

## Data Analytics in Library

This will be the center location for data analytics from various tools and database.

The primary resources for web dashboard are from Google Analytics, see [Google Analytics in Yale](#) [1] for detail. See [GA help](#) [2] for more settings.

Tableau is used to create the visual analytics.

For more information, please contact [Sarah Tudesco](#) [3] or [assessux@yale.edu](mailto:assessux@yale.edu) [4]

## Borrow Direct

[Borrow Direct - most update version on Test Server](#) [5]

## Purchase Requests reports

Yale Test Server: [Purchase Requests reports](#) [6]

## Quicksearch Click Event Analytics

[Quicksearch Click Event Analytics on Test Server](#) [7]

The following data shows how users use Quicksearch's Refine functions (about 6.71% samples from 717,626 sessions)

## Quicksearch Dashboard (Draft)

[Quicksearch Dashboard on Test Server](#) [9]

The following sample data on Tableau Public Server doesn't have auto refresh daily data function.

\*\* All the data value here is about 12% of the original Google Analytics data.

\*\* The Referrer information here is from session resource, i.e. within 30 minutes, it lends to QS page.

# Quicksearch GA Dashboard

QS Pageviews

Date

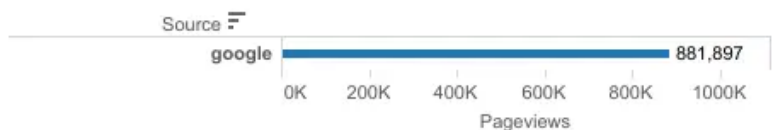
1/12/2016 6/30/2017

Specific Events

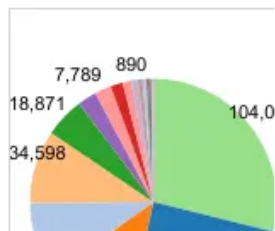
Site Traffic

	Pageviews
	Users
16%	Bounce Rate
1,319	Average Time

## Where Users are coming from

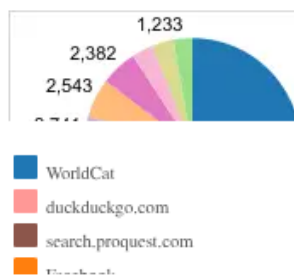


### Major Yale Referrer Sources

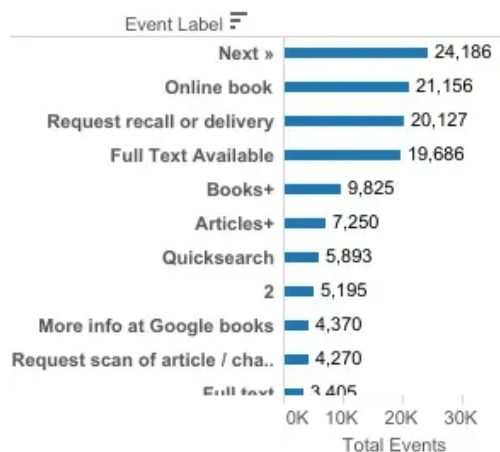


- Quicksearch
- eJournals
- Library Web
- Orbis
- Classes\*v2
- DB & Articles
- MORRIS
- Finding Aid...
- Articles+

### Other Referrer



## QS Links - What users click on



View on Tableau Public

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## Quicksearch Record Load Audit

[Quicksearch Record Load Statistics and more on Dev server](#) [10]

## Yale Libguides Usage

[Libguides GA Dashboard \(in Beta\) on Test server](#) [12]

The following are sample data for year 2016 to 01/24/18. For full data, see "[Libguides Content Owner Instructions](#) [13]"

### Links

[1] <http://guides.library.yale.edu/ga/defs> [2] <https://web.library.yale.edu/lit/sr/ga-help> [3] [https://web.library.yale.edu/lit/sr/ga-help](#) [4] [https://web.library.yale.edu/lit/sr/ga-help](#) [5] [https://bi4.analytics.yale.edu/t/library/views/BorrowDirectWorkbook/BDDataDashboard?%3Aembed=y&%3AshowShareOptions=true&%3Adisplay\\_count=no&%3AshowVizHome=no#2](https://bi4.analytics.yale.edu/t/library/views/BorrowDirectWorkbook/BDDataDashboard?%3Aembed=y&%3AshowShareOptions=true&%3Adisplay_count=no&%3AshowVizHome=no#2) [6] <https://bi4.analytics.yale.edu/#/site/library/workbooks/465/views> [7] [https://bi4.analytics.yale.edu/#/site/library/views/QS\\_Event/QuicksearchEvents?iid=1](https://bi4.analytics.yale.edu/#/site/library/views/QS_Event/QuicksearchEvents?iid=1) [8] <https://web.library.yale.edu/book/export/html/4084> [9] [https://bi4.analytics.yale.edu/#/site/library/views/QS\\_Dashboard/GADashboard?iid=1](https://bi4.analytics.yale.edu/#/site/library/views/QS_Dashboard/GADashboard?iid=1) [10] <https://bi7.analytics.yale.edu/#/site/library/workbooks/944/views> [11] <https://bi4.analytics.yale.edu/#/site/library/workbooks/172/views> [12] <https://bi4.analytics.yale.edu/#/site/library/views/LibGuides-v1-GADashboard/LibGuideDashboard?iid=2> [13] <http://guides.library.yale.edu/ga/libguides>