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Data Visualization: Using Tableau to Analyze Library Services and Value

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Nicole Colello & Jennifer Murray

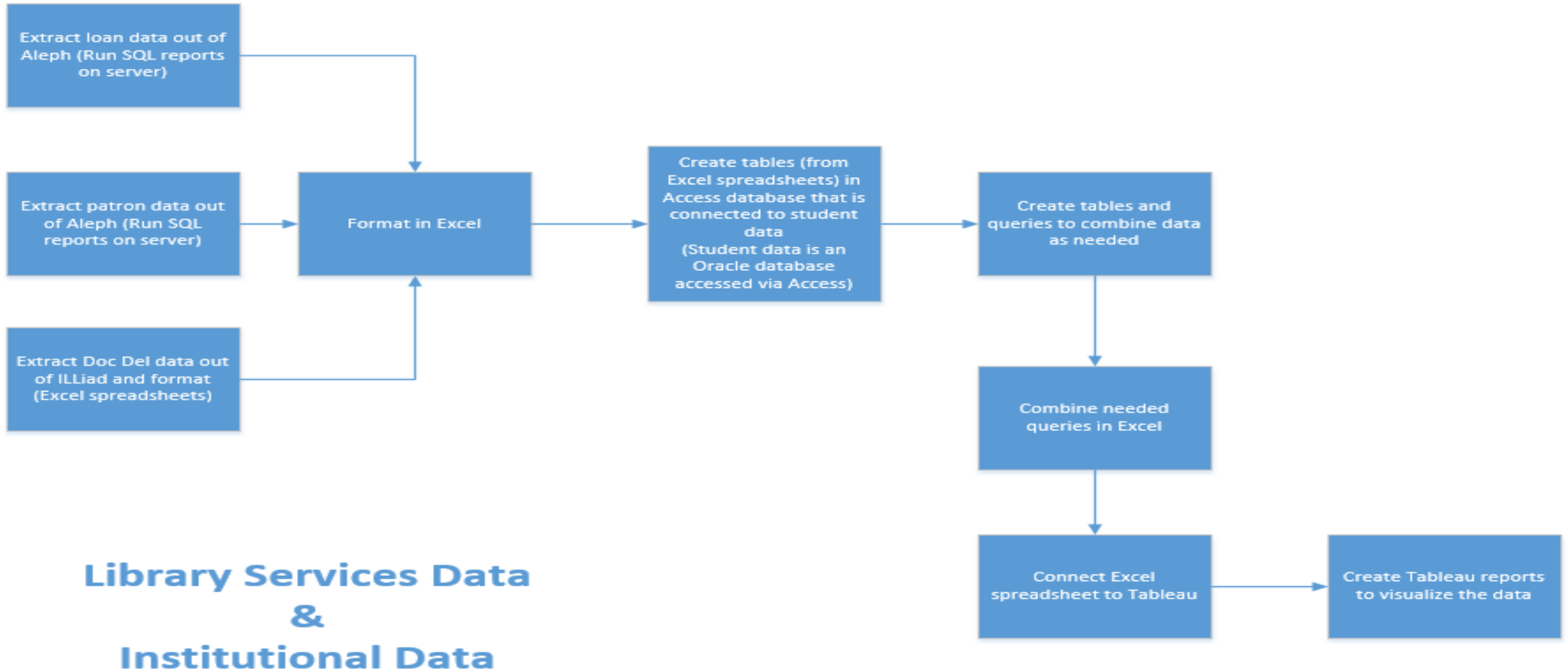
Why Tableau?

- 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!
- 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 (Access, Excel, MS SQL, Oracle...)
- Visualize your data - tell a story
- Interact with your data
- Easy to learn and use

Data Visualization process example



Demo

- 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
- Combine Library data with UB systems such as InfoSource
- Explore how else we might benefit from Tableau
- Goal to use Tableau across the UB Library units

THANK YOU!

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