

# *Maximizing ROI and End of Year Reporting*

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*“It is a capital mistake to theorize before one has data”*

*Sherlock Holmes*



# *Do You Have the Data?*

Website Usage



Social Media



Docs and Sheets



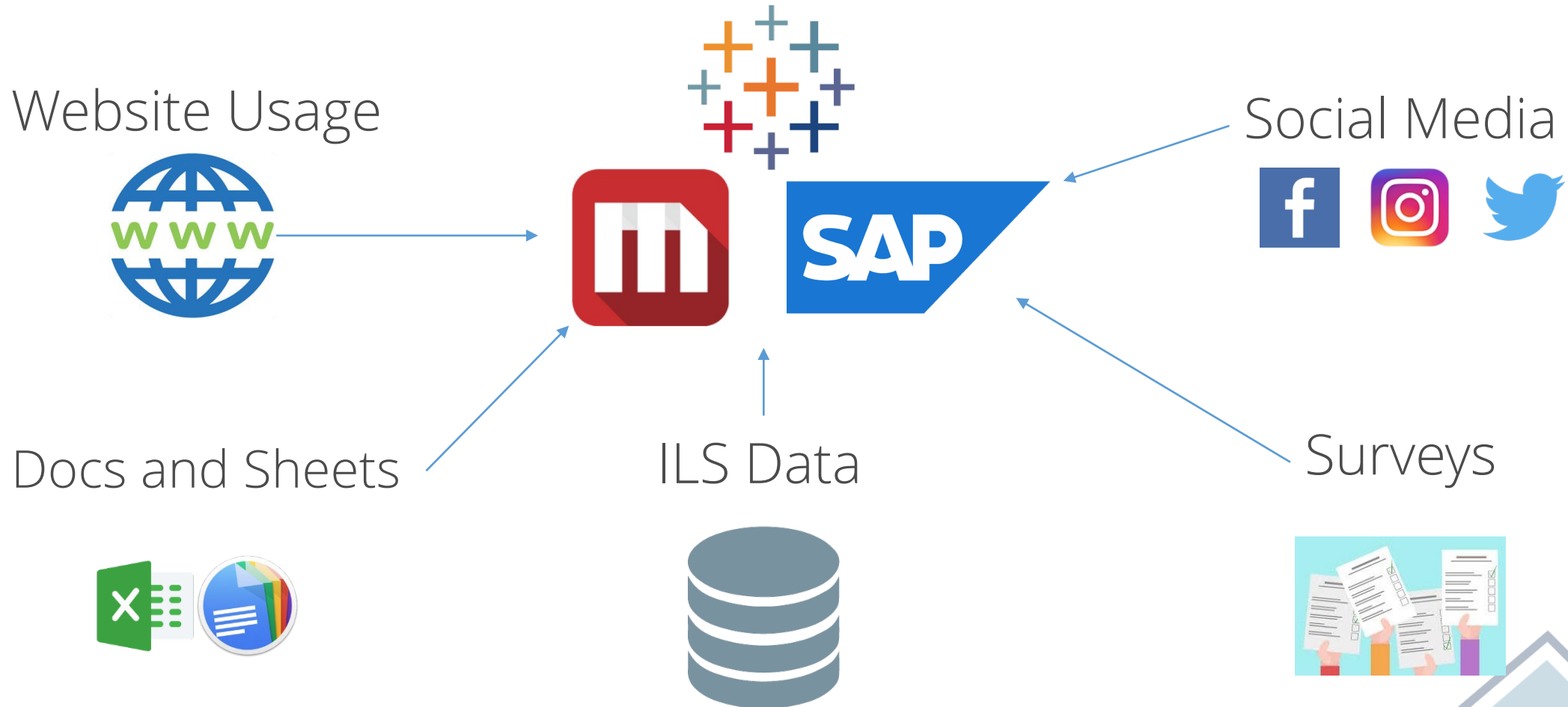
ILS Data



Surveys



# *Do You Have a Business Intelligence Tool?*



# *Benefits of Centralized Data in a Single Tool*

- Easier to train on one tool rather than dozens
- Report across multiple data sources in one place
- Reduce duplicated work
- Holistic view of your library's performance and impact
- Build once and automate
- Control who sees what
- Build reports for specific audiences
- Free up staff time for other responsibilities



*My data is centralized in  
one place...now what?*



# *Ask Questions*

- How can we report on the state funding we need?
- Which of our online resources are patrons viewing?
- What additional career resources do we need for our job-seeking patrons?

# *Ask better questions!*

- What data points do we need to clearly display to our state funding sources that we need increases in order to augment engagement and provide more value to the community?
- What combination of highly relevant digital and physical resources can we bundle for patrons, broken down by age segments?
- How can we regularly engage job-seeking patrons with the best tools and materials that are highly specific to their needs?





# *Replace guesswork with data-driven decisions*

We should *start* a new patron on-boarding material and services track because ~~I think it would be helpful~~

We should *investigate* a new patron onboarding material and services track because **37%** of our state's citizens surveyed felt as though they needed day one help understanding what the library offered and **82%** felt that the public library was very beneficial. Additionally, our relevant catalog and e-resources can have targeted augmentation based on forecasting models that indicate an increase of **20-27%** usage after implementing improved onboarding.



# *Better library experiences can turn into higher returns on investment*

By better engaging those who use and fund your library (and having the data to prove it!) with an analytical framework you will be armed with the information you need to request funding, continue successful programs, and find weak points to improve, remove, or replace.



# *Automating Recurring Reports*

- Now that you have a business intelligence tool and all your data in one place...**automate!**
- Significant time upfront but little maintenance moving forward
- Minor adjustments along the way
- Less staff time and headaches when report deadlines sneak up on you
- Remove duplicate work- coordinate frequently across your analytics team

# *In Review*

- Pick a good business intelligence tool
- Centralize your data
- Ask the right questions
- Automate and save staff time
- Use information to drive decisions, funding, improve or replace programs, and increase ROI