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

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# Why Tableau?

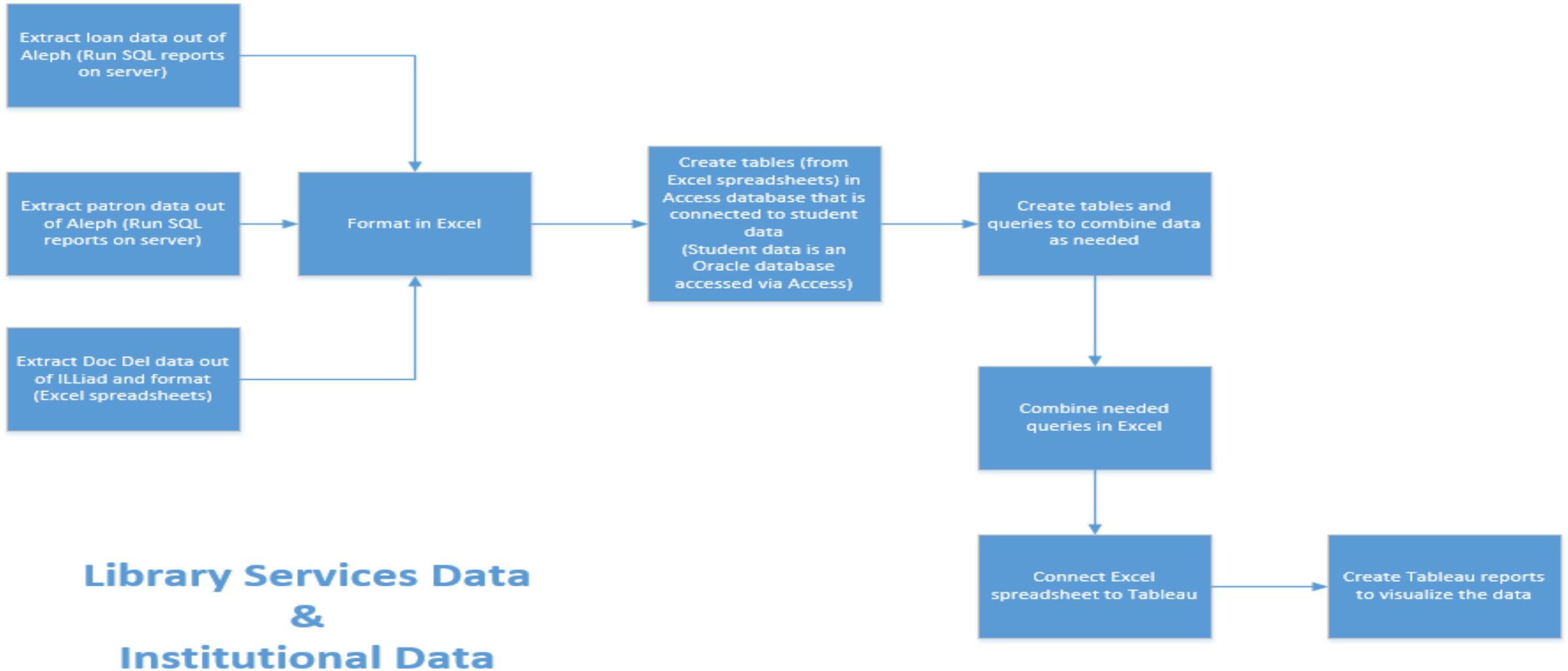
- Formed Discovery and Delivery Assessment team in the Access Services unit (Circulation, Reserve, Inter-Library Loan)
- Have many systems that don't talk to each other
- Numerous statistics kept by numerous staff using numerous tools
- Tool to easily connect, view and blend data elements → Tableau!
- 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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