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 <u>Google Analytics in Yale</u> [1] for detail. See <u>GA help</u> [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 - 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)

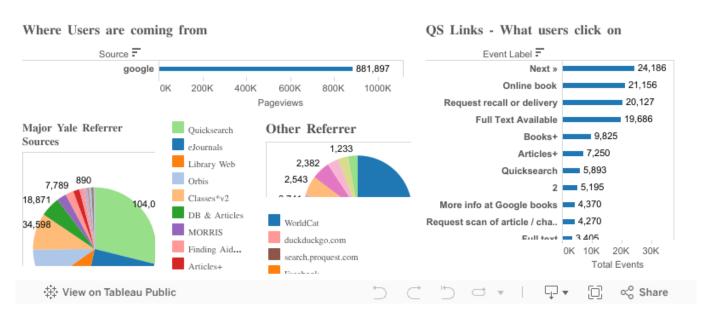
Quicksearch Dashboarad on Test Server [9]

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





[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 "<u>Libguides Content Owner Instructions</u> [13]"

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

Data Analytics in Library

Published on Yale University Library (https://web.library.yale.edu)

Links

[1] http://guides.library.yale.edu/ga/defs [2] https://web.library.yale.edu/lit/sr/ga-help [3] mail to:sarah.tudesco@ yalee&

https://bi4.analytics.vale.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://quides.library.yale.edu/ga/libquides