

Unlocking Your Courier Potential in the 21st Century with Tableau

Visualizing available data can provide **valuable insights for improved access and enhanced liaisonship.**

Tyler Martindale, JP Pendleton, & Marty Pierce

Auburn University Libraries

Correspondence: tyler.martindale@auburn.edu



Intro

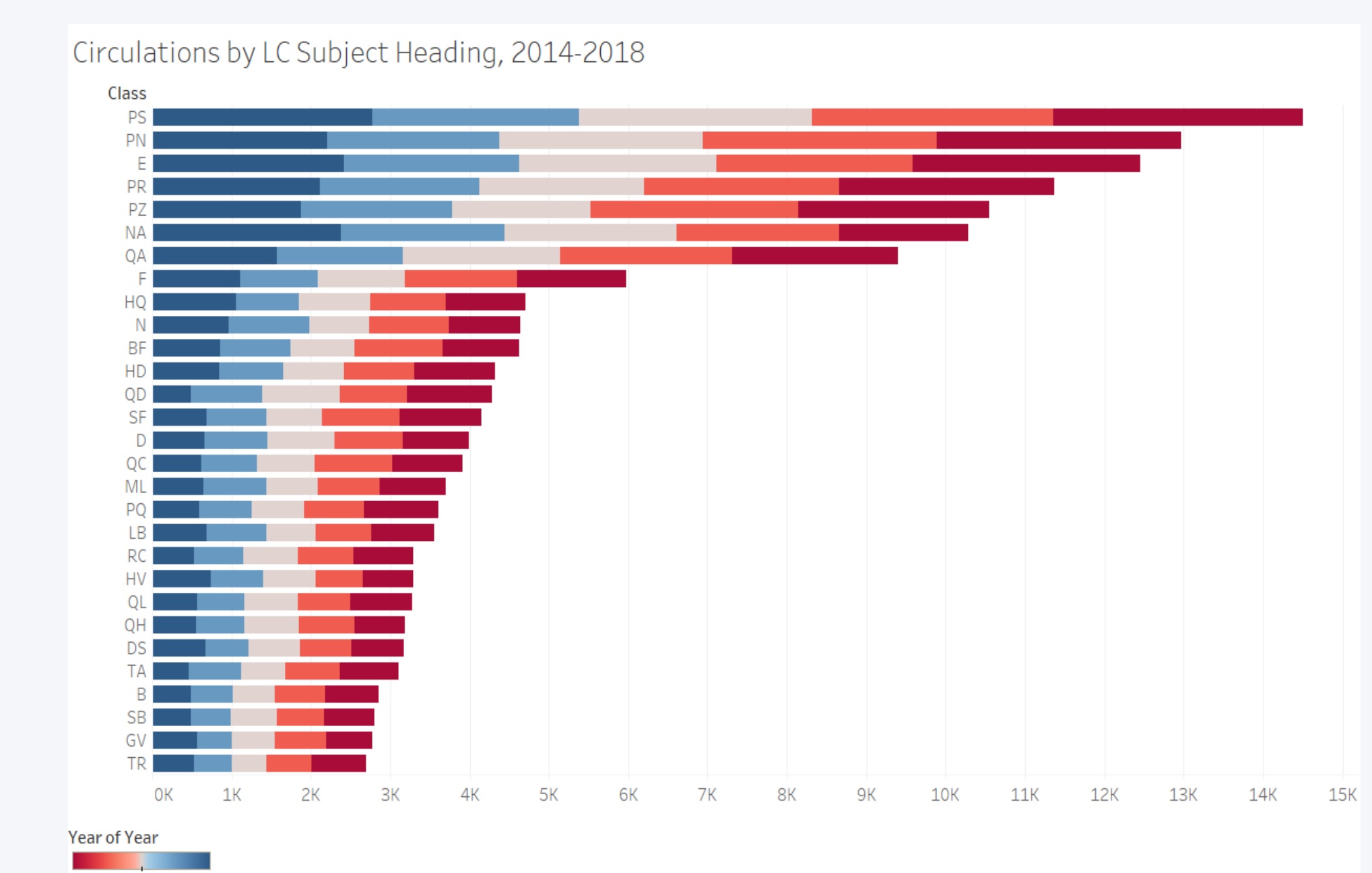
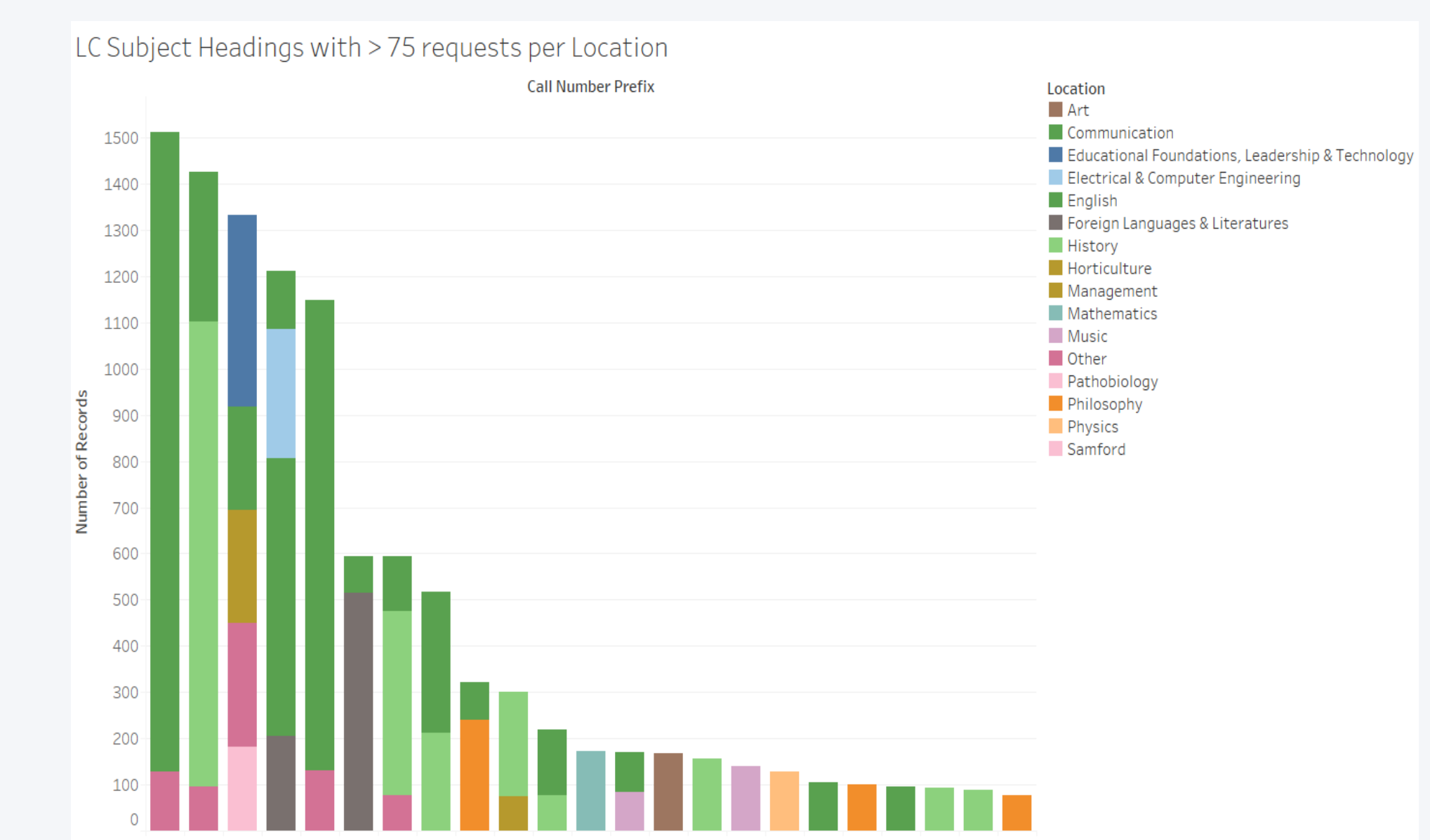
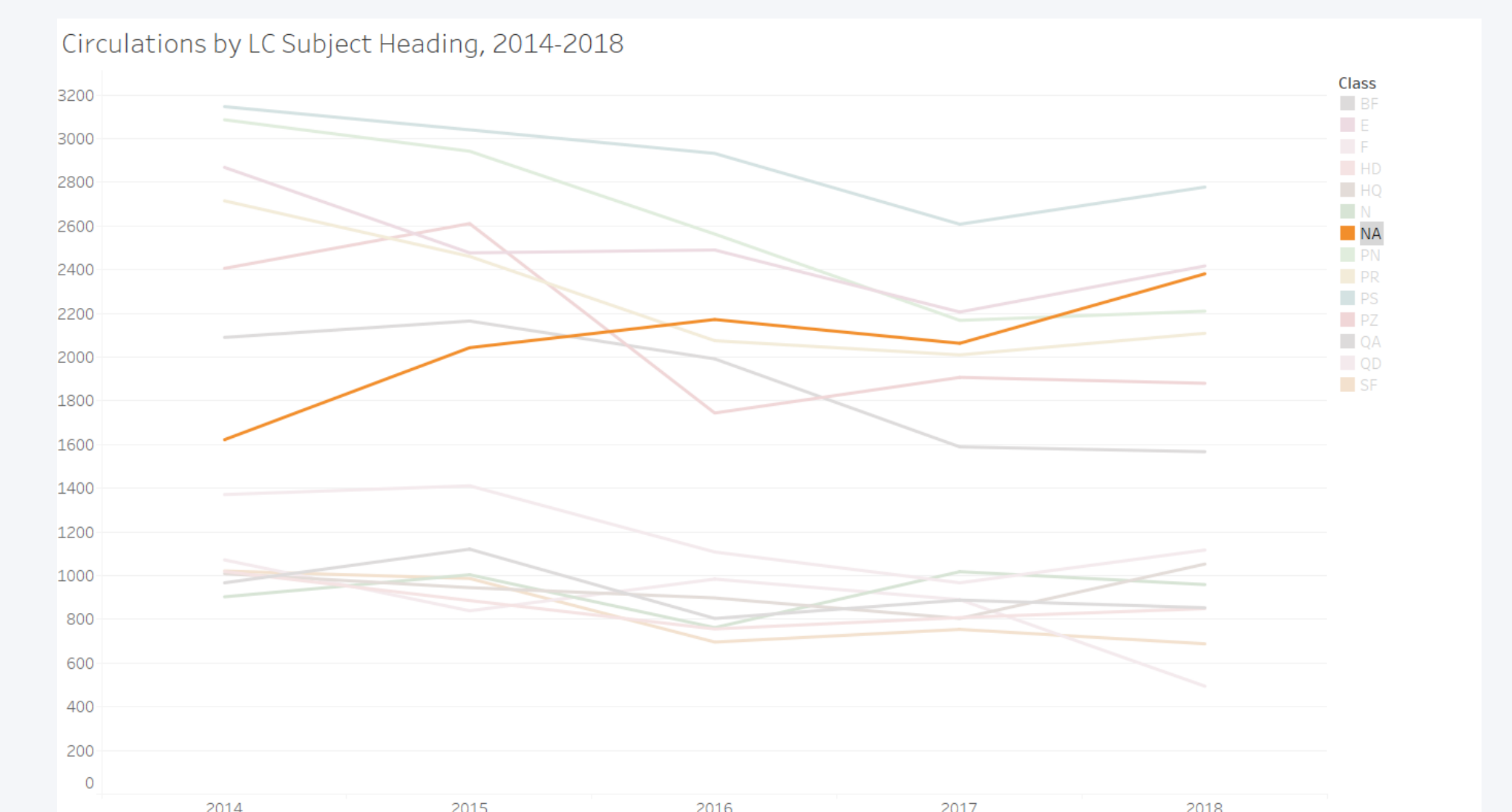
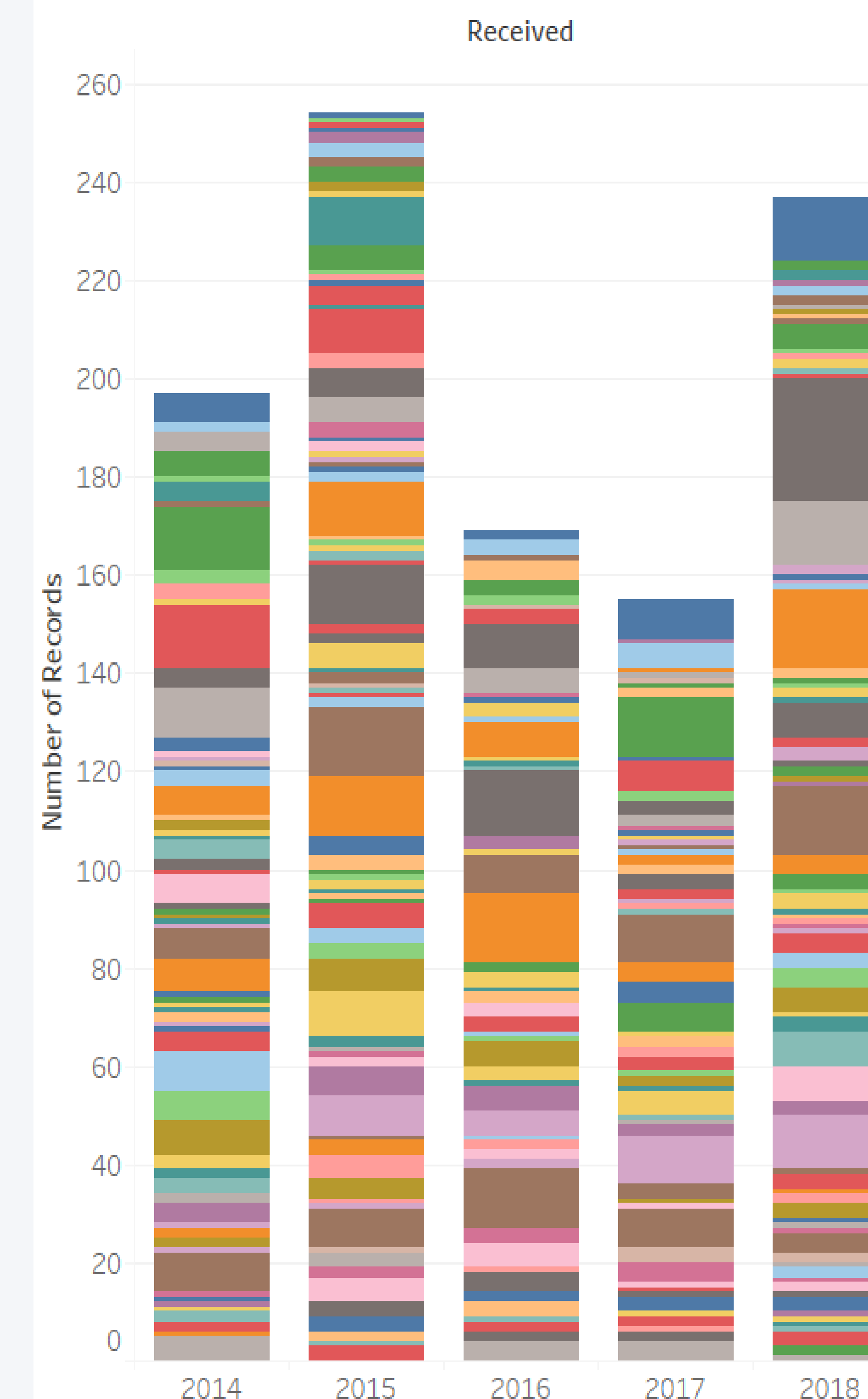
The courier data collected by the circulation department at Auburn University Libraries had not been closely examined prior to the arrival of the current Business and Economics subject specialist librarian. What started as an exercise in using the software *Tableau* to practice visualizing local data became much more useful as the courier team began to derive applicable insights from the data.

Results

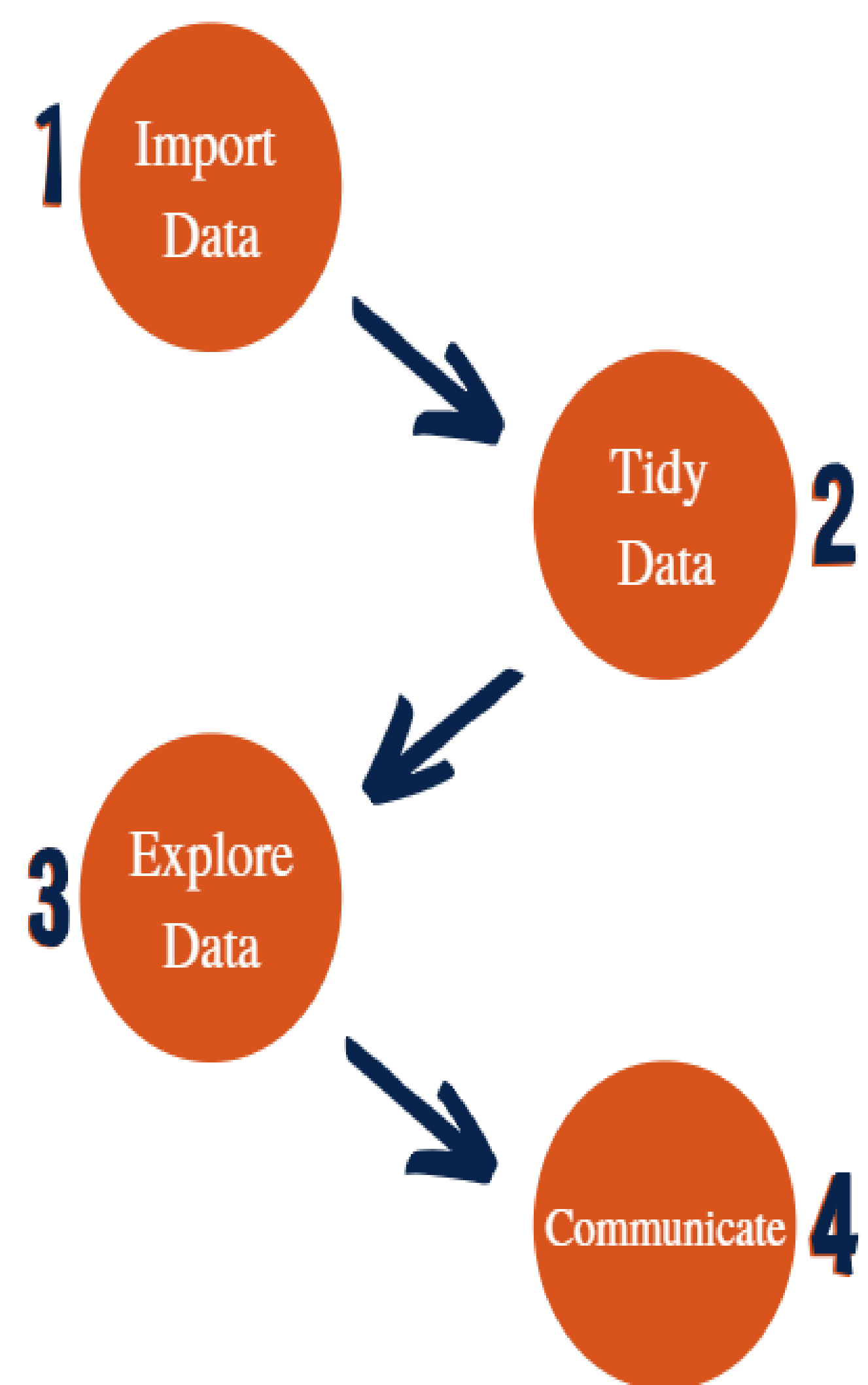
- Suspected trends in peak delivery times were confirmed
- Departmental delivery trends were identified and these may inform book return placement(s)
- Staffing adjustments related to campus deliveries and shelf-reading
- Improved liaison communications for either promoting under-utilized services or encouraging continued use

Example Visualizations

Filled email requests to LADC, 2014 - 2018, where the colors represent LC Subject Headings



The Data Science Pipeline



(1) Identify appropriate sources of data for the task at hand. (2) Clean and format the data in preparation for exploration and analysis. This step is also commonly referred to as 'data wrangling' or 'data munging'. (3) Transform and examine the data in various ways to uncover potential insights. This often includes data visualization, which is the focus of this project. Exploration also includes data analysis, which often uses statistical methodologies. (4) Communicate the results of the analysis.

