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#### Data Visualization: Using Tableau to Analyze Library Services and Value

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# Data Visualization: Using Tableau to Analyze Library Services and Value

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

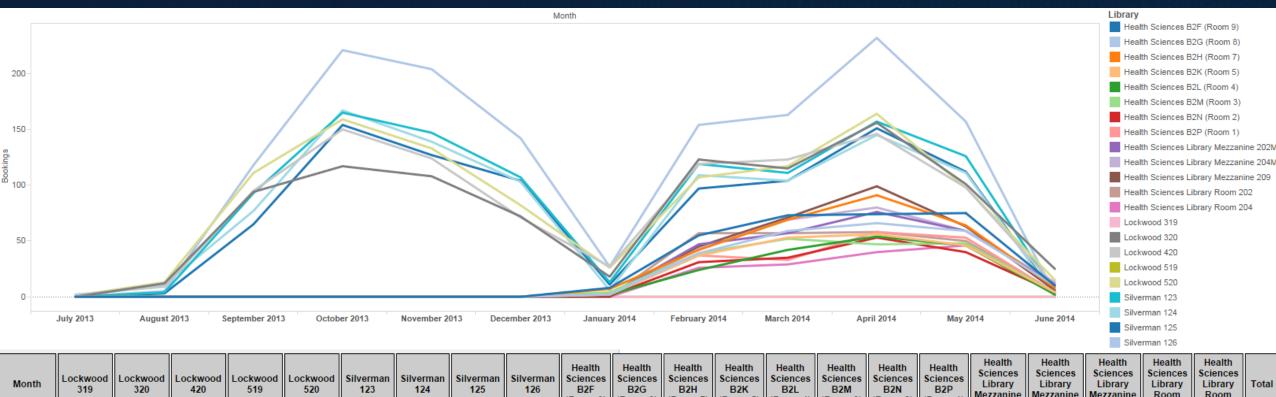


### Benefits of using Tableau

- 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



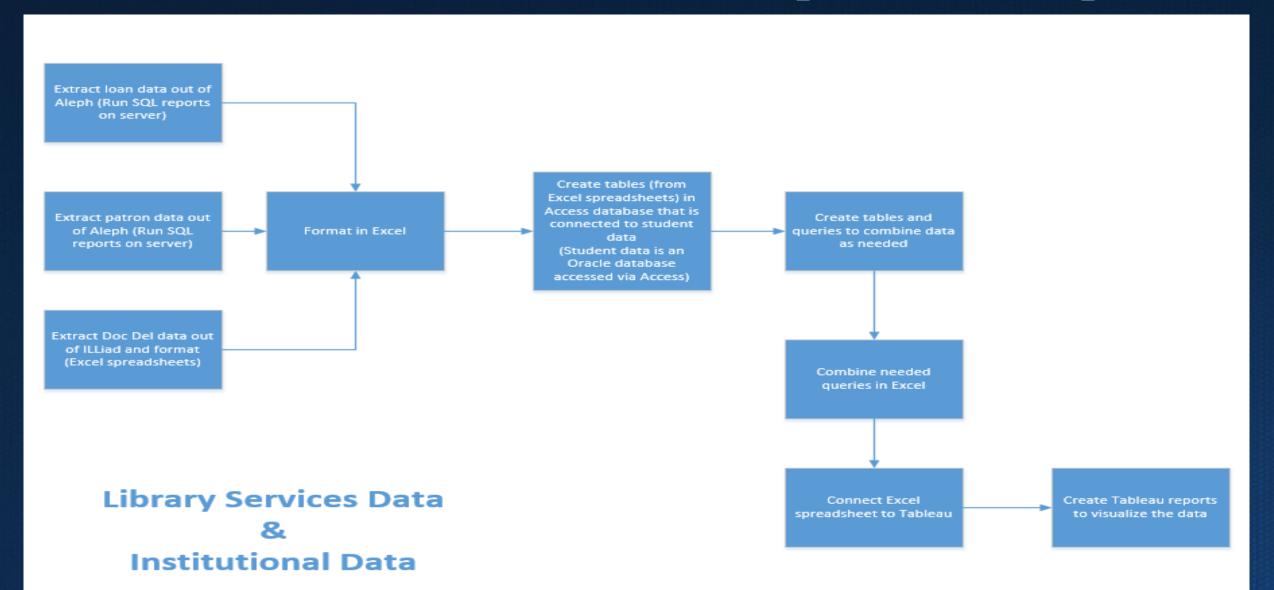
#### Room Bookings, 2013-2014



0July	July 2013 August 2013 September 2013 October 2013 Novemb								r 2013 December 2013 January 2014 February 2014 March 2014 April 2014 May 2014										June 2014  Lockwood 420 Lockwood 519 Lockwood 520 Silverman 123 Silverman 124 Silverman 125 Silverman 125					
	ockwood 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	



#### 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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