

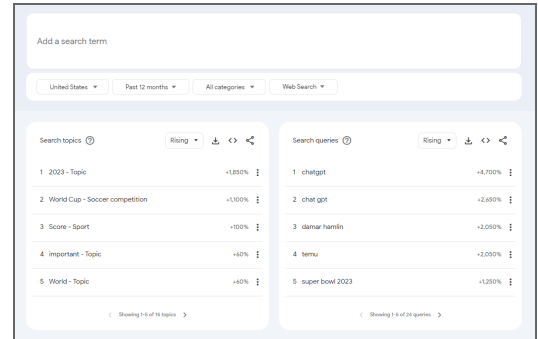
Case Study

Google Trends Dashboard

Challenge

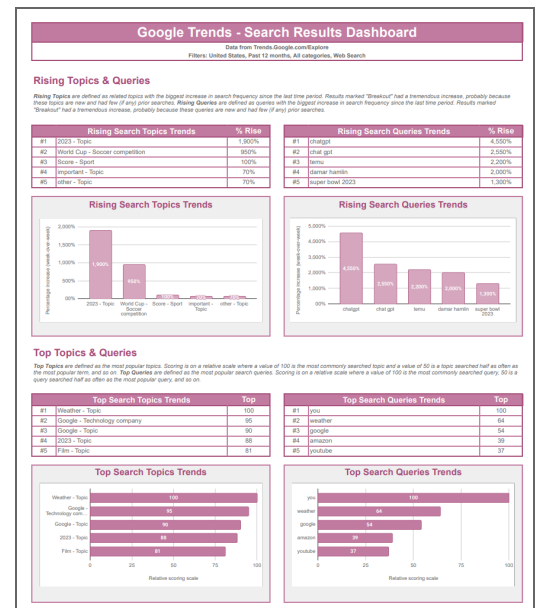
Google Trends provides the top trends and search queries based on filters like location. However...

- The data cannot be downloaded all at once, and the CSV files do not note the filters used
- “Top” and “Rising” data are not in same view
- There are no data visualizations
- Scraping the site is possible but formats poorly



Solution

I developed a Google Sheets workbook that allows the user to copy & paste the entire Google Trends webpage into two “source” tabs, which then feeds into a larger dashboard that summarizes the top and rising 5 trends and search queries in one singular view with visualizations. The dashboard notes the filters used and data definition, and also prints easily as a one page PDF.



Learn More

- ➔ Access the [Google Sheets file](#)
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