



**THE OHIO STATE UNIVERSITY**

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**Anchors Aweigh:  
Sailing Ahead with Tableau to Support  
a Visual Library Organization**

**- July 17, 2015 -**



# A Visual Library Organization

Library Teaching Activity and Type of Course  
Click on a bar to view a list of courses librarians and staff taught in the category.

## Research Services: LibAnswers 2011-

LibAnswers serves as University Libraries' official source for recording reference transactions for the annual ARL Statistics publication. This dashboard tracks the types of questions University Libraries' faculty and staff answer, information that helps to inform the development of future library services.



Null	Unavailable	9
AAAS	1101	2
	2281	1
	2367.1	1
	3361	1
AEE	Unavailable	1
	7700	1
AFAMAST	2251	2
	4326	1
ANAT	7891	1
ANIMSCI	Unavailable	1
	2367	1
ANTHROP	Unavailable	1
	4597.04	1
ARABIC	1103.01	2
	2104	1
	4108	1
ARCH	1100	1
ART	Unavailable	4
	2100	2
	2555	1
	3005	2
	3104	1
	3503	1
	5175	3
ARTEDU	2367.01	5
ARTEDUC	Unavailable	2
	2367.01	2
	2367.03	1
ARTSSCI	Unavailable	3
	1100	6

library fa

Volumes

8.93M

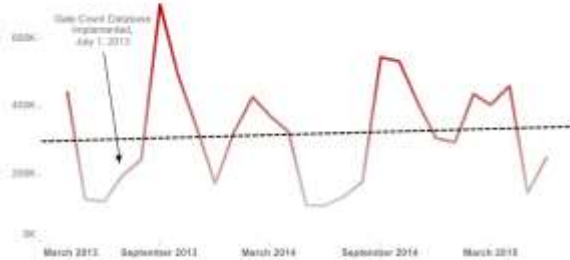


Visitors

3.79M

## University Libraries: Daily Gate Count 2013-

Thousands of visitors experience University Libraries, Thompson and Departmental Libraries throughout the year. This dashboard breaks down visits by library location and year.



**Filter by:**

**Time Period**  
4/3/2011 12:30:00 AM to 6/30/2015 3:00:00 PM

**Library Location**  
[All]

- Basic Reference
- Directional
- Research Consultation

Library	2013			2014			2015		
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Thompson Library	421,876	727,711	826,817	837,344	565,871	501,023	903,279	561,389	512,817
10th Avenue Library	230,014	291,262	280,872	418,825	114,738	312,596	513,348	479,231	283,244
Architecture	16,333	14,954	16,733	17,143	9,754	11,116	17,315	16,709	11,430
Geology	11,310	8,309	14,282	12,288	8,890	9,301	19,217	12,527	16,888
BPB	7,681	8,320	7,729	12,004	4,898	7,197	15,586	12,800	7,002
Veterinary Medicine	5,031	6,123	6,714	8,007	8,426	4,889	10,024	8,806	6,337
Pine Arts	4,715	4,492	7,188	5,731	4,530	4,300	4,183	6,897	5,187
PAES	1,207	13,126	18,045	7,218			13,521		14,888
<b>Grand Total</b>	<b>682,778</b>	<b>1,138,170</b>	<b>982,898</b>	<b>1,127,234</b>	<b>626,024</b>	<b>888,447</b>	<b>1,249,824</b>	<b>1,132,217</b>	<b>848,832</b>

Group S

40





“A visual organization is composed of intelligent people who recognize the power of data. As such, it routinely uses contemporary, powerful, and interactive data viz tools to ask better questions and ultimately make better business decisions.”

-Phil Simon

*The Visual Organization: Data, Visualization, Big Data, and the Quest for Better Decisions* (Hoboken, NJ: John Wiley & Sons, 2014).



# Becoming a Visual Organization

1. Understand what has happened, in the past, what is currently happening, and what's about to happen.
2. Discover new insights from existing datasets and sources
3. Surface and address nascent issues
4. Ask better questions of data
5. Make better business decisions.

Phil Simon, *The Visual Organization: Data Visualization, Big Data, and the Quest for Better Decisions*, Hoboken, NJ: John Wiley & Sons, 2014.



“When we represent quantitative information in visual form, our ability to think about it is dramatically enhanced. Visual representations not only make the patterns, trends, and exceptions in numbers visible and understandable, they also extend the capacity of our memory.”

-Stephen Few

*Now You See It: Simple Visualization Techniques for Quantitative Analysis* (Oakland, CA: Analytic Press, 2009).



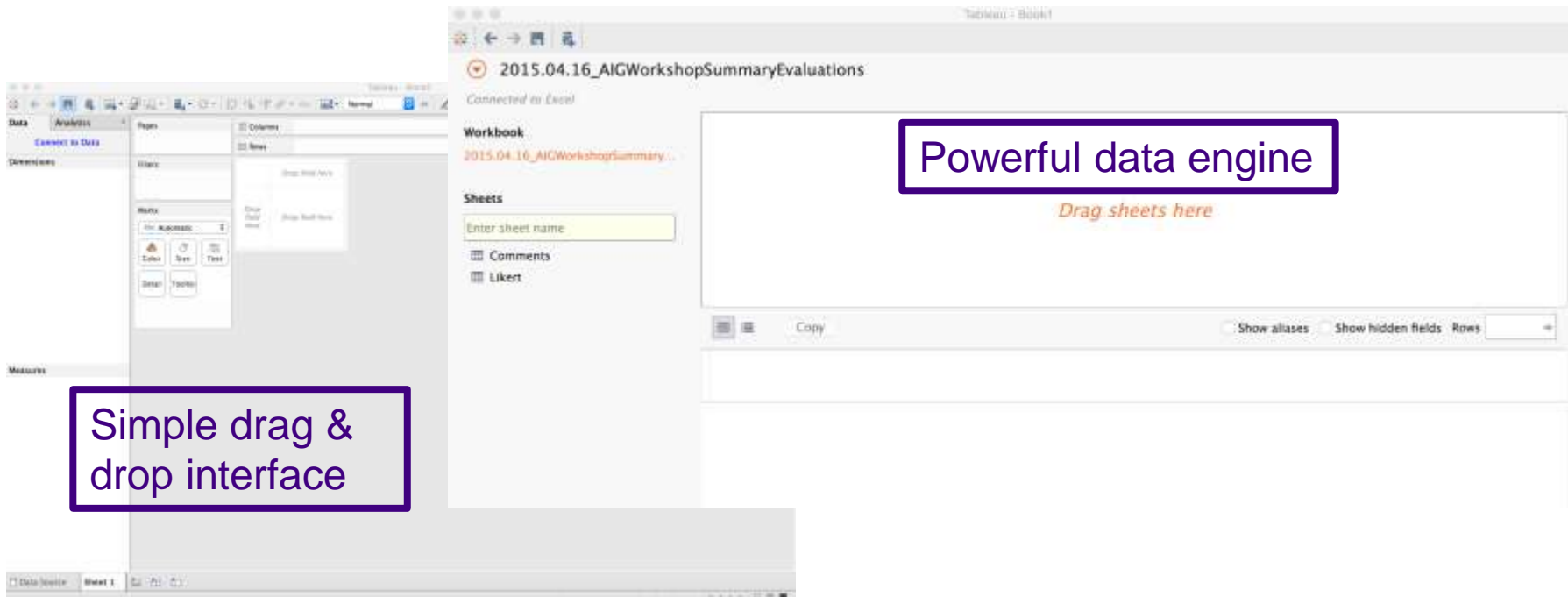
## 3 General Benefits of DataViz

1. Great visualizations are efficient;
2. Visualizations can help groups achieve more insight into the nature of a problem and discover new understanding; and
3. Great visualizations create a shared view of a situation and align folks on needed actions.

John Sviolkla, “Swimming in Data? Three Benefits of Visualization,”  
*Harvard Business Review* Blog Network, December 4, 2009..

# What is Tableau?

A data visualization and analysis software





## Why Tableau?

- Shifts ownership of creative analytic work from expert or “techie” to the average user.
- Enables the average librarian to gather and analyze data in real-time – in concert with thought process.
- Allows librarians to explore, analyze, and share data interactively.
- Supports data-informed decision-making and a culture of assessment.





# Why Tableau? Why Not Excel? Access?

- One size does not fit all
- Select tool appropriate for the situation (Tableau, Excel, Access, SPSS, SAS, R)



## Tableau Dashboards – Examples

Operational	Ad Hoc
<ul style="list-style-type: none"><li>• Gate Count</li><li>• LibAnswers</li><li>• Library Facts</li></ul>	<ul style="list-style-type: none"><li>• OutLoud Library Assignment</li><li>• Thompson Library Shelving Density</li><li>• Human Trafficking</li><li>• Special Collections – Deflected Titles</li><li>• Interlibrary Loan</li></ul>



## QUESTIONS?

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