Consolidate & Visualize Your Library's Data using Google Data Studio

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Agenda

- UM Libraries Data Collection
- Challenges, Goals, Objectives & Strategy
- Google Data Studio & Automated Workflows
- Data Modeling & Visualization
- UML Dashboards
- Limitations

UM Libraries Data Collection

- Collections & Collection Use
- Teaching & Engagement
- Behavior & User Experience
- Technology Use & Trends
- Preservation & Digitization
- Financial Activity

Data Challenges

Data Challenges

Annual Statistical Reports
University of Miami Libraries

Jan - Mar

ARL Statistics
ACRL Academic Library Trends & Statistics Survey
IPEDS Integrated Postsecondary Education Data System
Peterson Survey
ASERL (Assessment Report)

Apr - Jul

SEFLIN
SALALM Latin American- Holding & Exp. Report (every other year)
UML Learning Commons Annual Report

Aug - Dec

SACS Reports (Assessment Report & Plan)
UM Fact Book & Fact Finder
Annual Goizueta Report

Goals

Empower librarians by engaging them with data insights & knowledge relevant to their activities

- From reactive assessment to a regular part of library practice
- Assessment results lead to action
- Mine data to highlight achievements and identify areas for improvement

Objectives

- Facilitate the use of data from isolated data sources
- Benefit from data in a consistent, library-wide manner
- User-friendly tool [“keep it simple”]

Strategy

Improve data accessibility & sustainability using technology

Google Data Studio

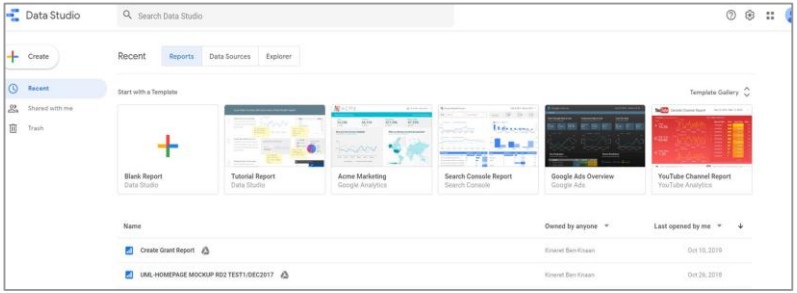
Connect

Visualize

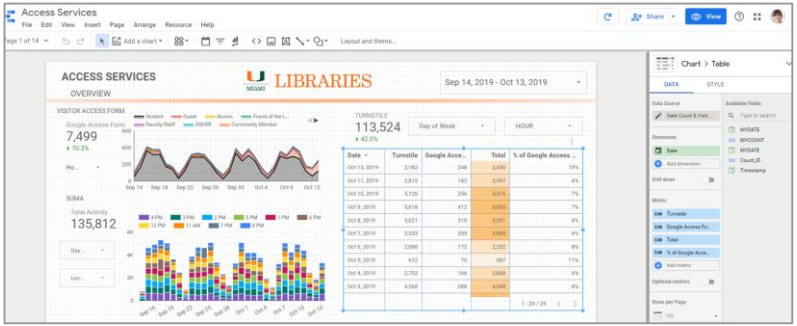
Share

Google Data Studio

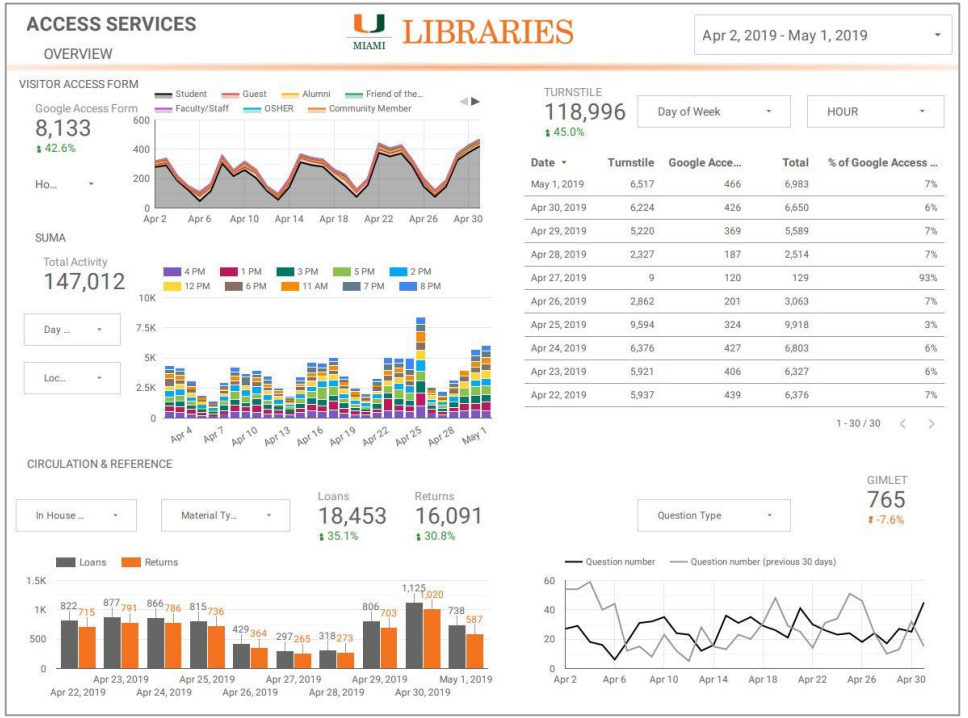
- **GDS Navigation Interface**



- **GDS Report & Sharing Interface**



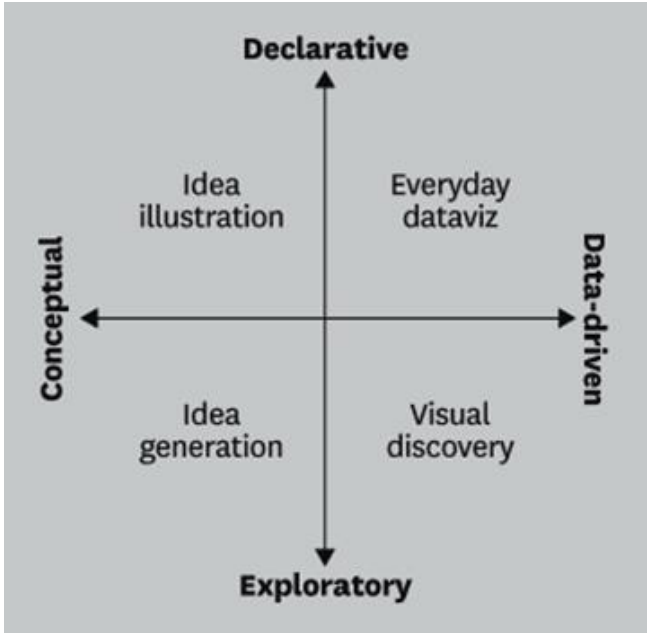
- **UML Access Services Overview Page (Using GDS)**



Automated Workflows

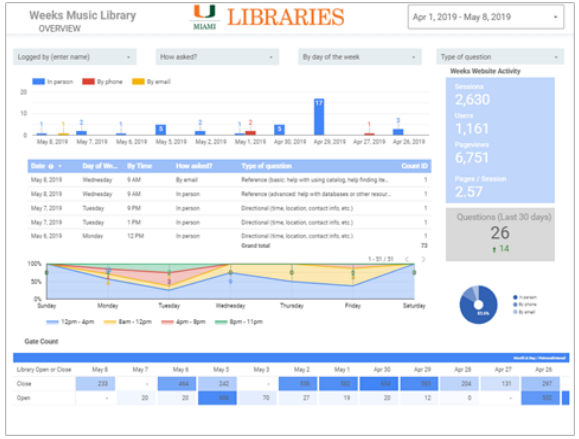
- **Google Data Studio** can automatically ingest data from pre-built data connectors including Google Analytics & Google Sheets
- **Alma Analytics API** connector to **Google Data Studio** was built and deployed
- Applications that work with the APIs for **LibCal, SubjectsPlus** (Research Guides) & **NCSU's Suma** toolkit were built and deployed
- **Microsoft Flow, SharePoint** and other applications were also used to help automate workflows

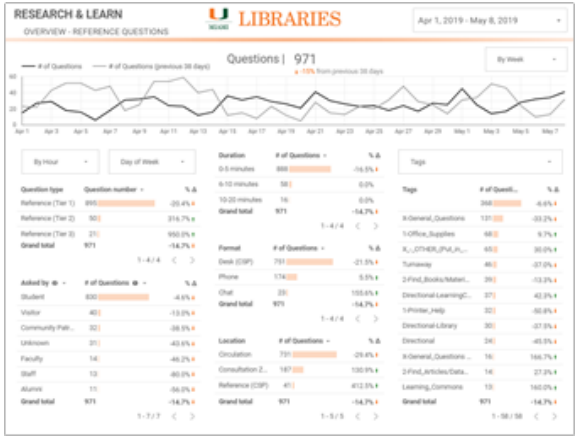
Data Modeling & Visualization

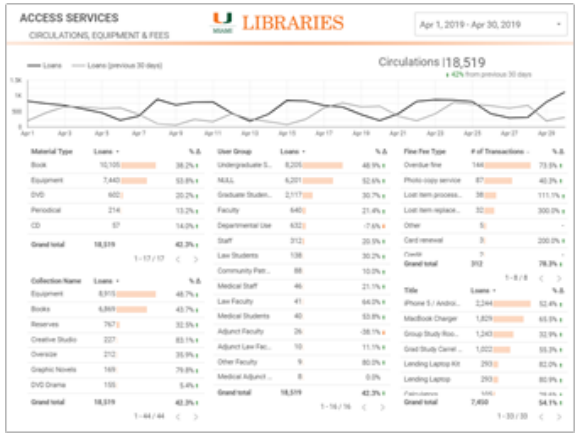


Harvard Business Review, "Visualizations That Really Work," HBR OnPoints, May 14, 2019, 21-29

UML Dashboards
(selected examples)







Limitations

- Quantifiable data (analytics dashboard) is not enough
- Cultural resistance
- Building new Google Data Studio connectors requires software developer time, and thus commitment
- Data regulations & security may also limit access to data sources
- Data cleanup, preparation and/or maintenance might be required

Thank you

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More Information

Data Studio, Product Overview: https://datastudio.google.com/overview
Google Marketing Platform | Data Studio: https://marketingplatform.google.com/about/data-studio/features/#integrations
Data Studio Community Connectors: https://developers.google.com/datastudio/connector/
API connectors released as open source by the University of Miami Libraries: https://github.com/UMiamiLibraries

References

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