Building Library Analytics

With a little help from your friends in Institutional Research

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Why we needed an Analytics tool

• Have many systems that don’t talk to each other
• Numerous statistics kept by numerous staff using numerous tools
• Easily connect, view and blend data elements
• Interpret data in a way that allows for informed decision making
  • Drive improvement of services
  • Create workflow efficiencies
  • Aid in direction of future services
What is Tableau?

Tableau is easy-to-use business intelligence software used for data analysis, providing visual tools to help you see and understand your data.
Why Tableau?

• Other departments on campus were using Tableau
• Libraries Innovation Fund allowed us to purchase 2 desktop licenses
• IR office offered guidance
  • Became involved in UB Tableau User Group through IR office
  • Attended training classes offered on campus through UB Tableau User Group
  • IR office made Tableau Server available to departments
Gate Counts
By Fiscal Year

North Campus

Library: LOCKWOOD
Gate Count: 1,406,400

Fiscal Year
- FY 2014
- FY 2015

Library (Buildings)
- HEALTH SCIENCES
- LAW
- LOCKWOOD
- MUSIC
- SILVERMAN / SPECIAL COLLECTIONS

South Campus
Circulation Activity by Library
Average GPA of students who used both Aleph and ILLiad
Student use of ILLiad/Aleph by department

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Use by Department:
- Aleph (by icons)
- Aleph (icons)
- ILLiad (no requests)
- ILLiad (requests)

Date range for each semester:
- Winter 2014: 1/1/14 - 1/24/14
- Spring 2014: 1/25/14 - 5/18/14
- Summer 2014: 5/19/14 - 8/15/14
- Fall 2014: 8/19/14 - 12/31/14
- Winter 2015: 1/1/15 - 1/23/15
- Spring 2015: 1/24/15 - 5/7/15

Patron Status taken from Aleph.
- FAC/STAFF: Patrons who were students during one of the semesters but are now FAC/STAFF in Aleph. We do not know at one point their status changed.
Factbook

• University Factbook - [http://www.buffalo.edu/provost/oia/factbook.html](http://www.buffalo.edu/provost/oia/factbook.html)
  • Interactive reports about the University and it’s operations

• Libraries Factbook - [http://library.buffalo.edu/aboutus/administration/factbook/](http://library.buffalo.edu/aboutus/administration/factbook/)
  • Linked to University Factbook with help from IR office
  • Interactive reporting platform designed to provide top-level reporting on the Libraries operations as well as detailed information on some of the services the Libraries provide.
  • Reports include: ARL Statistics, Discovery Statistics, Circulation of Print Collection and so on.
In summary...

- Libraries increasingly need to show value to the University
  - What impact does library usage have on student retention and academic success?
- IR office is an excellent consultant and a reliable source for information
- Work together to improve higher education