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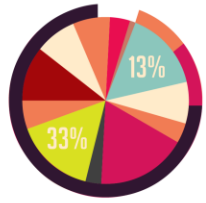
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From data to dashboard: blended analytic approaches to engage our stakeholders and shape our services

Michelle Halpin, Digital Services and Content Developer
Libraries and Learner Development, University of Sunderland



Which analytic approach?

What's the business question – what are we trying to solve?

- **Operational analytics**

live, real-time data to enable day to day decisions

- **Discovering insights**

looking for patterns, trends, relationships that can shape strategic business decisions

Minimise resources to develop and maintain

Who will use the analytics – which 'tool'

Data governance

Balancing enabling and limiting access



Relational Database

Alma Data Visualisation



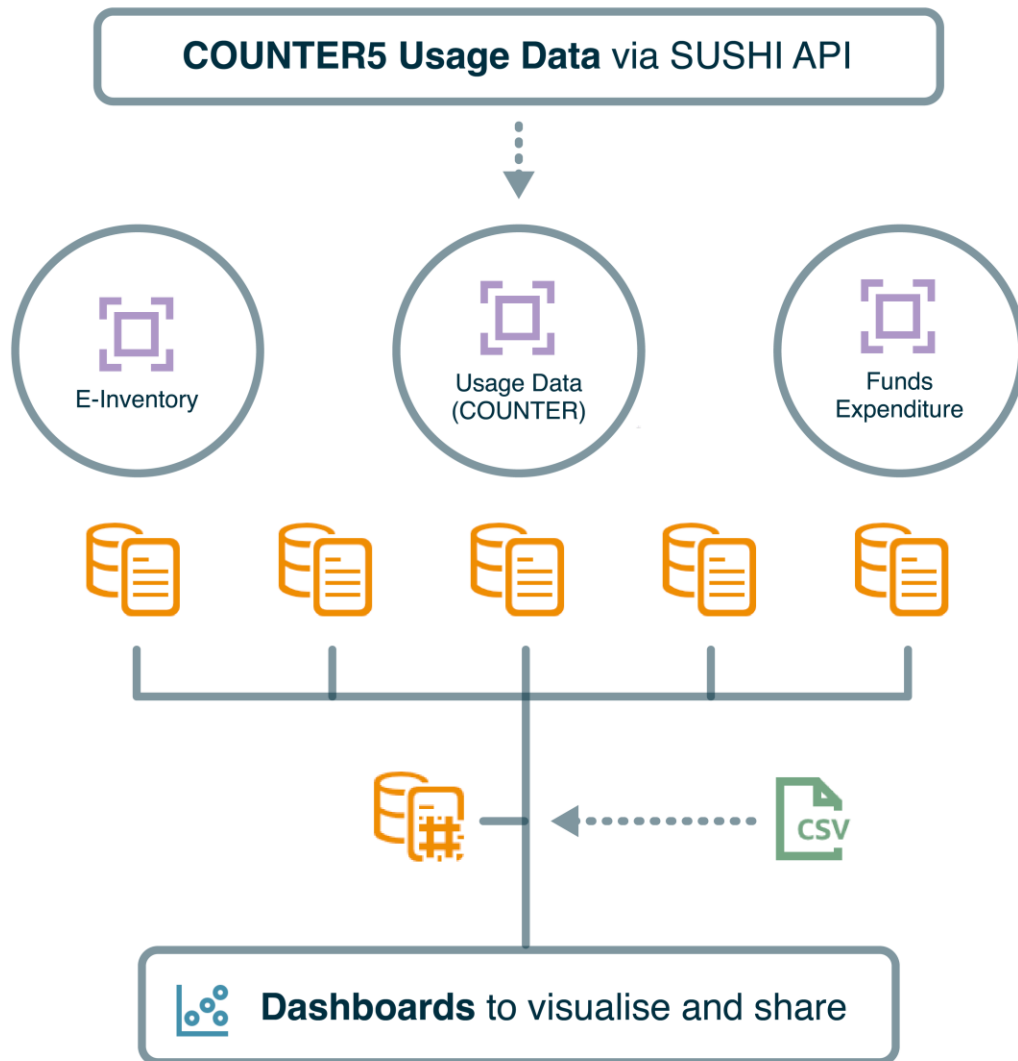
Business Intelligence

PowerBI



Open-source Programming

Python



Operational Analytics

Alma Data Visualisation

Source

Select data needed from 'subject areas'

Shape

Define constraints and measures

Connect

Create relationships between datasets

Visualise

Real-time, auto updating and interactive

Share

Data processing access
controlled at role specific level

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SCONUL Dashboards

2023 to 2024:

SCONUL Statistical Survey Data

Summary Data

Section A: Organisation and users

Q1.4c Registered external library users:

1,112

Section B: Spaces and opening hours

Q2.4c Total laptops:

374

Avg. loans per laptop:

31.71

Section C: Information resource provision

Q1.1 Total catalogued physical stock:

198,733

Q3.2 Additions to physical stock:

2,288

Q3.3 E-Books for which library has paid:

132,717

Q3.3.1 EBooks paid for by Library 2023/24:

Created: 8,664 Modified: 53,338

Q3.3.2 E-books available before 2023/24:

124,053

Q3.4 Total purchases in for: print only, print + e only, journal subscriptions, journals in databases:

Q3.4.1 Print only serial purchases:

8

Q3.4.2 Serial in print and e purchases:

7

Q3.4.3 E only purchases (journal subscription...):

79

Q3.4.3 Database journals (by ISSN):

23,247

Q3.4.3 Database journals (by MMS Id):

23,541

Section D: Library use

Q4.1 Unique loans (excluding renewals):

35,764

Q4.1.1 Book and printed material loans:

23,788

Q4.1.2 Total equipment loans:

11,878

Q4.1.3 AV equipment loans:

139

Q4.2 Unique item requests for all journal types:

Journal subscriptions, journals in databases:

Q4.2.1 Unique item requests for all journal types:

Journal subscriptions, journals in databases:

Section E: Archives and Special Collections

Q5.5a Number of digital items and size of collection:

Digital files in repository:

1,291

Total digital file Gigabytes:

98.26

Section F: Library Expenditure

Q6.3.1 Physical format expenditure:

Q6.3.2 Digital format expenditure:

Summary

A Users

B Laptops

C Books

C Serials

D Loans & ILL

D Journal Use

D Database Use

E SCollections

F Library Expend

SCONUL Dashboard report pages

Data availability

- Minimise staff time resource to source data
- Live usage tracking to inform collection renewals

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Journals, Databases & Memberships

2023 to 2024:

Database spend and use

PO Line Reference

All

Fund Name

All

Databases are organised into 3 data source categories:

One to one relationship databases

Cost and usage data sourced via external automated Sushi API connection. Each Sushi Platform matches one database.

One to many relationship databases (EBSCOhost & ProQuest)

Cost and usage data sourced via external automated Sushi API connection. Each Sushi platform matches multiple databases.

Non-Sushi API connected databases

Databases where usage either does not conform to COUNTERS usage or where usage data is unable to be connected via a Sushi API into Alma.

Expenditure 2023/24

Unique item requests

571,629.5

Average UIR cost per use

£1.42

Average cost per use calculated using database expenditure where UIR is known.

One to One Databases	Expenditure 2023/24	Unique item requests	UIR Cost per use	Total item requests	TIR Cost per use
ACM Digital Library	£15,150.78	2,468	£1.67	2,740	£1.50
American Chemical Society Journals	£15,401.40	2,814	£5.48	4,091	£3.77
Cambridge Core, Cambridge University Press	£145.78	3,149	£0.11	4,535	£0.08
IEEE Electronic Library (IEL)	£4,768.09	6,117	£7.35	9,390	£4.79
JSTOR	£3,181.00	5,571	£0.67	6,931	£0.54
KB+ Jisc Collections Wiley Online Library Read and Publish Open Access Agreement 2020-2023 Publishing List	£4,791.48	59,061	£0.08	76,095	£0.06
ScienceDirect	£103,254.23	202,467	£1.39	283,404	£0.99

EBSCOhost & ProQuest Databases	Expenditure 2023/24	Unique item requests	UIR Cost per use
APA PsycArticles® [database].	£10,128.00	10,128.00	£1.50
Art Full Text	£10,842.60	662.67	£8.49
British Education Index	£1,473.25		
Business Source Complete	£1,473.25	10,842.60	£2.41
CINAHL Ultimate	£1,473.25	61,473.25	£0.21
Education Research Complete	£1,473.25	20,279.47	£0.36
Entrepreneurial Studies Source	£1,473.25	295.33	£6.68
Global Newsstream	£1,473.25	1,525.50	£9.86
Harvard Business School Select Case Study Selection	£1,473.25		
Harvard Core Curriculum	£1,473.25		£175.75
Health Research Premium Collection	£1,473.25	38,121.50	£0.55
Hospitality & Tourism Complete	£1,473.25	489.67	£6.56
International Bibliography of Theatre & Dance with Full Text, EBSCOhost	£1,473.25	223.50	£14.82
Literary Reference Center Plus	£1,473.25	1,116.50	£8.89
MLA International bibliography.	£1,473.25		
Psychology and Behavioral Sciences Collection	£1,473.25	10,644.80	£0.34
SPORTDiscus with Full Text	£1,473.25	2,585.10	£5.58
SocINDEX with Full Text	£1,473.25	6,618.12	£1.22

Non-Sushi Databases (manual csv upload)	Expenditure 2023/24	Unique item requests	UIR Cost per use
AN Artists Network	£1,473.25	430	£1.28
APA PsycArticles® [database].	£1,473.25	10,190	£1.50
Box of Broadcasts (BoB), British Universities Film and Video Council	£1,473.25	3,798	£2.64
British Pharmacopoeia, TSO	£1,473.25		
British Standards Online	£1,473.25	244	£116.50
Cochrane Library	£1,473.25	7	£266.97
Community Care Inform Children	£1,473.25	177	£31.55
Complete Anatomy	£1,473.25	24,247	£1.01
Embase, Ovid	£1,473.25	4,849	£2.56
Emerald Insight	£1,473.25	22,647	£1.56
Euromonitor International Market Research Monitor,	£1,473.25	3,406	£7.06
Global Newsstream	£1,473.25	1,526	£9.86
Health Research Premium Collection	£1,473.25	38,122	£0.55
HeinOnline Law Journal Library	£1,473.25	7,322	£0.81
IBISWorld	£1,473.25	5,204	£2.11
Lexis	£1,473.25	10,185	£8.67
Reaxys	£1,473.25	2,942	£6.51
Seventeenth and Eighteenth Century Burney	£1,473.25	7	£128.10

2023/24 Serial Journals...

Serials Usage Tracker

2023/24 Database cost...

Database Journal Level ...

Database Usage Tracker

Memberships

2023/24 Serial Journals...

Serials Usage Tracker

2023/24 Database cost...

Database Journal Level ...

Database Usage Tracker

Memberships

Click here to add a filter



Library & Learner Development
Journals, Databases & Memberships

Serials:
Usage tracking

Fund Name

All

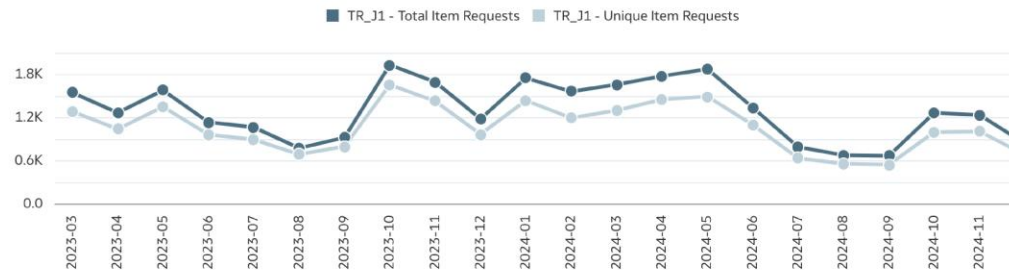
Title

All

Number of serial journals
77

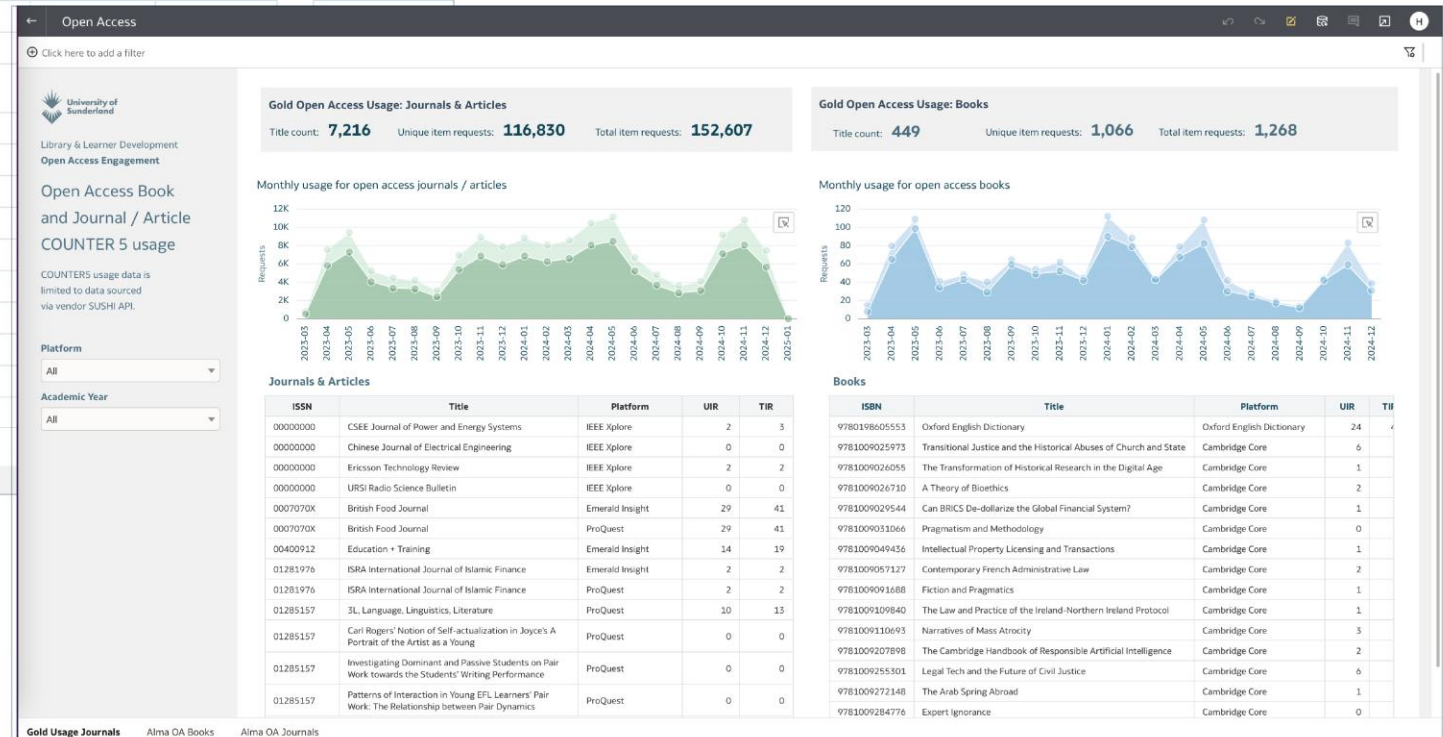
Unique item requests
41,415

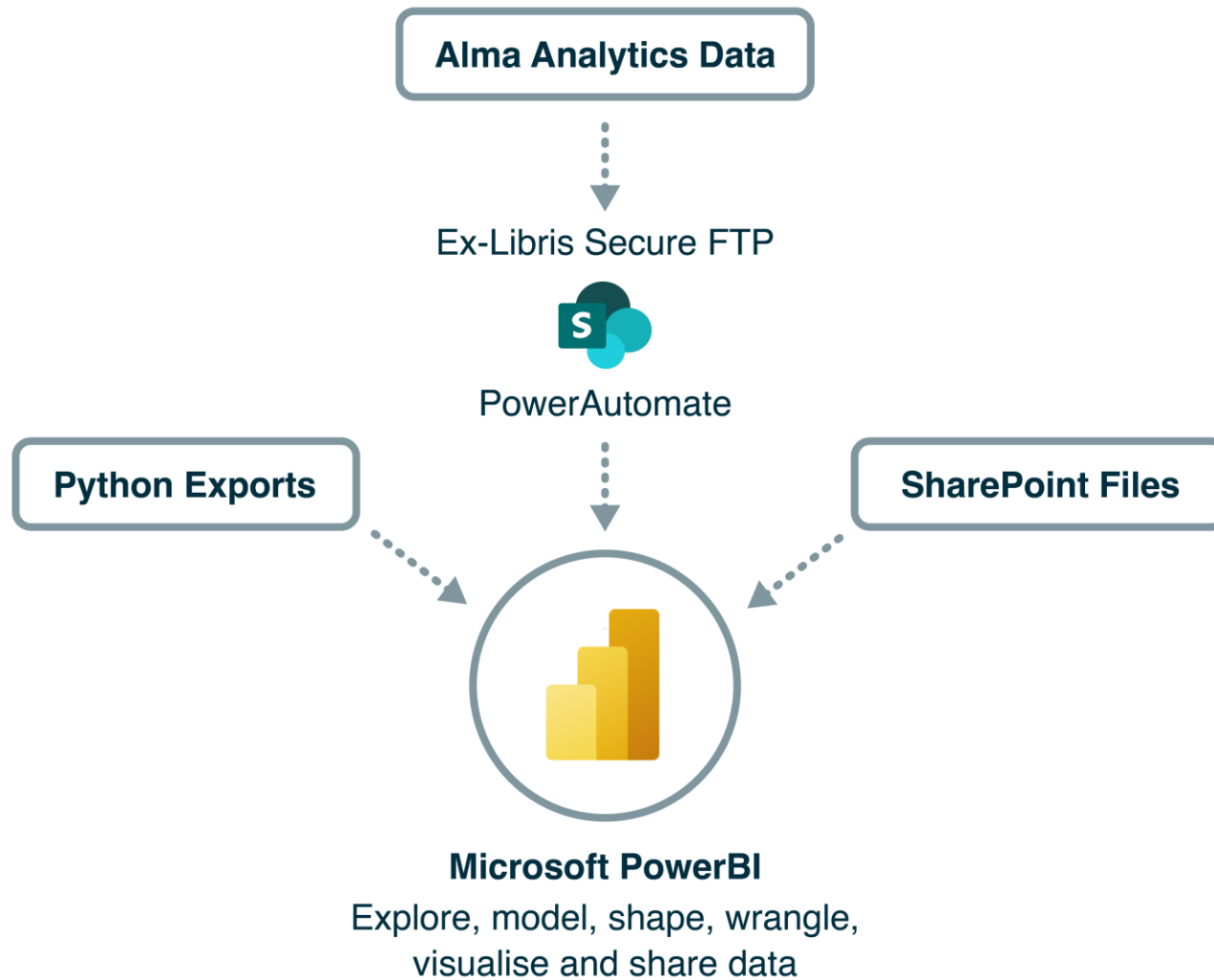
Total item requests
55,515



PO Line Reference	Journal	Unique item requests	Total item requests	Usage Year-Month Filter
POL-6419	BMJ : British medical journal.			
POL-6266	The British journal of social work.			
POL-6638	Journal of paramedic practice : the clinical monthly for emergency care professionals.			
POL-6273	Education 3-13.			
POL-6420	JAMA : the journal of the American Medical Association.			
POL-6290	International journal of inclusive education.			
POL-6317	Reflective practice.			
POL-6319	Research papers in education.			
POL-6280	European journal of special needs education.			
POL-6271	Disability & society.			
POL-6799	ELT journal.			
POL-6272	Early years : an international research journal.			
POL-6314	Qualitative inquiry.			

Live, usage tracking: Serials and Open Access Gold books / journals





Operational & Insight Analytics

PowerBI

**Source, shape, connect,
visualise and share**

Available to more staff

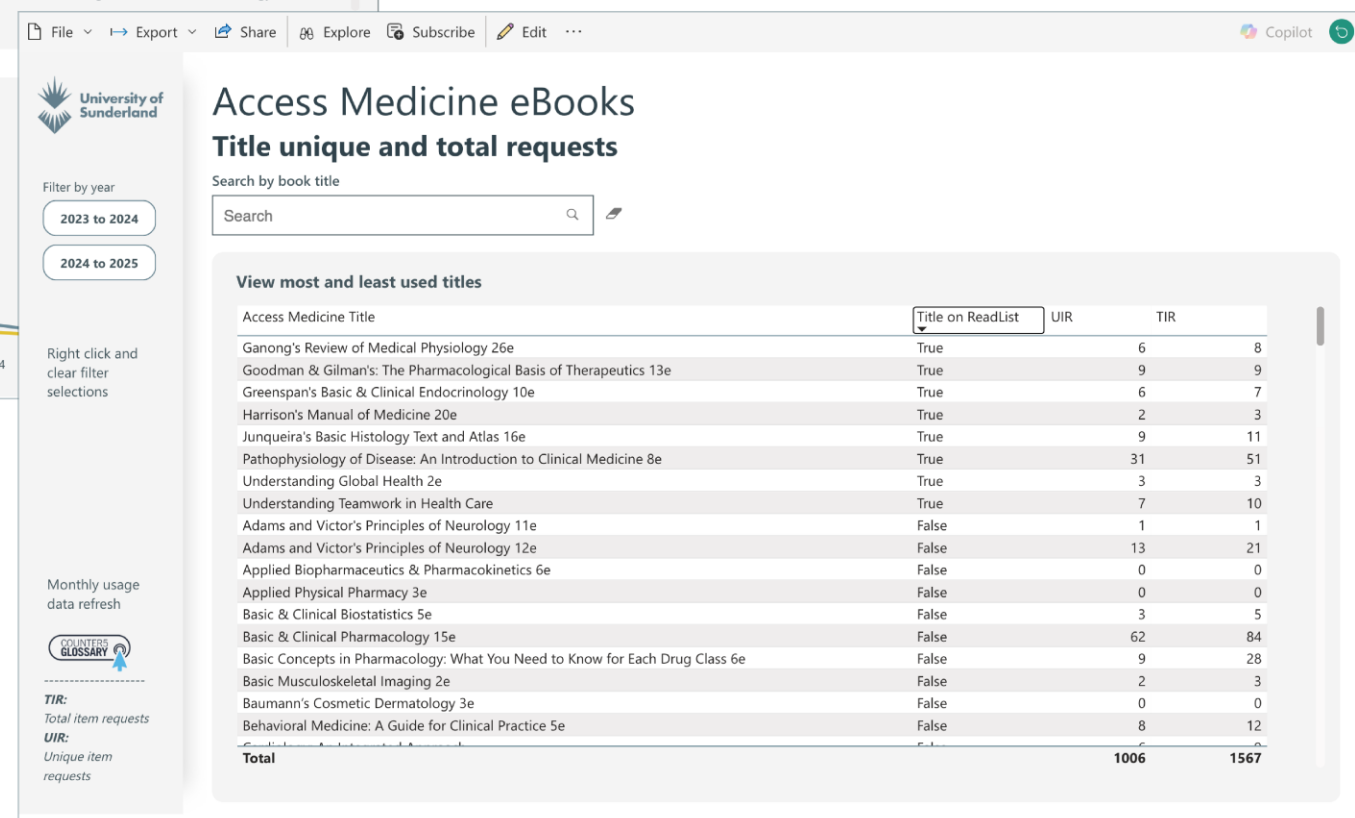
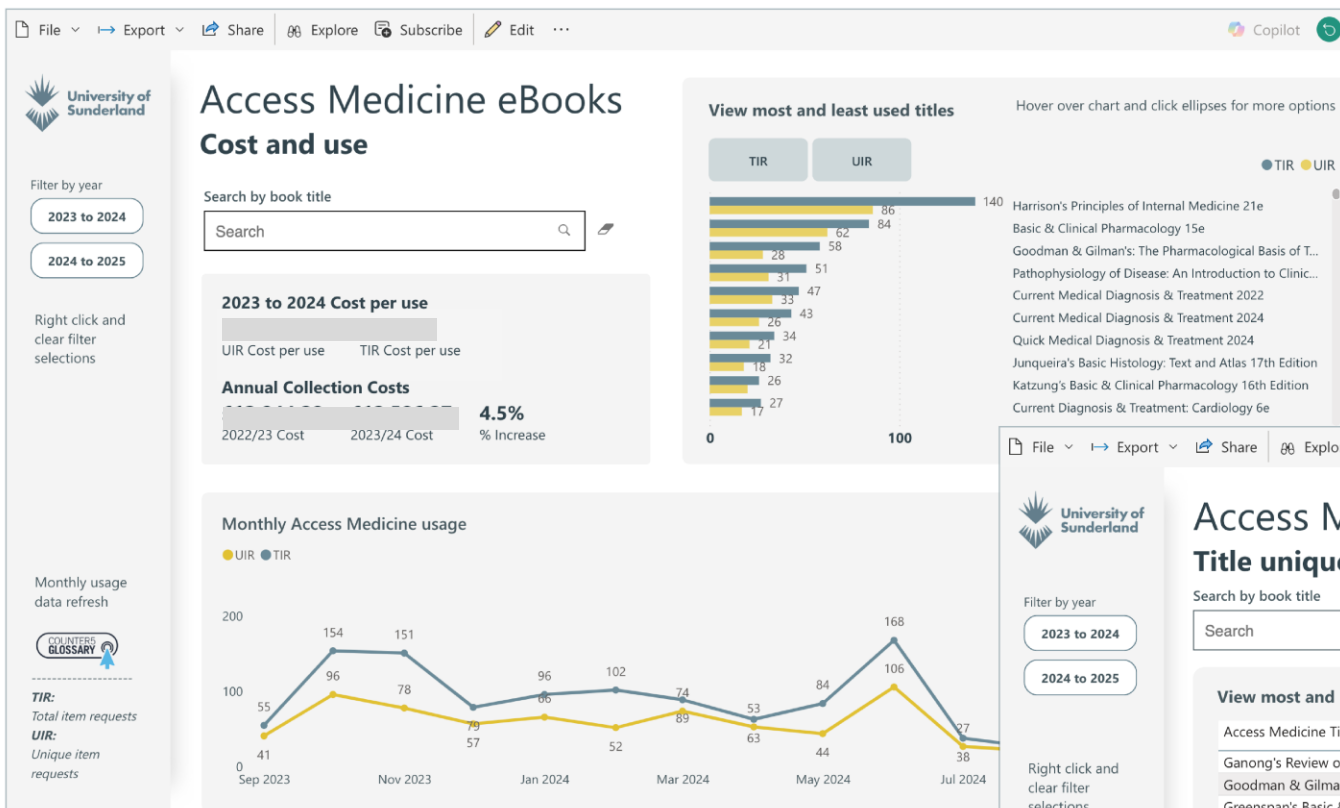
Define user level access

Opportunity to connect with
more University 'Big Data'

Better insight analytics

Data governance frameworks

Python integration

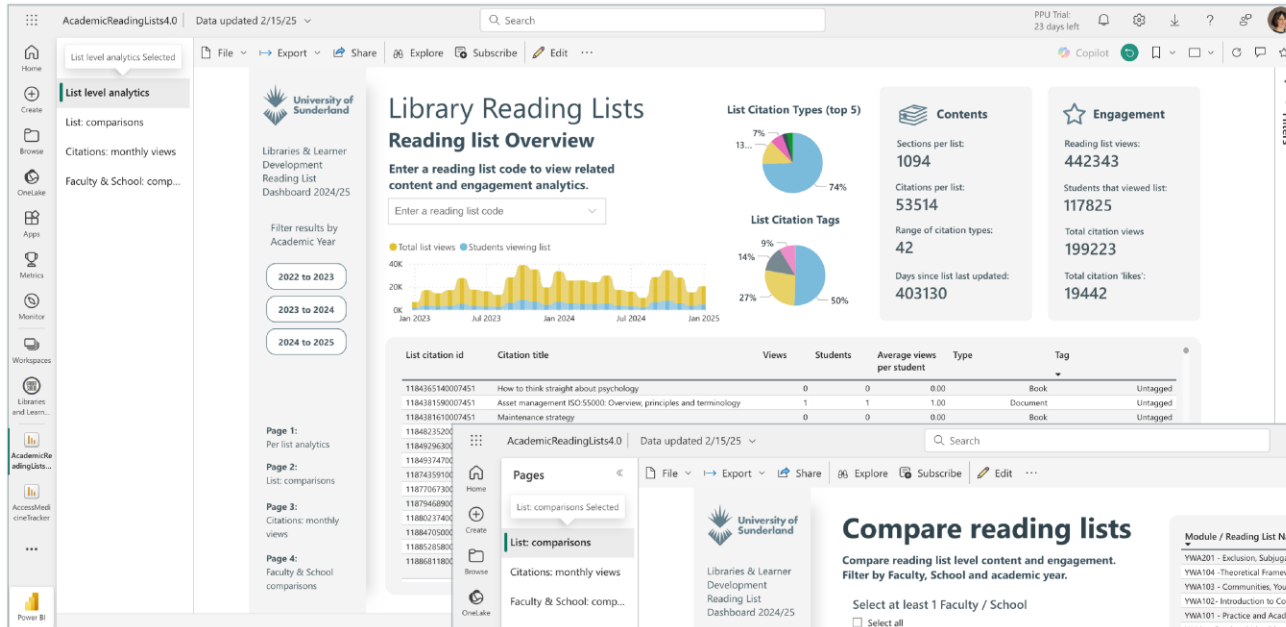


Academic Staff Usage 'Tracker'

Collection specific

Title level usage

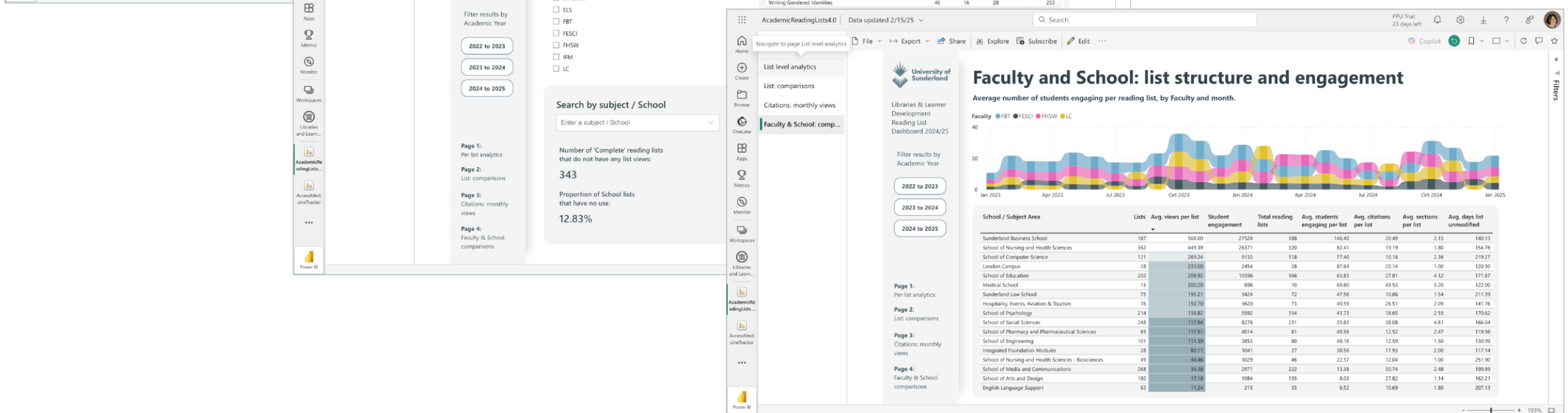
Reading List usage relationships



Reading List Dashboard

For academic and Library liaison staff

Share factors impacting reading list engagement; list currency, length, structure, tags etc.





Qualitative data coding

More efficient approaches to coding and analysing our student survey feedback

Shape Library service development

- Offer meaningful student study support availability
- Offer study spaces students want to use
- Provide best value reading resources



Continue to leverage the benefits of qualitative data:
richer insights into factors impacting student engagement

Develop scalable analytic tools to achieve this

Using Python to develop ML and DL natural language processing models:

**Comparing
topic modelling NLP
and NLP-augmented
approaches**



Thank you for your time

michelle.halpin@sunderland.ac.uk

www.linkedin.com/in/michellejhalpin