Data Visualization: What Your Data Can Tell You and Your Patrons

Laying the groundwork

Formed a learning circle

Intro to data visualization
Best practices
Examples
Identify low cost tools

What data to we collect?
What can our data tell us?

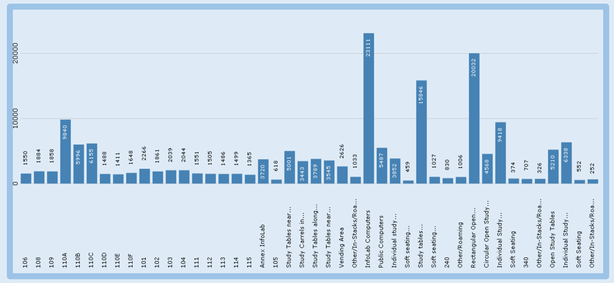
Shared with staff

Toolkit
https://uwmadison.box.com/usain2016datavis

Tableau webinar series
In-house Piktochart workshop
In-house Tableau workshop

Good projects for library school students and undergraduate interns!

Assessment and evidence-based decision making



Track our building usage

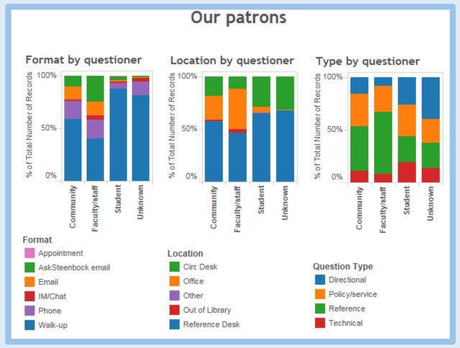
with Suma

Collect • Export • Run reports

Explore what our reference data tells us about our patrons

with Tableau Public

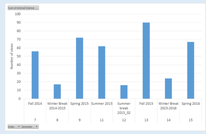
View online •Embed •Share through social media• Download



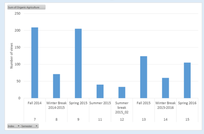
Trends in research services

Libguides

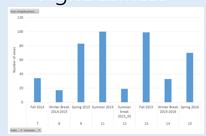
Animal Science



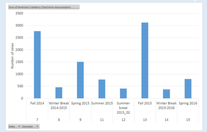
Organic Agriculture



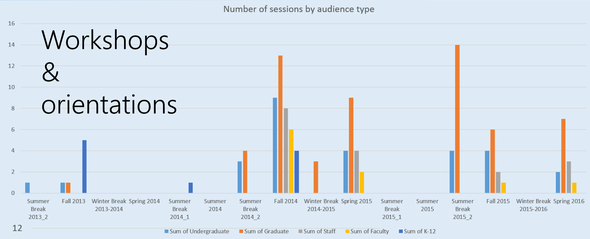
Agribusiness



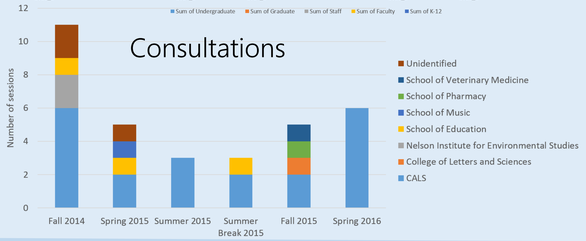
American Cranberry



Workshops & orientations

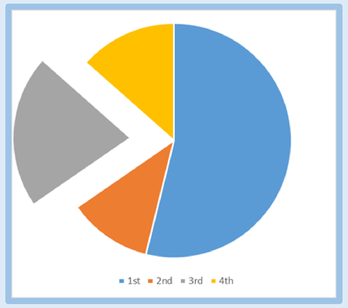


Consultations

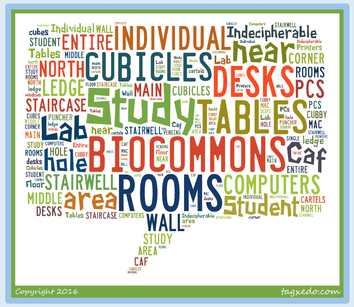


Fall 2015 student space survey

Which floor do you spend the most time on?



Which space do you prefer?

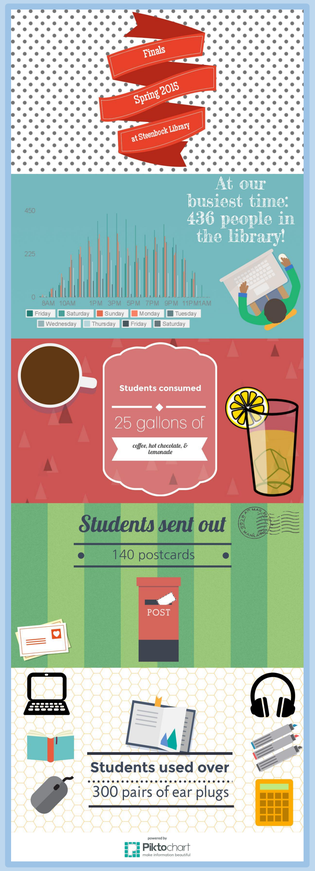


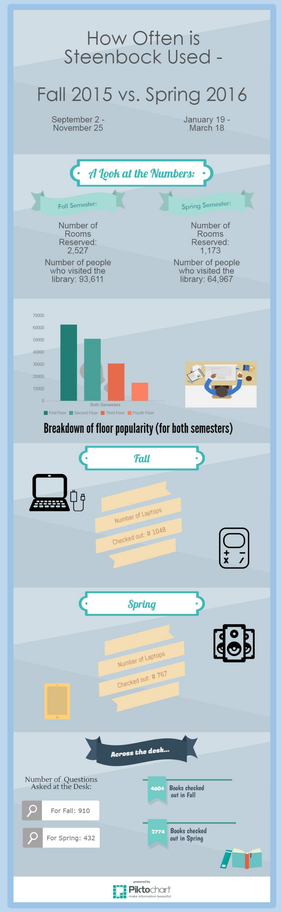
Why?

Telling our story

Piktochart

View online • Share through social media • Download





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Steenbock Library

Steenbock Memorial Library, University of Wisconsin-Madison