



Looker

Reviews, tips, and advice from real users



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Product Recap



Looker Recap

Looker is a powerful data analytics platform that empowers businesses to explore and analyze their data in real time.

With its intuitive interface and robust features, Looker enables users to easily create and share interactive dashboards, reports, and visualizations.

The product's advanced data modeling capabilities and seamless integration with popular data sources make it a top choice for organizations looking to gain valuable insights from their data.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“I would rate the stability a ten out of ten. I didn't face any issues with stability.”



Dmitri Solodovnik

Business Intelligence Team Lead at Oxagile



“It is a pretty stable solution because it is a cloud-based product.”



Anton Nenov

Credit Risk Manager at ITF Group JSC



“The product is easy to use.”



Abhishek Swain

Software Engineer at Adaequare



“It's quite effortless to navigate through various applications and review their updated data in real-time.”



Adedayo Iyanda

Business Intelligence Analyst || Data Engineer at Traction Apps

- ✓ “Looker allows you to generate the most optimal SQL queries in a DC through UI actions. We had signed a contract with Google Cloud to use BigQuery. That was the primary reason we adopted Looker. It works better with BigQuery than any other BI platform. We also like how this tool was developed. It was designed with an eye toward microservices architecture.”



Subramani R

Software Data Engineer at PayPal

- ✓ “We can centralize all our data models.”



Luiz Cesar Gosi

Senior Analytics Engineer at TalkDesk

- ✓ “With Looker, I have experienced benefits in terms of usability and shareability.”



Verified user

Student at a university with 501-1,000 employees

What users had to say about valuable features:

“The most valuable feature of Looker is that it is very quick with Google Data Studio. The solution offers good integration between Google Data Studio and Looker's visualization part..”

Anton Nenov

Credit Risk Manager at ITF Group JSC

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“The product is better than any other BI tool. It is really helpful. If my data model is strong and I can code most of it in Google BigQuery, it's much easier to play around and perform a little data science in LookML. The product is easy to use..”

Abhishek Swain

Software Engineer at Adaequare

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“Looker allows for multiple customizations directly at the reporting level. It allows me to manipulate column names, and types and to implement data-level security.
.”

Kishore Jhunjunwala

Sr Analytics Consultant at a tech vendor with 1,001-5,000 employees

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“The most valuable feature of the solution is that it is a user-friendly tool that is easy to integrate. I can easily share Looker with somebody who has a Google email address. Those who don't have a Google email address can easily see what I have been working on since I can share it easily with them..”

Verified user

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Student at a university with 501-1,000 employees

“Recently, I've found more value in what I'm currently exploring. It's quite effortless to navigate through various applications and review their updated data in real-time. While using Looker, I encountered a hitch in the application setup process; it took a bit of time and effort to configure, but once it was up and running, the results were remarkably impressive..”

Adedayo Iyanda

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Business Intelligence Analyst || Data Engineer at Traction Apps

“Features like Symantec layer, LookML, and Looker API are significant. The semantic layer and LookML provide powerful capabilities. Embedding API is also useful.

The documentation is efficient. So far, it's effective. Also, support for different database dialects and the holistic vision is good for advanced analytics; it's not only numbers but also being able to program something.

It supports advanced analytics beyond just numerical data..”

Dmitri Solodovnik

Business Intelligence Team Lead at Oxagile

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Other Solutions Considered

“In my company, we use other products apart from Looker. In my previous company, we usually used to combine reports with the help of Looker and other BI tools because it's pretty much easy to integrate with Google..”

Anton Nenov

Credit Risk Manager at ITF Group JSC

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“The alternative when decided to use Looker was Tableau, which was recommended by several employees who had used it in the past. The main reasons why we opted for Looker over Tableau were the existence of a web interface, simplicity of use, and the general look of the product..”

Verified user

Data Analyst (Data Engineering) at a tech services company with 501-1,000 employees

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“The accessibility concerns are significant. We have approximately forty-five users, which makes the cost of licensing quite expensive. This aspect holds paramount importance for us. There are some specific reports we need to share. We use Power Desktop within our domain and intend to explore other options. That's why we use Looker—it provides easier and seamless access for individuals outside the licensing sphere..”

Adedayo Iyanda

Business Intelligence Analyst || Data Engineer at Traction Apps

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“I have experience with Tableau and Power BI. With Looker, it is easy to sign up, and its onboarding process is straightforward. There is no need for me to download any app for Looker if I use it online, but for the other tools, most of the time, I have to download the app if I want to access more features or capabilities, and at times, I may have no idea about it. The spread of features and how much Looker offers is much less compared to what the other BI tools offer, which I feel are more advanced..”

Verified user

Student at a university with 501-1,000 employees

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ROI

Real user quotes about their ROI:

“It's definitely worth it for us, but I can't get into details. We want as many people as possible at Knewton using Looker because we believe that decisions should be supported with data..”

Verified user

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Head Of Data Warehouse at a tech vendor with 501-1,000 employees

“Small companies can experience return and investment from the use of Looker as it offers easy and good integration capabilities, and the time needed for the adoption of the tool in a company is very short, making it one of the best things about Looker. With other tools apart from Looker, it takes too much time to adapt and to start sharing the reports. From the beginning, I have known Google Data Studio and Looker..”

Anton Nenov

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Credit Risk Manager at ITF Group JSC

“ROI is difficult to measure, but we are absolutely on the positive side mostly because of problems we've caught and corrected.

Several fixes saved us tens of thousands of dollars, and numerous product improvements have resulting in even more. Empowering every employee to make smarter decisions in less time easily pushes us into the black on ROI. Looker is competitively priced, and they are open to working with you on a fair price..”

Verified user

Head of Data & Analytics at a marketing services firm with 501-1,000 employees

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Use Case

“I use Looker to deal mostly with simple visuals because it doesn't have much capability to clean data. I use Looker to manage simple visualization once I finish cleaning the data. .”

Verified user

Student at a university with 501-1,000 employees

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“We use Looker to create dashboards for our stakeholders. It's a BI tool that allows us to aggregate and visualize data so we can draw conclusions from it. Around 200 to 300 developers and business analysts are working on these tools..”

Subramani R

Software Data Engineer at PayPal

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“We use it mainly for embedding dashboards, data governance, and handling complex solutions.

For current projects, we have four Looker instances, including dev staging, two productions for external users, one for internal, with CI/CD pipelines and automated tests. It's a comprehensive solution, not just one instance..”

Dmitri Solodovnik

Business Intelligence Team Lead at Oxagile

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“I have used the product with some clients.

We use it to build a dashboard for the executives of the businesses. With it, we can create better insights for them and create visualizations for the businesses. The primary use of the dashboard which we developed is to track the progress on the sales and marketing side. Basically, it's used to give companies better insights. .”

Verified user

Vice President Engineering at a pharma/biotech company with 5,001-10,000 employees

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“At our work, we deploy services, especially for payments, and get feedback on the integrated percentage of these deployments. These services are scattered across different locations, so I also handle administrative tasks, integrating AI for subscription management and addressing globalization concerns. We're focused on securing our operational environment and streamlining account management. There seem to be some challenges in the process, and I utilize Looker for analysis and resolution..”

Adedayo Iyanda

Business Intelligence Analyst || Data Engineer at Traction Apps

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“We use the solution to visualize the data differently. Sisense can directly query large data and visualize them in real-time. In Looker, You have to write preexisting scripts to fetch consolidated data from external sources and store it in Google Sheets. If your data is stored in a Google database, you can query it in real-time. Otherwise, you have to integrate your data with Google Sheets or other supported sources. Looker can handle more than a few thousand rows of data, but it may be slow to query large datasets..”

Pavan-Reddy

Senior Manager Analytics at Aarki, Inc.

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The initial setup is pretty straightforward. I rate the ease of setup a three out of ten. The solution is deployed on the cloud. The deployment takes place under sprints. The sprints are two to three weeks long, depending on the project..”

Abhishek Swain

Software Engineer at Adaequare

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“The initial setup is not difficult, but it is not easy. For a person using it for the first time, they will take some time to navigate, but if you have a person who has used other reporting tools for them, it will be straightforward. .”

Kishore Jhunjunwala

Sr Analytics Consultant at a tech vendor with 1,001-5,000 employees

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“The product's initial setup phase was straightforward.

The product requires a PnP deployment. I already had a Google account, so I had to just sign up with my Google email address, and I was able to access the features of Looker..”

Verified user

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Student at a university with 501-1,000 employees

“The product's initial setup phase is very easy compared to other BI tools like Tableau, PowerBI, and BusinessObjects.

The product's installation deployment phase

The solution is deployed on the cloud services provided by Google..”

Anton Nenov

[Read full review](#) 

Credit Risk Manager at ITF Group JSC

“The initial setup depends on the company. If they have appropriate specialists, it's straightforward. But it can be challenging for different departments within the same company that haven't used Looker before.

The initial deployment was fast, especially for an MVP version. However, the overall deployment time depends on the company's roadmap. For instance, just to roll out the instance, it's pretty fast..”

Dmitri Solodovnik

Business Intelligence Team Lead at Oxagile

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“The initial setup is straightforward. Deployment was very fast, taking less than a month. It was straightforward because everyone could access it directly, and there was no data onboarding. We already knew how to use it effectively and were able to start using it within the first week after we decided to deploy it.

For deployment, we have decided on a format in which we want to visualize the data according to different clients with customizations. We have developed a set of rules that define the structure of the visualization of the dashboard. Once we have finalized the format, we will roll it out to the larger team, and everyone can build their dashboard within a few days.

I rate the solution's setup an eight out of ten..”

Pavan-Reddy

Senior Manager Analytics at Aarki, Inc.

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Customer Service and Support

“I've only had a single encounter with it. The folks handling it did respond. I assured them that I hadn't faced many challenges. If I did encounter any, I'd go back and check. .”

Adedayo Iyanda

Business Intelligence Analyst || Data Engineer at Traction Apps

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“Support is pretty good. They provide online support, so we can quickly hop on a call. However, for more complicated issues, like a cache issue we encountered for embedded networks, the resolution can lag. Issues can remain unsolved for a while..”

Dmitri Solodovnik

Business Intelligence Team Lead at Oxagile

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“The technical support is really bad. There is no way to save a screen recording. If there is an issue with the report, I cannot download multiple snapshots and send them. I need to send them one PNG file at a time. There would be a better way to share issues. Their responses over the chat are no easy way to replicate the solution or the issue..”

Kishore Jhunjunwala

Sr Analytics Consultant at a tech vendor with 1,001-5,000 employees

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“I rate Looker support eight out of 10. I had to reach out to Looker support for specific use cases that were not readily available in the documentation. I asked the support team if there is a way to use a particular API to extend the native functionality. They respond quickly. They may not always have the right answer, but they're responsive. .”

Subramani R

Software Data Engineer at PayPal

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“Technical support has been superb. Most answers are easily found in the user forums. Online chat has been very responsive for other questions. Our account representative has been very responsive and helpful for higher level questions related to issues like billing and configuration..”

Verified user

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CEO at a tech company with 501-1,000 employees

“I have contacted the technical team of Looker several times in the past, but I have never been very satisfied with their support. Looker's technical team takes too much time to respond to my queries. I usually found the solutions to my issues on forums or through other communication channels.

I rate the technical support a five out of ten..”

Anton Nenov

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Credit Risk Manager at ITF Group JSC

Other Advice

“We are using a legacy mode. My manager helped me learn the solution. I learned it in two weeks. If we have a real-time project within the company, it makes sense for new users to start working on the tool. Overall, I rate the tool an eight and a half out of ten..”

Abhishek Swain

Software Engineer at Adaequare

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“Looker is a developer's delight because it offers many customization options. However, there is much room for improvement from the end user's perspective. Overall, I rate the solution a seven out of ten..”

Kishore Jhunjunwala

Sr Analytics Consultant at a tech vendor with 1,001-5,000 employees

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“I am a student who uses Looker for certain projects, but I use another solution at work. In short, I choose Looker for my personal use.

I do not need to do anything to keep the product up and running.

I rate the overall tool a six out of ten..”

Verified user

Student at a university with 501-1,000 employees

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“Be ready to face a learning curve. For companies, understand it's not a one-week or one-month setup like Data Studio, Tableau, or Power BI. Invest in long-term projects, and management should understand the time commitment.

It's worth it for big companies, but smaller ones should carefully consider their needs.

Overall, I would rate the solution a nine out of ten. .”

Dmitri Solodovnik

Business Intelligence Team Lead at Oxagile

[Read full review](#) 

“I recommend Looker over other BI tools to those planning to use them in their company. The leaders and management in an organization have various reasons to choose other tools apart from Looker. You can manage a lot of reports with Looker. Looker is also easy to use and share with others in a company, while certain factors like the levels of authorizations and so on are helpful in the product when considering elements like security issues.

I rate the overall product an eight out of ten..”

Anton Nenov

Credit Risk Manager at ITF Group JSC

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“Our data usage is in Google, using SQL. However, the dataset size varies significantly. While some sets are not extensive, others fall into the category of large enterprise-level data, impacting costs. It's not a singular size; it varies. We're considering transitioning to Looker due to performance issues, specifically in this context.

I would rate the solution an eight. We have various pros and cons to consider. Right now, the key advantage is the easy access and availability. Sharing information is seamless, and it facilitates quick comparisons with near-immediate updates—it's almost live. We don't need instances for file logs; reports are accessible right there. Visualizing data is also straightforward. In terms of drawbacks, the experience is similar to Looker, functioning as an IPaaS..”

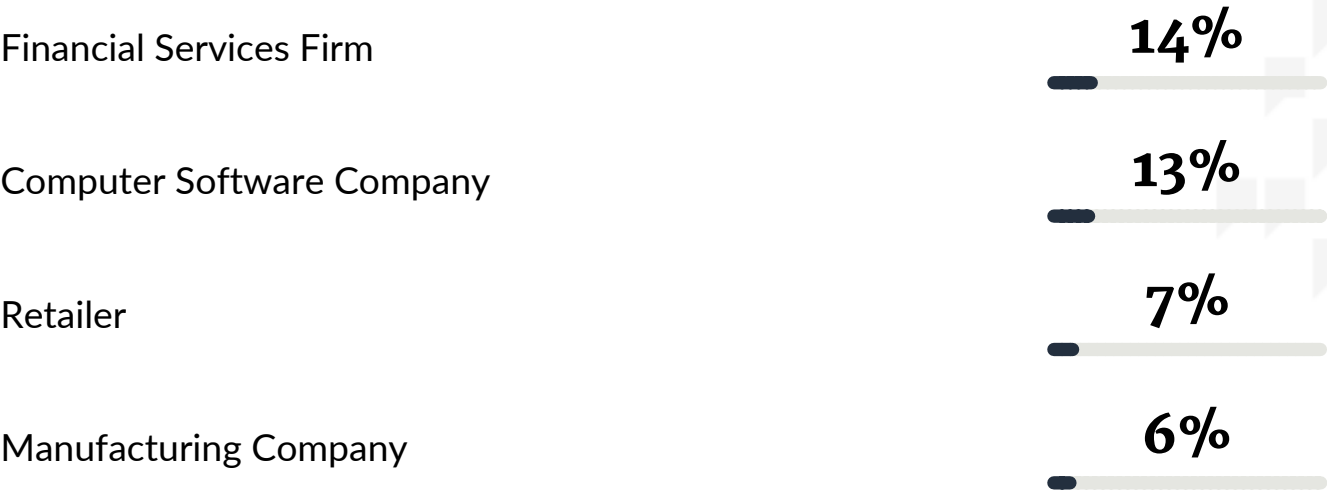
Adedayo Iyanda

Business Intelligence Analyst || Data Engineer at Traction Apps

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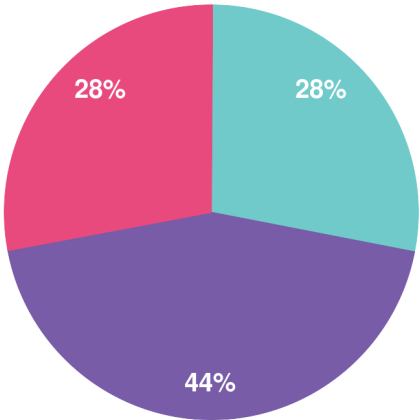
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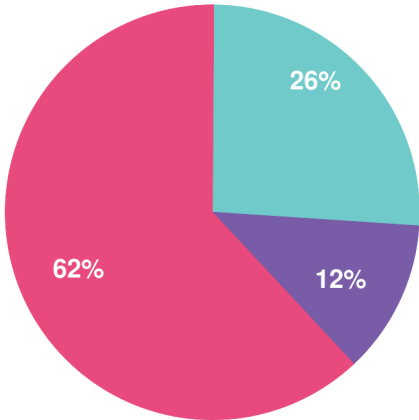


Company Size

by reviewers



by visitors reading reviews



 Large Enterprise  Midsize Enterprise  Small Business

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244 5th Avenue, Suite R-230 • New York, NY 10001

reports@peerspot.com

+1 646.328.1944