



Direct connection exists between Library usage and increased academic success



The top barriers to effective data management



https://www.libraryjournal.com/story/academic-librarians-view-analytics-as-vital,-but-want-less-expensive-easier-tools

^{*}Source: Library Journal Analytics Survey 2021



The top barriers to effective data management

☐ Siloed "Dirty" Data > Harvesting Data

■ Manual Processes

■ Not enough of the right analytics tools in the market

 58% of respondents (and 75% of administrators) feel there are too few tools available for use at their library

☐ Student Success Metrics Are Difficult to Obtain

- library instruction in initial coursework,
- o general library usage,
- o collaborative programs that include the library,
- o information literacy instruction,
- o and library research consultations

of the survey respondents agreed library analytics will broaden the understanding of how users engage with the library

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^{*}Source: Library Journal Analytics Survey 2021

And yet...

☐ The majority of respondents feel the risks of not using proper analytics are considerable:

8 out of 10
feel the
library will not
be valued/
considered by
administrators

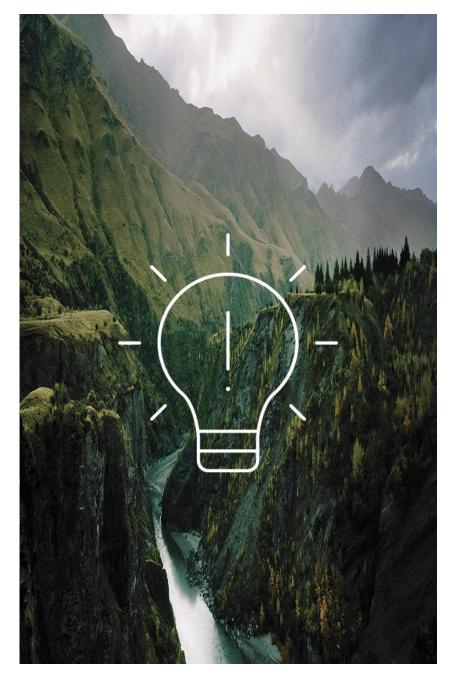
NEARLY AS MANY

78%

fear the correlations between engagement and user outcomes will be unclear IF ASSESSMENT PROVES
INEFFECTIVE

62%

feel that reductions in traditional library services could be the result



"With the right platforms, the right data and the right workflows in place, library analytics can be a successful measure of success for the library and academic institution"

Show value to the academic institution
Support new programs and justify budget
Develop the most effective collections





Panorama is a next-generation analytics platform, combining data sets from different library and campus systems enabling insights that were not previously possible.

Panorama Features



A self-service platform for data discovery



Default and custom visual dashboards



Automated data connections



Customizable data sources

Panorama Features



Automated data feeds with import/export capabilities



Hosted data lake and data warehouse to aggregate all data into a single repository



Extends to non-library data sources (e.g., student information systems)



Dynamic dashboards with filtering capabilities

Panorama streamlines data on

centralized dashboards

Information about library collections



- COUNTER
- GOBI
- EBSCONET
- EDS
- EBSCOhost
- Others

Library system data



- User demographics
- Collections
- Circulation
- Adquisitions

Information about library services



- Instruction
- Reference
- Spaces

Information about user behavior



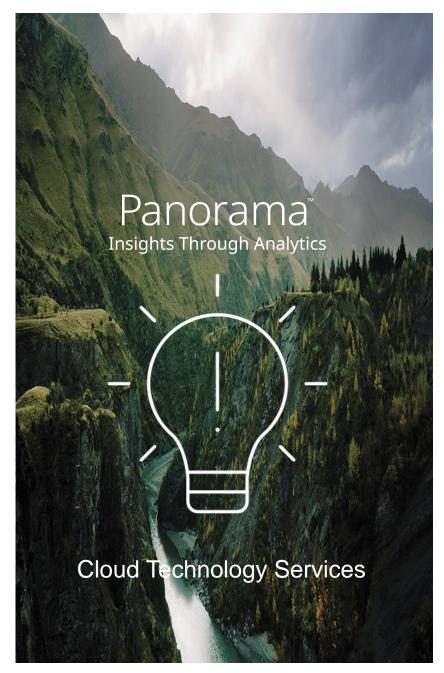
- Authentication and Proxy
- Student Information System (SIS)

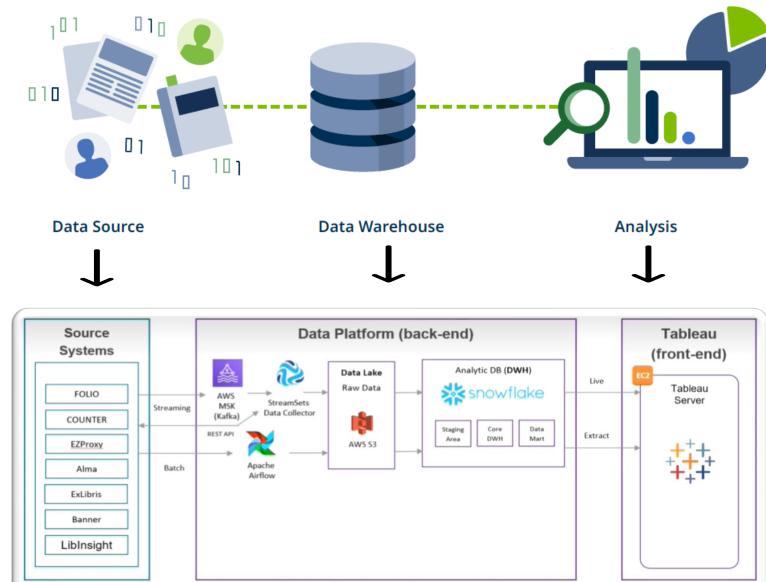
Library-specific information

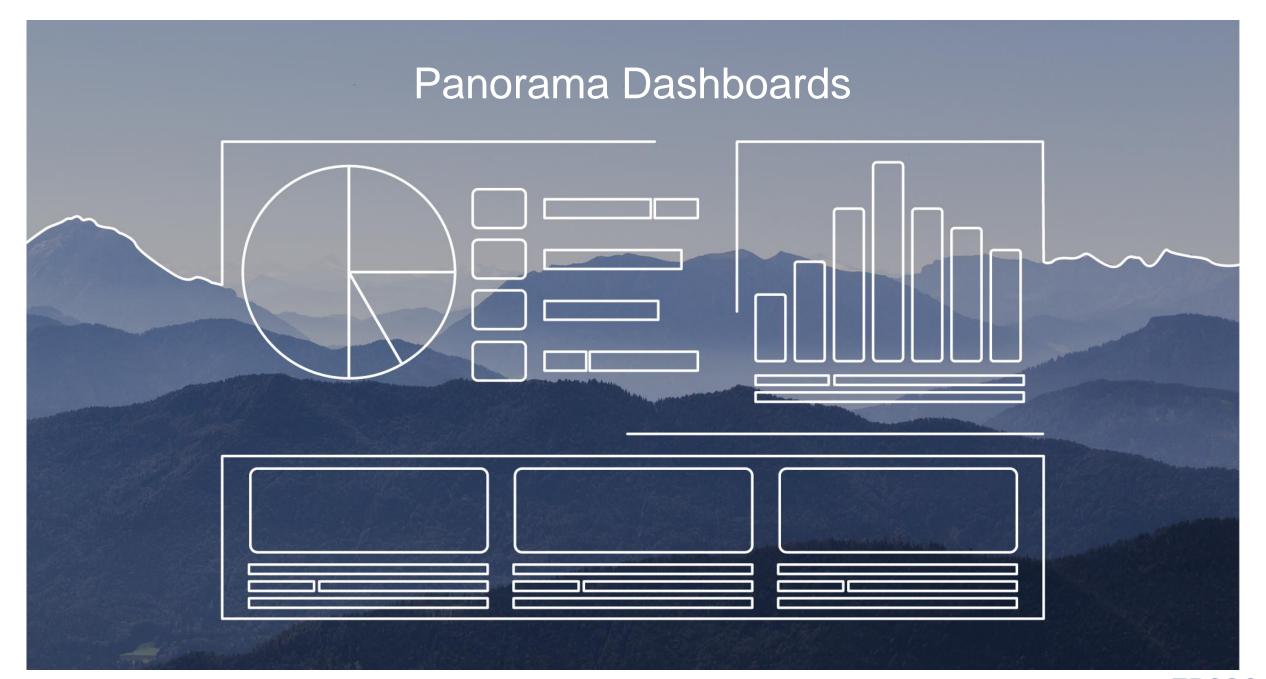


IN THE FUTURE

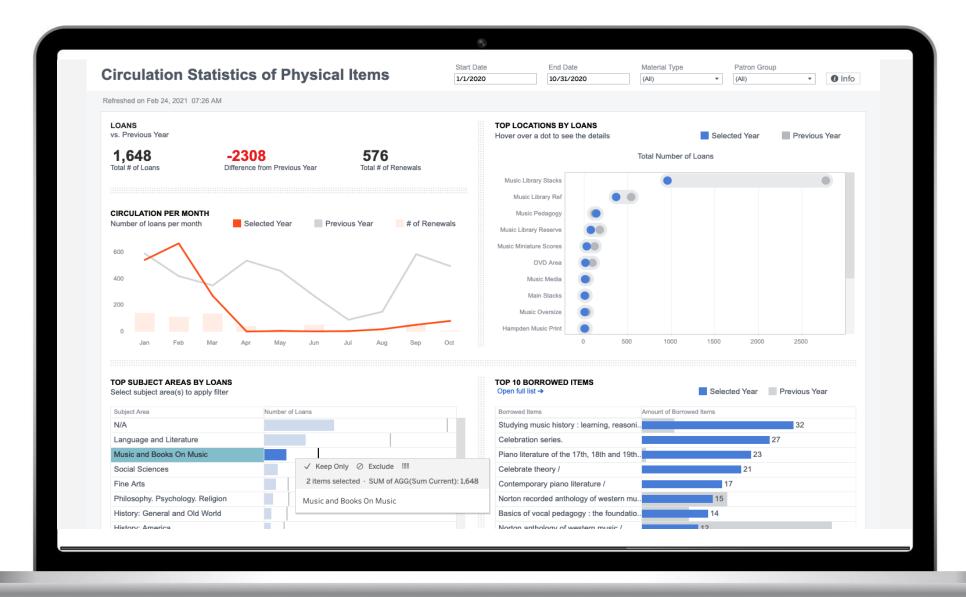
library will can select own data it want to include







Meet Panorama



Library Overview

Refreshed on Feb 24, 2021 07:26 AM

End Date Start Date 1/1/2020 12/31/2020

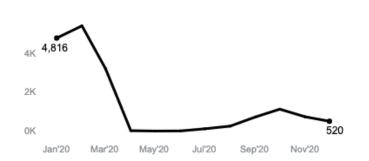
Info



for Selected Time Period

17,122 # of Loans

6,367 # of Renewals



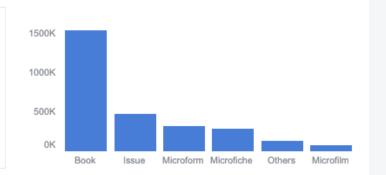
PHYSICAL COLLECTION

for Selected Time Period

2,849,997 Selected Time Period

0.006

Turnover rate



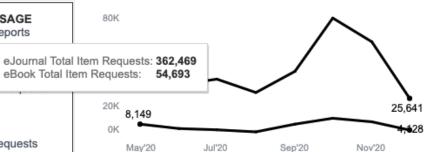
E-RESOURCES USAGE from COUNTER Reports

362,469

eJournal Total Iten

54,693

eBook Total Item Requests

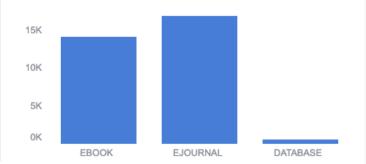


TOTAL E-RESOURCES

from COUNTER Reports

31,476

of E-resources Accessed



UNIQUE PATRONS

by Patron Group

139,260 Total # of Patrons

1,224

of Active Patrons



EXPENDITURES

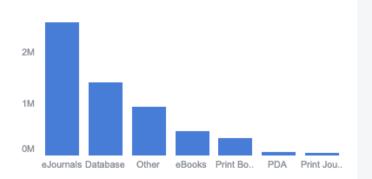
for Selected Time Period

\$5,910,633

Selected Time Period

9,586 1,955

Physical Items Electronic Items Purchased Purchased



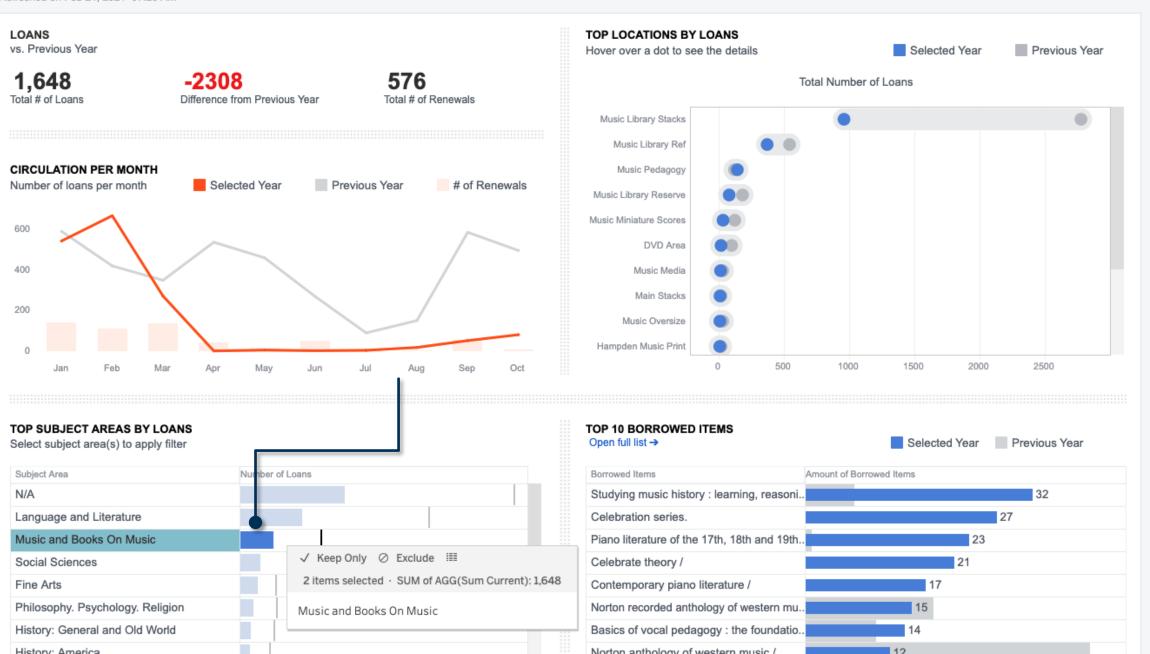
Circulation Statistics of Physical Items

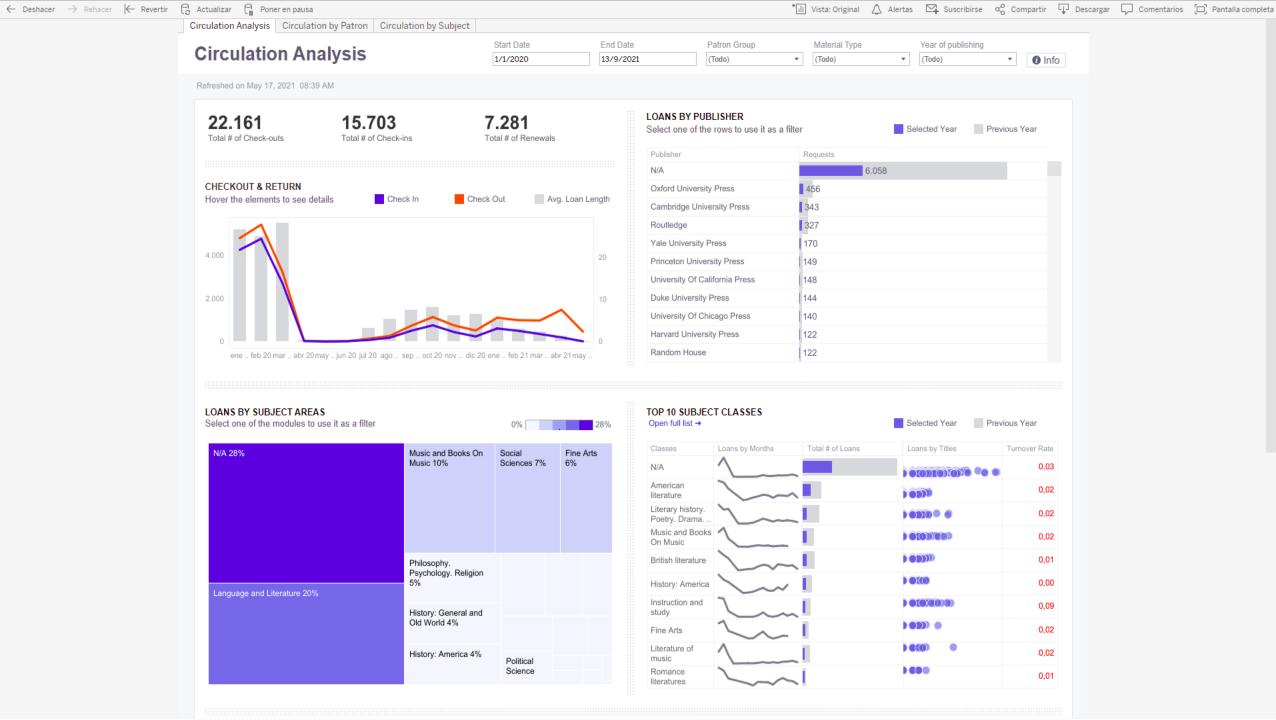
 Start Date
 End Date
 Material Type
 Patron Group

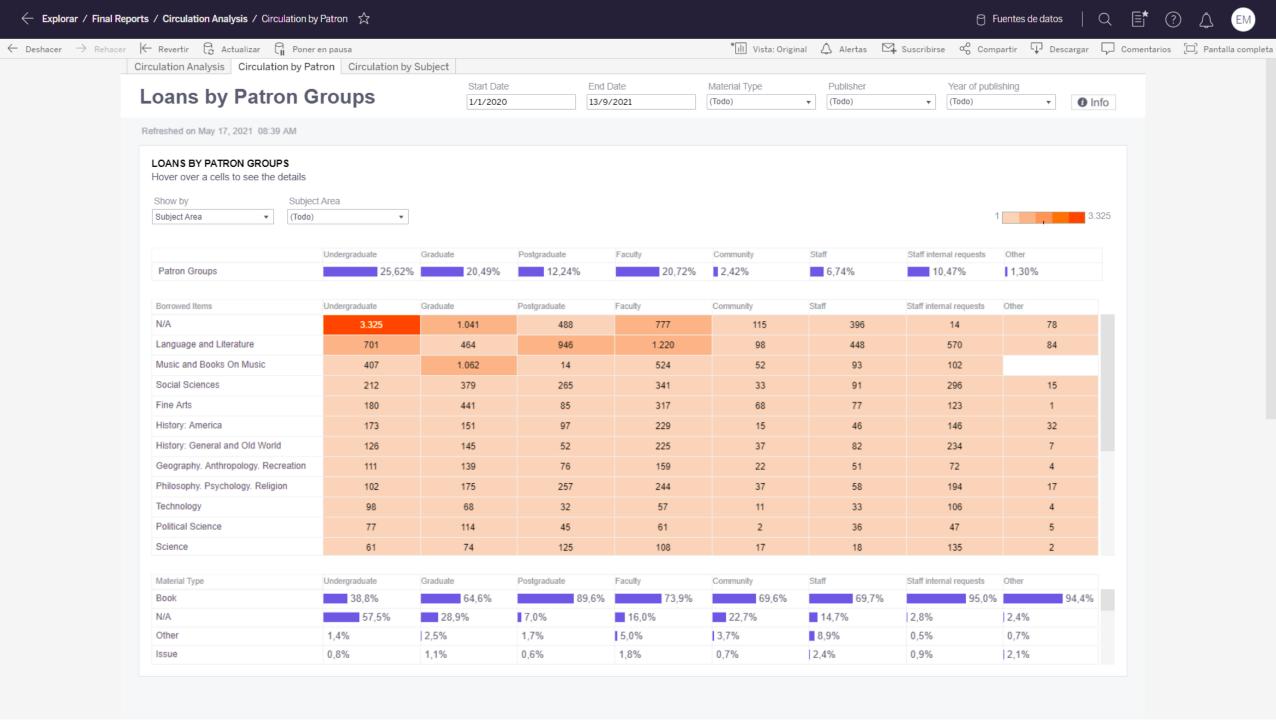
 1/1/2020
 10/31/2020
 (All)
 ▼
 (All)

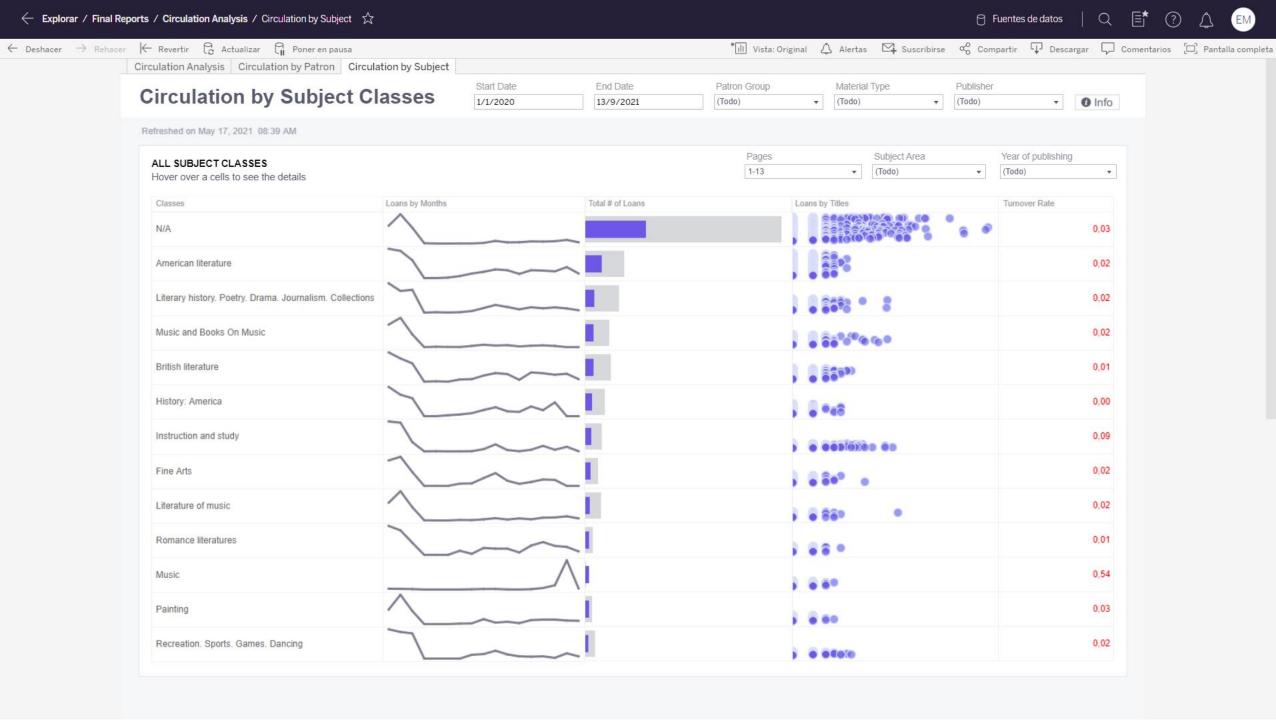
Info

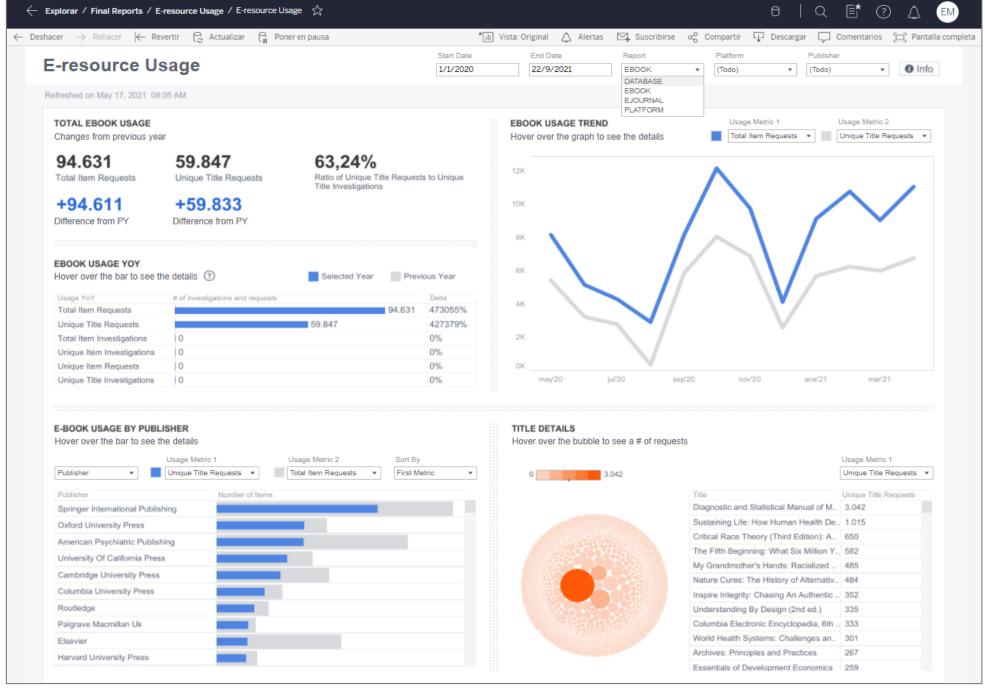
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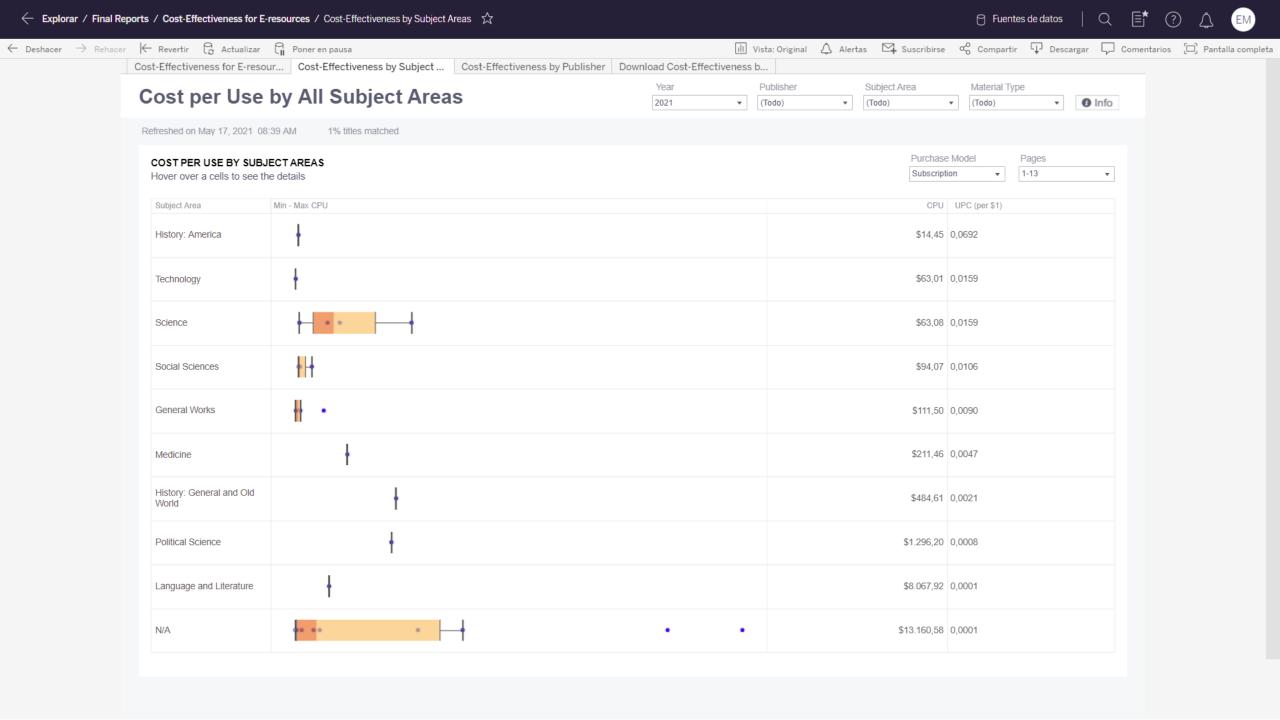


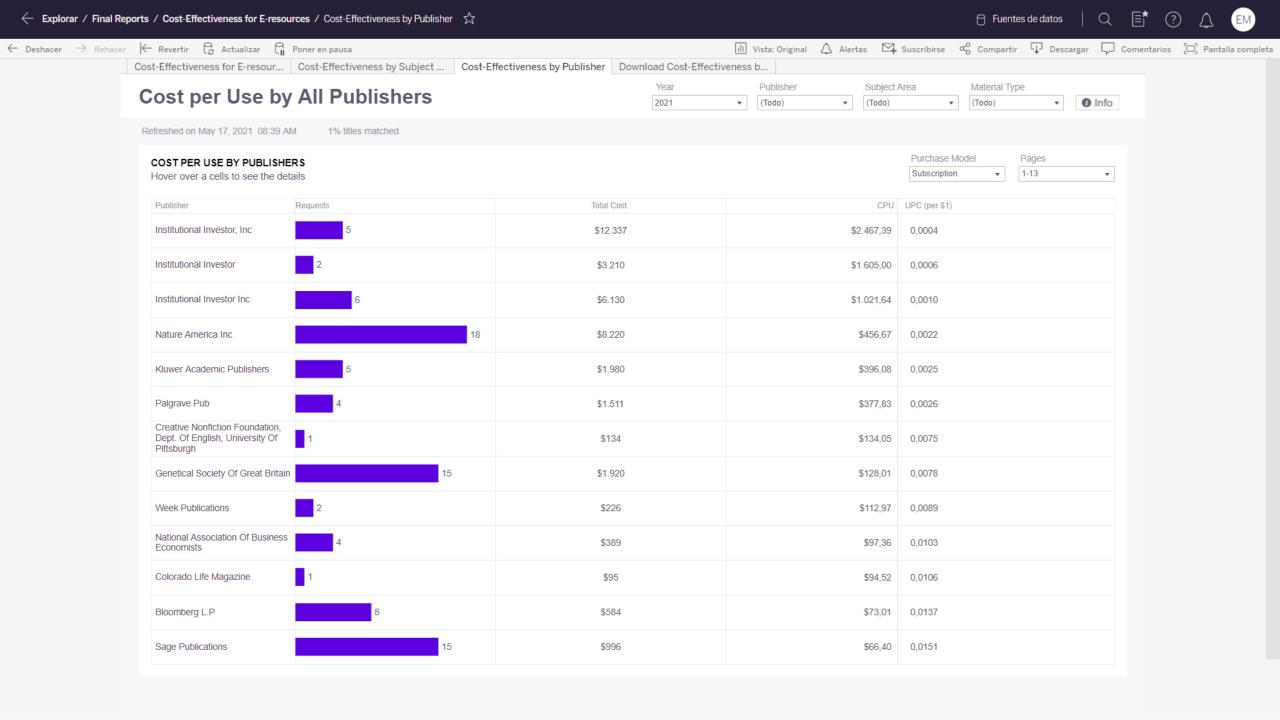


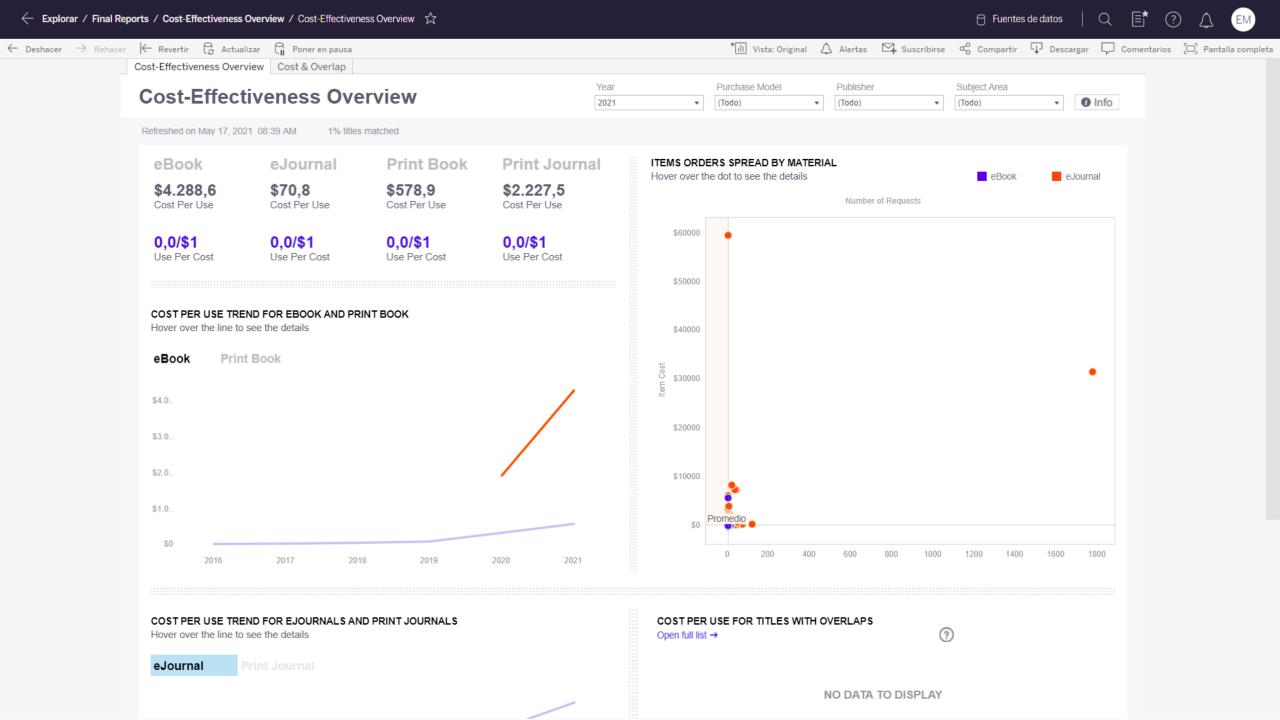


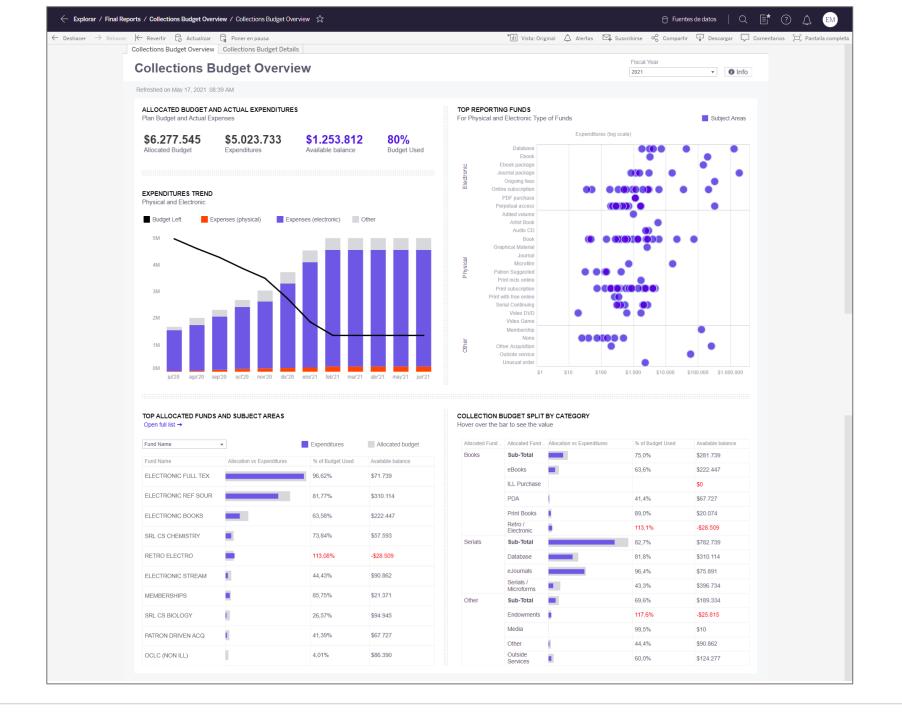


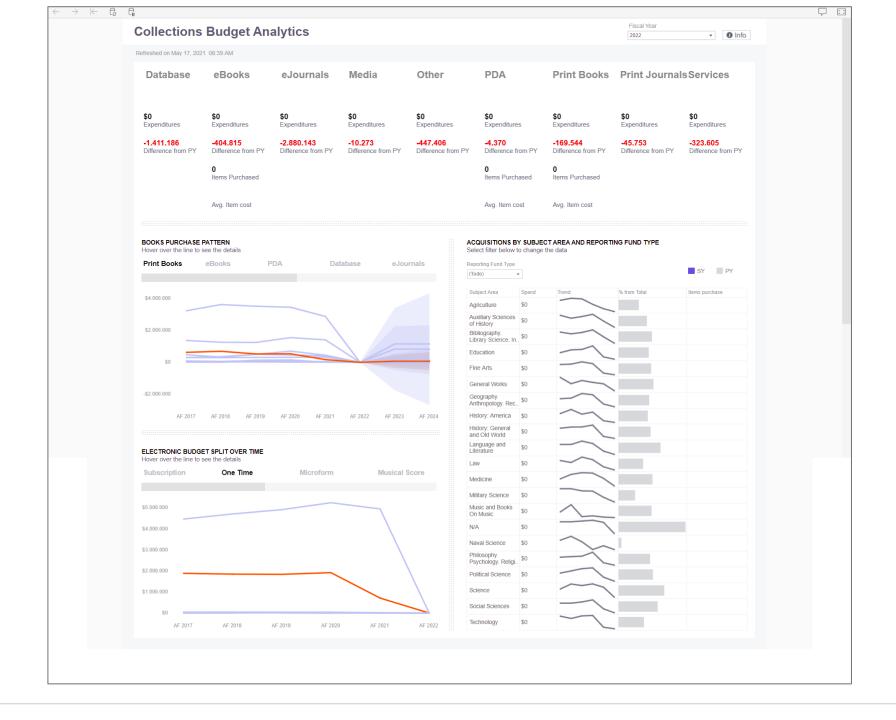


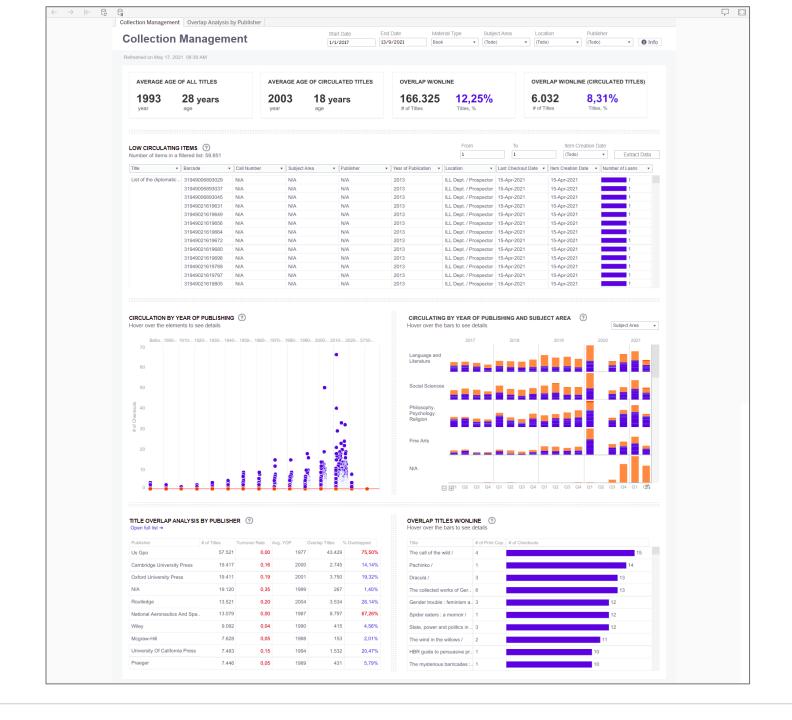


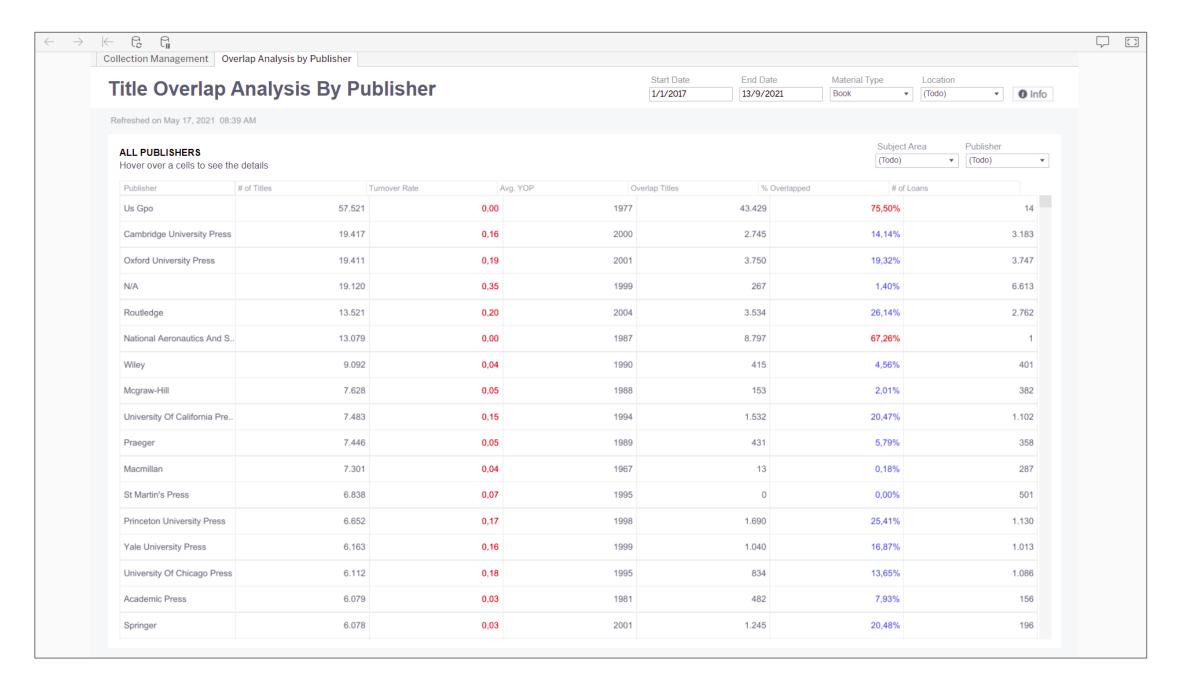


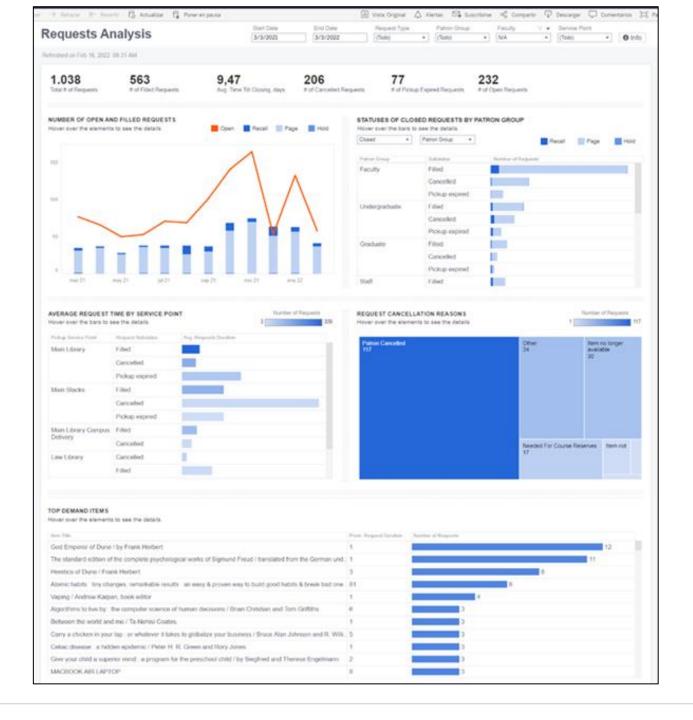












Authentication Analytics

Start Date 1/1/2020

1/29/2021

End Date

Patron Group

Info

Refreshed on Feb 24, 2021 07:02 AM

232,870 Number of Sessions 24,123 Number of Users

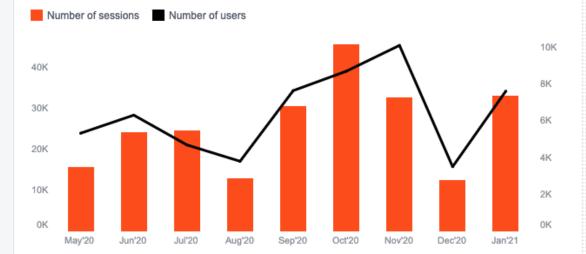
165.4 mins Avg. Session Length

2.587

Avg. # resource visited/one session

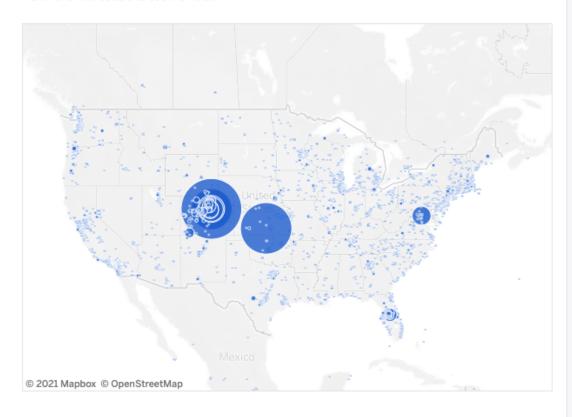
NUMBER OF SESSIONS & NUMBER OF USERS TREND

Hover over the bar to see the value



NUMBER OF SESSIONS BY GEOGRAPHY

Hover over the bubble to see the value



EVENTS BY EVENT TYPE

Select one of the modules to use it as a filter

ARTICLE 33% **TOC 13%** REF 9%

EVENT TYPE BY PLATFORM

Select one of the bar to use it as a filter

Publisher

Publisher Event Type

Ebsco Publishing

Student Outcomes

Patron Group **GPA** (All)

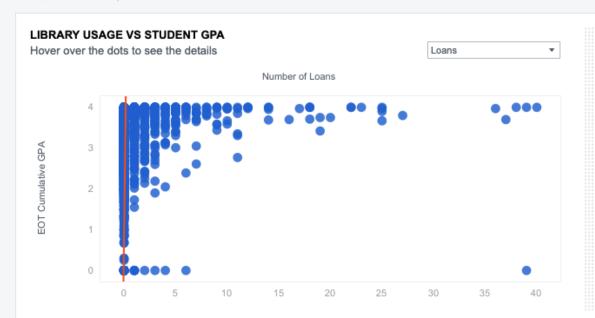
Semester 2020 S2 Winter

Degree Level

Specialization (All)

Info

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(All)

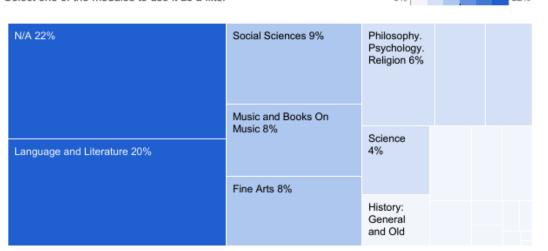
AVERAGE GPA BY PROGRAM

Scroll the list to see all programs

Program	Avg. Loans	Avg. Sessio	Avg. Check	. Avg. Renew.	# of Students	Avg. GPA
BSBA	0.06	0.00	0.04	0.01	1,418	3.39
MS-UCOL	0.02	0.00	0.01	0.01	1,303	3.29
BA-SOC SCI	0.07	0.00	0.04	0.03	1,182	3.27
BS-NAT SCI	0.12	0.00	0.08	0.03	646	3.33
MA-UCOL	0.02	0.00	0.01	0.00	591	2.96
MSW-DEN	0.00	0.00	0.00	0.00	463	3.30
MSW	0.07	0.00	0.05	0.02	405	3.89
BA-ART/HUMAN	0.14	0.00	0.10	0.13	379	3.34
BA-INTS	0.14	0.00	0.11	0.05	351	3.47

SUBJECT AREA PREFERENCE

Select one of the modules to use it as a filter



WHAT IS THE MOST POPULAR TITLE FOR PATRONS WITH GOOD GRADES?

Scroll the list to see all titles

Title	# of Loans	# of Check-ins	# of Renewals	# of Students	Avg. GPA
(Post)critical methodologies : the	1	0	0	1	4.00
Lectures in America.	1	0	0	1	4.00
21 capricci per clarinetto = 21 ca	1	1	0	1	4.00
21 pezzi per clarinetto = 21 orce	1	1	0	1	4.00
3 summers /	1	1	0	1	4.00
40 songs, for voice and piano.	1	0	0	1	4.00
45 arias from operas and oratori	1	0	0	1	4.00
A Chinaman's chance : the Chin	1	0	0	1	4.00
A basic guide to the Prado /	1	1	0	1	4.00

