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 [4]

Borrow Direct

Borrow Direct - Borrowing Summary and more [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

<table>
<thead>
<tr>
<th>Date</th>
<th>Specific Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/12/2016</td>
<td></td>
</tr>
<tr>
<td>6/30/2017</td>
<td></td>
</tr>
</tbody>
</table>

Site Traffic

- Pageviews: 1,755,821
- Users: 1,234,606
- Bounce Rate: 16%
- Average Time on Site: 1,319

Where Users are coming from

- Source
  - direct
  - google
  - search.library.yale.edu
  - wa4py6gj8t-search.serialsofl...yale.instructure.com

Major Yale Referrer Sources

- Quicksearch
- Journals
- Library Web
- Orbis
- Classes+ v2
- DB & Articles
- MORRIS
- Finding Aid DB
- Articles+
- yale2.instructure.com
- Beinecke
- yale.lib overdriv...
- wikl.library.yale...
- Medical Library
- cuni.yale.edu

Other Referrer

- Event Label
  - Next >
  - Online book
  - Request recall or delivery
  - Full Text Available
  - Books
  - Articles
  - Quicksearch

QS Links - What users click on

- Pagesviews
  - 0K
  - 200K
  - 400K
  - 600K
  - 800K
  - 1000K

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"