

# DATA, STATS, GO!

## Navigating the Intersections of Cataloging, E-Resource & Web Analytics Reporting


### *The Landscape*

#### *Analytics VS. Statistics*

Analytics and statistics share a common thread: they both use statistical procedures and analyses. However, unlike statistics, analytics may use machine learning algorithms.

#### *Where & What System*

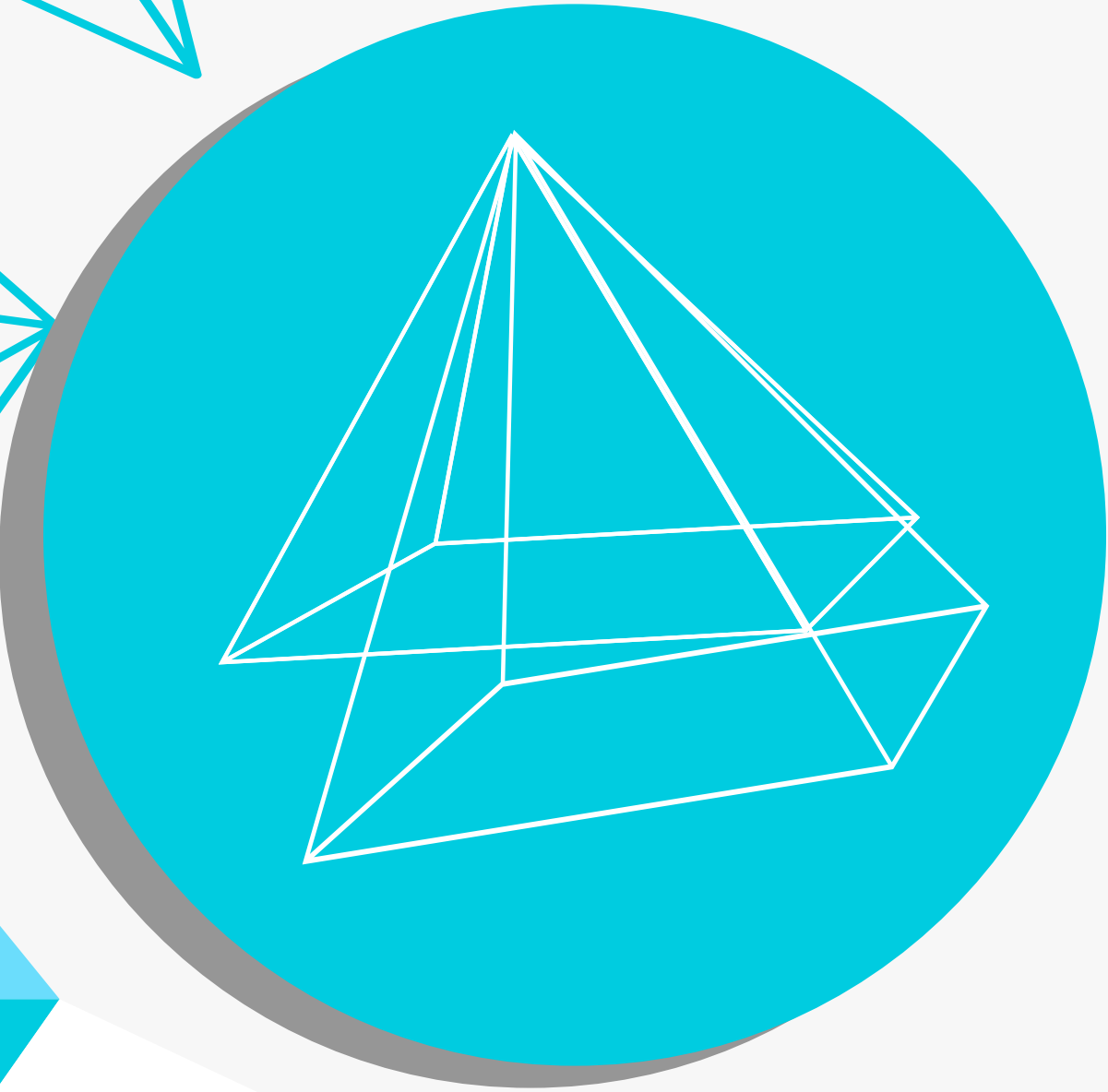
The system itself may work for you, or you may have to work for it. Do you ask for data through searches that require attention and maintenance? Or does the data available to call up with one click, and export reports?

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1. ILS
  2. RMS
  3. DMS
  4. IR or CMS
  5. Website Analytics
  6. Vendor-specific
  7. Service Stats\*

*\*Libraries are not what they used to be. Not all data we keep and report is for resources.*

### *The [Pain] Points*

#### *What Are the Metrics?*

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1. Physical holdings (additions / withdrawals)
  2. Electronic resource usage
  3. Circulation statistics for tech items
  4. Repository downloads
  5. Service, Transaction, or Interaction tickets
  6. Billable hours data

#### *Process VS. Technology: Garbage In = Garbage Out*

Depending on the system and the data, make sure the input is correct and consistent. Not all data is equal; bad data in will result in bad data coming out. Connecting the points may be difficult, or impossible, if something is missing or entered incorrectly.

# The Life of the Story



## What Story Are You Telling?

Consider the purpose of the metrics:

- What do they mean?
- What do they say about your resources and your organization?
- Why do you keep that particular data?

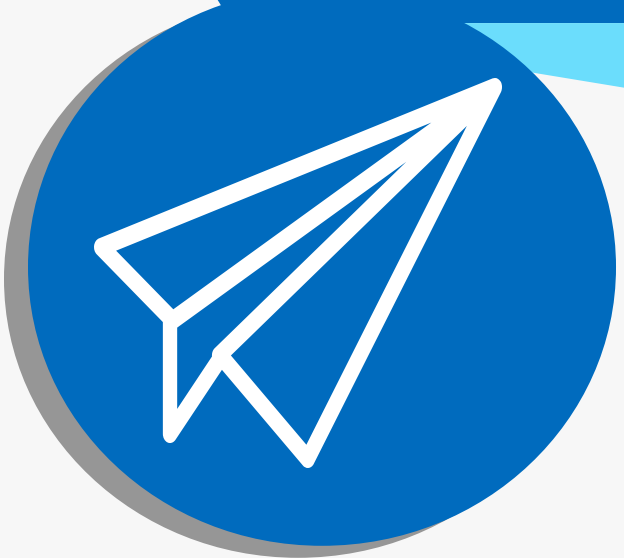
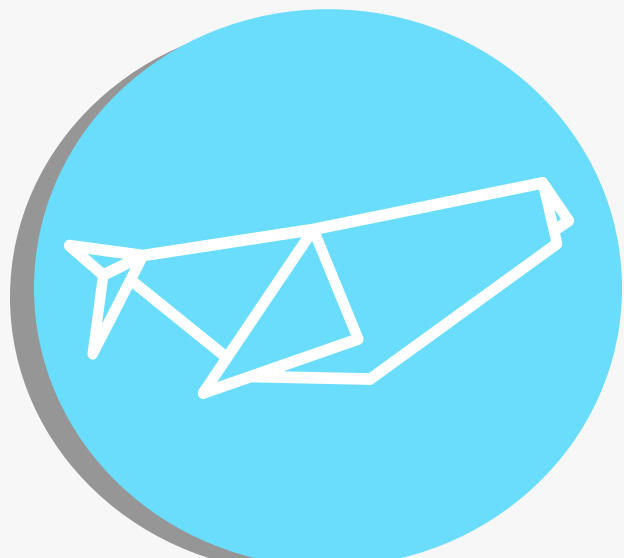

## Who Are You Reporting To?

Sometimes we keep certain stats as a required report for other organizations:

- ARL
- ALLSTAR
- U.S. News

## Giving Life to Data Via Visualization

How you deliver a report and format your data can make a big difference. To get the most impact out of your statistics and analytics reporting, try one of these visualization tools:

	Difficulty	Applications	Descriptions
	<b>Level 1: Plane</b>	Spreadsheets or Docs with Basic Charts & Graphs	<ul style="list-style-type: none"><li>• Low Learning Curve</li><li>• Easy to Convert from CSV</li><li>• Excel or Google Sheets</li><li>• Highlight Cells &amp; Select Chart or Graph Styles</li></ul>
	<b>Level 2: Fish</b>	Interactive Tools: Canva, Data Studio, or Piktochart	<ul style="list-style-type: none"><li>• Mid-Learning Curve</li><li>• Integrate with Google Sheets, Upload CSVs, or Copy+Paste Data</li><li>• More Impressive Layouts</li><li>• Can Embed or Print High-res</li></ul>
	<b>Level 3: Bird</b>	Sophisticated Visualization Applications	<ul style="list-style-type: none"><li>• Highest Learning Curve</li><li>• Some Require Advanced Knowledge</li><li>• May Be Cost Prohibitive</li><li>• Tableau, Looker, Domo, etc.</li><li>• Interactive &amp; Automated</li></ul>

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