



Tableau Unleashed: Visualizing Library Data

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Library Assessment Conference

Building Effective, Sustainable, Practical Assessment

August 4, 2014



Tableau Supports Library Assessment

- Integrate querying, exploring, and visualization of data into a single process;
- Produce flexible, in-depth, multi-dimensional, and interactive displays;
- Access and drill-down into data directly, minimizing data silos while saving employee time; and
- Transition from static to dynamic reporting



Questions Guiding Our Discussion

- Discuss how your library has incorporated Tableau into its assessment program.
- What impact has Tableau had on your ability to make sense of large data sets, make data accessible, and improve stakeholder communications?
- Where does Tableau fit in your library's data strategy?

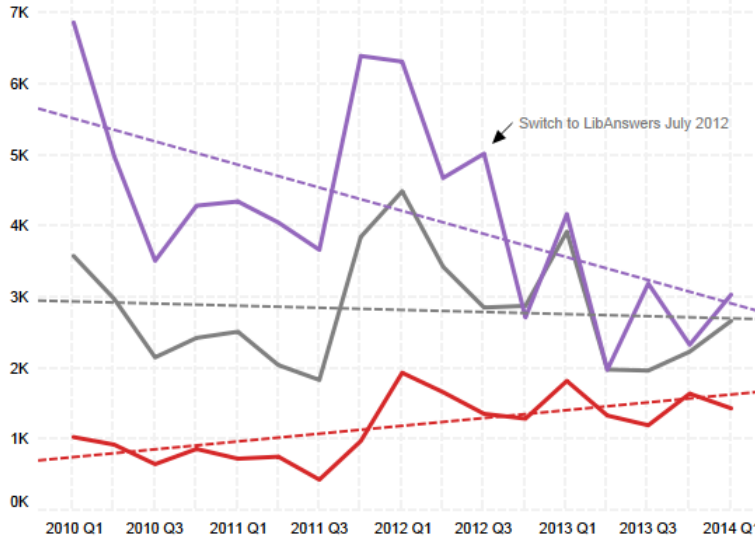


http://go.osu.edu/OSUL_ResearchServicesDashboard



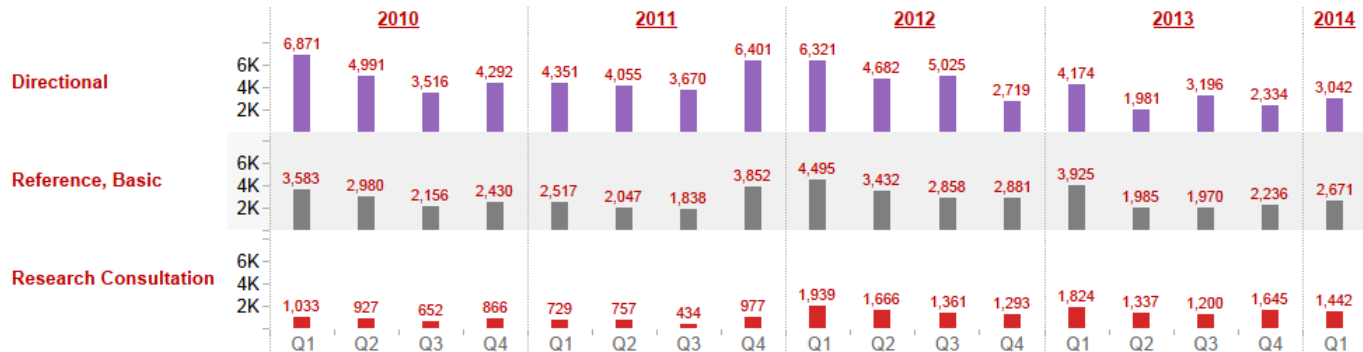
Research Services Trends

By Question Type and Quarter, 2009 to Present



	Directional	Reference, Basic	Research Consultation	Grand Total
2010	19,670	11,149	3,478	34,297
2011	18,477	10,254	2,897	31,628
2012	18,747	13,666	6,259	39,145
2013	11,685	10,116	6,006	28,493
2014	3,038	2,669	1,439	7,209
Grand Total	71,617	47,854	20,079	140,772

QuestionType
■ Directional ■ Reference, Basic ■ Research Consul..

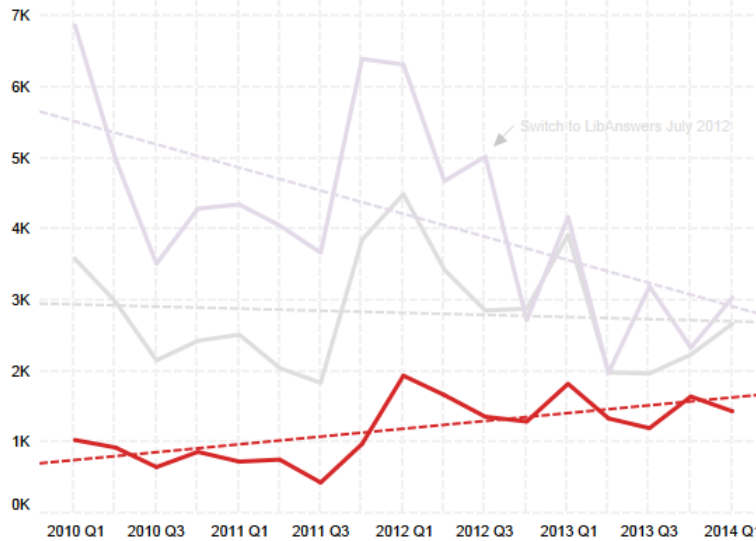




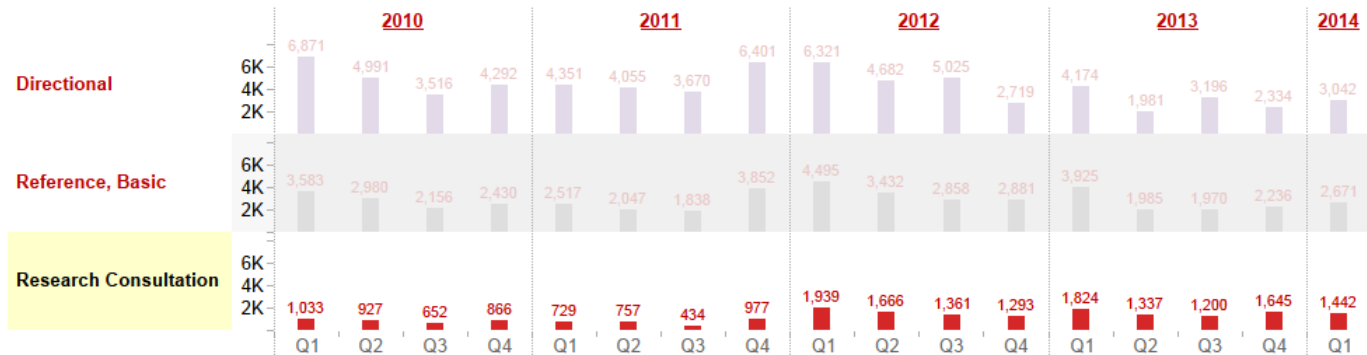
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http://go.osu.edu/OSUL_ResearchServices

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- Blends data from **LibAnswers** and previous incarnations of the OSU Libraries' Ask Database
- Over 200,000 rows
- May post a data set with up to 1 million rows on Tableau Public

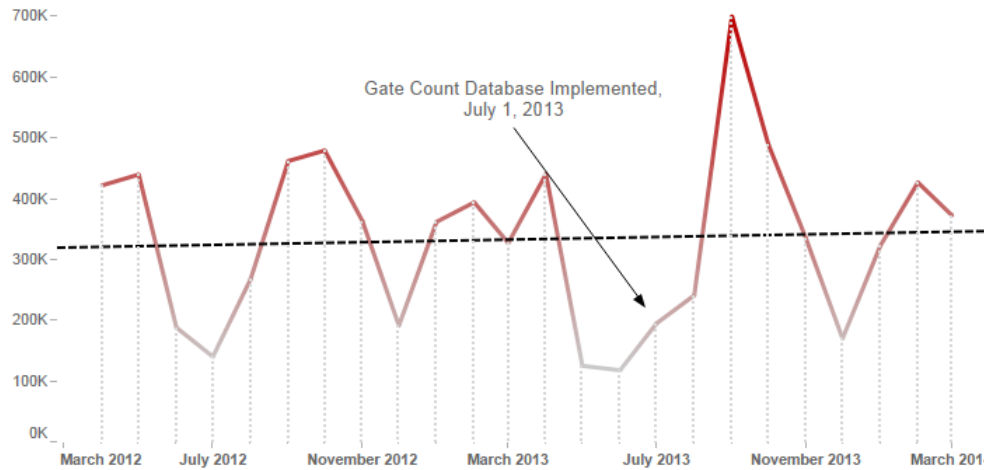


<http://go.osu.edu/GateCount>



THE OHIO STATE UNIVERSITY

Total Gate Count, 2012 -



Adjust Period Displayed

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Progress bar with slider

Select Library

(All) [Dropdown arrow]

Library	2013				2014 Q1
	Q1	Q2	Q3	Q4	
18th Avenue Library	352,281	209,014	351,562	288,872	419,805
Architecture	21,012	16,333	14,954	15,739	17,143
BPL	25,567	7,691	8,029	7,729	12,024
FAES	10,177	7,307	13,125	10,565	7,815
Fine Arts	7,358	4,715	4,462	7,169	5,731
Geology	12,858	11,010	9,206	14,282	12,296
Thompson Library	645,017	421,076	727,711	638,817	637,344
Veterinary Medicine	8,366	5,631	6,122	9,716	9,067
Grand Total	1,082,636	682,776	1,135,170	992,888	1,121,224

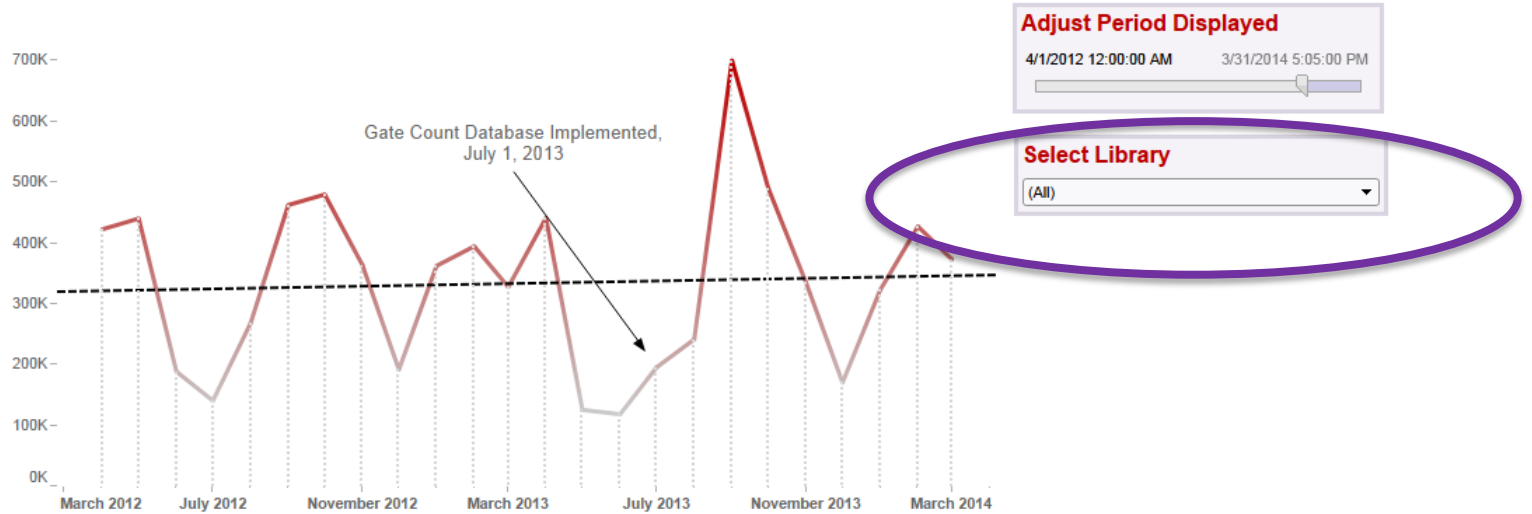


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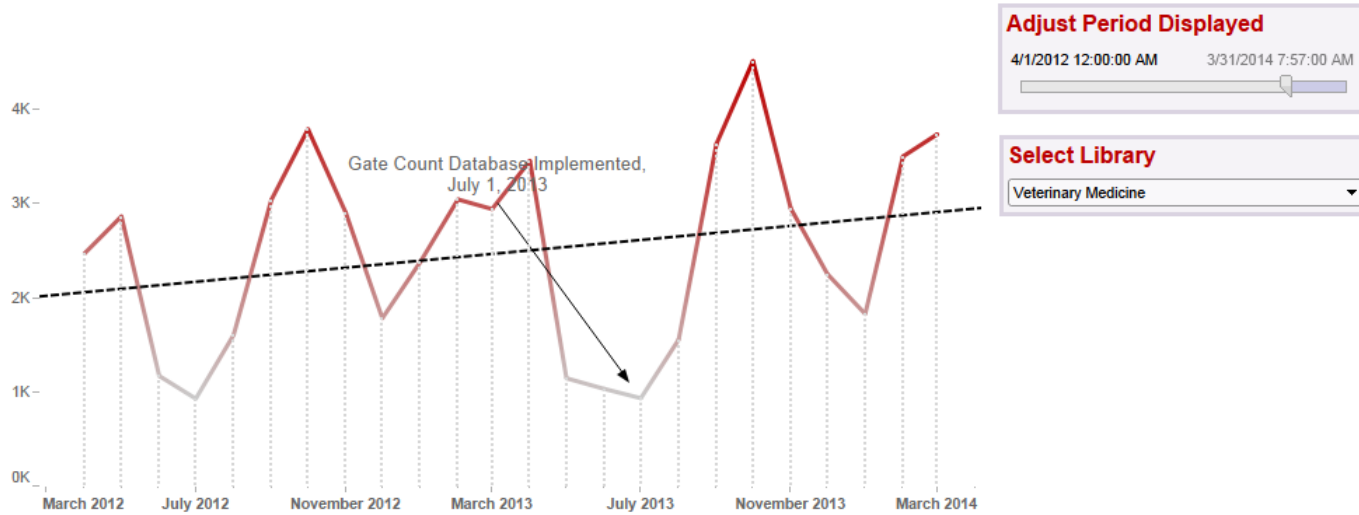
Library	2013				2014 Q1
	Q1	Q2	Q3	Q4	
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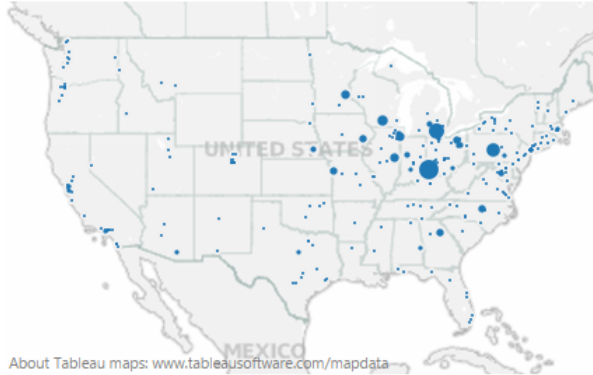
Library	2013				2014
	Q1	Q2	Q3	Q4	Q1
Veterinary Medicine	8,366	5,631	6,122	9,716	9,067
Grand Total	8,366	5,631	6,122	9,716	9,067



ILLIAD(AIIBorrowing)2010-



ILLIAD Borrowing, 2010-



Date of Request



Librarian

User Department

- Astronomy
- Chemistry
- Engineering
- Physics

Format

Book	770
Computer File	4
E-Serial	112
Government Document	10
Integrated Resource	4
Microform	8
Musical Score	2
Newspaper	3
Serial	1,266
Sound Recording	1
Visual Material	20
Grand Total	2,223

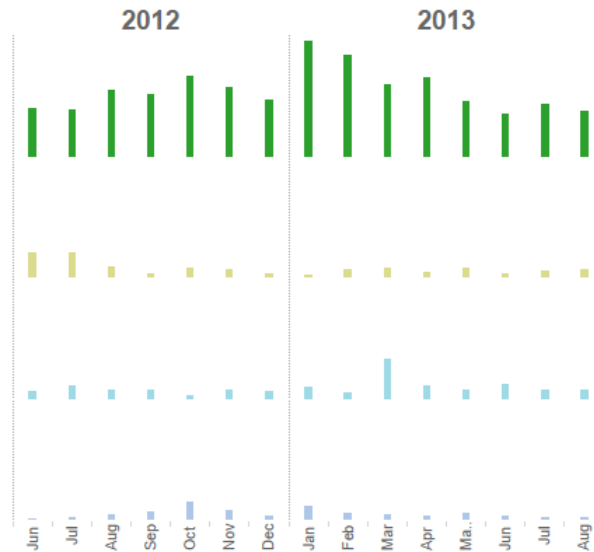
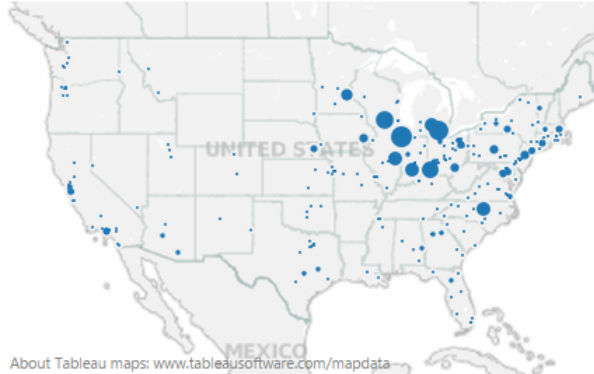
[Click here for list of items published within the last 5 years](#)



ILLIAD(AIIBorrowing)2010-

THE OHIO STATE UNIVERSITY

ILLIAD Borrowing, 2010-



Date of Request

6/1/2012 8/31/2013

Librarian

Lincove, David

User Department

- History
- Philosophy
- Political Science
- Public Affairs (John Glenn Institute)

Format

Archival/Mixed Material	6
Book	1,540
Computer File	3
E-Serial	60
Government Document	17
Integrated Resource	2
Microform	30
Musical Score	14
Newspaper	21
Serial	698
Sound Recording	11
Visual Material	22
Grand Total	2,471

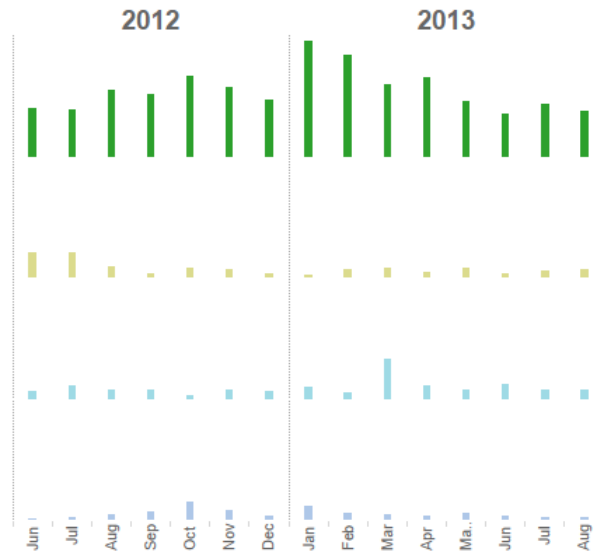
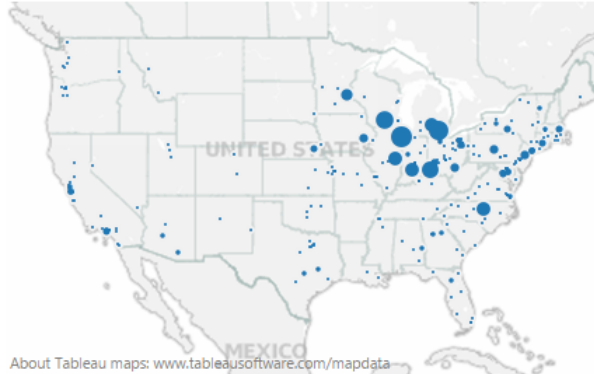
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ILLIAD(AIIBorrowing)2010-

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ILLIAD Borrowing, 2010-



Date of Request

6/1/2012 8/31/2013

Librarian

Lincove, David

User Department

- History
- Philosophy
- Political Science
- Public Affairs (John Glenn Institute)

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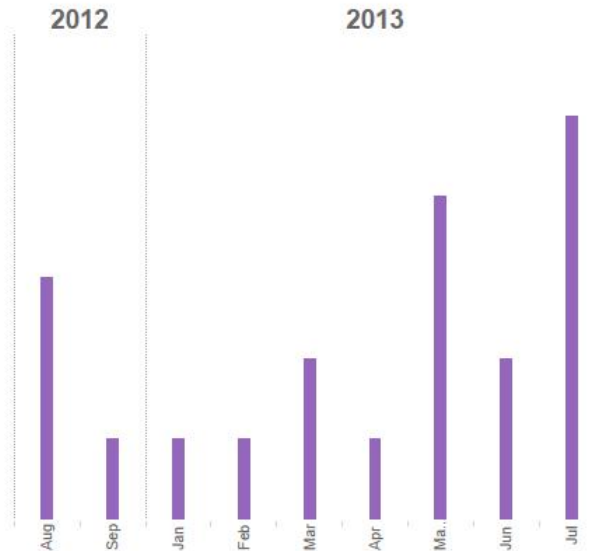
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		'DEFENSE AGAINST ENEMY ACTION DIRECTED AT CIVILIANS	1940-1949		1
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		(RE)WRITING HOME : REPETITION AND RETURN IN PIED-NOIR LITERATURE	2003		1
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		A L'OMBRE DU POUVOIR : LES ENTOURAGES PRINCIERS AU MOYEN AGE	2003		1
		A LA CONQUETE DU MAROC SUD AVEC LA COLONNE MANGIN, 1912-1913	Null		1
		A^MAL AL-RIWAIYAH	Null		1
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		AD VIROS RELIGIOSOS : QUATORZE SERMONS D'ADAM SCOT	1930-1939		1
		ADAB BAKSANSKOGO KULTURNOGO DVIZHENIIA : TEKSTY	1990-1999		1
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		AFRICAN ISLAM AND ISLAM IN AFRICA : ENCOUNTERS BETWEEN SUFIS AND ISLAMISTS	1990-1999		1
		AFRICANS ON STAGE : STUDIES IN ETHNOLOGICAL SHOW BUSINESS	2000		1
		AFTER THE IMPERIAL TURN : THINKING WITH AND THROUGH THE NATION	2003		1
		AFTER THE SHOOTING STOPPED : THE STORY OF AN UNRRA WELFARE WORKER IN GERMANY..	Null		1
		AGE ESTIMATION OF THE HUMAN SKELETON	2010		1
		ALEMANES EN LAS REGIONES EQUINOCCIALES : LIBRO HOMENAJE AL BICENTENARIO DE LA LL	1990-1999		1
		ALL ABOUT BISCUITS	Null		1
		ALSACE D'ERCKMANN-CHATRIAN A LA COMEDIE-FRANC'AISE	2007		1
		ALSACE HEUREUSE : LA GRANDE PITIE DU PAYS D'ALSACE ET SON GRAND BONHEUR RACON	Null		1
		ALSACIENS ET LORRAINS EN ALGERIE : HISTOIRE D'UNE MIGRATION, 1830-1914	Null		1
		ALTERNATIVES TO ATHENS : VARIETIES OF POLITICAL ORGANIZATION AND COMMUNITY IN AN	2000		1
		AMAZING STORY OF JAMES J. BRADDOCK,	1930-1939		1
		AMAZONIA DEL PERU : HISTORIA DE LA GOBERNACION Y COMANDANCIA GENERAL DE MAYNA	Null		1
		AMERICAN WARPLANES 1908-1988 : A BIBLIOGRAPHY	Null		1
		ANCIENT GREEK DEMOCRACY : READINGS AND SOURCES	2004		1
		ANDRE MAGINOT : 1877-1932	2006		1
		ANFANGE DES PRAMONSTRATENSERSTIFTES HAMBORN UND SEINE ENTWICKLUNG IM ERSTE	Null		1
		ANCADSKH KASKAD	1977-1978		1



ILLIAD(AIIBorrowing)2010-



ILLIAD Borrowing, 2010-



Date of Request

6/1/2012 8/31/2013

Librarian

Galron, Joseph

User Department

Jewish Studies

Format

Book	16
Microform	1
Serial	7
Grand Total	26

[Click here for list of items published within the last 5 years](#)



ILLIAD(AIIBorrowing)2010-



ILLIAD Borrowing, 2010-



Date of Request

6/1/2012 8/31/2013

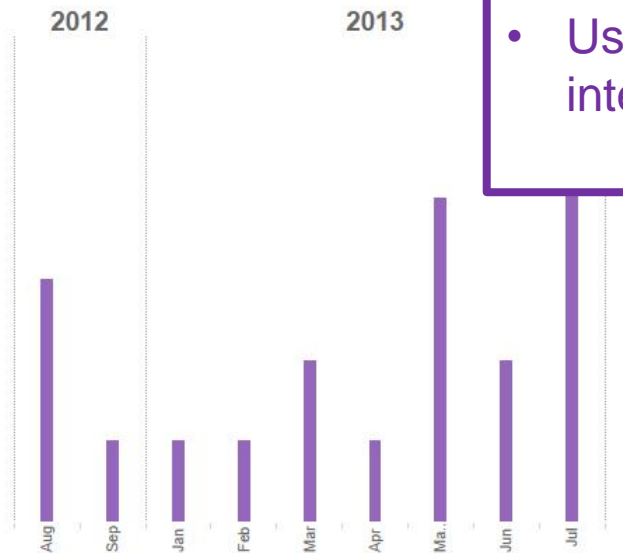
Librarian

Galron, Joseph

User Department

Jewish Studies

- Data blended from ILLIAD, Sierra, and other sources
- Librarians assigned to user department
- User department not a good surrogate for interdisciplinary research areas



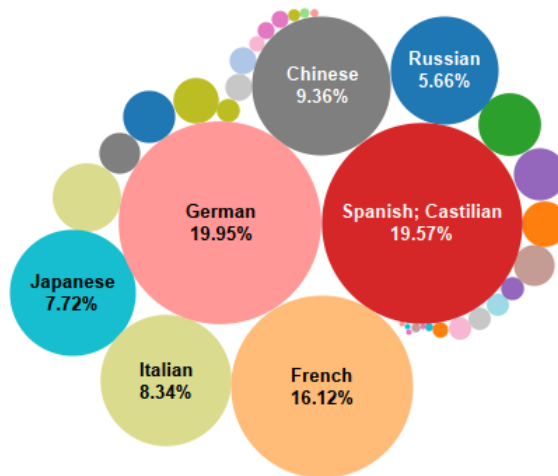
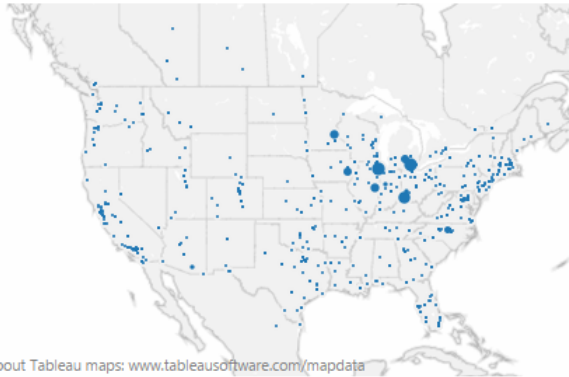
[Click here for list of items published within the last 5 years](#)



ILLIAD(AllBorrowingLanguages)2010-



ILLIAD Borrowing, By Languages Taught @ OSU, 2010 -



Date of Request



(click on a language for a list of titles borrowed)

Arabic	245
Aymara	2
Bosnian	5
Bulgarian	19
Catalan; Valencian	31
Chinese	1,198
Croatian	45
Czech	33
French	2,064
German	2,554
Greek, Modern	176
Hebrew (modern)	104
Hindi	18
Hungarian	17
Italian	1,068
Japanese	989
Korean	169
Latin	126
Old Church Slavonic, Church Slavic, Church Slav..	3
Persian (Farsi)	31
Polish	129
Portuguese	291
Quechua	3
Romanian, Moldavian(Romanian from Republic of..	30
Russian	725
Serbian	15
Somali	6
Spanish; Castilian	2,506
Swahili	4
Swedish	33
Tibetan Standard, Tibetan, Central	2
Turkish	106
Urdu	9
Uzbek	4
Yiddish	45

[Click here for list of items published within the last 5 years](#)



ILLIAD(AllBorrowingLanguages)2010-

User Department	Title	Year	
Art/Art History/Art Education/Wexner	MAT#RONITA : OMANUT YEHUDIT FEMINIST#IT	Null	1
	WORLD ORDER =SEDER ^OLAM	Null	1
Biological Sciences	BRANDEIS MODERN HEBREW = ^IVRIT BE-HEK#SHER	2005	1
	REFUAH	2011	2
Comparative Studies	STALAGS VIDEORECORDING	2007	1
Education	K#OROT	1988	1
English	ELIYAHU HA-MUSIK#ALIT SHEL HA-K#EHILAT BENE YISRAEL, BOMBAY = ELIYAHOO HA..	2001	1
Greek/Latin	^ALON MAH#LEK#ET HA-^ATIK#OT SHEL MEDINAT YISRAEL	1957	1
	ERETS-YISRAEL	1996	1
	T#EVERYAH MI-YISUDAH ^AD HA-KIBUSH HA-MUSLEMI : MEK#OROT, SIKUMIM, PARASH..	1988	1
History	FROM LUBLIN TO SHANGHAI : THE MIRACULOUS EXILE OF YESHIVAS CHACHMEI LUBLIN	Null	1
	TATSLIL = CHORD	Null	1
Jewish Studies	AMOT	Null	2
	ANAKH : BAMAH LE-SIFRUT, MAH#ASHAVAH V#E-OMANUT : KEREKH 1	1954	1
	BE^AYOT HA-HITABDUT : MEH#K#AR PSIKHOLOGI SOTSYOLOGI	1953	1
	BIKURE ^ET# : KETAVIM	Null	1
	DAPIM MI-PINK#ASO SHEL 'RABAI' : RESHIMOT, BIK#OROT, ZIKHRONOT V#E-NOSFU ^AL..	Null	1
	K#AT#IF	Null	4
		1953	2
	K#AT#IF : YALK#UT LE-DIVRE SIFRUT, HAGUR V#E-OMANUT	Null	2
	K#OLOT MICROFORM	Null	1
	LEK#ET# AMARIM SIPURIM U-PERAK#IM MI-DIVRE HA-YAMIM V#E-LEK#AH# T#OV ; HUS..	Null	1
	ME-AH#ORE HA-PARGOD MUMARIM, BOGDIM, MITKAH#ASHIM. MICROFORM :	Null	1
	MI-SHIRE SHEK#SPIR V#ORDSV#ORT V#E-T#ENISON	Null	1
	MIN HA-SHARV#UL	1989	1
	NEK#UDAT TATSPIT	1990	1
	NER MEIR : K#OVETS MUK#DASH LE-YOM HA-SHANAH LI-FET#IRATO SHEL MEIR PELI	1959	1
	PIRK#E SIFRUT : MASOT U-RESHIMOT	1985	1
	SHILOAH# 657-687 : BIBLIYOGRAFYAH	1964	1
	SIFRUT YIDISH BE-POLIN BEN SHETE MILH#AMOT HA-^OLAM	1964	1
	SIPURIM	1909	1
	YISRAEL BE-AMERIK#AH : MA^AMARIM U-FULIT#ONIM	Null	1
	YOSEF K#LOZNER : HA-ISH U-FO^OLO	1946	1
	ZER PERAH#IM : MAAMARIM, SHIRIM V#E-SIPURIM ME-ET SOFRIM SHONIM : H#OVERET..	1896	1
	ZER PERAH#IM MAAMARIM, SHIRIM V#E-SIPURIM ME-ET SOFRIM SHONIM : MICROFOR..	1896	1
Law	DINE H#OZIM	1990	1
		2008	1
	H#OZIM	1991	1
	HA-MISHMAR	Null	1

Tableau at UMass Amherst

Rachel Lewellen
Assessment Librarian
August 4, 2014

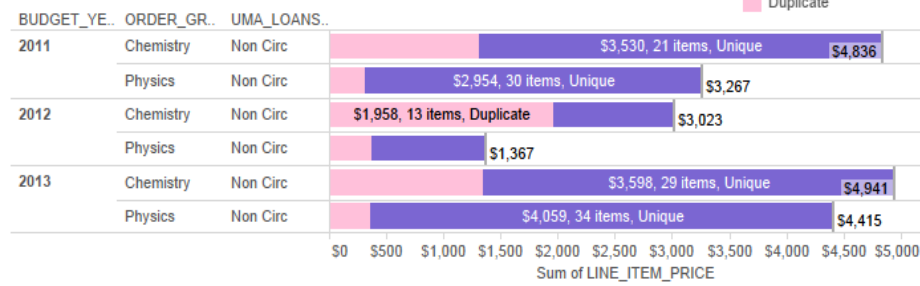


Guiding Questions

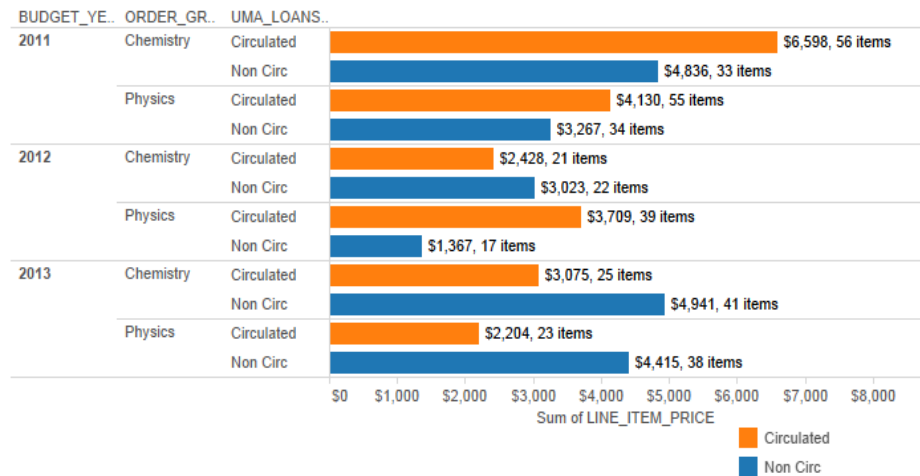
- Tableau is a major component of our assessment program
 - Increase our capacity to use library data
 - Analyze and communicate data
 - Support decision making
 - Practical department level decisions
 - Broad collection, service, and facilities implications
 - Demonstrate fiscal accountability and budgetary needs

Selector Dashboard

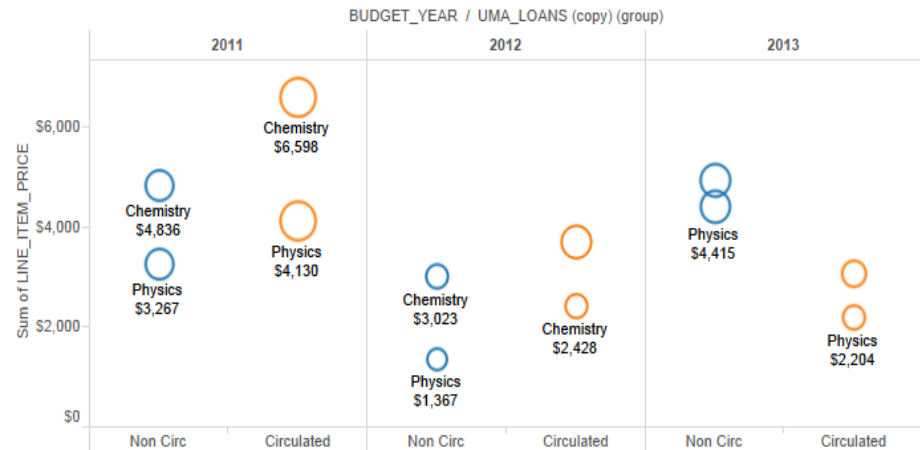
Non Circ with Duplication Status



Order Group by Year



Bubble by Year



Titles

BUD.	ORDE.	U.	TITLE	PRICE
2011	Chemi..	Circul..	Organic crystal engineering : frontiers in crystal engineering / editors, ..	\$215
			High performance polymers / Johannes Karl Fink.	\$214
			Solvents and solvent effects in organic chemistry.	\$190
			Conjugated polymer synthesis : methods and reactions / edited by Yos..	\$177
			Design and synthesis of conjugated polymers / edited by Mario Leclerc.	\$177
			Modeling and simulation in polymers / edited by Purushottam D. Gujrat.	\$177
			Stable radicals : fundamentals and applied aspects of odd-electron co..	\$166
			Self-organized surfactant structures / edited by Tharwat F. Tadros.	\$165
			Trace analysis with nanomaterials / edited by David T. Pierce and Julia.	\$165
			Colloids in drug delivery / edited by Monzer Fanun.	\$160
			Electrocatalysis : computational, experimental, and industrial aspects / ..	\$160
			PEDOT : principles and applications of an intrinsically conductive poly..	\$160
			RNA worlds : from life's origins to diversity in gene regulation / edited b..	\$158
			Electropolymerization : concepts, materials and applications / edited b..	\$157
			Calixarenes and resorcinarenes : synthesis, properties and applicatio..	\$153
			Bioenergy and biofuel from biowastes and biomass / sponsored by Bio..	\$148
			Polymer physics : from suspensions to nanocomposites and beyond / ..	\$144
			Modern physical organic chemistry / Eric V. Anslyn, Dennis A. Dougher..	\$143
			Reactive intermediates : MS investigations in solution / edited by Leon..	\$140
			Self-assembled structures : properties and applications in solution and ..	\$140
			Electronic structure and properties of transition metal compounds : intr..	\$136
			Organotransition metal chemistry : from bonding to catalysis / John F. ..	\$135
			Equilibrium molecular structures : from spectroscopy to quantum chem..	\$130
			General, organic, and biological chemistry : an integrated approach / L..	\$130
			Handbook of sample preparation / edited by Janusz Pawliszyn, Heathe..	\$124
			Handbook of transition metal polymerization catalysts / edited by Ray ..	\$124
			The supramolecular chemistry of organic-inorganic hybrid materials / e..	\$124
			Introduction to electrical interfacial phenomena / editor, K.S. Birdi.	\$120
			Inorganic syntheses.	\$111
			Understanding single-crystal x-ray crystallography / Dennis W. Bennett.	\$109
			Molten salts and ionic liquids : never the twain? / edited by Marcelle G..	\$109
			Mass spectrometry of nucleosides and nucleic acids / edited by Josep..	\$105
			Metal-organic frameworks : design and application / edited by Leonard..	\$103
			Raman, infrared, and near-infrared chemical imaging / edited by Slob..	\$103
			Transitions in molecular systems / Hans J. Kupka.	\$103
			Chemistry of biomolecules / S.P. Bhutani.	\$100
			Introduction to green chemistry / Albert S. Matlack.	\$100
			Lab-on-a-chip : techniques, circuits, and biomedical applications / Yeh..	\$98
			Chemistry and lithography / Uzodinma Okoroanyanwu.	\$96
			Chemical structure and reactivity : an integrated approach / James Ke..	\$94
			Polymer viscoelasticity : basics, molecular theories, experiments, and ..	\$91
			Chemistry of natural products : a unified approach / N.R. Krishnaswam..	\$90
			Advances in polymer nanocomposite technology / Vikas Mittal editor.	\$89

ORDER_GROUP

- (All)
- Null
- African
- Afro-Am
- Anthro
- Architect
- Art
- AsianLang
- Astronomy
- Biology
- BuildMat
- Business
- ChemEng
- Chemistry
- ChildLit
- CivilEng
- Classics
- CommDis
- Communicat

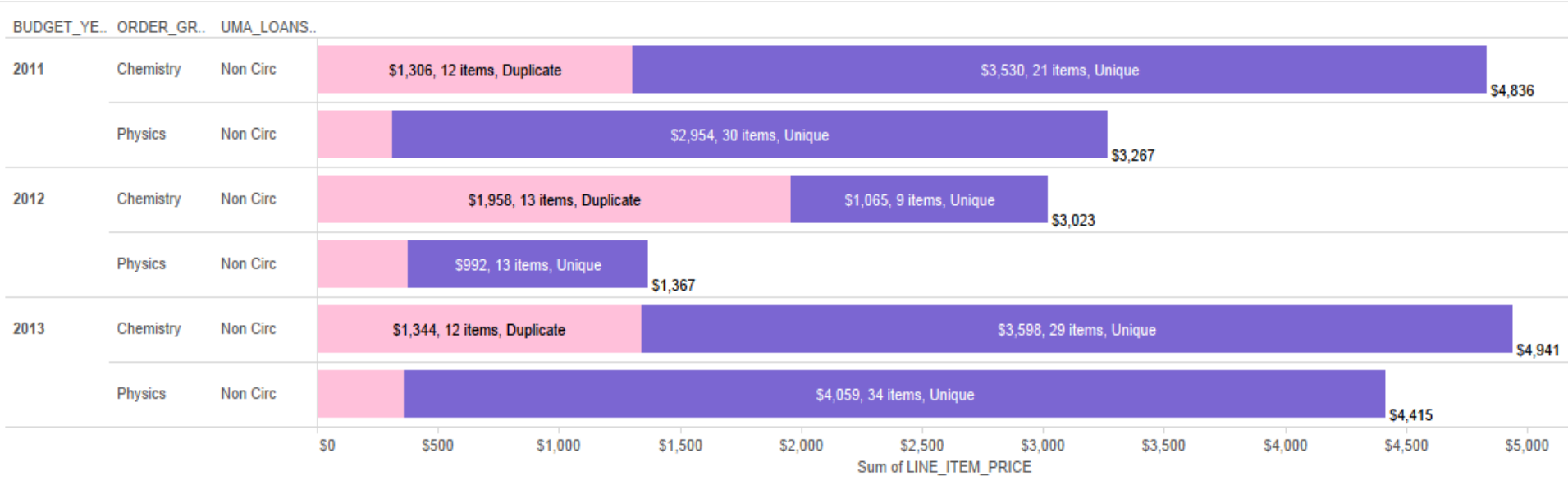
BUDGET_YEAR

- (All)
- Null
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012
- 2013
- 2014

BUDGET_CODE (gro..)

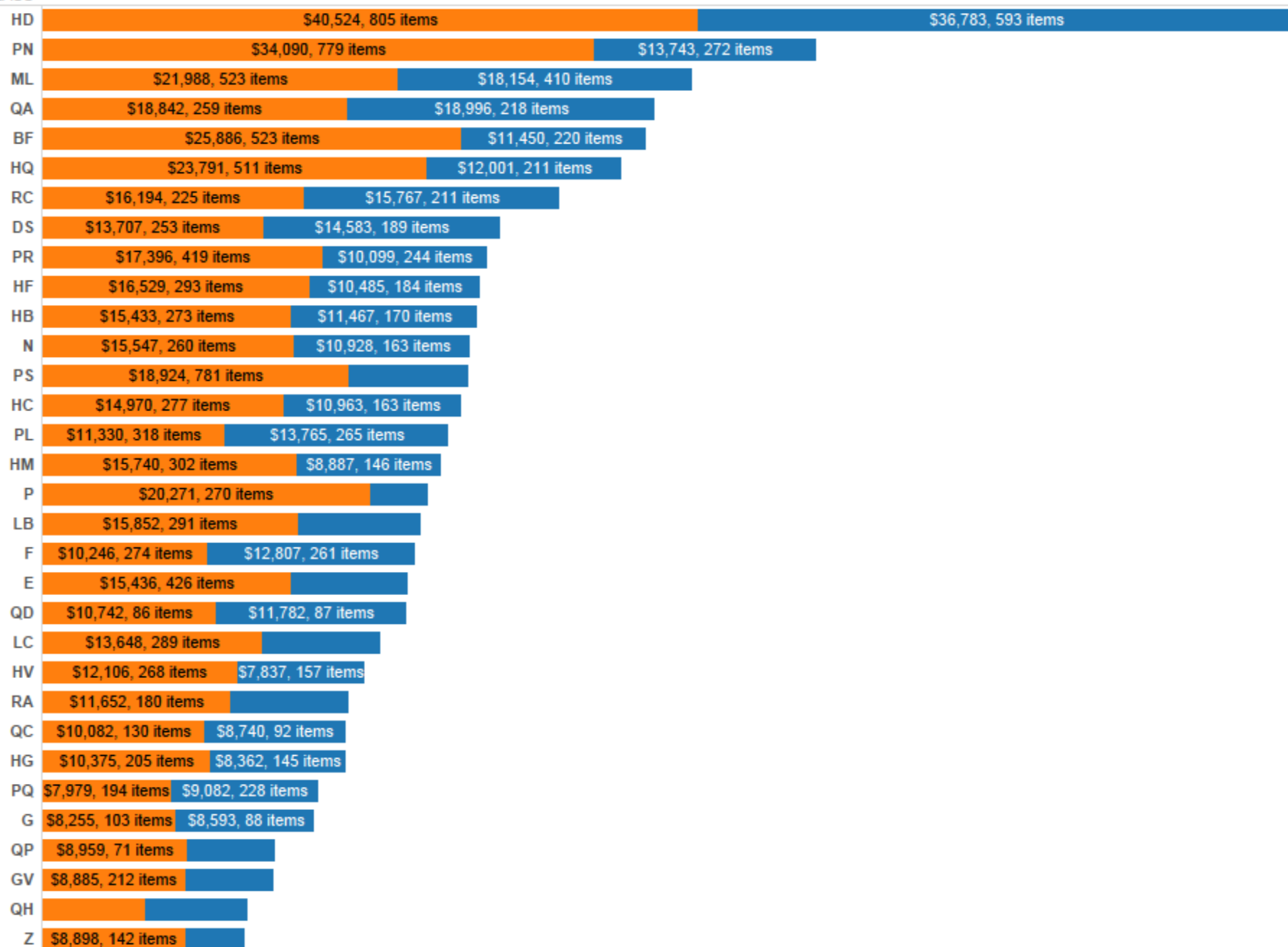
- (All)
- Null
- Approvals
- Audio
- BIBLIOGRAPHI...
- BODEM
- CHFA - Special
- Endowment
- FOL
- GIFT-DEFAULT
- NYT
- One Time Serial ...
- REPLACEMENT...
- Reserves
- SCUA
- Selector
- Serials
- Standing Orders
- SUSTAINABILIT...

Non Circulating Items with Duplication Status



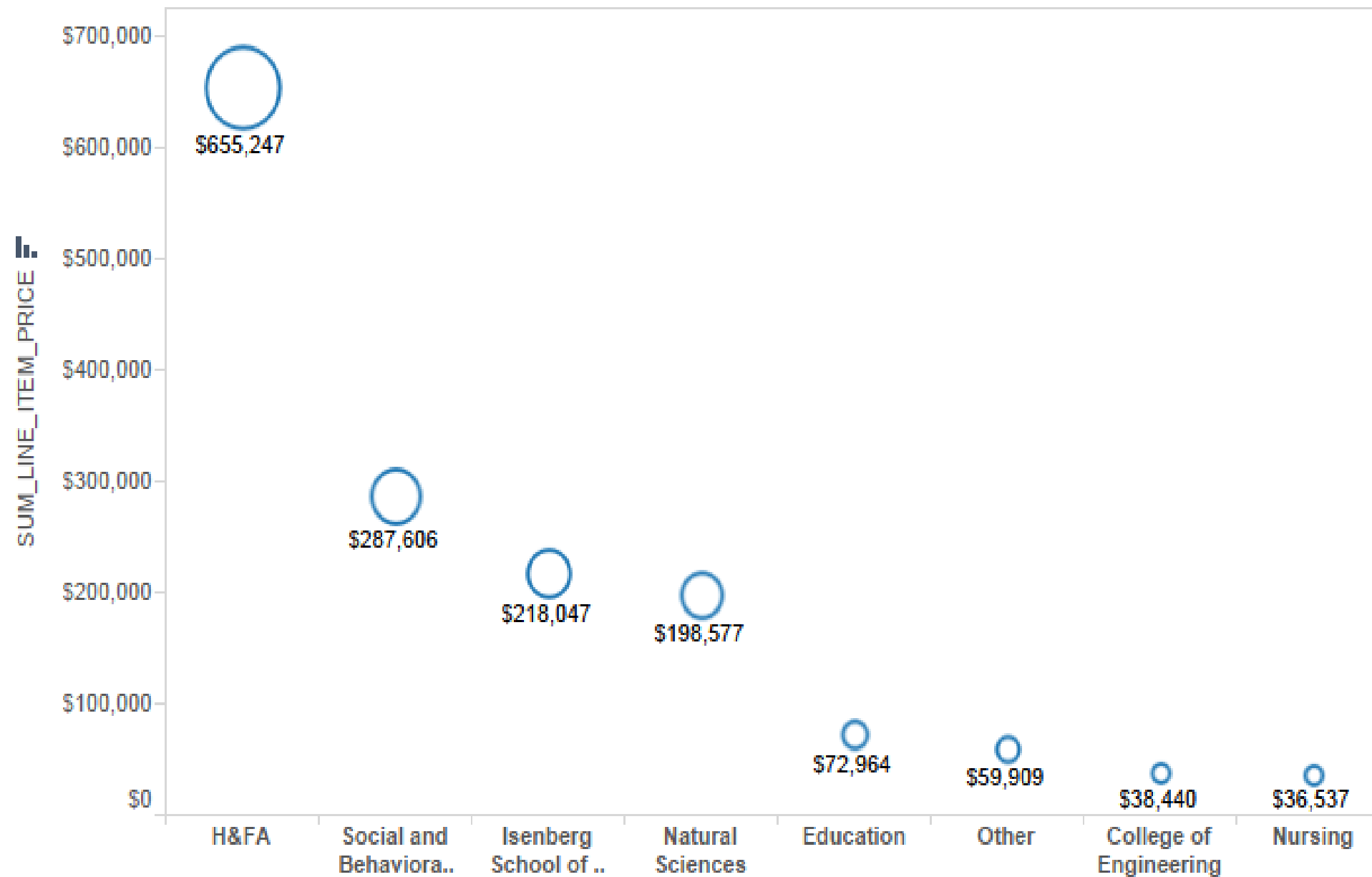
Title LC Class, FY 2011-2013

CLASS

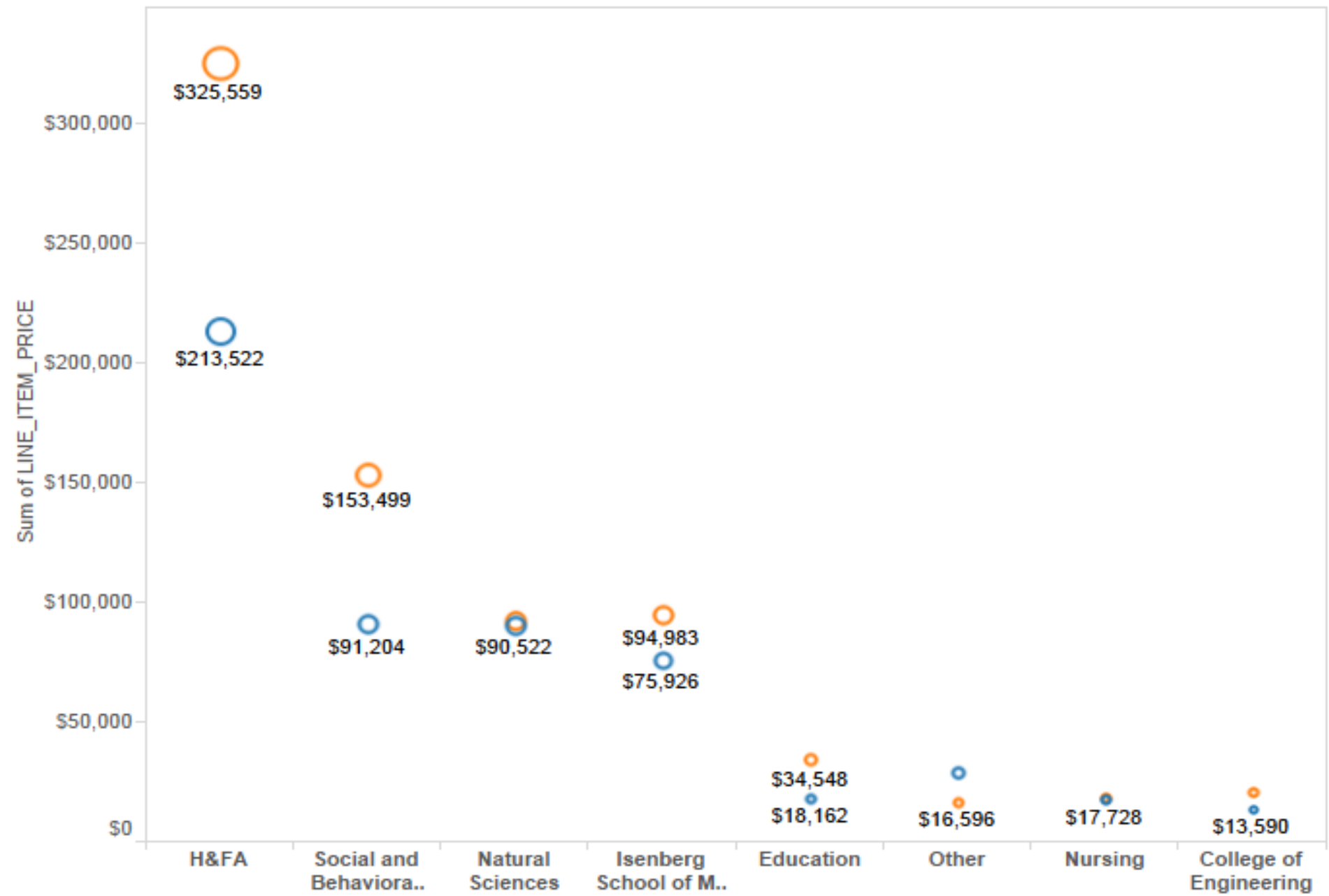


Title School and College FY11-14 Total

ORDER_GROUP (School and College)



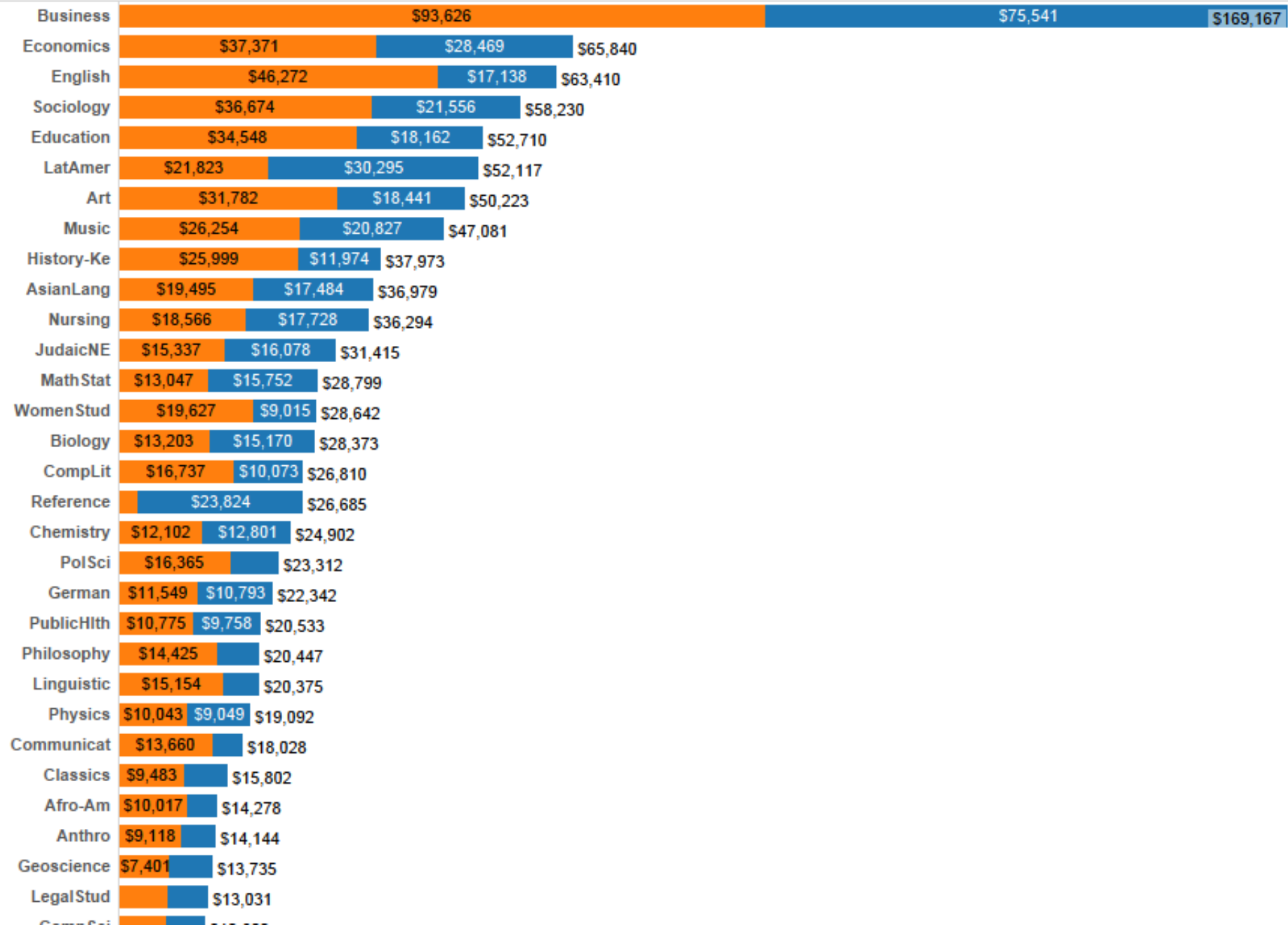
ORDER_GROUP (School and College)



Totals for all Order Groups FY11-13 Combined Spending

Title

ORDER_GR..

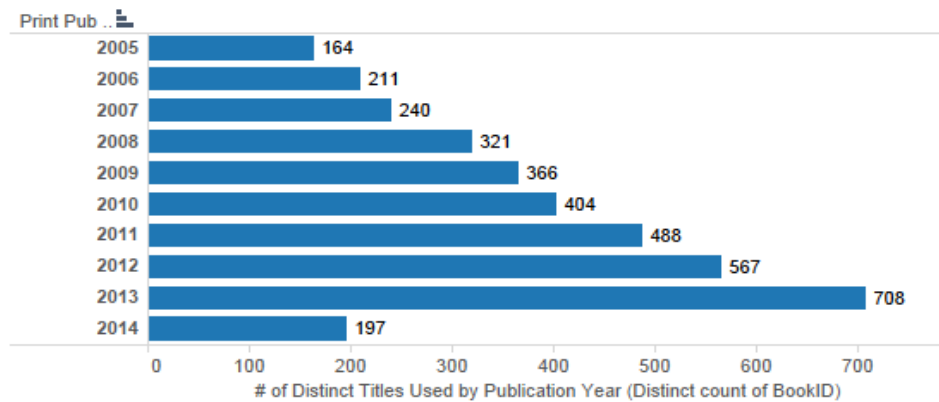


Library View Dashboard

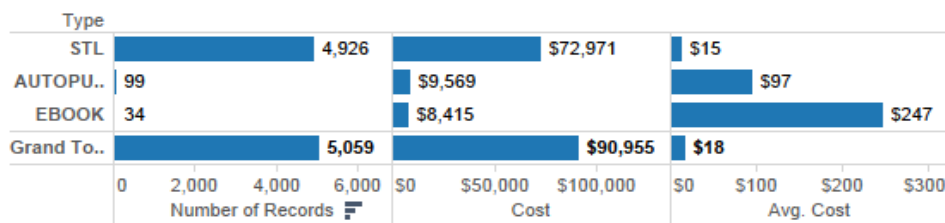
Library

- (All)
- Amherst College
- Hampshire College
- Mount Holyoke College
- Smith College
- University of Massachusetts Amherst

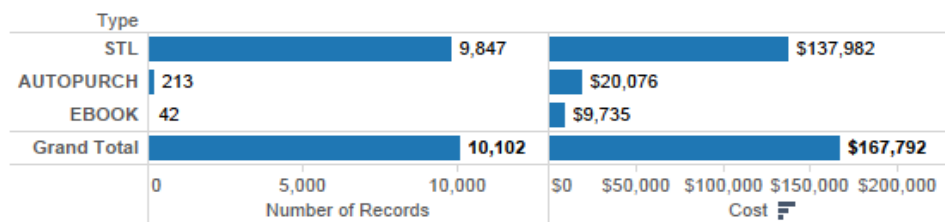
Use by Publication Year



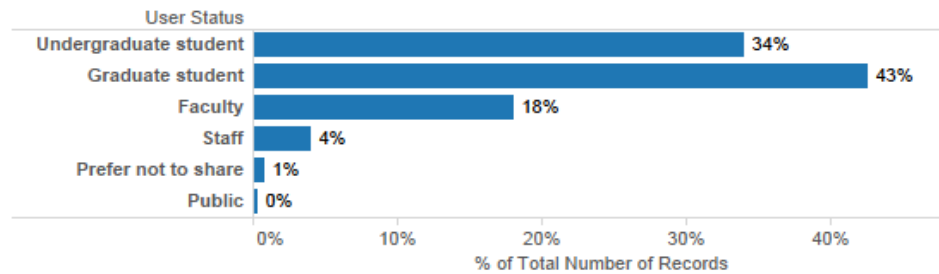
Purchase Type by Library



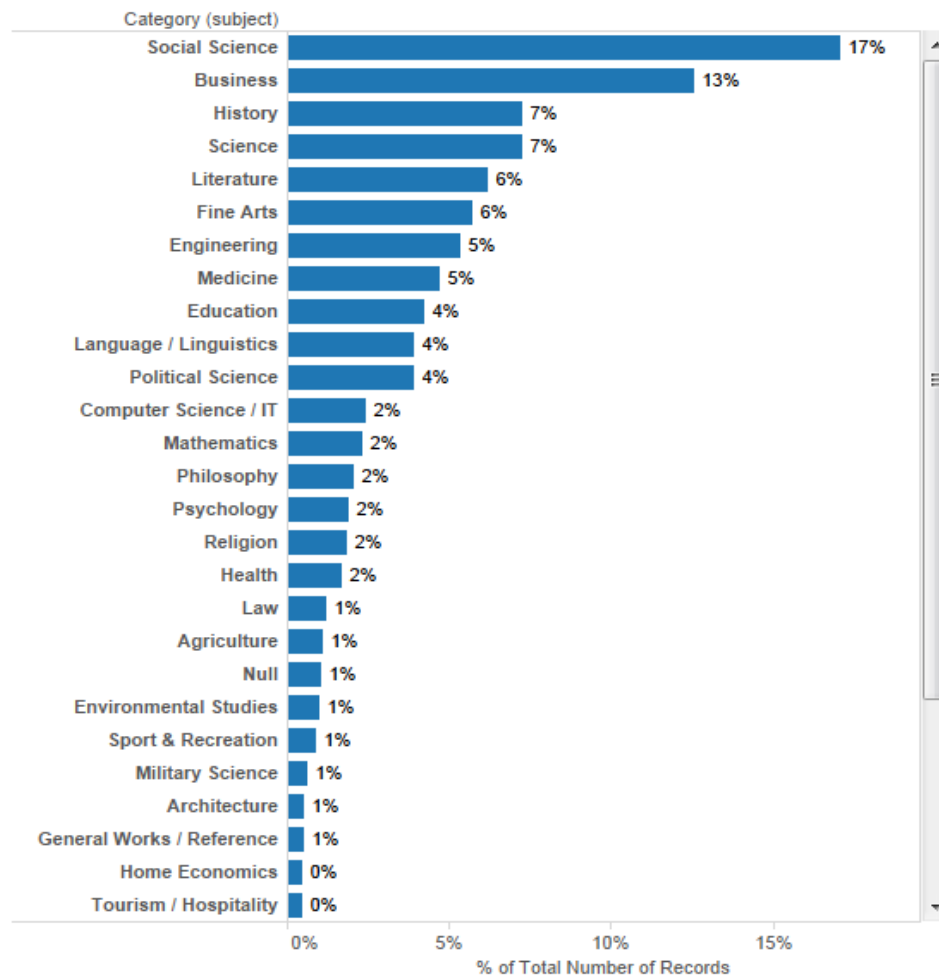
5C Consortium Total



5C User Status

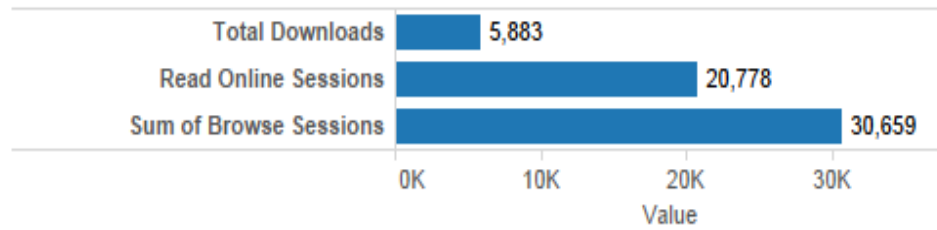


5C Subject Breakdown

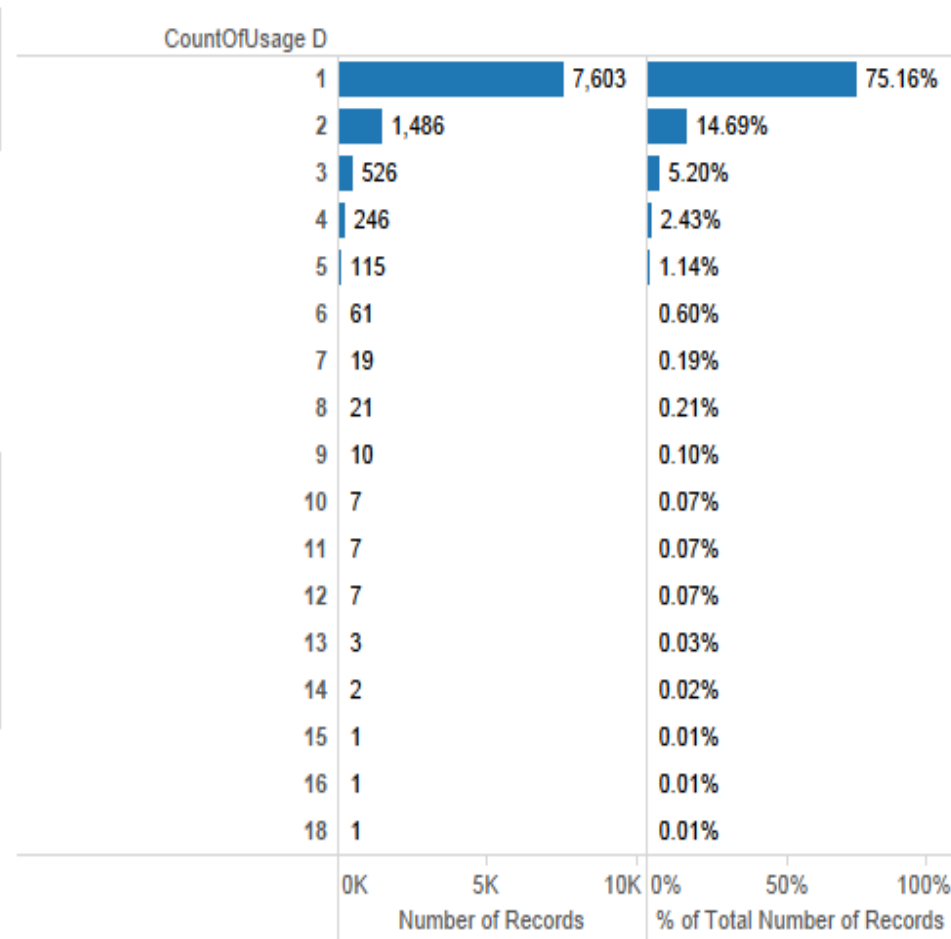


Use Summary

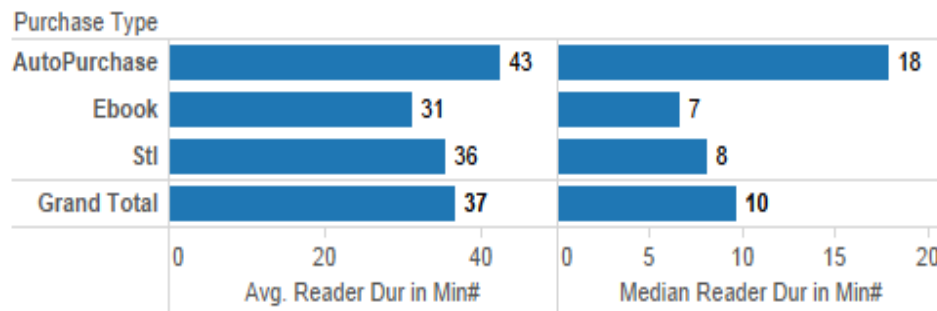
Download, Read and Browse Online - 5C Combined Total



Repeat Use - 75% of is limited to 1 day

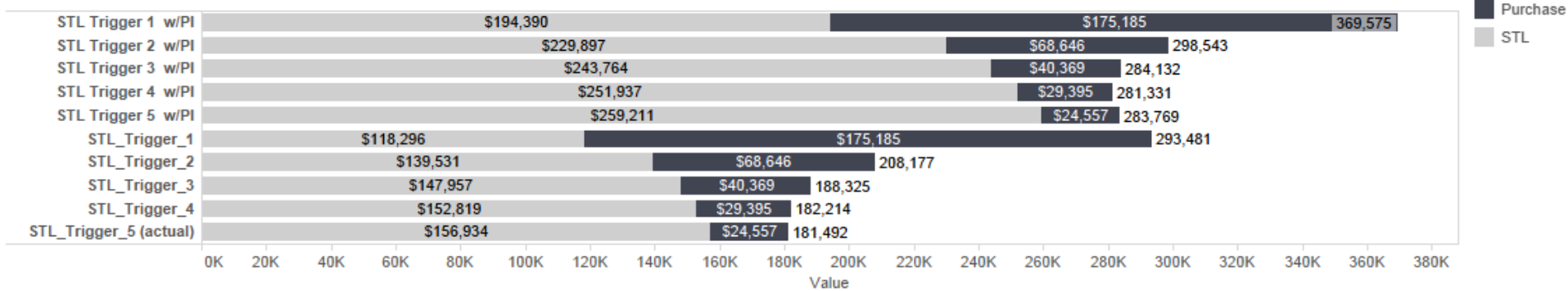


Average and Median Reader Duration - Online Sessions

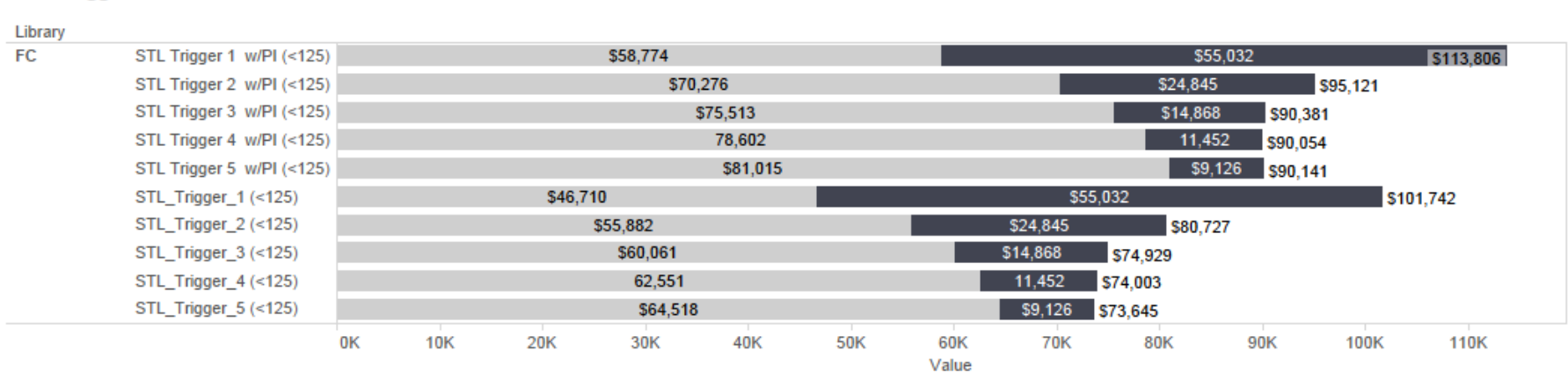


Trigger Scenarios 5C and by Library

STL Trigger w/ Actual and PI - 5C



STL Trigger w/ Price Limit <\$125



STL Trigger w/ Actual and PI - by Library

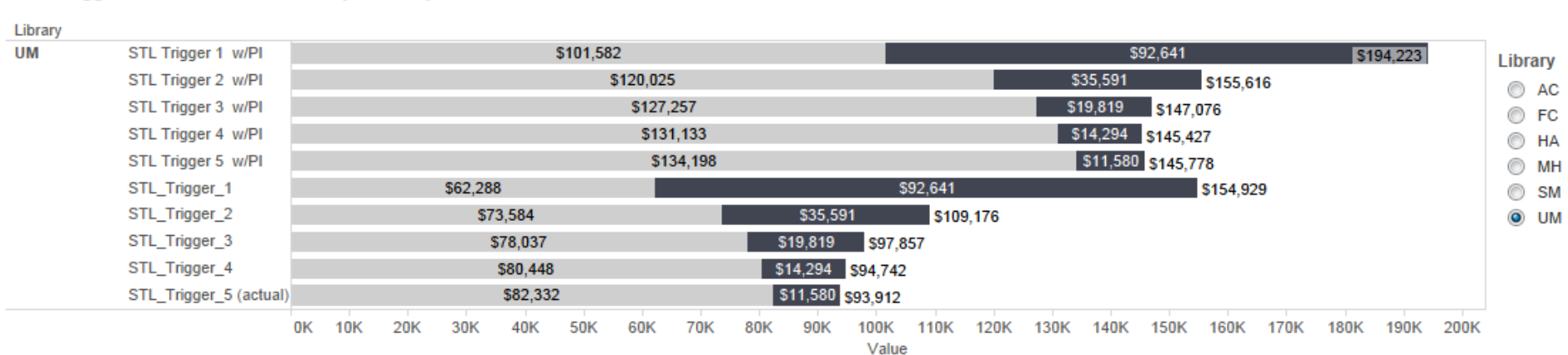


Tableau at UBC Library

Drilling into the data

Jeremy Buhler

Assessment Librarian

jeremy.buhler@ubc.ca

August 4, 2014



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An effective dashboard answers a specific question.

An effective dashboard leads to more and better informed questions.

Tableau makes it easier to respond.



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Example #1

How is the circulation workload distributed across UBC Library branches?

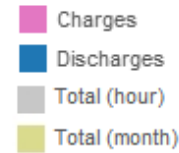


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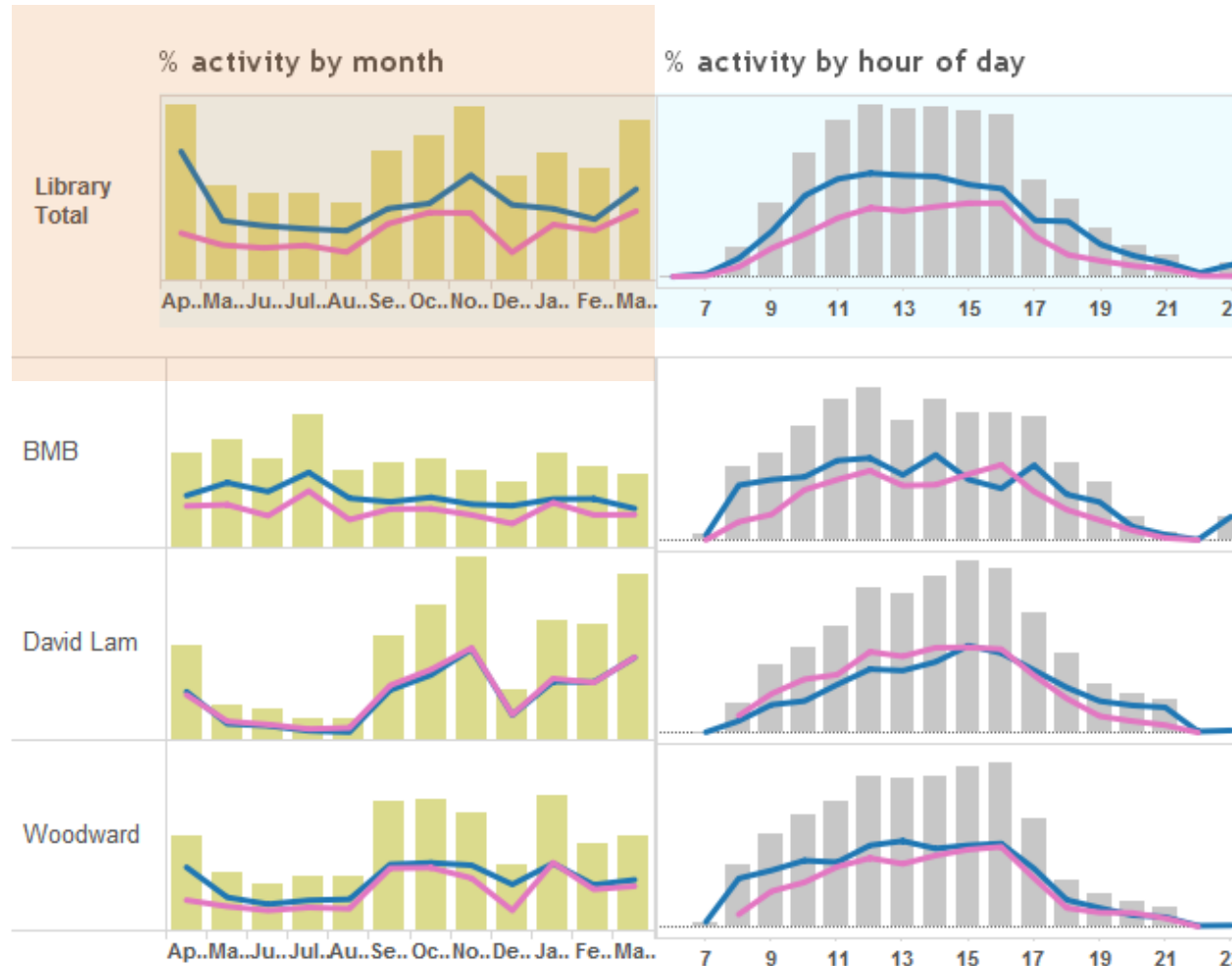
UBC Library circulation activity, FY 2013/14

Charges and discharges (excludes self-serve)



% activity by month

% activity by hour of day



% of library total

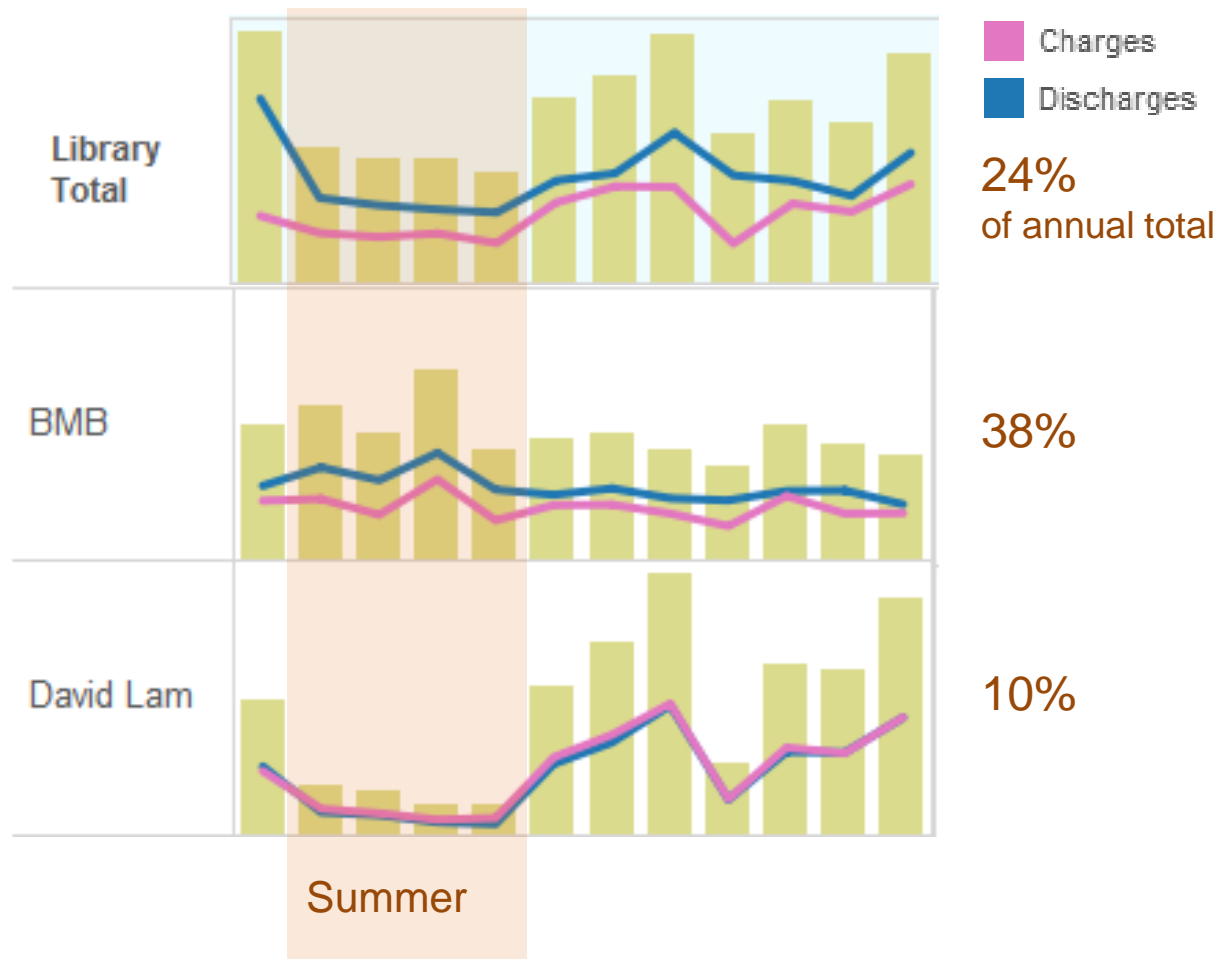
	Char..	Disch..	Gran..
Koerner	28%	43%	37%
IKBLC	20%	18%	19%
Okanagan	12%	12%	12%
Education	13%	8%	10%
Woodward	10%	8%	9%
David Lam	5%	3%	4%
Asian	4%	3%	3%
Law	2%	2%	2%
RBSC	2%	2%	2%
BMB	2%	1%	1%
Xwi7xwa	2%	1%	1%
Grand Total	100%	100%	100%

April 2013 March 2014



- Asian
- BMB
- David Lam
- Education
- Hamber
- IKBLC
- Koerner
- Law
- Music
- Okanagan
- OPAC
- Other (LPC, Extension)
- RBSC
- Robson Square
- St. Paul's
- Woodward
- Xwi7xwa

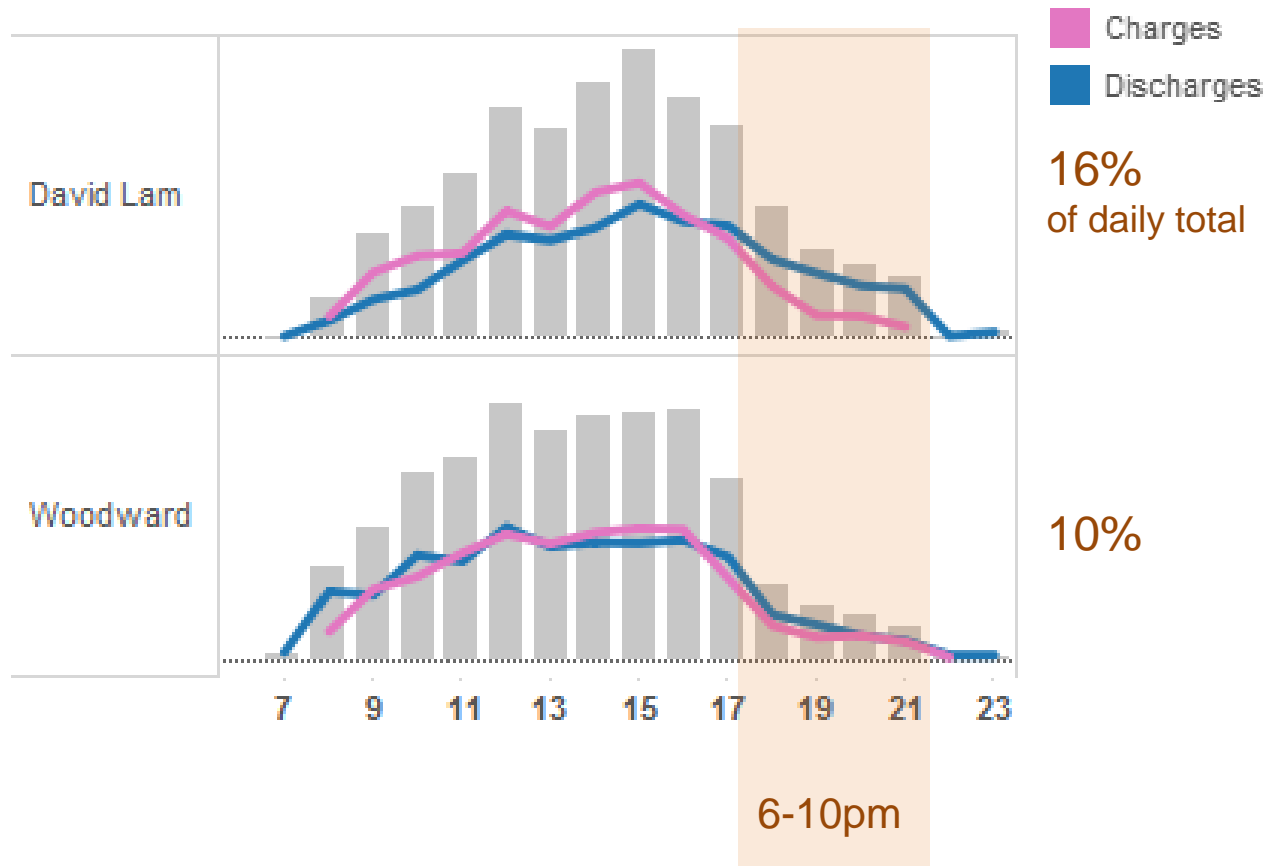
2013/14 circulation: % activity by month



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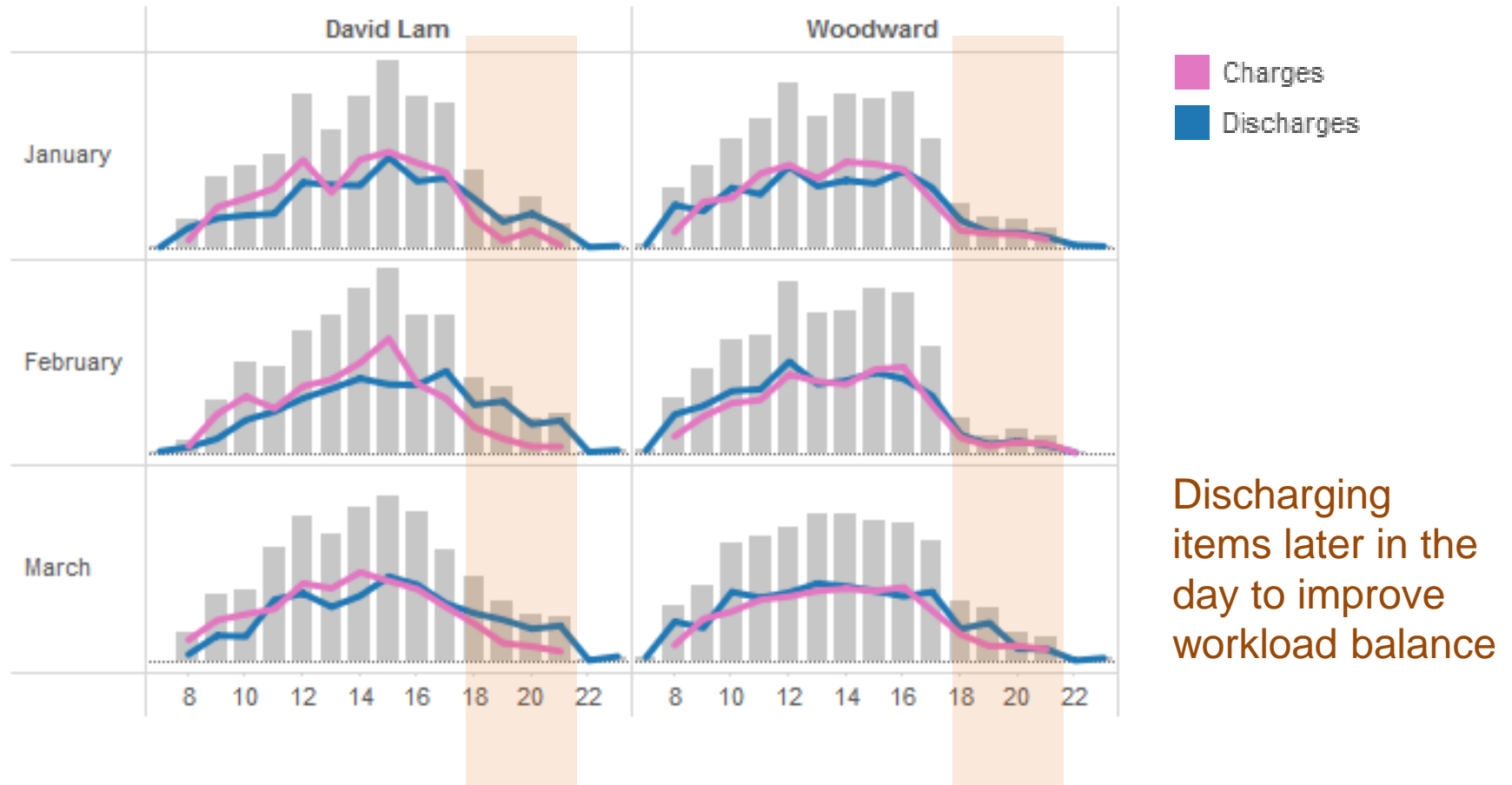
2013/14 circulation: % activity by hour



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2013/14 circulation: % activity by hour



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Example #2

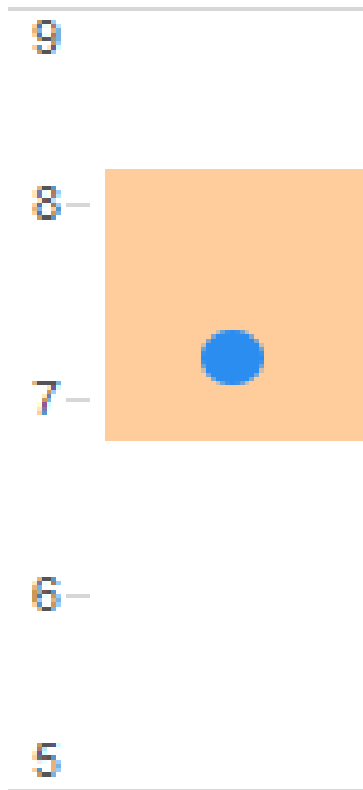
What do LibQUAL results tell us about respondents' priorities?



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LibQUAL: visualizing results



LibQUAL service levels

desired
perceived
minimum

orange band is the range between minimum (6.8) and desired (8.2) service levels

blue dot shows perception of the service UBC Library provides



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LibQUAL: performance by service area

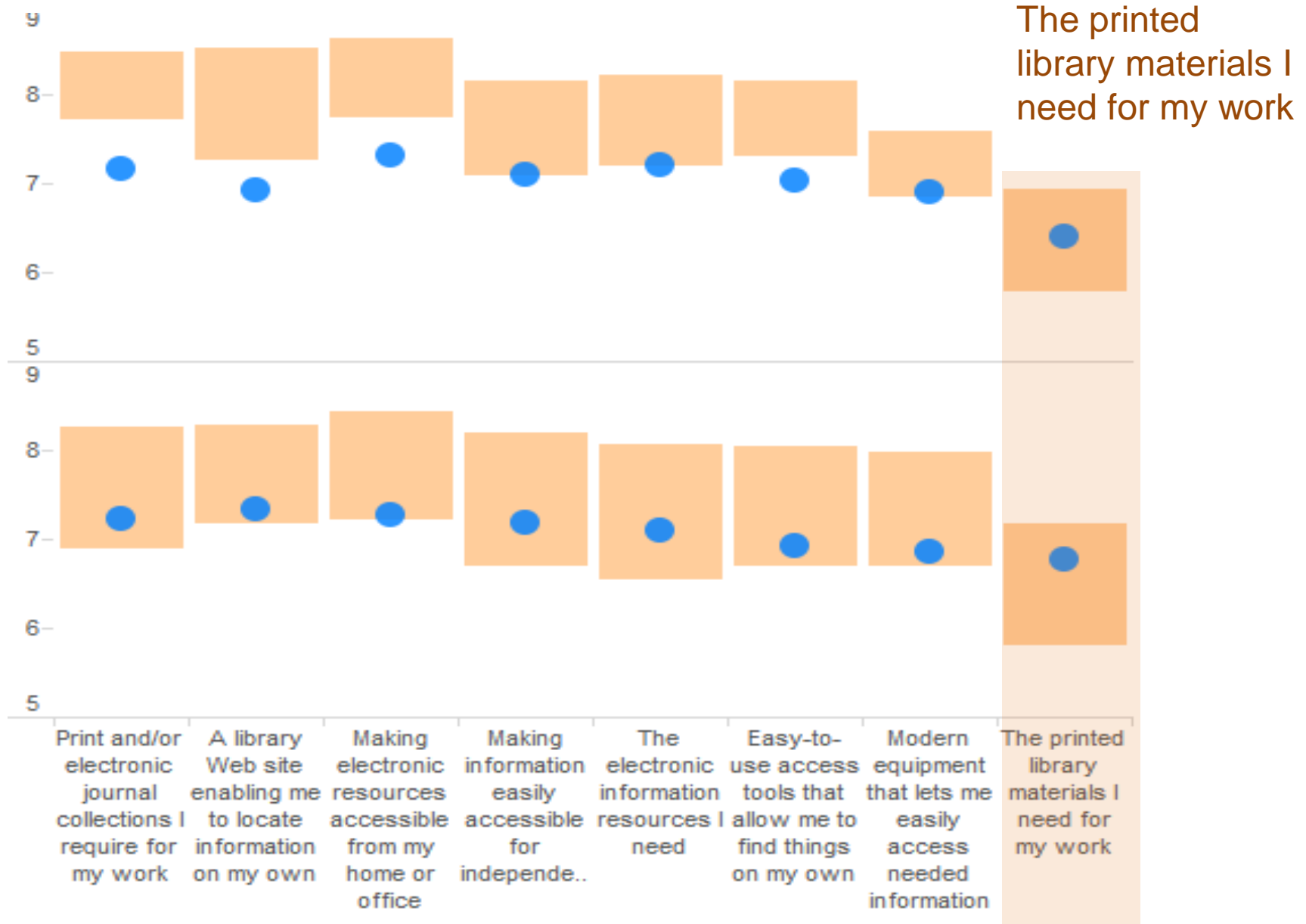


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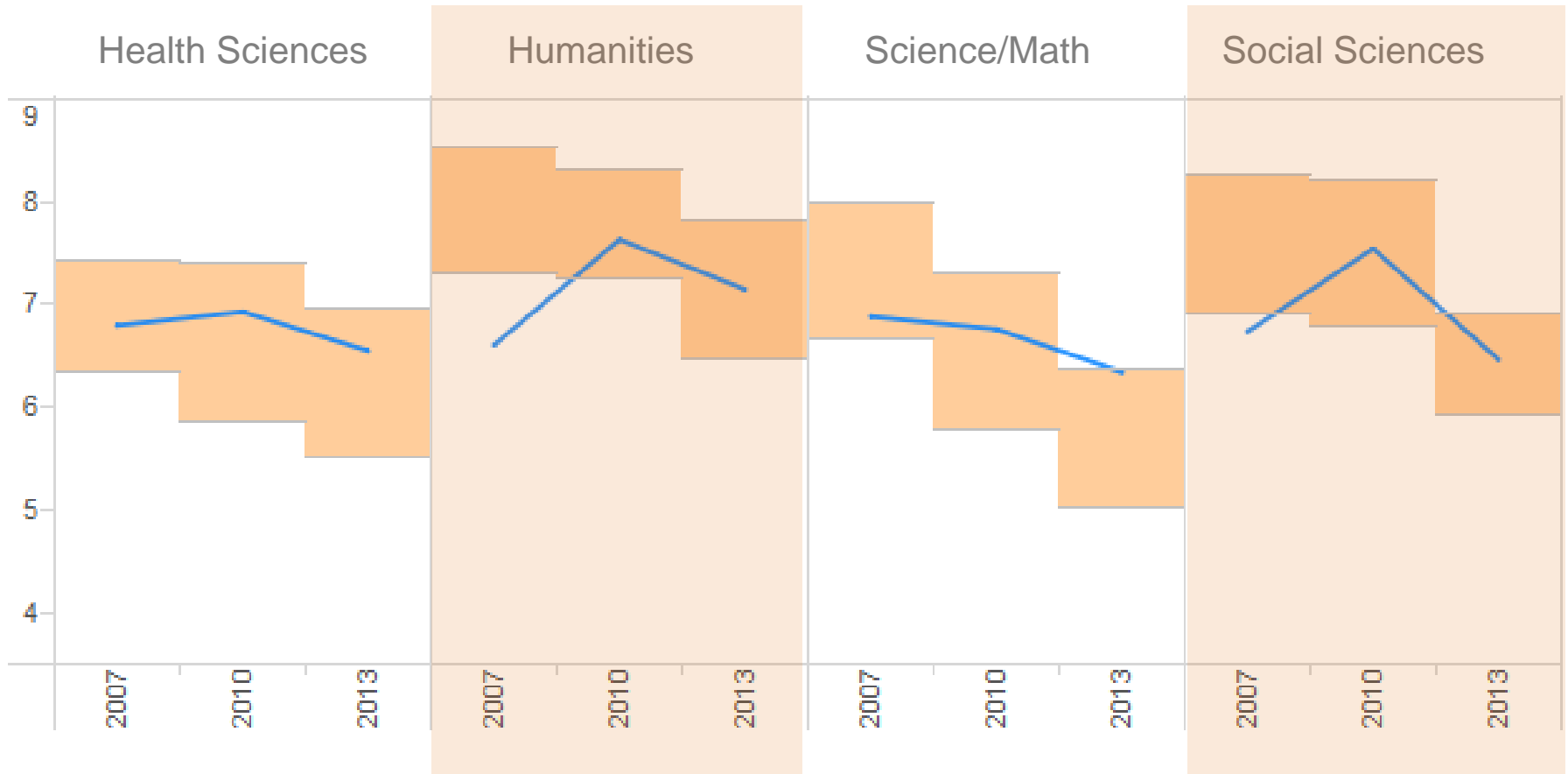
LibQUAL: change across user groups

Collections and access priorities



LibQUAL: change over time

The printed library materials I need for my work



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Recommended reading

Few, Stephen. *Information dashboard design: The effective visual communication of data*. O'Reilly, 2006.



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