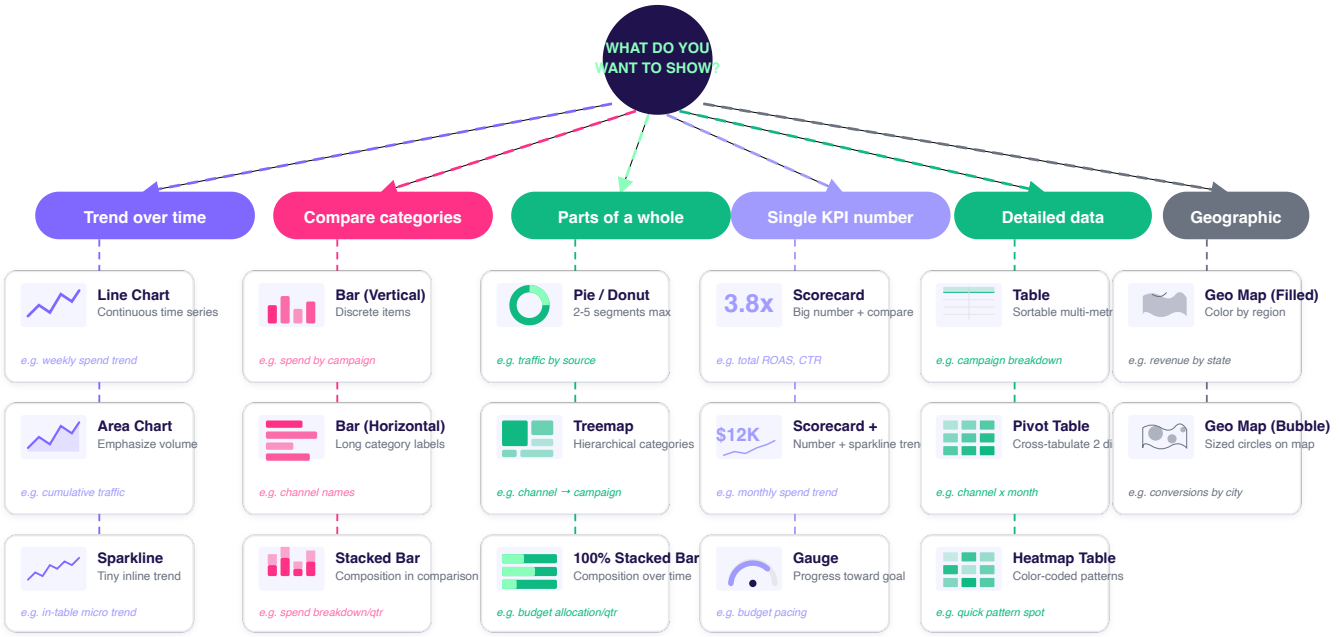
CHART SELECTION GUIDE

Which Looker Studio Chart Should I Use?

Match your data type to the right visualization in seconds



HOW TO READ: Start here · Question category · Chart type card · Follow the path

Quick Reference

CHART TYPE	BEST FOR	# OF METRICS	EXAMPLE
Scorecard	Single KPI highlight	1	Total ROAS: 3.8x
Line Chart	Trends over time	1-4	Weekly spend trend
Bar Chart	Category comparison	1-2	Spend by channel
Stacked Bar	Composition + comparison	2-3	Budget allocation by quarter
Pie / Donut	Parts of a whole	1	Traffic source split
Table	Detailed breakdowns	3+	Campaign performance
Geo Map	Location-based data	1-2	Revenue by state
Treemap	Hierarchical composition	1	Spend: channel → campaign

Connect 500+ data sources to Looker Studio with Improvado →
improvado.io/integrations/looker-studio

Lead with Scorecards

01

Place the most important KPIs at the top of your dashboard as scorecards. Viewers should see headline numbers (total spend, ROAS, conversions) before any charts. This anchors the narrative.

Limit Pie Charts to 5 Segments

02

Pie and donut charts become unreadable beyond 5 slices. If you have more categories, group the smallest into "Other" or switch to a horizontal bar chart for clarity.

Always Label Your Axes

03

Bar and line charts without axis labels force viewers to guess the scale. Add clear axis titles and ensure the value format (currency, percentage, number) is obvious at a glance.

Use Consistent Colors

04

The same dimension should always use the same color across every chart. If "Google Ads" is blue in one chart, it must be blue everywhere. This reduces cognitive load and avoids confusion.

Add Date Range Controls

05

Every dashboard should include a date range selector. Let viewers filter by custom periods (last 7 days, last month, quarter) so the same dashboard serves multiple reporting needs.

Side-by-Side Comparisons

06

When comparing metrics (e.g., spend vs. revenue), place charts next to each other on the same page. Forcing viewers to scroll between pages breaks the comparison flow.

Highlight Outliers with Formatting

07

Use conditional formatting in tables and scorecards to flag anomalies — red for drops, green for gains. This draws attention to what matters without requiring manual inspection.

When in Doubt, Use a Table

08

If no chart type feels right, default to a well-structured table. Tables are universally readable, support sorting and filtering, and handle any number of dimensions and metrics.

The Real Chart Challenge? Getting Your Data In.

Choosing the right chart is step two. Step one is connecting your data sources reliably. Marketing teams juggle 10-30+ platforms — Google Ads, Meta, Salesforce, HubSpot, GA4, and more. Manually importing CSVs into Looker Studio breaks dashboards the moment data changes. Improvado automates the entire pipeline: extract from 500+ sources, transform metrics into a unified schema, and push clean data directly into Looker Studio. Your charts stay accurate, your team saves hours, and your dashboards tell the real story.

Try it free → improvado.io/integrations/looker-studio