11-14-2014

Using Tableau for UB Library Services

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Recommended Citation
Colello, Nicole and Murray, Jennifer L., "Using Tableau for UB Library Services" (2014). Library Faculty Presentations & Publications. 62.
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Using Tableau for UB Library Services

Nicole Colello & Jennifer Murray
Why Tableau?

• Formed Discovery and Delivery Assessment team in the Access Services unit (Circulation, Reserve, Inter-Library Loan)
• 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 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 (InfoSource, MS SQL, Access, Excel...)
• Visualize your data - tell a story
• Interact with your data
• Easy to learn and use
Print Circulation Events – 5 years

Requests
### Room Bookings, 2013-2014

<table>
<thead>
<tr>
<th>Month</th>
<th>Library 1</th>
<th>Library 2</th>
<th>Library 3</th>
<th>Library 4</th>
<th>Library 5</th>
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</table>
Gate Counts, 2013-2014

Silverman Library

Library
- CYBRARY
- HSL
- LAW
- LML
- MUSIC
- SILVERMAN

Gate Count


Gate Count (in thousands)

- CYBRARY: 500,102
- HSL: 340,992
- LAW: 251,829
- LML: 796,989
- MUSIC: 52,606
- SILVERMAN: 1,381,269
- Grand Total: 3,323,787
Library Collections Overlap

SUNY Centers - Overlap with Empire Shared Serial Titles

<table>
<thead>
<tr>
<th>School</th>
<th>Number of Records</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany</td>
<td>8000</td>
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<tr>
<td>Binghamton</td>
<td>8000</td>
</tr>
<tr>
<td>Stonybrook</td>
<td>8000</td>
</tr>
</tbody>
</table>

SUNY Centers - Overlap with UB (BUF) Print Books

<table>
<thead>
<tr>
<th>School</th>
<th>Number of Records</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany</td>
<td>500K</td>
</tr>
<tr>
<td>Binghamton</td>
<td>700K</td>
</tr>
<tr>
<td>Stonybrook</td>
<td>650K</td>
</tr>
</tbody>
</table>
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
  • Library use by department
  • Library contribution to student 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
Resources

- **Campus Resources**
  - Other schools and departments on campus using Tableau -
    - College of Arts & Sciences
    - Graduate Enrollment Management Services
    - Institutional Analysis
    - School of Social Work

- **UB Analytics powered by Tableau**
  - [http://www.buffalo.edu/provost/admin-units/apbe/reports-documents/tableau-analytics.html](http://www.buffalo.edu/provost/admin-units/apbe/reports-documents/tableau-analytics.html)

- Lots of free online documentation and training!
THANK YOU!

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