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Using Tableau for UB Library Services

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Using Tableau for UB Library Services

Nicole Colello & Jennifer Murray

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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

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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

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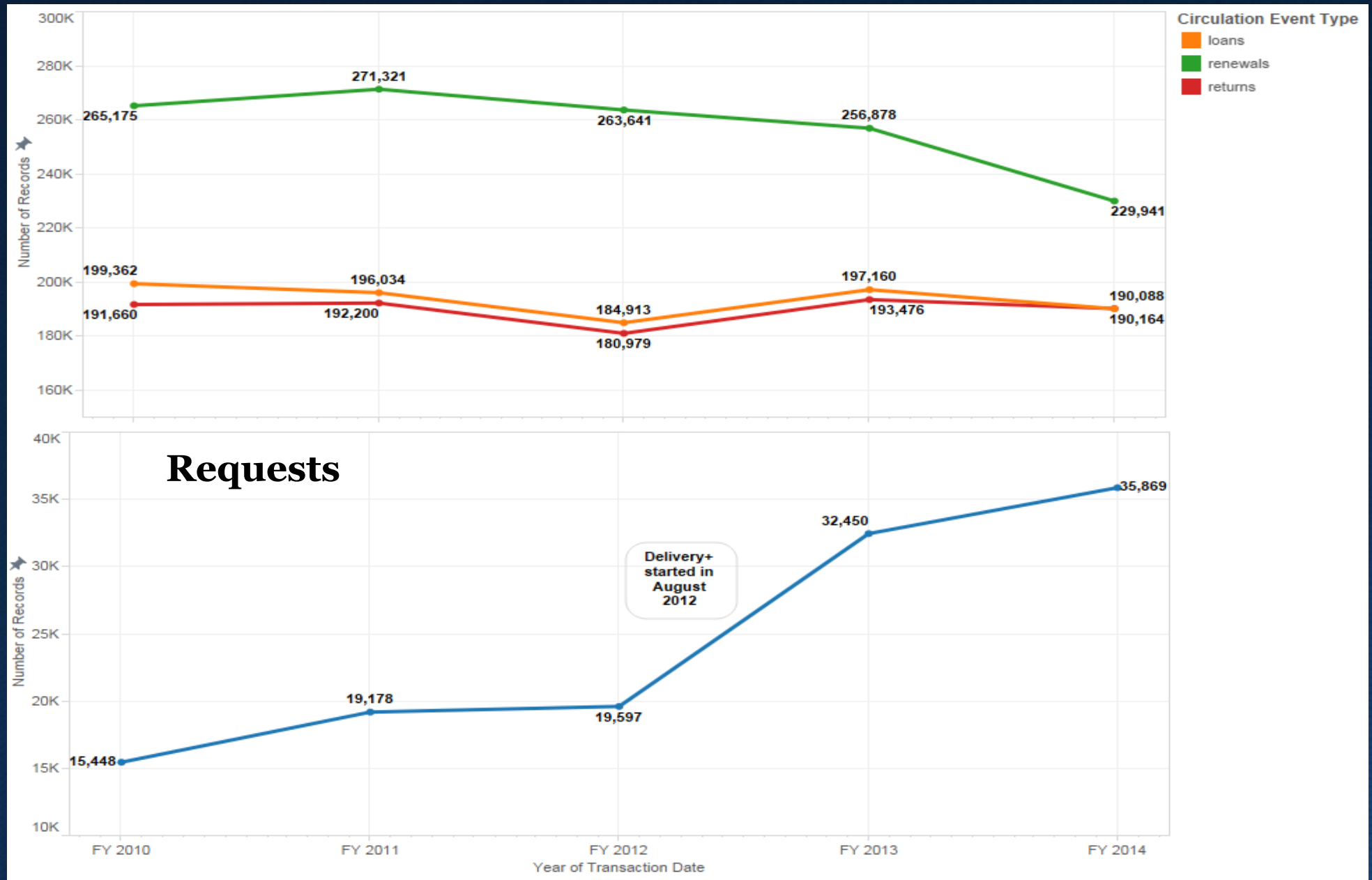
Print Circulation Events – 5 years



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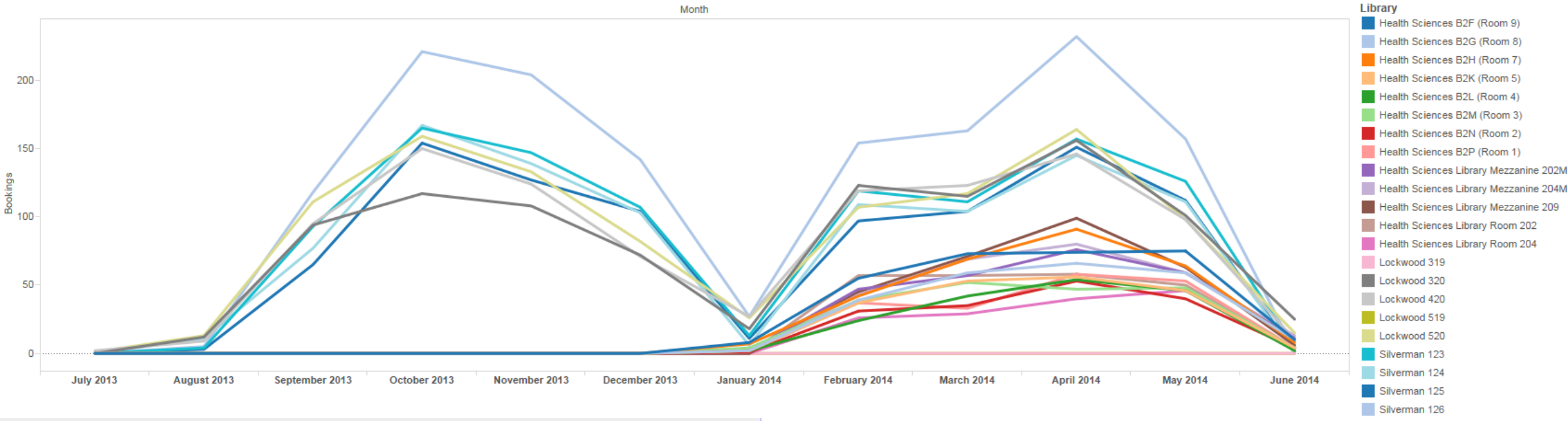
Room Bookings, 2013-2014



Month	Lockwood 319	Lockwood 320	Lockwood 420	Lockwood 519	Lockwood 520	Silverman 123	Silverman 124	Silverman 125	Silverman 126	Health Sciences B2F (Room 9)	Health Sciences B2G (Room 8)	Health Sciences B2H (Room 7)	Health Sciences B2K (Room 5)	Health Sciences B2L (Room 4)	Health Sciences B2M (Room 3)	Health Sciences B2N (Room 2)	Health Sciences B2P (Room 1)	Health Sciences Library Mezzanine 202M	Health Sciences Library Mezzanine 204M	Health Sciences Library Mezzanine 209	Health Sciences Library Room 202	Health Sciences Library Room 204	Total
July 2013	0	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
August 2013	0	12	9	0	13	4	11	3	5	0	0	0	0	0	0	0	0	0	0	0	0	0	57
September 2013	0	94	95	0	111	93	77	65	118	0	0	0	0	0	0	0	0	0	0	0	0	0	653
October 2013	0	117	150	0	159	165	167	154	221	0	0	0	0	0	0	0	0	0	0	0	0	0	1133

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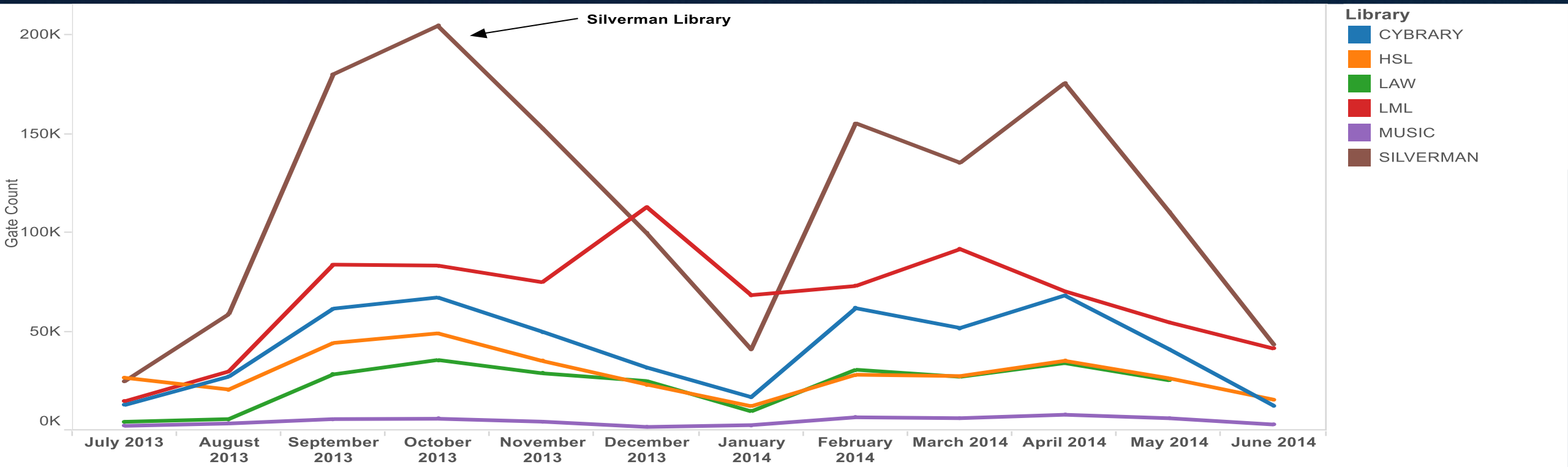
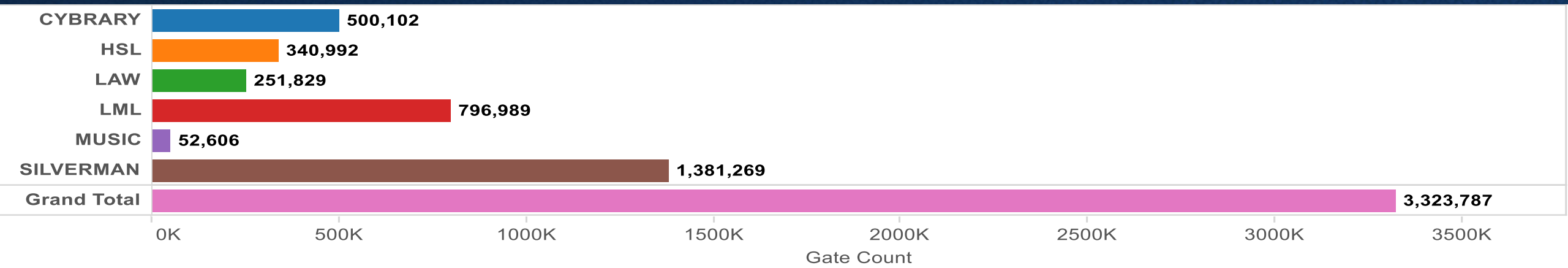
Gate Counts, 2013-2014





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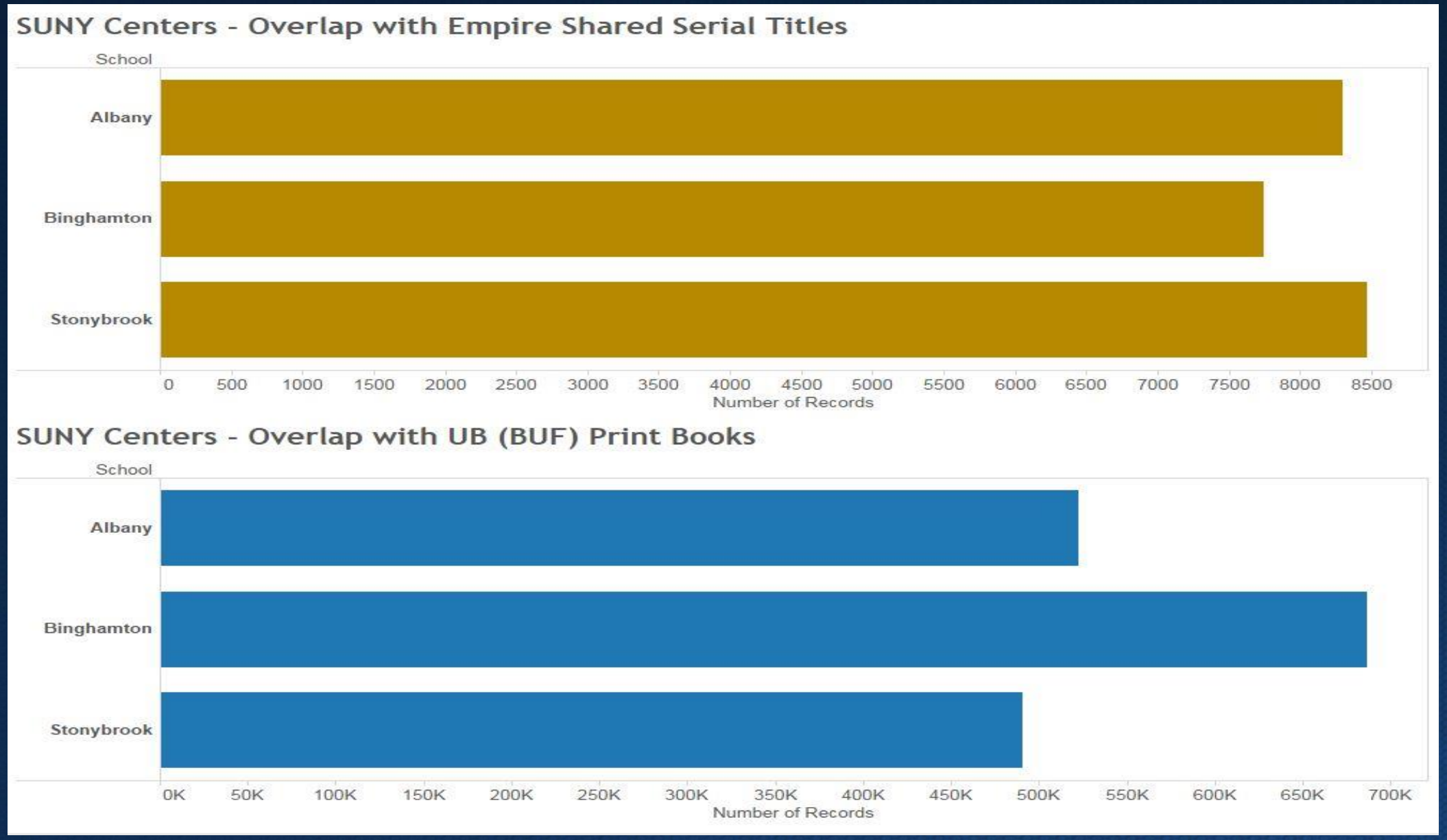
Library Collections Overlap



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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

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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

- Lots of free online documentation and training!

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THANK YOU!

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