

# Displayr Data Layer

## Overview

Displayr is a data analysis and dashboarding platform used to explore survey data, build visualizations, and share interactive reports. Teams use Displayr to turn raw response data into crosstabs, charts, and live dashboards.

Alchemer does not connect to Displayr directly for live reporting. Instead, you use an Alchemer integration to send your survey and workflow data to a data source, such as a Google Sheet, an Excel file, or a database like Databricks, Amazon Redshift, or Snowflake, and then connect Displayr to that same data source. Displayr reads the data from there and can refresh it on a schedule, so your dashboards stay current as new responses come in. This page explains how to set up that data layer on the Displayr side.

## How the Alchemer + Displayr data layer works

The flow has three parts:

1. **Alchemer** sends survey or workflow data to a data source using one of the integrations below.
2. The **data source** (Google Sheet, Excel file, or database) stores the data.
3. **Displayr** connects to that data source, imports the data, and refreshes it on a schedule.

## You will need

- An Alchemer plan that includes the integration you want to use, with the Integration Manager permission enabled.
  - [Contact us](#) if you are unsure if your plan includes integrations.
- A Displayr account with access to add data sets. Files larger than 1,000 rows and 100 columns require a professional Displayr license, and any uploaded file must be under 8 GB.
- Access to the data source you plan to use (the Google Sheet, Excel file, or database connection details).

## In this guide

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- [Step 2A: Connect Displayr to a Google Sheet](#)
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- [Step 2C: Connect Displayr to a database \(Databricks, Redshift, Snowflake\)](#)
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## Step 1: Send your Alchemer data to a data source

First, use the appropriate Alchemer integration to push your survey or workflow data into the data source you want Displayr to read from. Follow the Alchemer setup guide for your chosen destination:

- [Google Sheets](#)
- [Excel](#)
- [Databricks](#)
- [Redshift](#)
- [Snowflake](#)

Once your data is landing in the data source, continue to Step 2 to connect Displayr.

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## Step 2: Connect Displayr to your data source

In every case, you add data in Displayr the same way: in the **Data Sources** tree, click **+ Add Data** (bottom left), or use the **+** button or the **Chat** panel. Displayr then shows the available ways to upload or connect to data. Choose the option that matches your data source, as described below.



### Connect Displayr to a Google Sheet

Google Sheets connect through a direct-download URL, which lets Displayr refresh the data automatically.

#### Prepare the Google Sheet

1. In Google Sheets, click **Share** and set **General access** to **Anyone with the link**.
2. Copy the sheet URL. It will look like <https://docs.google.com/spreadsheets/d/<sheet-id>>.
3. To force a direct download, append `/export?format=csv` to the URL. To target a specific tab, also add `&gid=<id>` using the gid from that tab's URL. If you do not specify a tab, only the first sheet is imported.

#### Add it in Displayr

1. In Displayr, select **Data Sources > Plus (+) > Cloud Sources > URL**.
2. Enter the URL you prepared above.
3. Click **OK**.



For full details, see Displayr's guides on [importing data via URL](#) and [importing from Google Drive](#).

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### Connect Displayr to an Excel or CSV file

You can either upload the file directly or connect to it in cloud storage so it refreshes automatically.

#### Option 1: Upload the file

1. In the **Data Sources** tree, click **+ Add Data**.
2. Use the **Upload file** button (or drag and drop) to add your `.xls`, `.xlsx`, or `.csv` file.

#### Option 2: Connect for automatic refresh

1. Store the file in a cloud source (Displayr Cloud Drive, Google Drive, Dropbox, OneDrive, or Box), or make it available as a direct-download URL.
2. In Displayr, select **Data Sources > Plus (+) > Cloud Sources** and choose your storage location or URL, then point Displayr at the file.

#### Choose how the data is imported

Displayr can auto-detect the best format, or you can set it under **Advanced data file options > Data format**:

- **As a data set**: each column becomes a variable. Best for case-level (one row per respondent) survey data.

- **As summary tables:** best for files that already contain aggregated tables.

For full details, see Displayr's guides on [using Excel and CSV files](#) and [importing data into Displayr](#).

## Connect Displayr to a database (Databricks, Redshift, Snowflake)

Displayr reads raw data from SQL databases using a data provider, a connection string, and an SQL query.

### You will need:

- The database type, server/host, database name, username, and password.
- Network access so Displayr can reach the database over the public internet. If your database is behind a firewall, your network administrator may need to allow Displayr's outbound IP addresses.
- An SQL query that returns the data you want (or someone who can write one).

### Configure the connection

1. In Displayr, select **Data Sources > Plus (+) > Database connections or code > SQL**.
2. Enter a **Name** for the data set.
3. Select the **Data provider** that matches your database (see the table below).
4. Enter your **Connection string** and click **Test** to confirm you get a "Connection OK" message.
5. Optionally set **Maximum cases** to limit the number of rows pulled.
6. Enter your **SQL command**. Select only the columns you need rather than using **SELECT \***.
7. Click **OK**.



### Data providers and connection strings

| Database        | Data provider                                        | Example connection string                                                                                                                                                                                                                    |
|-----------------|------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Amazon Redshift | Npgsql                                               | Host=XXX.redshift.amazonaws.com;Port=5439;Database=XXX;Username=XXX<br><br>Note: Redshift's proprietary SUPER data type must be cast to a string to import (for example, SELECT CAST(JSON_SERIALIZE(column_name) AS VARCHAR(M column_name)). |
| Snowflake       | Snowflake.Data.Client                                | account=XXX;user=XXX;password=XXX;db=XXX;CONNECTION_TIMEOUT=30                                                                                                                                                                               |
| Databricks      | Not listed among Displayr's standard data providers. | Databricks is not one of Displayr's built-in providers. Contact <a href="#">Displayr support</a> whether a suitable provider can be enabled for your connection.                                                                             |

For full details, see Displayr's guide on [connecting to an SQL database](#).

## Keep your Displayr data up to date

For URL (Google Sheets), cloud file, and SQL database connections, you can set up a **Schedule** so Displayr automatically pulls in updated data. With your data set selected, view, add, or update a schedule from **Properties**, or manage all schedules from the **Schedules** panel.

- Choose a refresh cadence that fits how often new Alchemer data lands. Refreshing slows the

dashboard briefly, so don't set it more frequently than you need.

- To refresh manually, select the data set and use **Refresh from Properties**.

For full details, see Displayr's guide on [setting up schedules](#).

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## FAQs

### **Does Alchemer connect to Displayr directly?**

Displayr does offer a direct Alchemer import (in Displayr, **Add Data > survey platforms > Alchemer**), but that method does not support automatic data updates. For dashboards that refresh on their own, send your Alchemer data to a data source (Google Sheets, Excel, or a database) and connect Displayr to that source, as described above.

### **How often can the data refresh?**

As often as your schedule allows. Set the cadence on the Displayr data set to match how frequently new Alchemer data arrives in the data source.

### **My database is behind a firewall. Will it still work?**

Displayr must be able to reach the database over the public internet. Ask your network administrator to allow Displayr's outbound IP addresses. If the data fetch fails, the server is likely not configured to accept connections from Displayr.

### **My database provider isn't listed in Displayr.**

Contact Displayr support to ask whether a data provider can be enabled for your database.

### **What if I need additional functionality?**

Contact Alchemer Support for help with the Alchemer integration, or Displayr support for help with the Displayr-side connection.

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