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## Visualizing Library Data

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# Visualizing Library Data with Tableau

Nicole Colello & Jennifer Murray

# What is Tableau?

Tableau is easy-to-use business intelligence software used for data analysis, providing visual tools to help you see and understand your data.



# Why Tableau?

- Started with the Discovery and Delivery Assessment team
- Have many systems that don't talk to each other
- Numerous statistics kept by numerous staff using numerous tools
- Tool to easily connect, view and blend data elements→ Tableau!
- Other libraries using Tableau:
  - University of British Columbia Library
  - UMass Amherst Libraries
  - Ohio State University Libraries
- Libraries Innovation Fund allowed us to purchase 2 desktop licenses

# Benefits of using Tableau

- Informed decision making
  - Drive improvement of services
  - Create workflow efficiencies
  - Aid in direction of future services
- Connect to a wide variety of data sources (Access, Excel, MS SQL, Oracle...)
- Visualize your data - tell a story
- Interact with your data
- Easy to learn and use



# Challenges of using Tableau

- Data often comes from many different sources
- Need tools to cleanup and blend the data before using Tableau
  - Time consuming
  - Determining the right tools to use isn't always easy
- Keeping data up to date

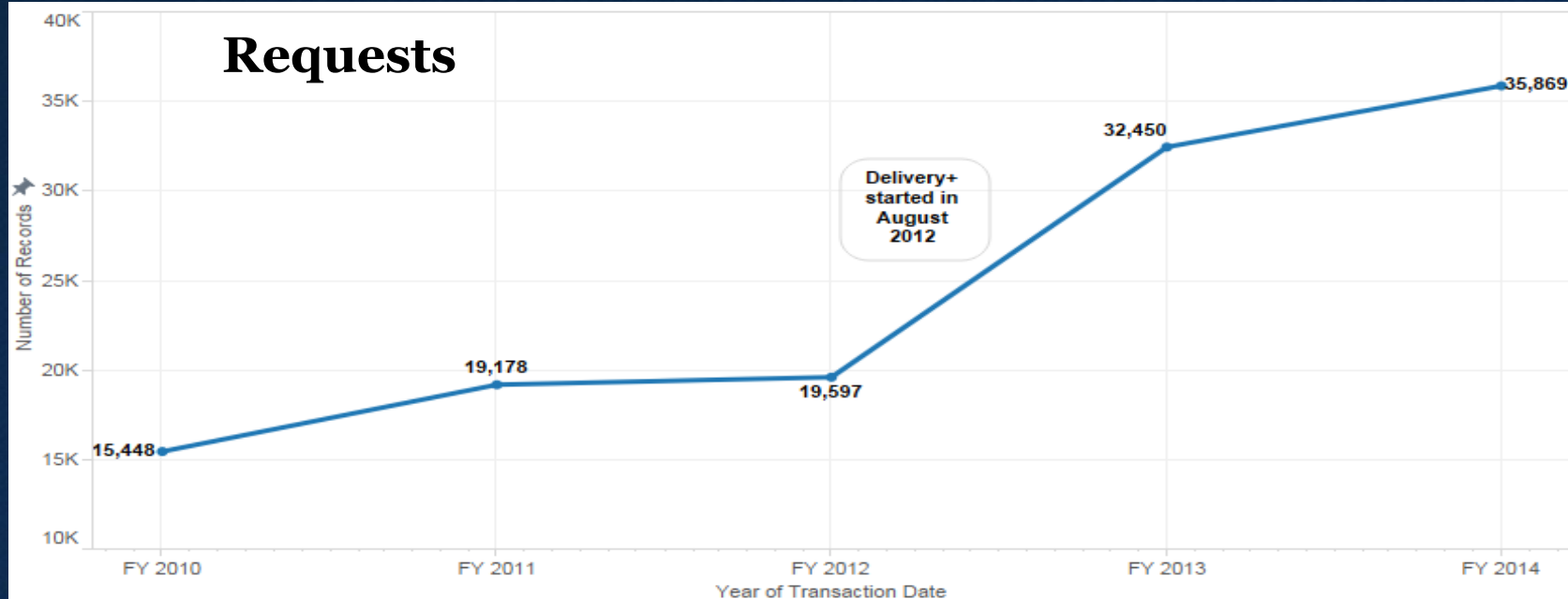
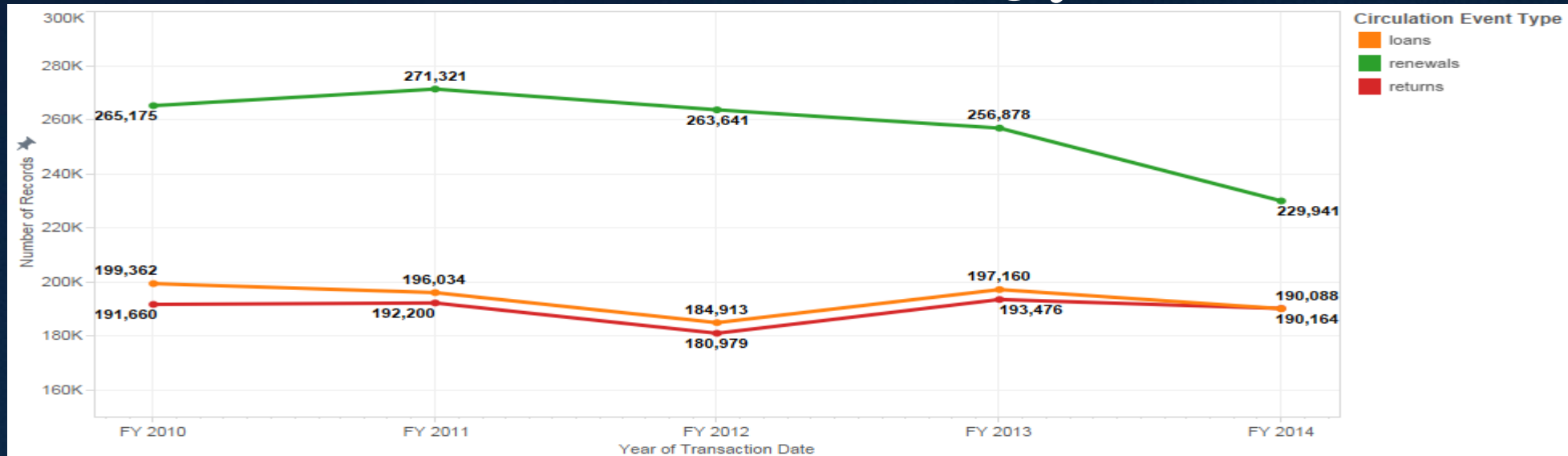
# Aleph Report: Print Circulation Events – FY2013

Circ Stats for 20130701 - 20140630 by Sublibrary (ALL) by Item Status

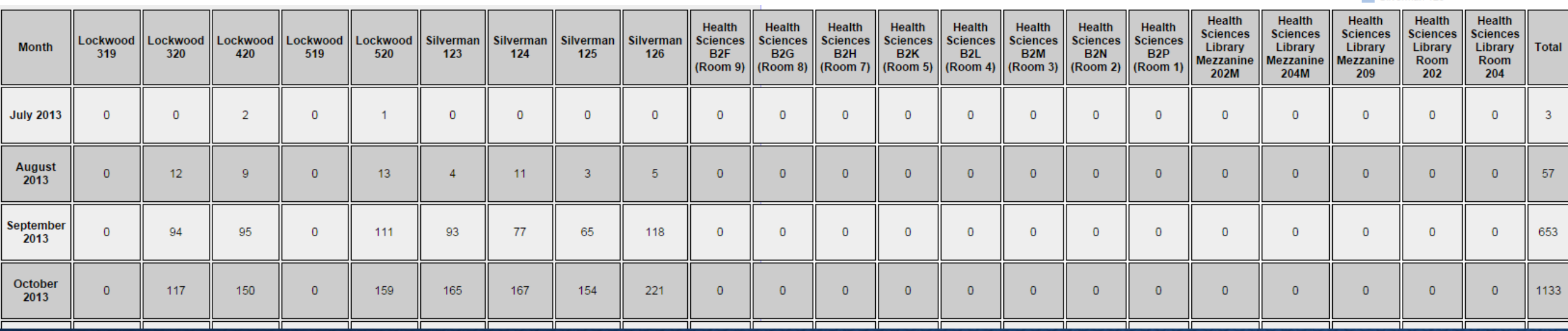
Sub-library	Item Status	Loans	Renewals	Holds	Returns
BUFAI	01	72	0	0	69
*****					
Sum		72	0	0	69
BUFAN	01	5,243	3,323	2,471	5,038
	02	15	0	0	15
	08	3	0	1	3
	09	5	0	2	6
	40	30,370	3,367	10,754	30,482
*****					
Sum		35,636	6,690	13,228	35,544
BUFAP	01	4,924	8,436	682	4,920
	02	36	1	0	36
	04	104	1	0	101
	05	297	2	0	296
	07	2	0	0	2
	08	3	0	0	4
	10	57	0	0	45
*****					
Sum		5,423	8,440	682	5,404
BUFCT	01	2	17	0	2
*****					
Sum		2	17	0	2
BUFHI	01	9	0	0	9
*****					
Sum		9	0	0	9
BUFHM	01	3	0	0	3
	04	41	1	0	41
	06	1,531	0	0	1,530
	08	6	5	0	9
	10	386	14	0	331
*****					
Sum		1,967	20	0	1,914
BUFHS	01	4,887	14,922	1,115	4,967
	02	6	0	0	5
	04	2,974	7	0	2,974
	09	18	0	0	17
*****					
Sum		7,885	14,929	1,115	7,963



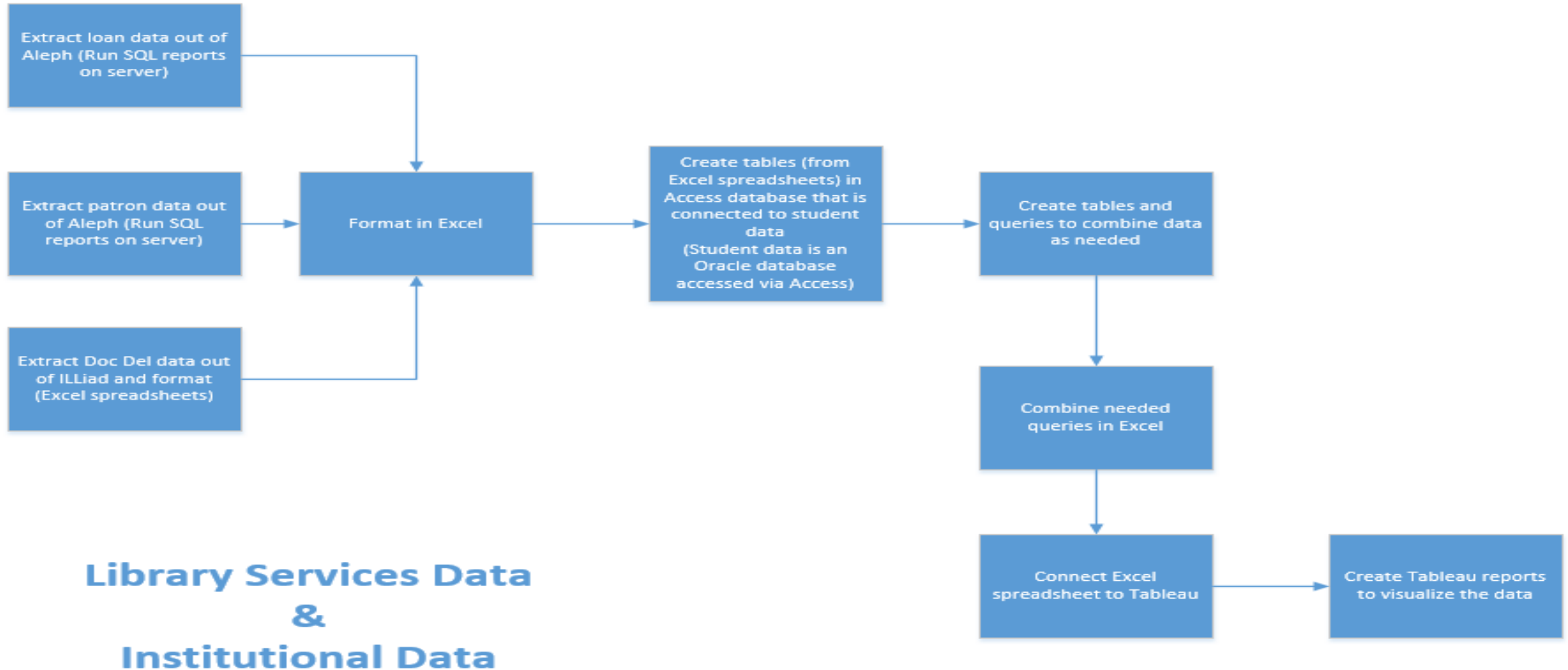
# Tableau Report: Print Circulation Events – 5 years







# Data Visualization process example





# Demo

- Tableau Public
  - <https://public.tableausoftware.com/profile/ub.libraries#!/>
- Circulation Events
  - Source: Aleph SQL report (.txt file) → Tableau
- Library Services Data & Institutional Data
  - Average GPA of students who have used Aleph and/or ILLiad
  - Who is using and not using our services (Aleph and/or ILLiad)
  - Source: Aleph SQL reports, Excel spreadsheets, Access database
- Borrowing and Doc Del for e-delivered materials
  - Source : Access database

# Next Steps

- Combine data from multiple systems within the Libraries
  - How and what faculty, staff and students are using
- Combine Library data with UB systems such as InfoSource
  - Our value to the institution
  - What impact library usage has on retention and academic success
- Explore how else we might benefit from Tableau
  - Analyze operations, costs, quality, and impact of services
  - What questions are we trying to answer?
- Goal to use Tableau across the UB Library units



# THANK YOU!

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