

Data Analytics in Library

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

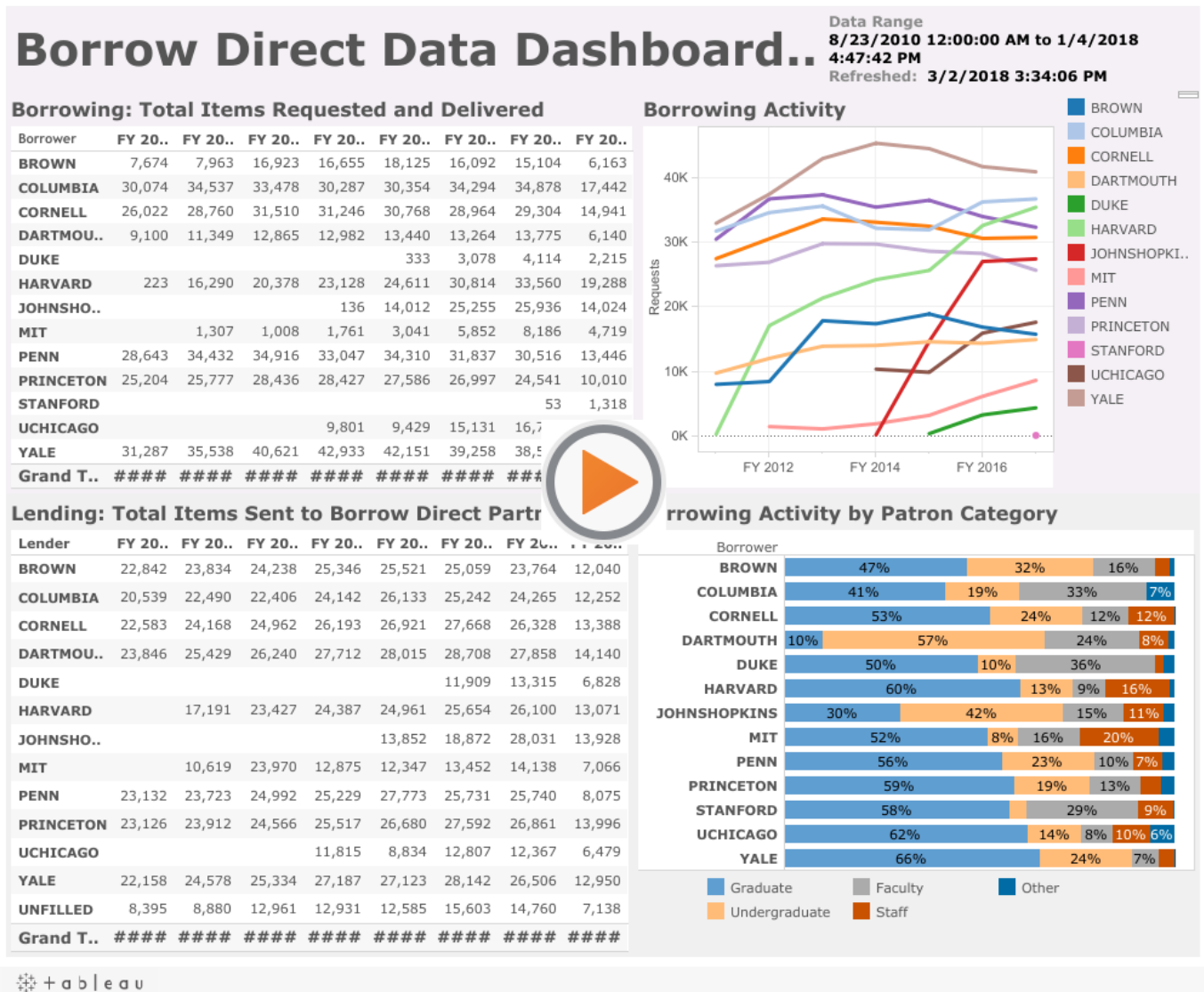
The primary resources for web dashboard are from Google Analytics, see [Google Analytics in Yale](#) [1] for detail. See [GA help](#) [2] for more settings.

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.

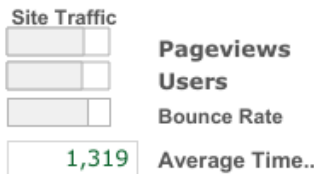
Quicksearch GA Dashboard

QS Pageviews

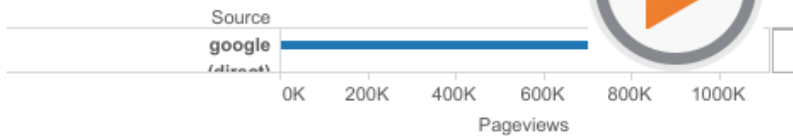
Date

1/12/2016 to 6/30/20..

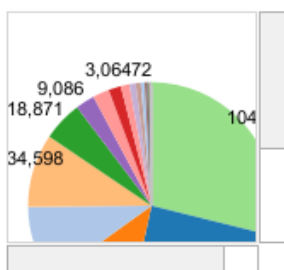
Specific Events



Where Users are coming from

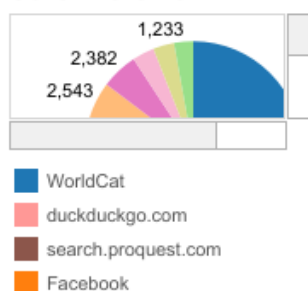


Major Yale Referrer Sources



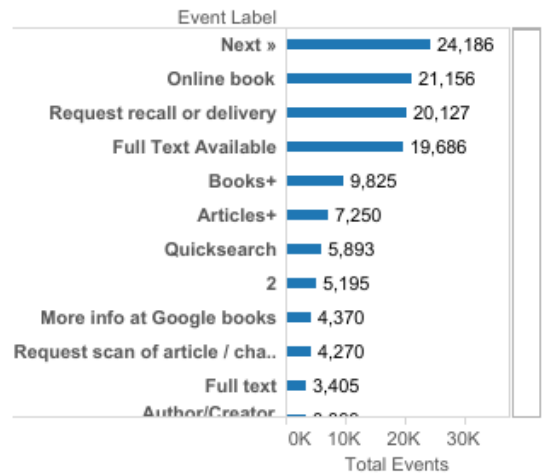
- Quicksearch
- eJournals
- Library Web
- ORbis
- Classes*v2
- DB & Articles
- MORRIS
- Finding Aid DB
- Articles+
- yale? instructor

Other Referrer



- WorldCat
- duckduckgo.com
- search.proquest.com
- Facebook

QS Links - What users click on



[8]

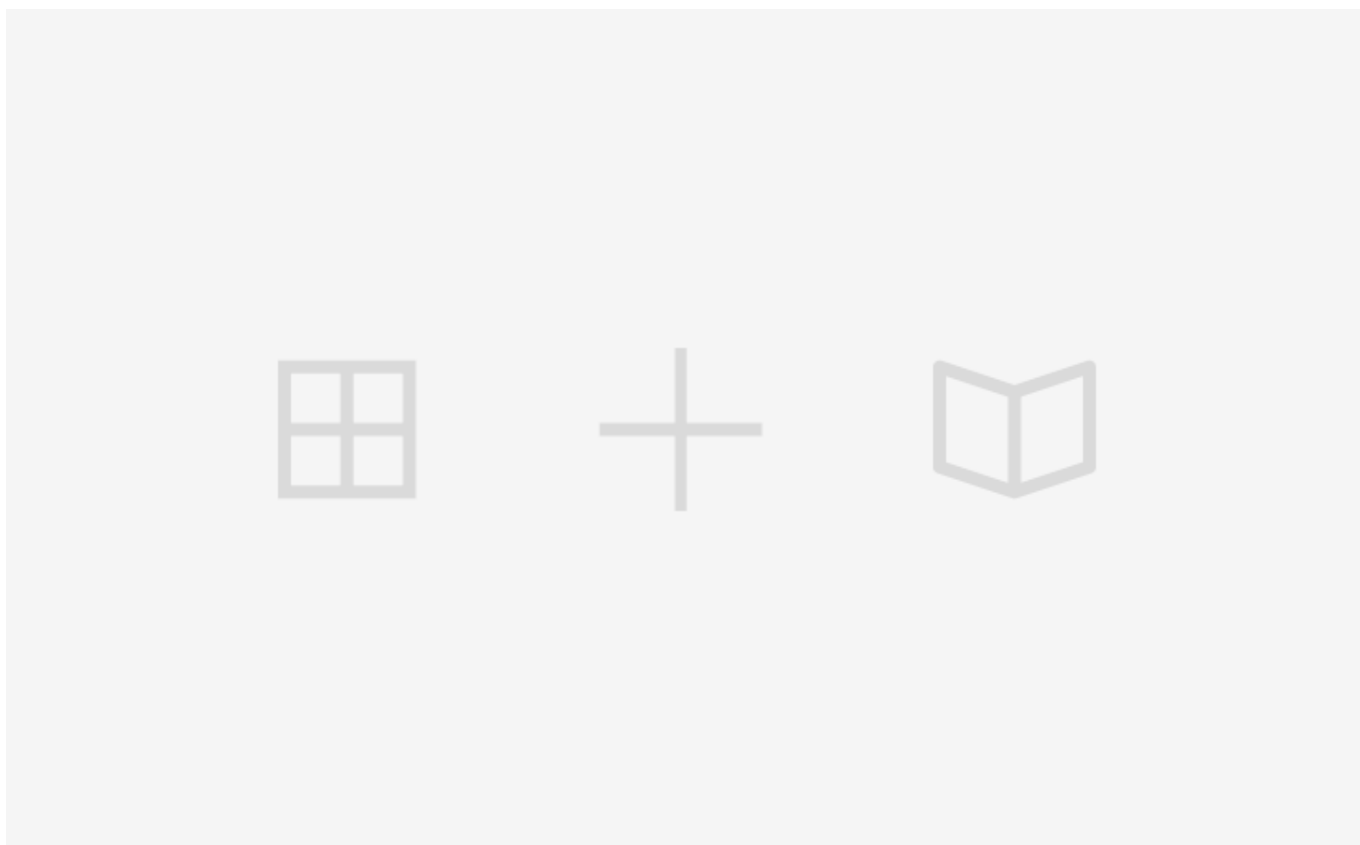
Quicksearch Record Load Audit

[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]"



Source URL: <https://web.library.yale.edu/auxr/data-analytics>

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/BDDDataDashboard?:embed=y&:showS>

hareOptions=true&::display_count=no&::showVizHome=no

[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

[8] <https://web.library.yale.edu/book/export/html/4084>

[9] 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>