

TP LIBRARY'S JOURNEY WITH DATA ANALYTICS

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WHO ARE WE?

Albert Koey, Technology
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No formal qualification in data analytics

START OF A JOURNEY

TWO PROJECTS

- First data analytics project – E-Resources Usage (via EZproxy)
- Identify Goals
 - Who is using the e -resource? Which school? Patron type?
 - Which e -resource?
- Understanding the data
 - Identify data source. What data can we have?
 - Can it help to achieve the goals?
- Data preparation
 - Data cleansing, data processing
 - Missing data is extracted from other sources
- Data visualisation
 - Excel Pivot tables are used

START OF A JOURNEY

TWO PROJECTS

- **Second data analytics project** – Library Touchpoints
- **Identify Goals**
 - What kind of touchpoints?
 - Who “uses” these touchpoints? Which school? Patron type?
- **Understanding the data**
 - Identify data source
- **Data preparation**
 - Exceeded 1 million rows – had to use data aggregation
- **Data visualisation**
 - Different metrics – logins, downloads, videos watched, etc

DATA MINING ISSUES

- Data format may not always be consistent across sources
 - Date format
 - Email ID
- “Garbage” exists in data
 - Data could be meaningful in another content, but “garbage” in a different context
 - Need to identify and clean up if possible
- Performance issues with Excel
 - Crashes often

RATIONALE FOR DATA ANALYTICS

- To aid evidence -based decision making and ensure prudent usage of resources
- As part of engagement with Academic Management Team
- To go beyond the metrics of loans, renewals and physical visits
 - Highlights different ways in which schools are utilising LIB resources
- To understand peculiar patterns about how different schools utilise Library resources

DATA ANALYTICS PROJECT

1. Library Touchpoints
 - Varied data sources
2. E-Resource Login Statistics (including databases & e-journals)
 - EZproxy login information

LIBRARY TOUCHPOINTS

- Touchpoints
 - A point of contact between student and the library
- Intended to highlight student usage of Library beyond loans and visits
- Extent of engagement with students and how else we can connect with them

LIBRARY TOUCHPOINTS

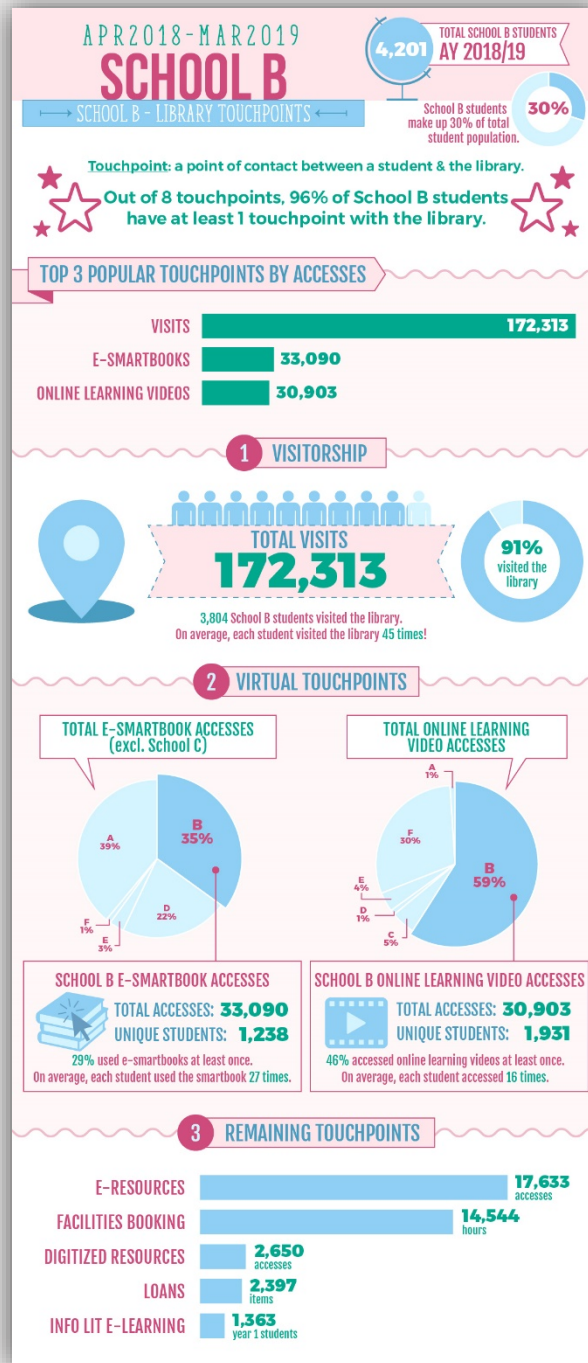
- Touchpoint Name
 1. E-resources login
 2. Facilities booking
 3. Archival usage
 4. Physical item loans
 5. Info literacy e -learning
 6. Online learning videos
 7. Smartbooks usage
 8. Physical visits

LIBRARY TOUCHPOINTS

INFOGRAPHICS

LIBRARY TOUCHPOINTS

E-RESOURCES



E-RESOURCE LOGIN STA

- Source: EZproxy login information and statistics
- Previously LIB staff could see the overall usage of the database but could not identify the user profile
- With EZproxy statistics we can see the broad user profile
- Example: Science Direct database

SCIENCE DIRECT

TPSCHOOL	UNIQUE USERS
A	1036
B	289
C	303
D	275
E	556
F	378
G	137
Total students	2974
Total staff	336
Grand total	3310

Learning Points

- Identify the purpose
- Need to work closely with all parties involved (data owner, data user)
- Visualisation/presentation of the data is very important
- Understand your data

THANK YOU