Case Study Google Trends Dashboard

Challenge

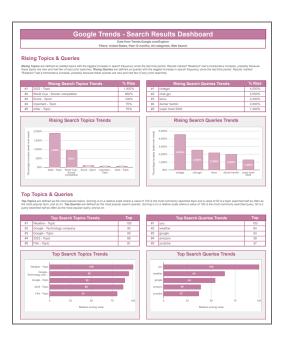
Google Trends provides the top trends and search queries based on filters like location. However...

- 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

| United States * Past 12 months * | All categories 💌 | Web Search 🔻 | |
|----------------------------------|------------------|--------------------|----------------|
| Search topics ⑦ Rising • | ∓ o < | Search queries (2) | Rising + 4 + 4 |
| 1 2023 - Topic | +1850% | 1 chatgpt | +4,700% |
| 2 World Cup - Soccer competition | +1,100% | 2 chat gpt | +2,650% |
| 3 Score - Sport | +100% | 3 damar hamlin | +2,050% |
| 4 important - Topic | +60% 1 | 4 temu | +2,050% |
| 5 World - Topic | +60% : | 5 super bowl 2023 | +1,250% |

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.



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