

“A picture is worth a thousand words”: using visualization techniques to get to grips with your user data



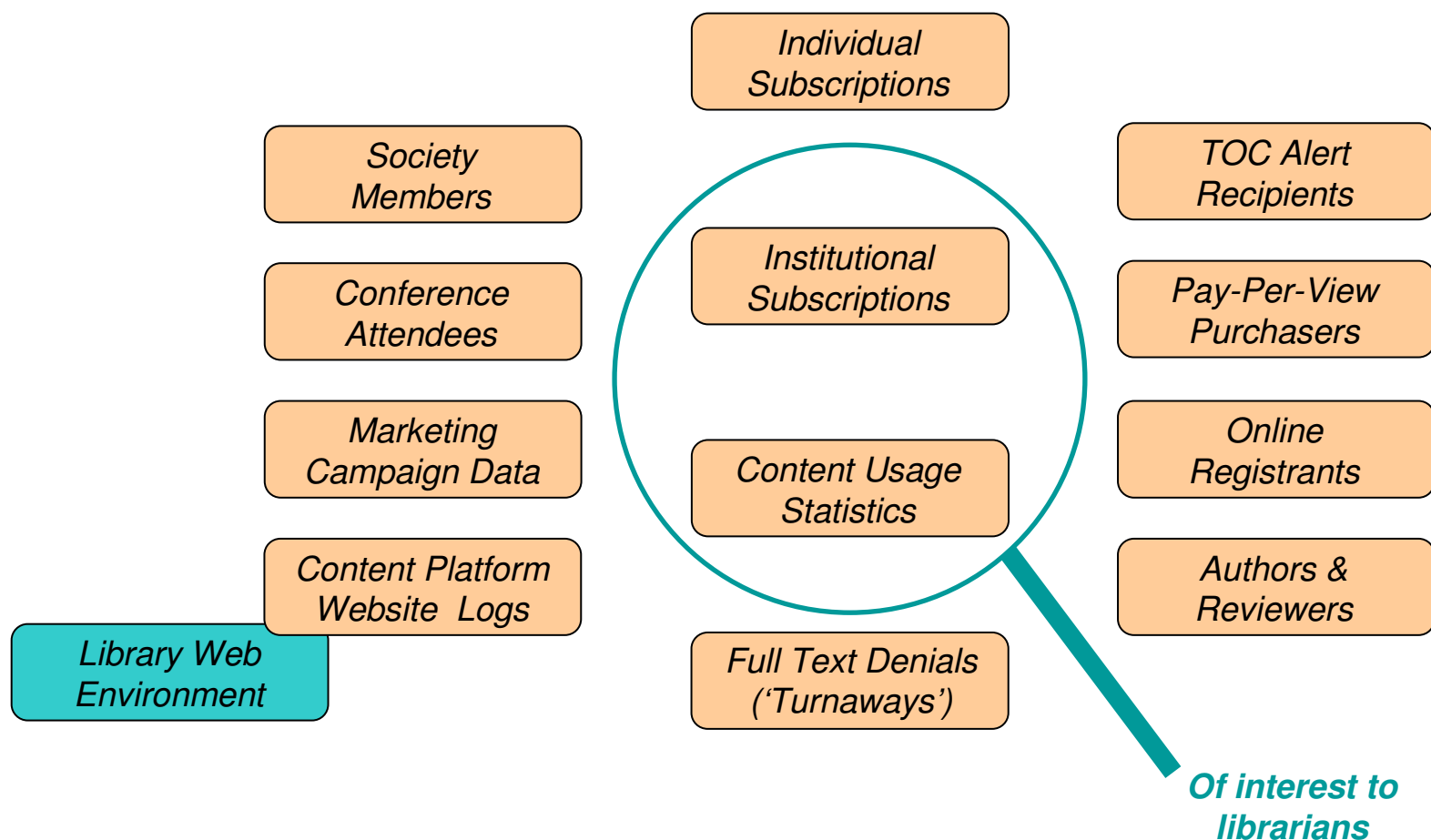
April 2010

James Culling, *Client Director*
DataSalon Ltd.

data visualization

data visualization

A Journal Publisher's Customer Data



a lot of data!

A1 PAY PER ARTICLE:FIRST NAME				
	A	B	C	E
1	PAY PER ARTICLE:FIRST NAME	PAY PER ARTICLE:SURNAME	PAY PER ARTICLE:JOURNAL	PAY PER ARTICLE:ARTICLE ID
2	Abou	Rojj	Asian Review of Accounting	1030
3	Achmad	Washington	Equal Opportunities International	4480
4	Adam	Dhatt	Balance Sheet	4717
5	Adam	Kamdar	British Food Journal	2410
6	Adam	Lund	Direct Marketing: An International Journal	1529
7	Adele	Pirani	European Journal of Marketing	4925
8	Adelheid	Hyland	Corporate Communication: an International Journal	209
9	Adeline	Chatelier	Assembly Automation	4649
10	Adolfo	Axon	British Food Journal	4724
11	Adriana	McNamara	Asia Pacific Journal of Marketing and Logistics	316
12	Adriana	Oconnor	Employee Relations	1439
13	Adrian	Blower	Chinese Management Studies	60
14	Adrian	Bone	Chinese Management Studies	1870
15	Adrian	Bridgewater	European Business Review	4732
16	Adrian	Carmichael	Aircraft Engineering and Aerospace Technology	1927
17	Adrian	McDowall	Collection Building	556
18	Adrian	Riddolss	Asian Review of Accounting	491
19	Adrienne	Breda	Benchmarking: An International Journal	4549
20	Adrienne	Cambridge	Direct Marketing: An International Journal	3733
21	Adrienne	Jackson	Balance Sheet	859
22	Adrienne	Lamanna	Development and Learning in Organizations	4301
23	Adrienne	Parma	European Business Review	847
24	Adrienne	Tampa	British Food Journal	1270
25	Adrienne	Valeri	Asian Review of Accounting	2401
26	Adrienne	Williams	Clinical Governance: An International Journal	267
27	Aharon	Pattison	Assembly Automation	3117
28	Ahmed	Filipstad	Employee Relations	3749
29	Ahmed	Hamilton	Engineering, Construction and Architectural Management	1933
30	Ahmed	Peking	Engineering Computations	4680

< 'Time Poor' image >

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data visualization

< ‘Three Views of the Earth’ visualization >

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< Dewey data visualization >

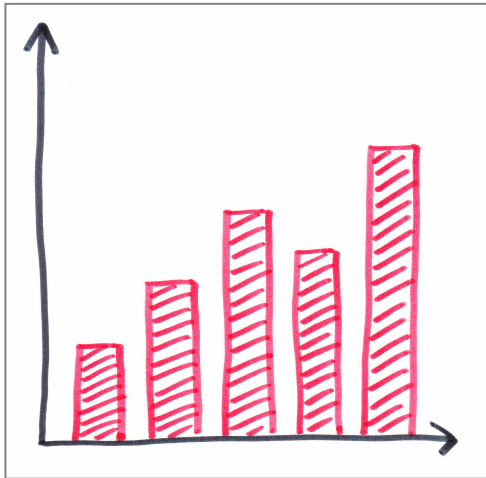
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< 'Getting a Good Night's Sleep' visualization >

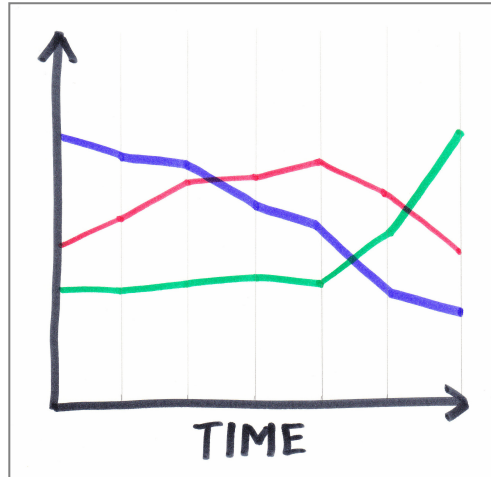
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more than just a pretty picture

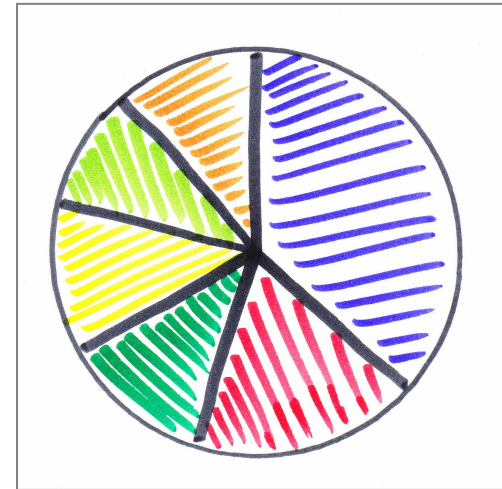
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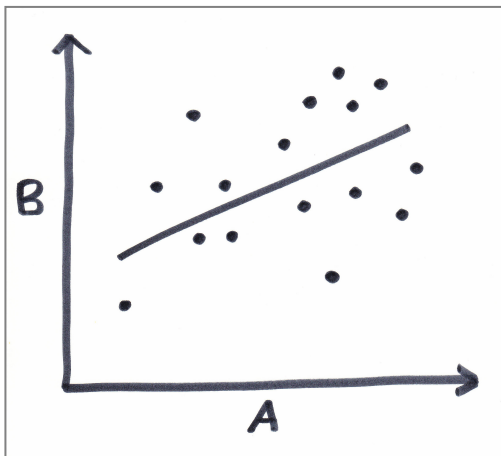
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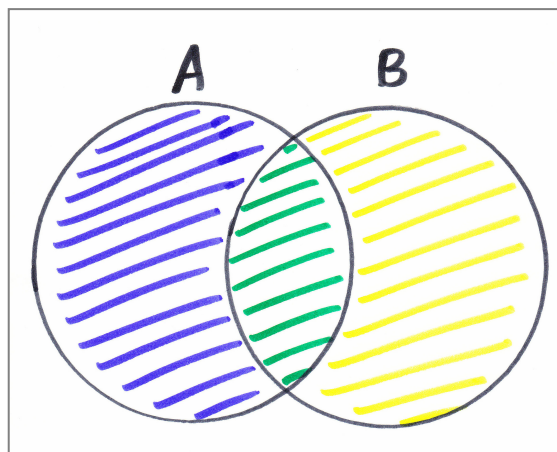
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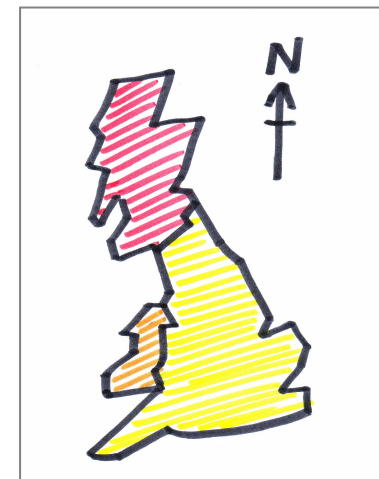
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overlap:

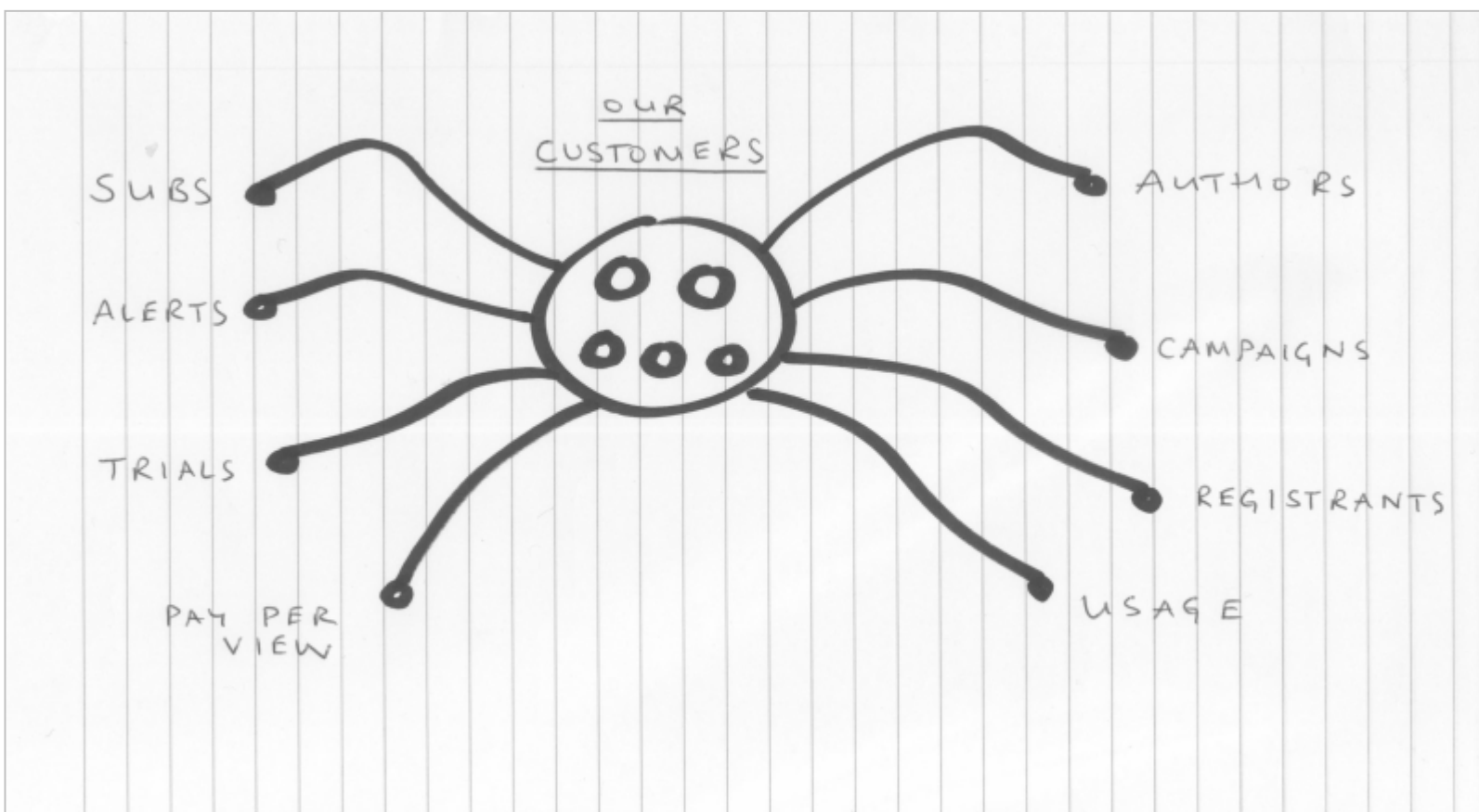


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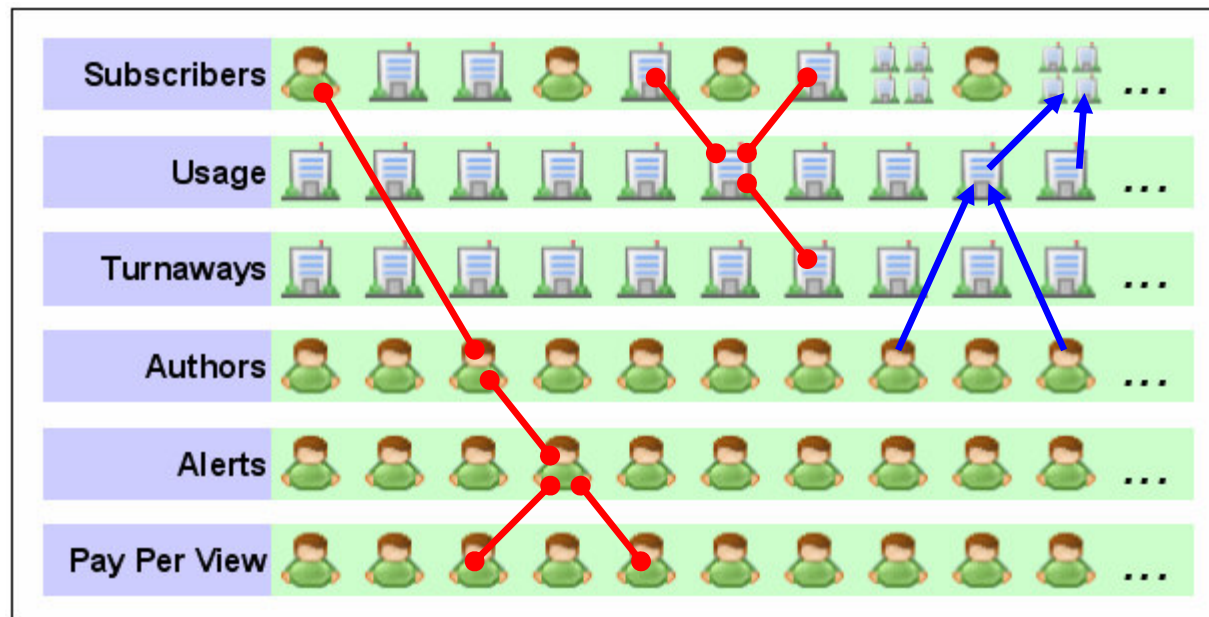


but it's not that easy!

The 'Spider' Drawing



Customer Data is Complicated



Identity: The same customer crops up in different guises



Relationships: Between individuals, organizations and consortia

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KBART: Knowledge Bases And Related Tools working group

In early 2006, UKSG commissioned a research report ([Link Resolvers and the Serials Supply Chain](#)) that identified and described a range of problems affecting the efficiency of OpenURL linking. The report recommended the creation of a group that would determine and promote "best practice" solutions for the overall community to improve the exchange of metadata with knowledge bases.

The **KBART (Knowledge Bases And Related Tools) working group** has been set up to progress the recommendations of the research report. The group is co-chaired by [NISO](#) and is working to improve the supply of data to link resolvers and knowledge bases, by:

- developing and publishing guidelines for best practice to effect smoother interaction between members of the knowledge base supply chain. Knowledge base providers and their customers (primarily academic libraries) benefit from provision of higher quality data by content providers. Publishers benefit from accurate linking to their content and subsequently the possibility of increased usage.
The first set of guidelines is now available ([PDF 517kb](#) | [HTML](#))
- providing educational events that will address the roles of each (relevant) party in the supply chain, the functions each needs to carry out to improve supply of data to knowledge bases, and the value of doing so in each case. Content providers benefit from

Upcoming events

- UKSG 33rd Annual Conference and Exhibition: Edinburgh
- UKSG Money Matters: An Introduction to Financial Planning
- UKSG Introduction to Serials and E-Resources Today: London
- UKSG E-Resources Technical Update: London

[more](#)

CONNECTING THE INFORMATION COMMUNITY

visualization examples

About MasterVision

- Customer data integration solution: web-based, fast and easy to use
- Product designed with high level of input from OUP and BMJ Group



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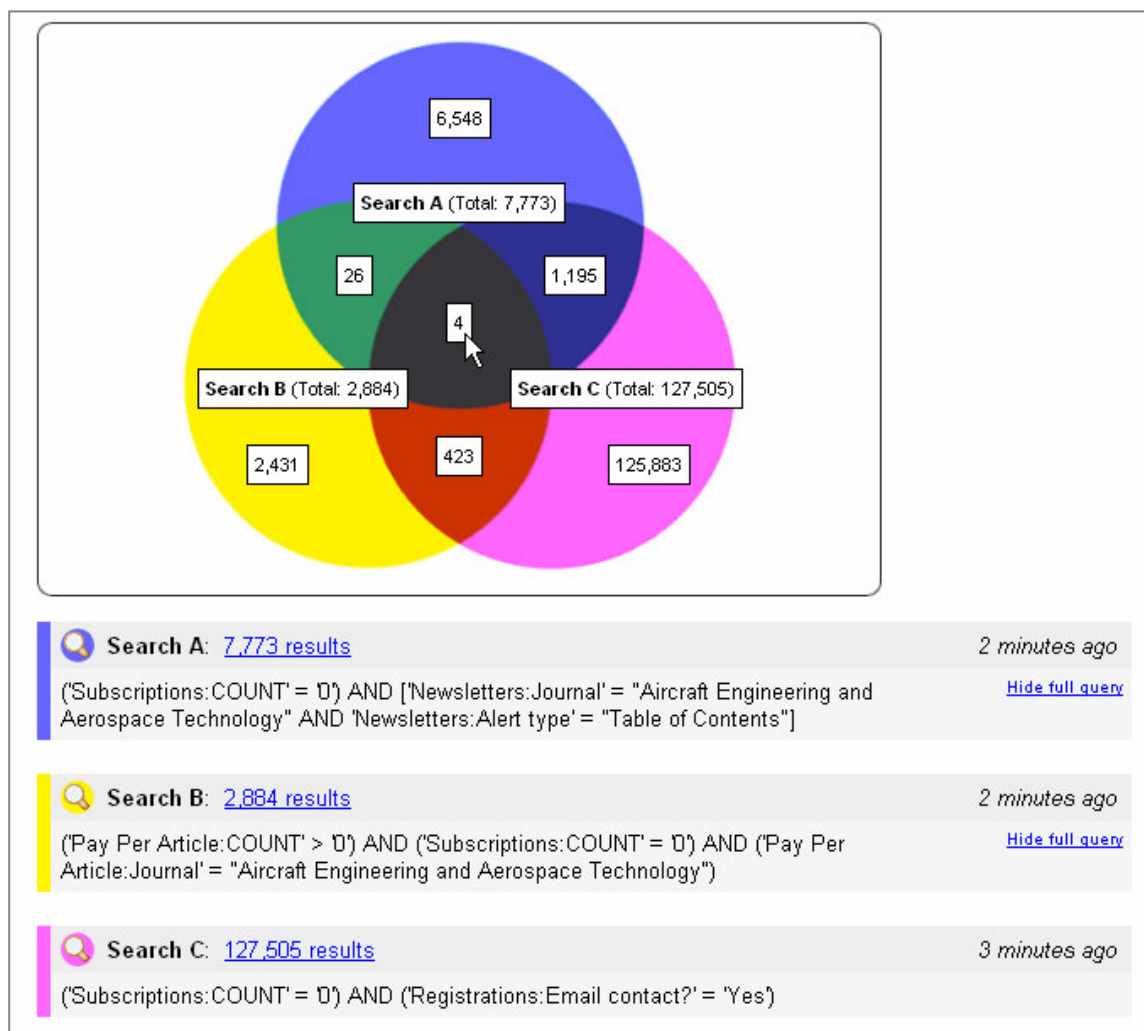
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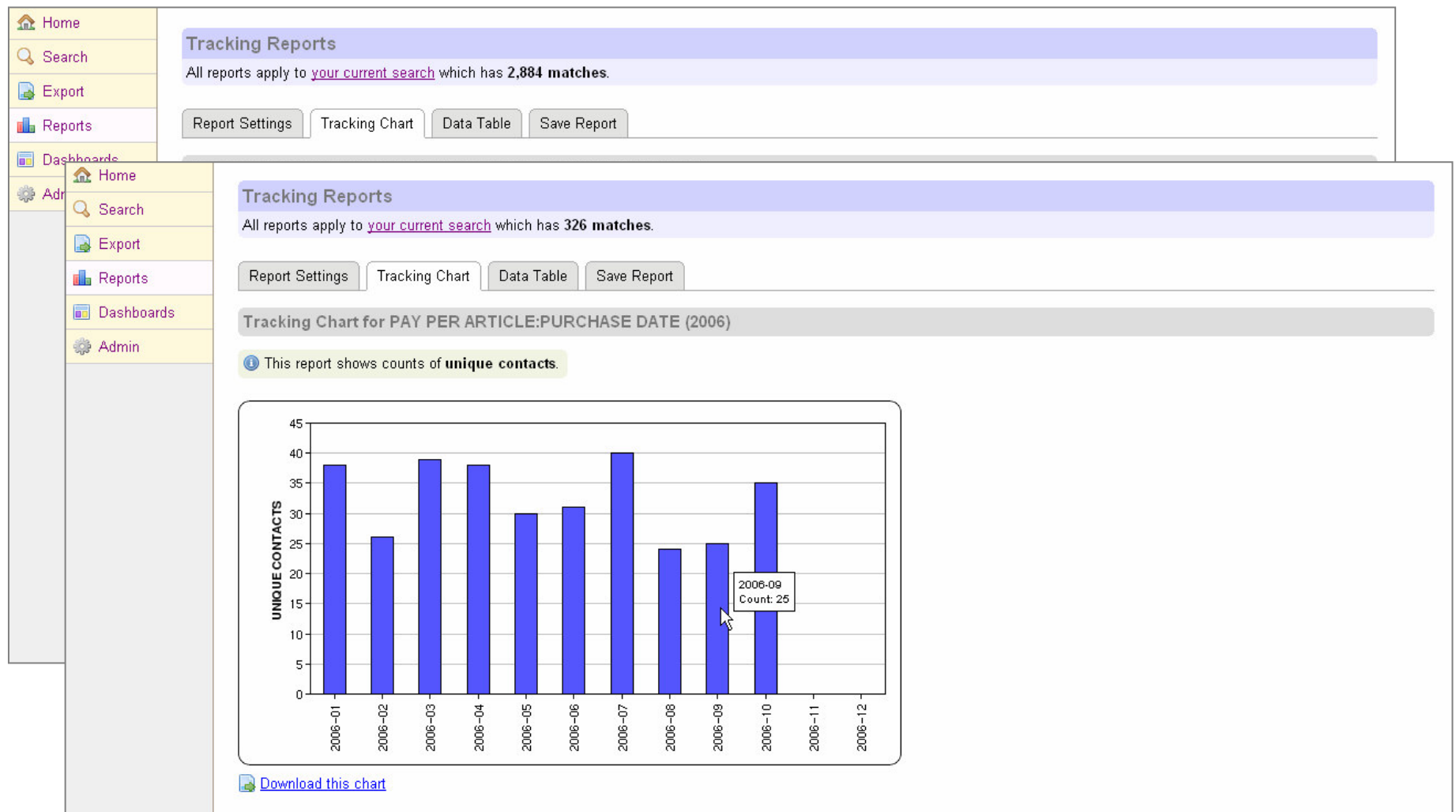
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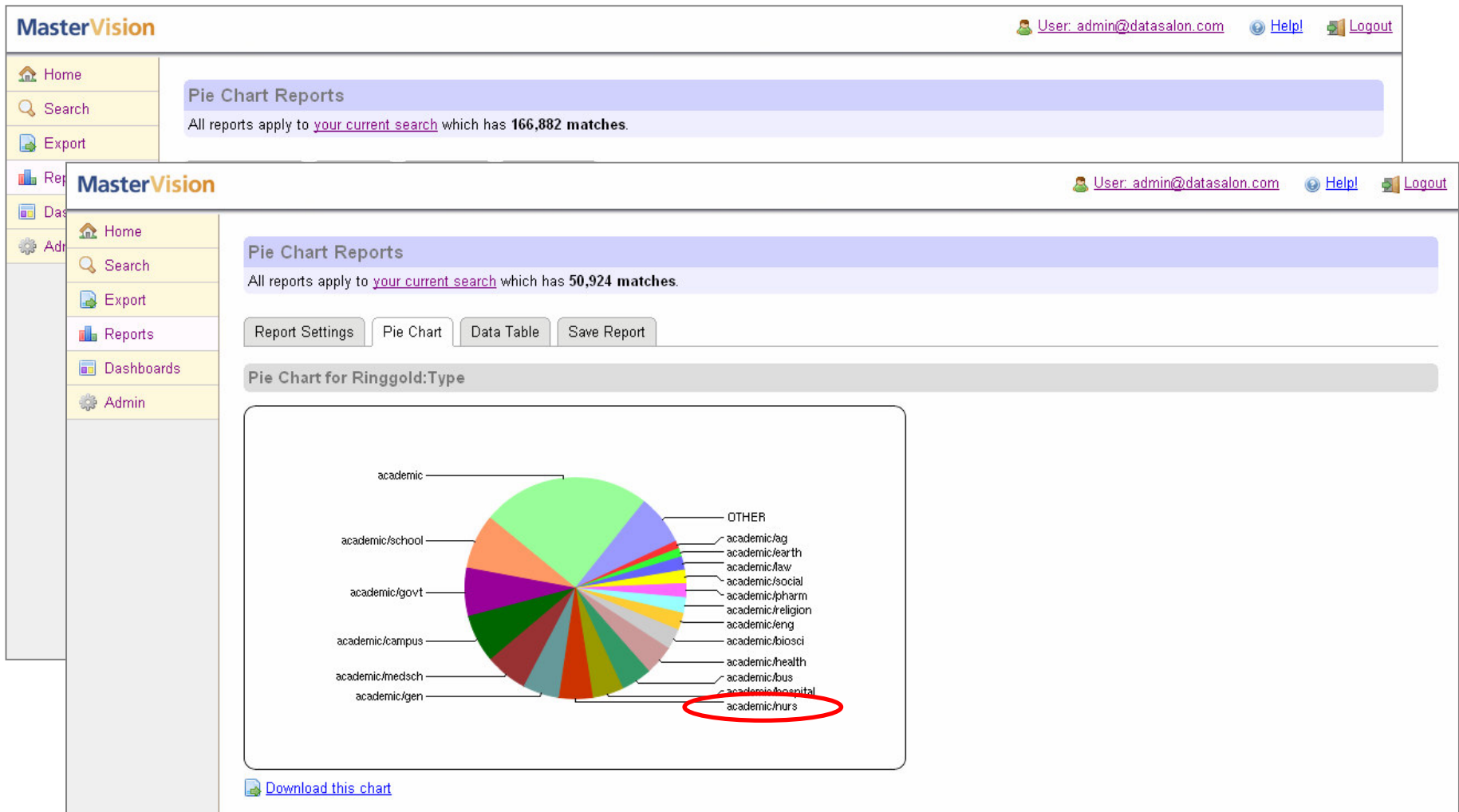
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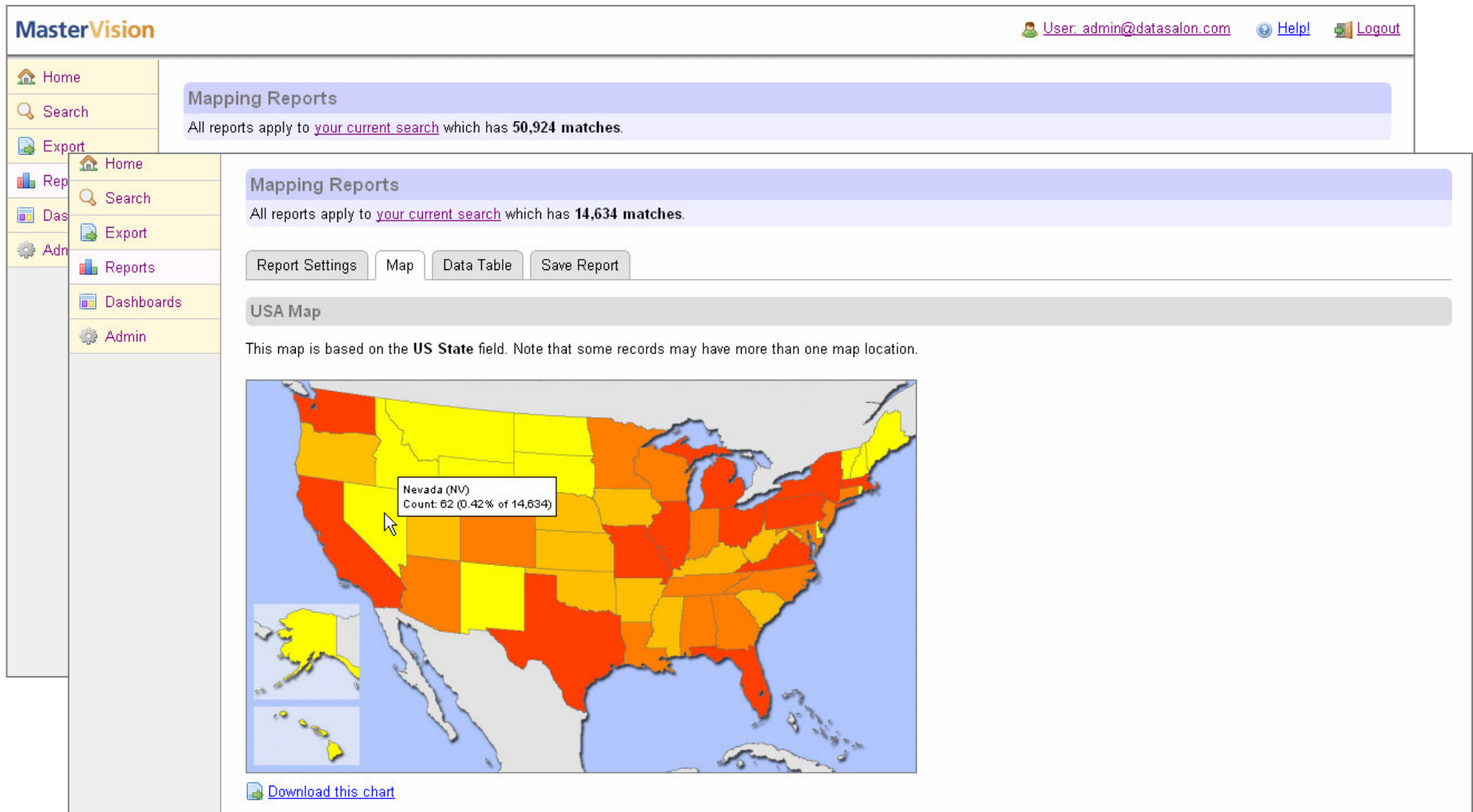
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MasterVision Examples [3]



MasterVision Examples [4]



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Turkey	356	1	188	4	60	0	77	36	1
Turkmenistan	0	0	0	0	4	0	0	0	0
Turks & Caicos Islands	0	0	0	0	3	0	0	0	0
Tuvalu	0	0	0	0	3	0	0	0	0
Uganda	22	0	1	1	26	0	3	14	0
Ukraine	32	2	5	1	19	0	0	23	2
United Arab Emirates	148	0	116	3	32	0	24	6	6
United Kingdom	4,963	41	4,999	61	643	1	1,770	1,695	724
United States	14,634	277	14,531	98	1,753	383	7,395	6,778	20,217
Uruguay	22	0	6	0	6	0	1	7	0
Uzbekistan	5	0	0	0	8	0	0	2	0

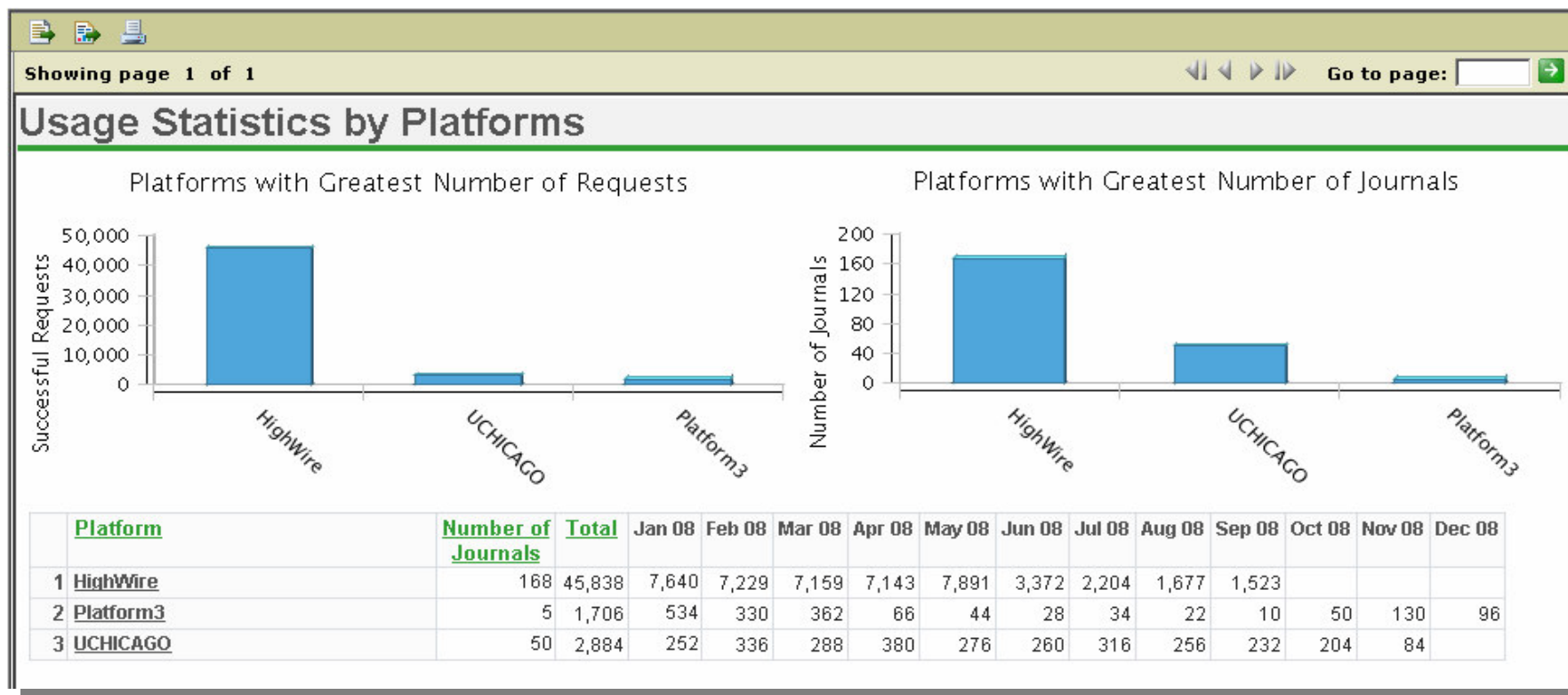
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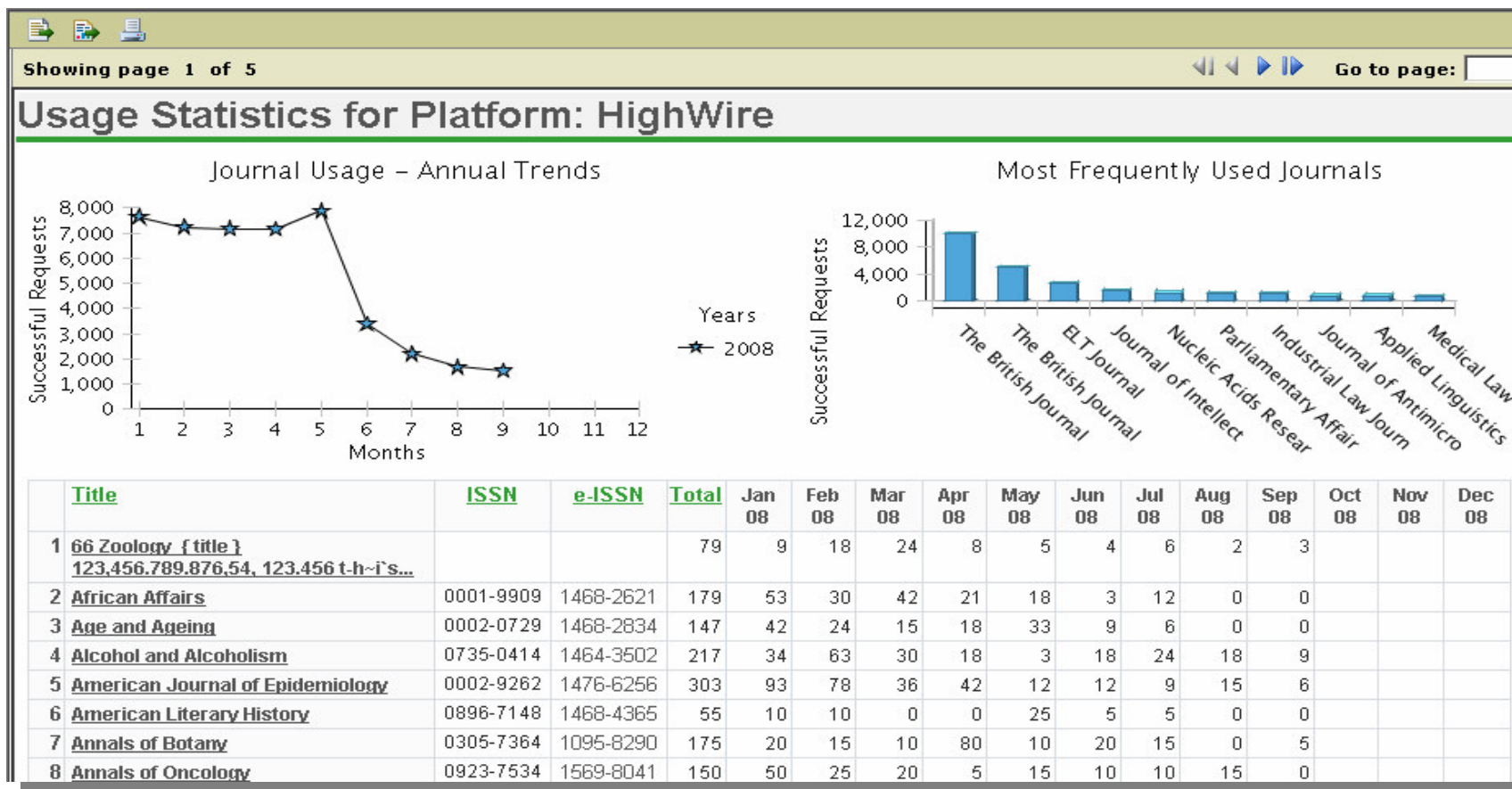
library usage/ROI analysis

Ex Libris: UStat



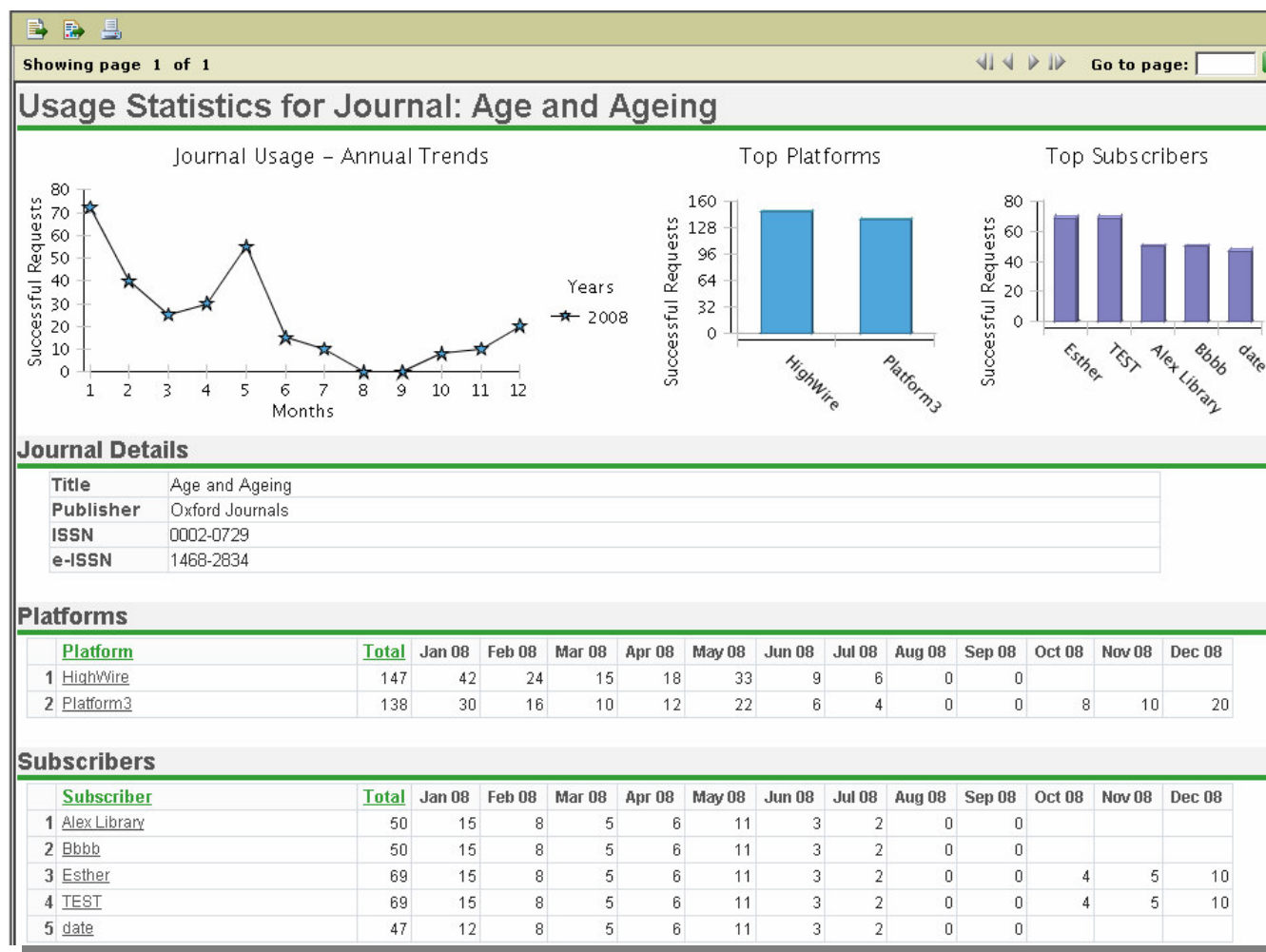
Source: Robert Bley, Ex Libris (UK) Ltd.

Ex Libris: UStat [2]



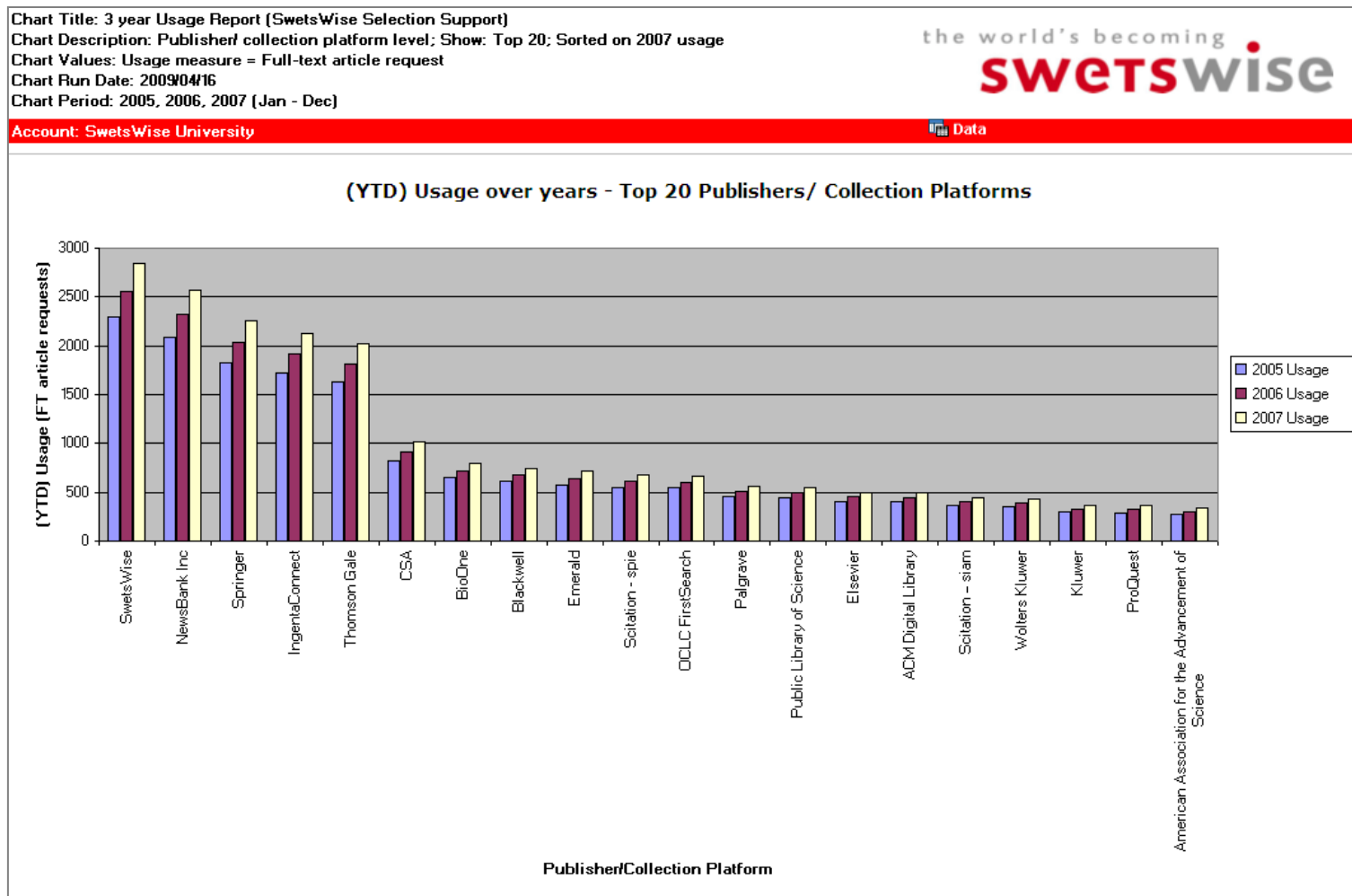
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Ex Libris: UStat [3]



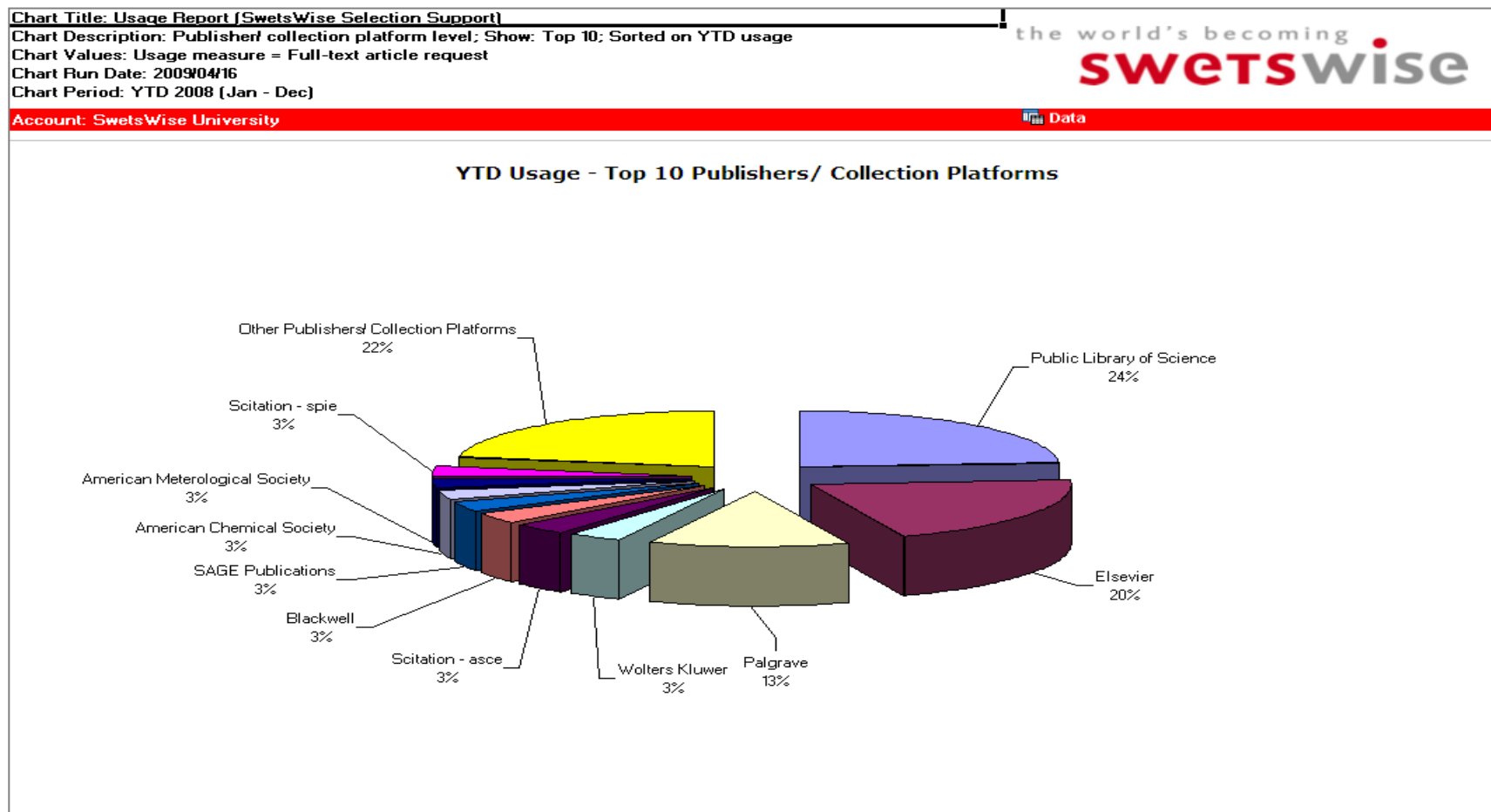
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Swets: SwetsWise Selection Support



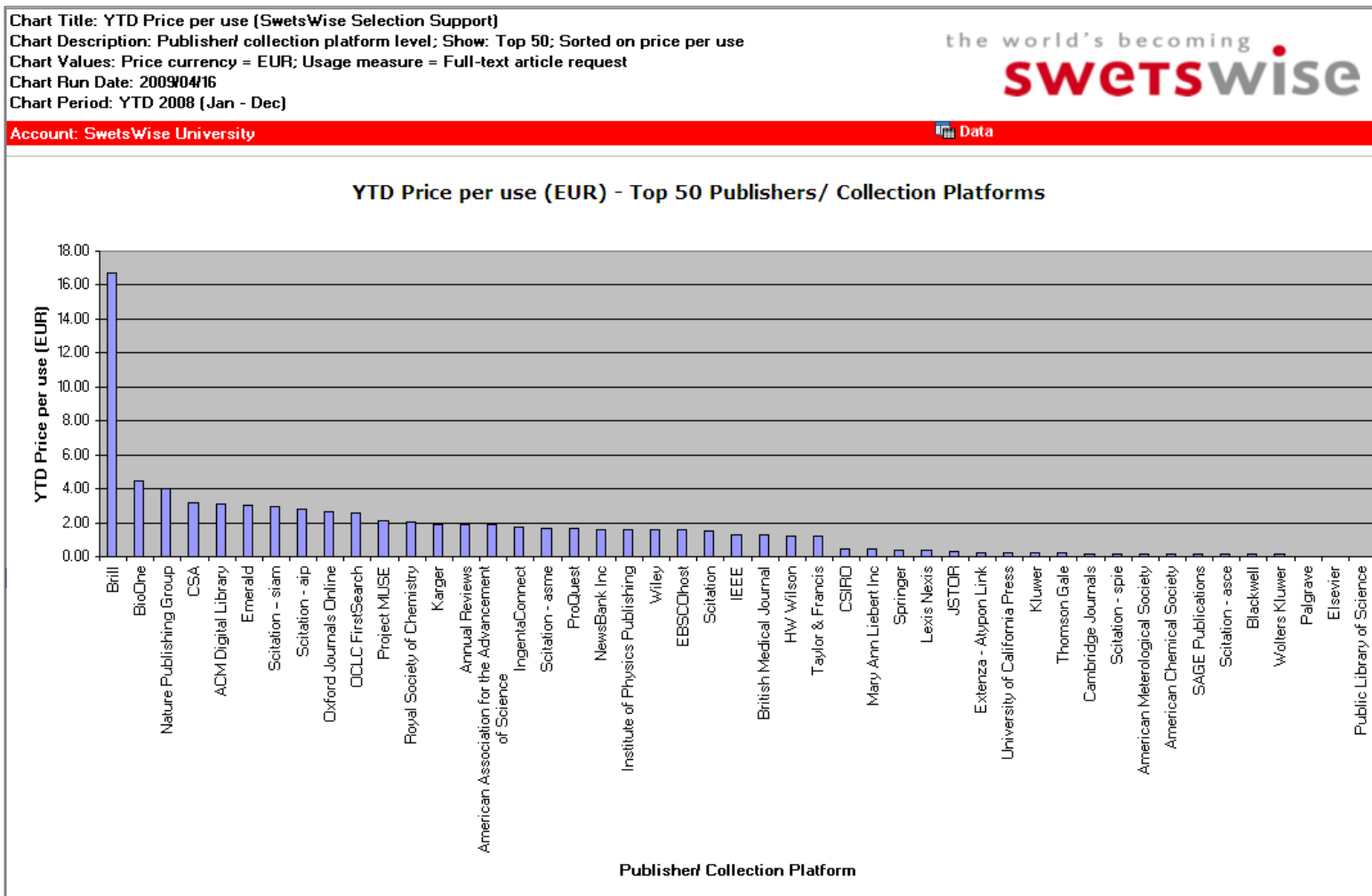
Source: Simon Litt, Swets Information Services Ltd.

Swets: SwetsWise Selection Support [2]



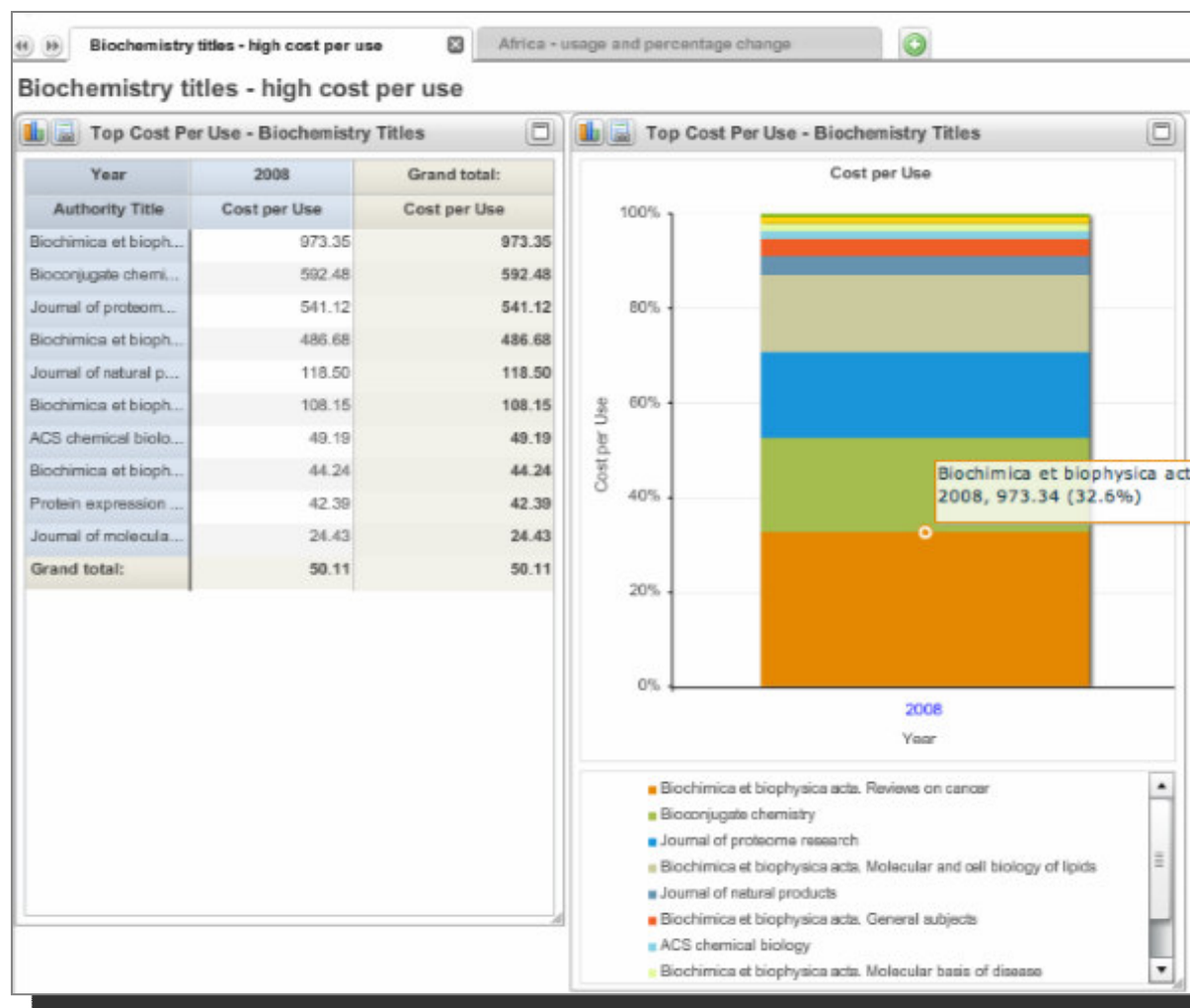
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Swets: SwetsWise Selection Support [3]



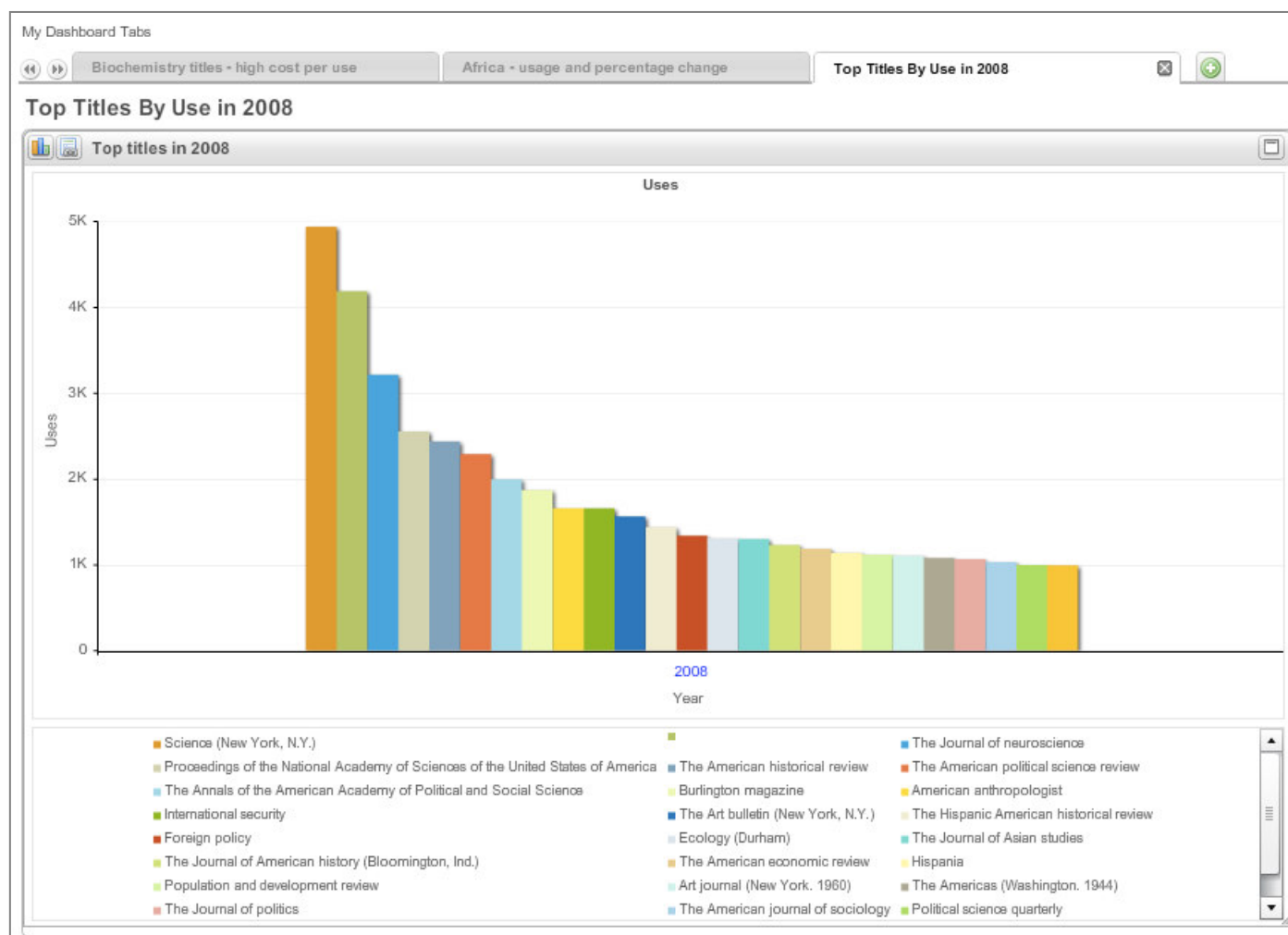
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Serials Solutions: 360 Counter



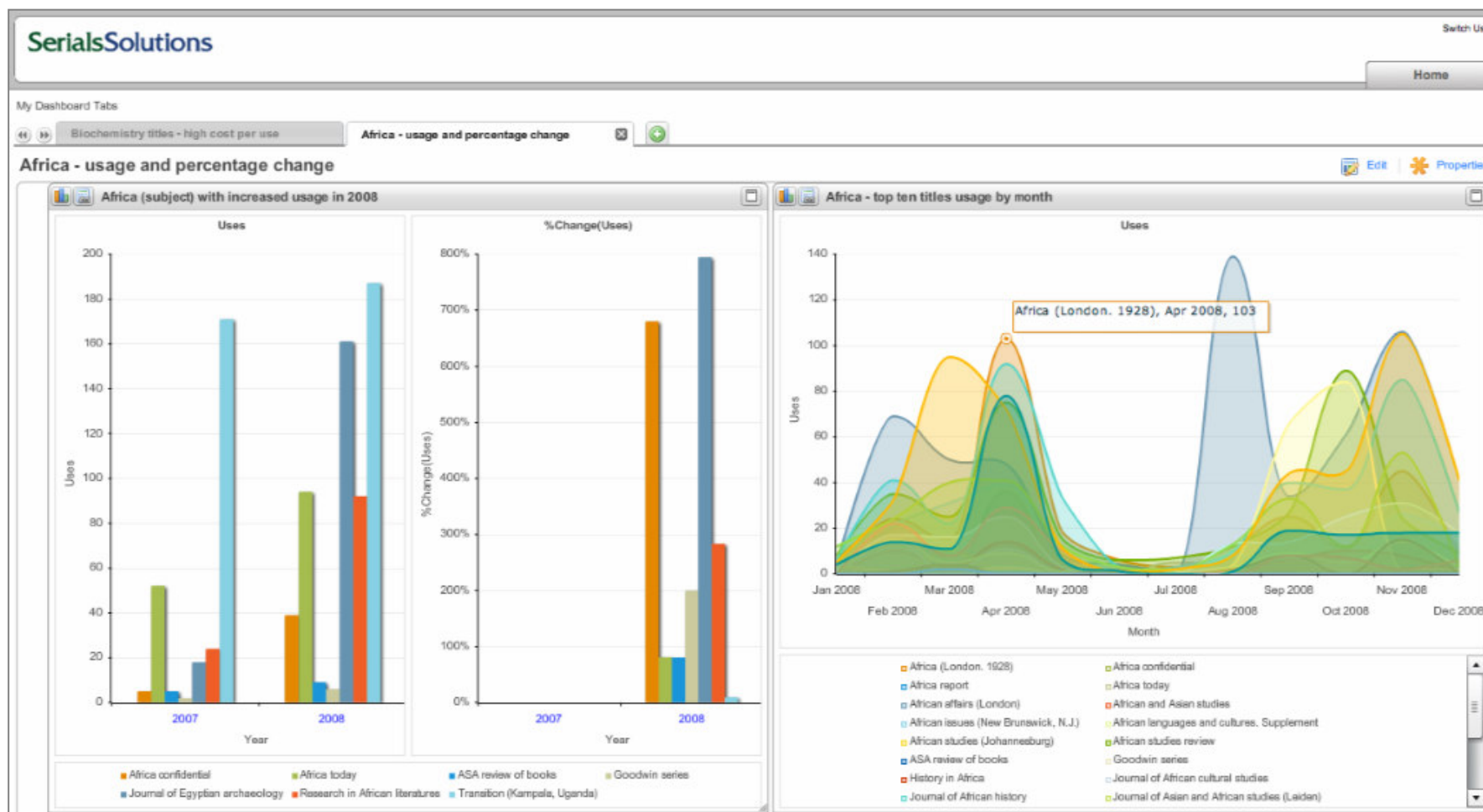
Source: Susan Golden, Serials Solutions

Serials Solutions: 360 Counter [2]



Source: Susan Golden, Serials Solutions

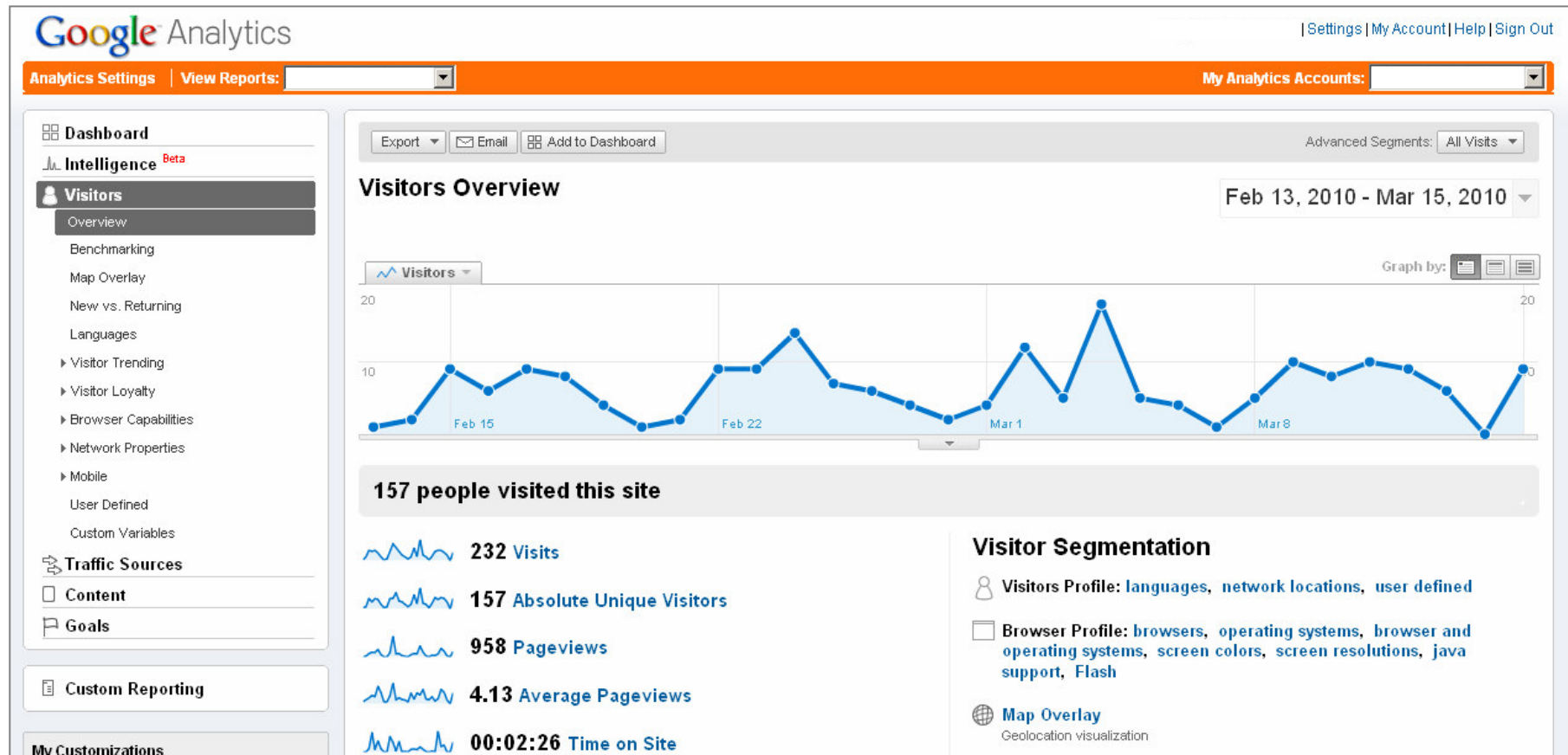
Serials Solutions: 360 Counter [3]



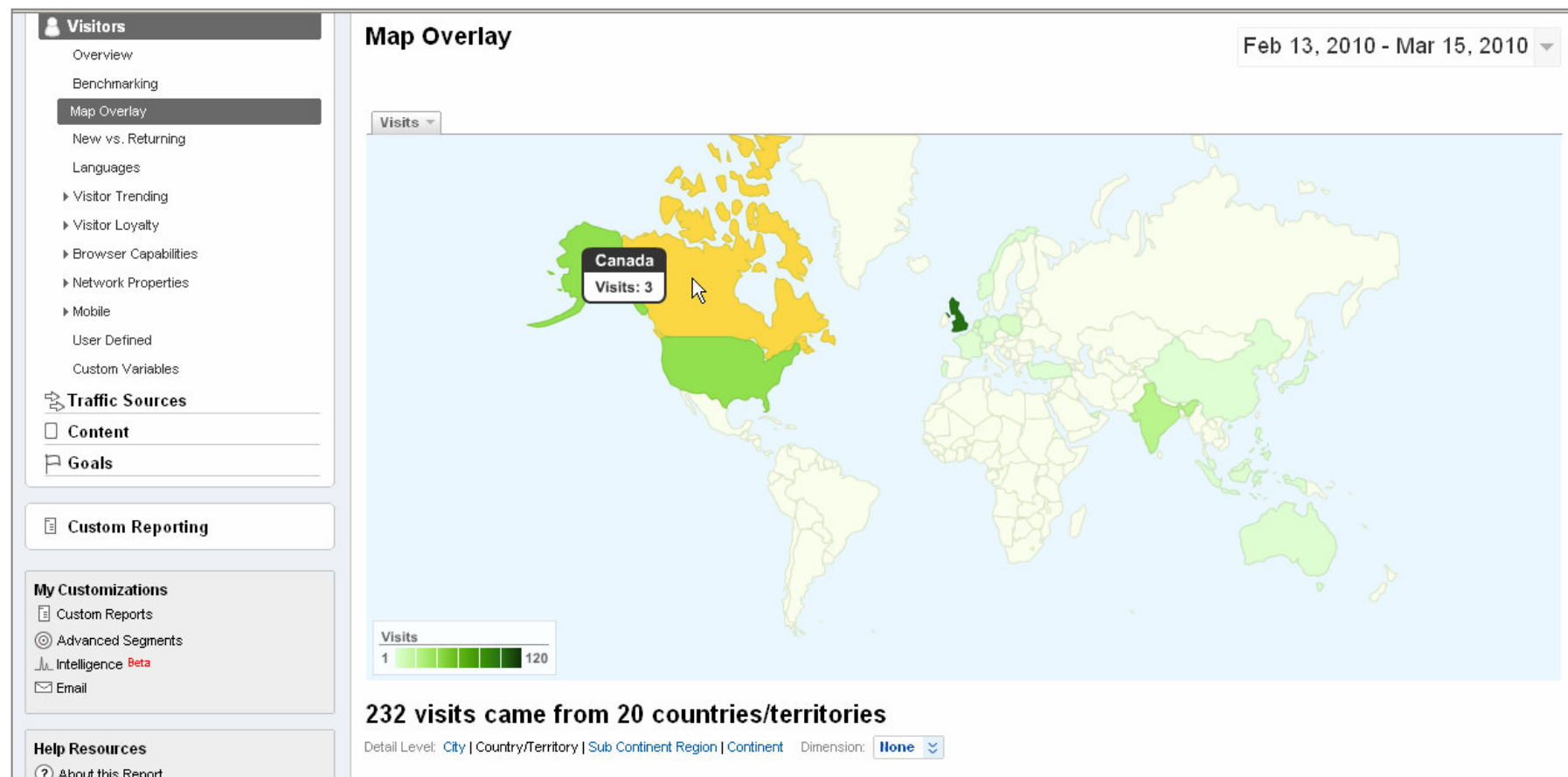
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website usage

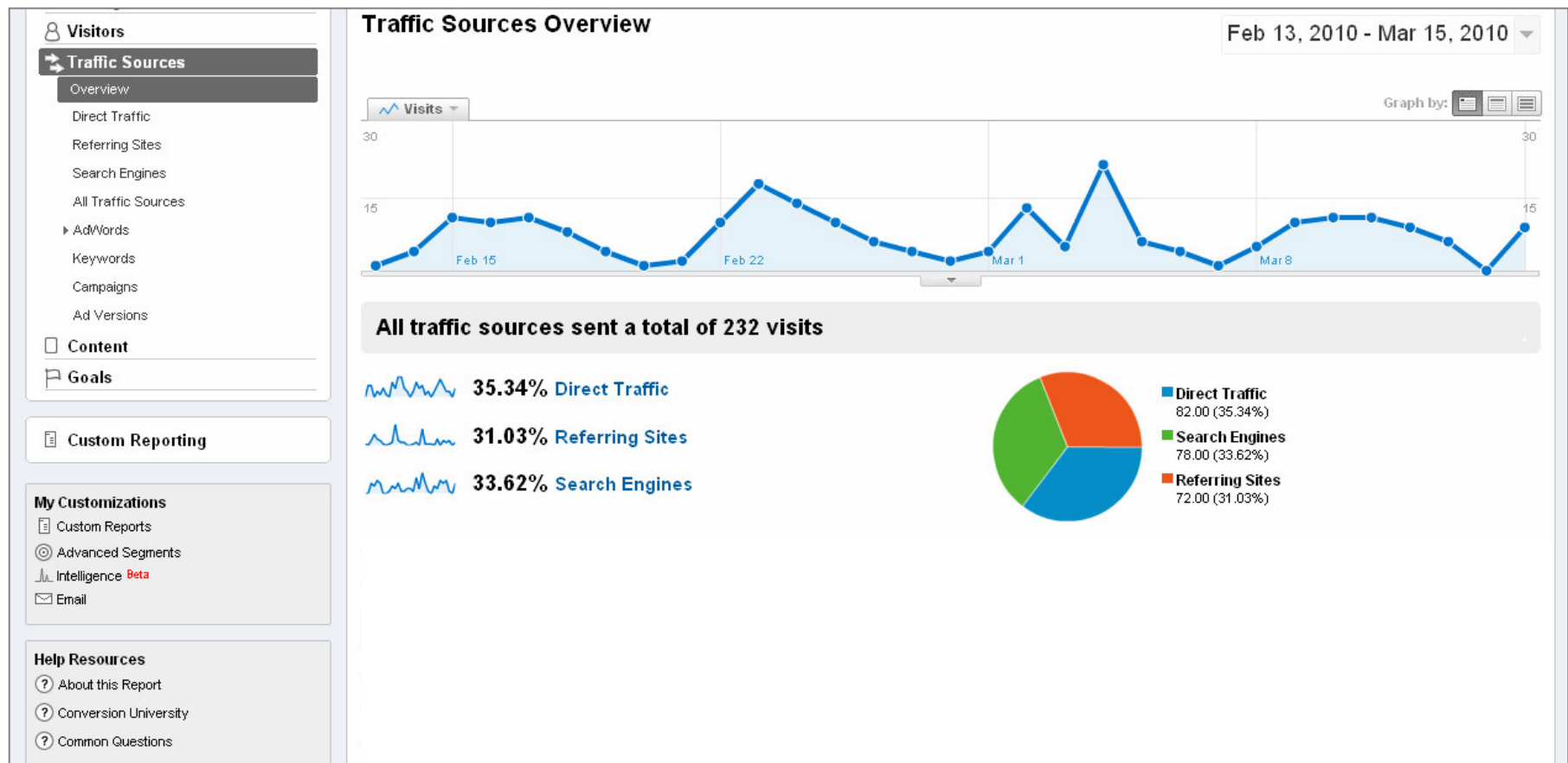
Google Analytics



Google Analytics [2]



Google Analytics [3]



‘trees and branches’



Hierarchy Viewer

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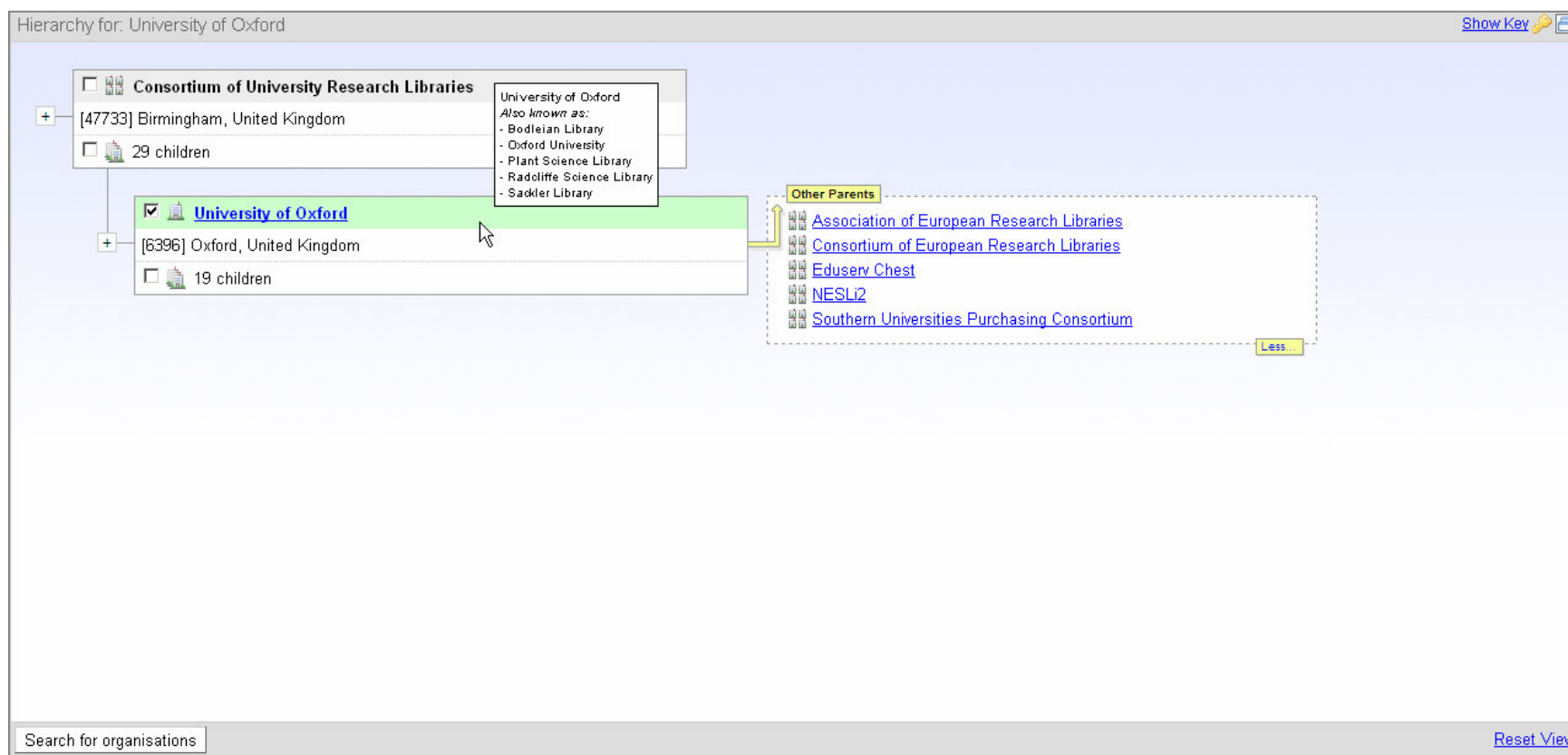
Summary Data Sources **Hierarchy Viewer**

☐ Ringgold 1 record

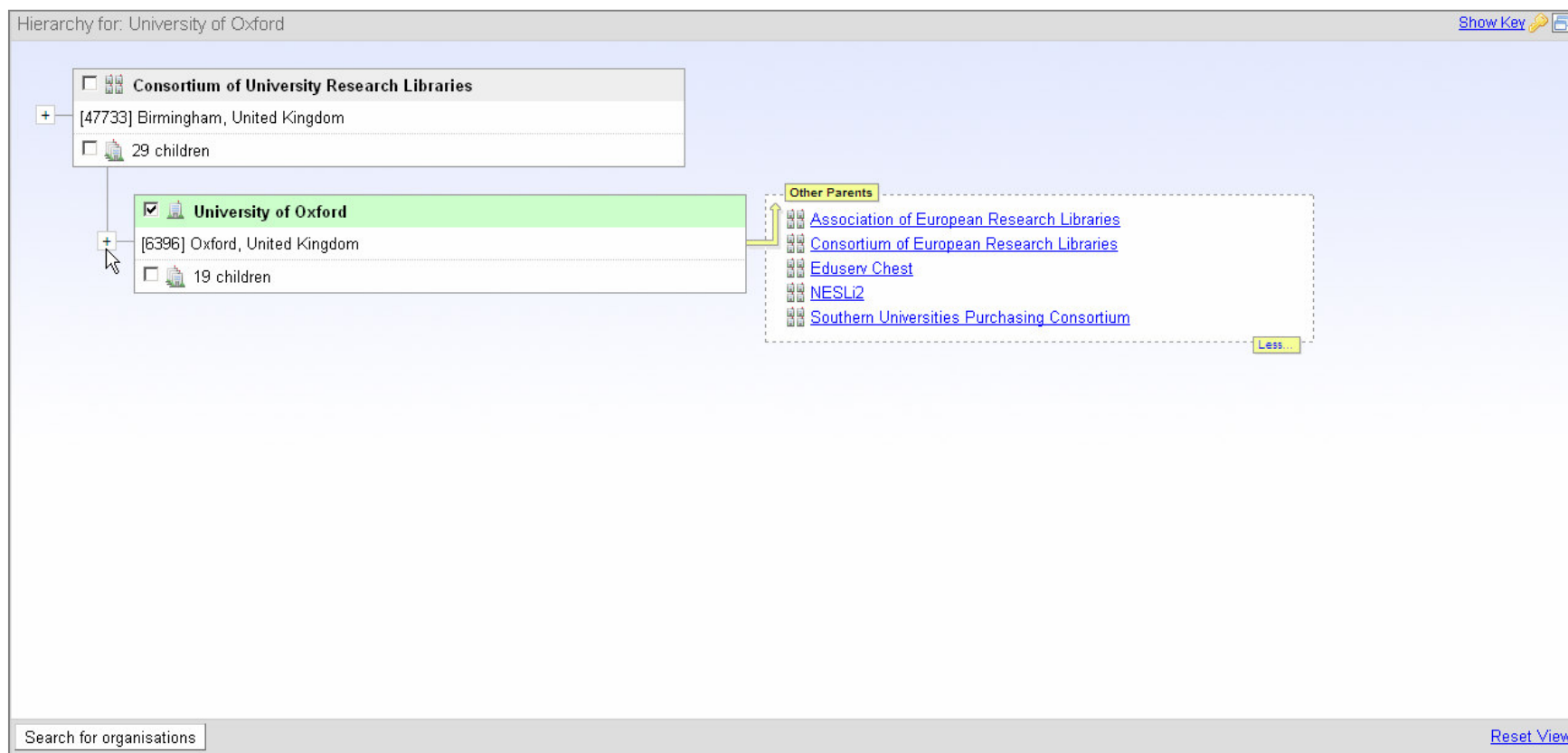
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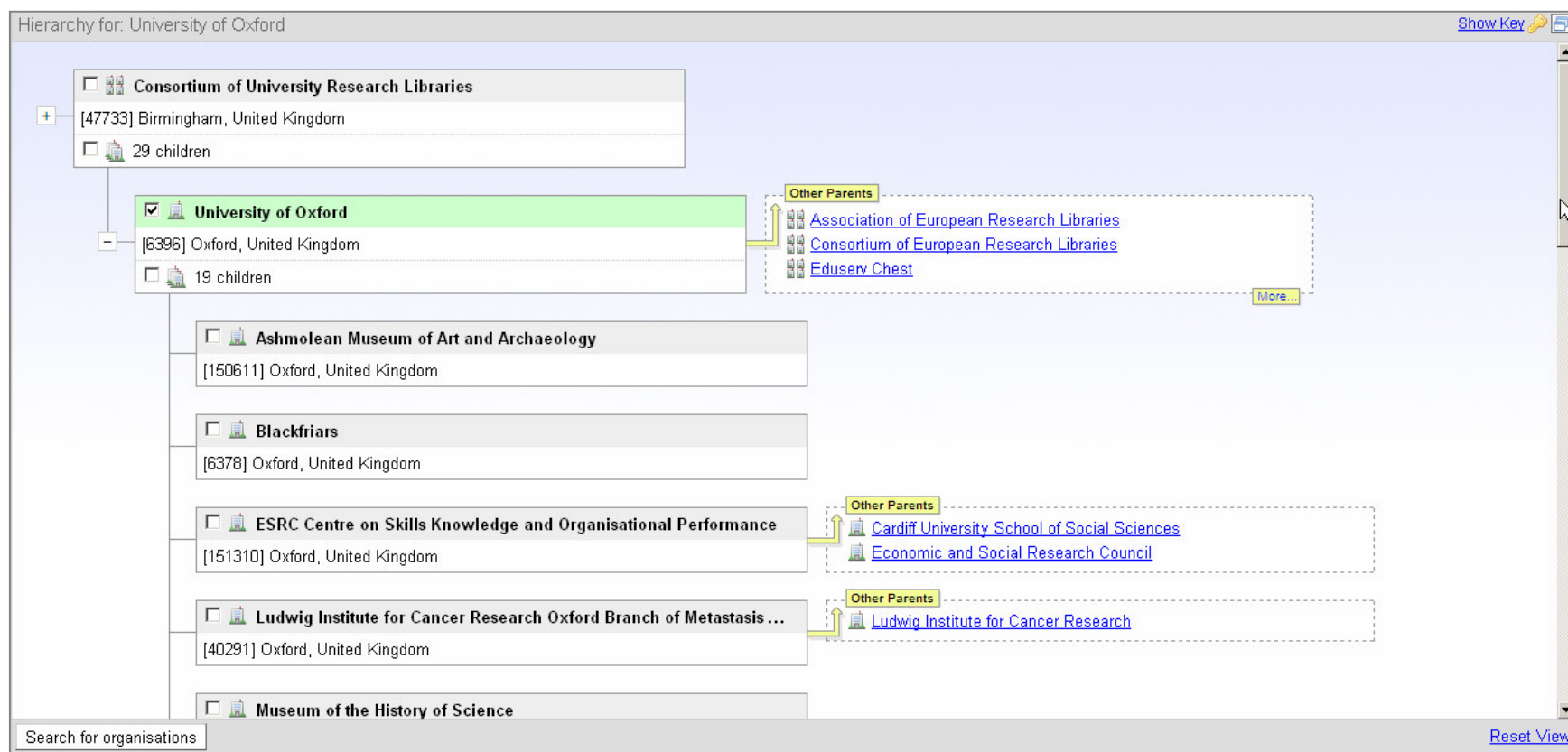
Hierarchy Viewer [2]



Hierarchy Viewer [3]



Hierarchy Viewer [4]



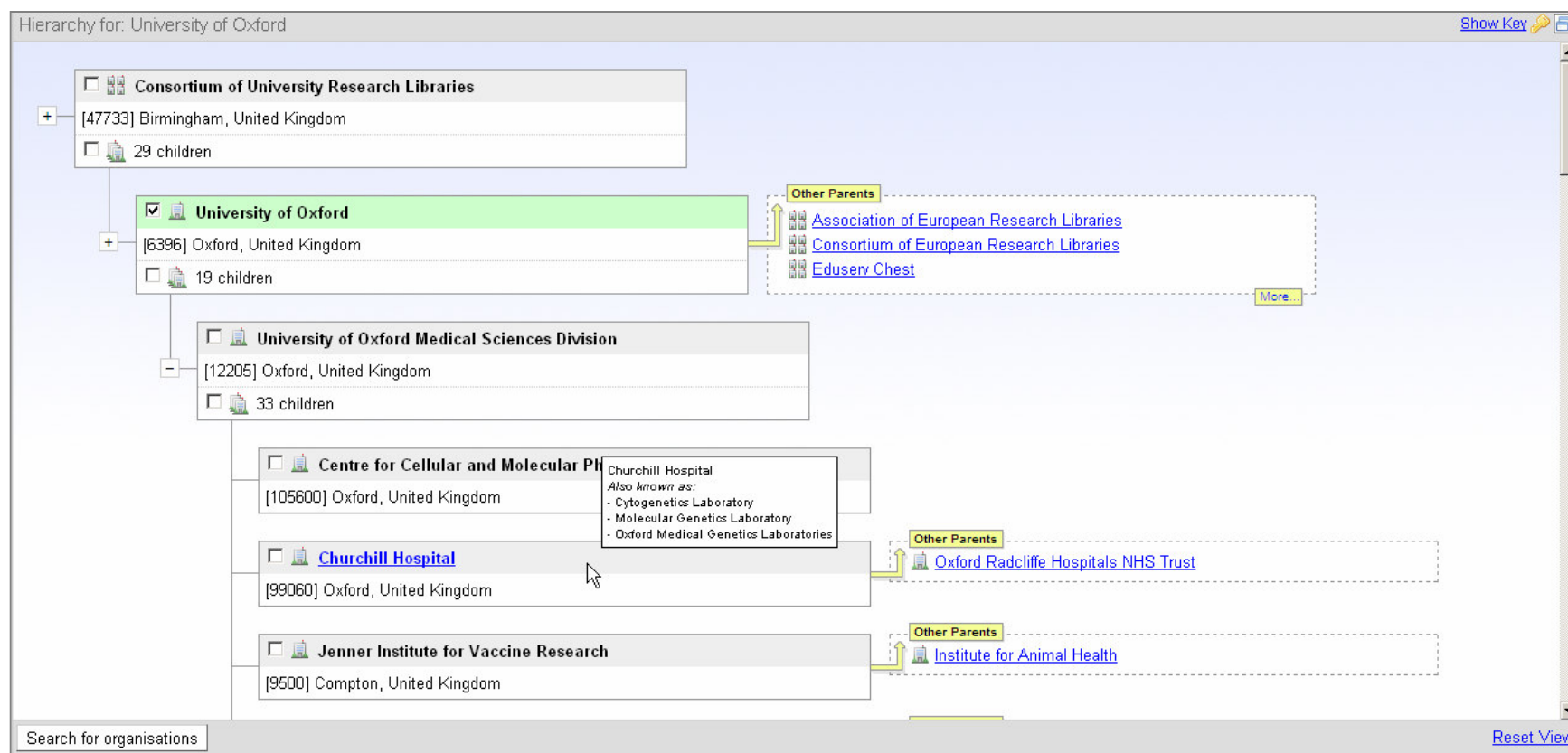
Hierarchy Viewer [5]

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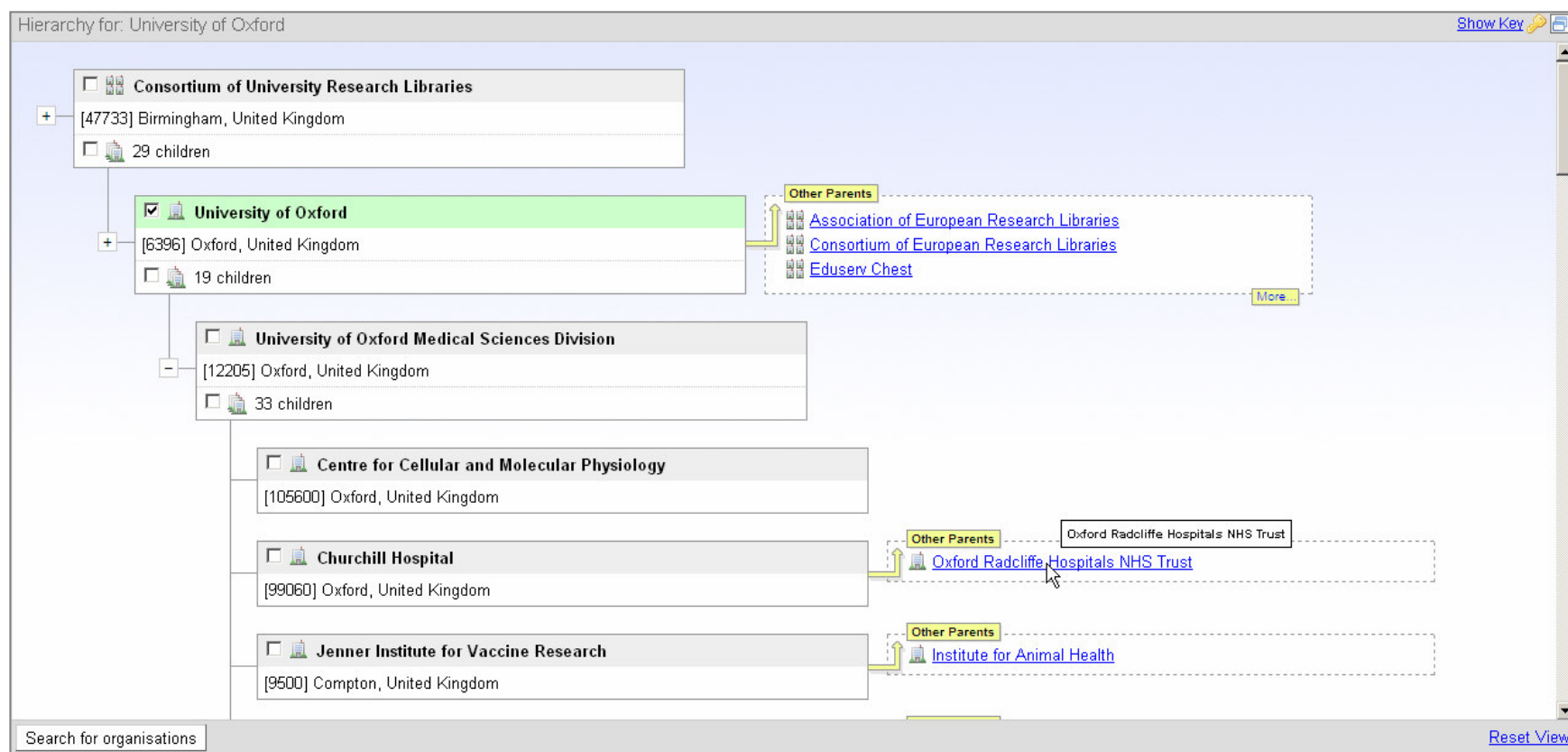
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 - ☐ **University of Oxford Faculty of Classics**
 - ☐ [170769] Oxford, United Kingdom
 - ☐ 1 child
 - ☐ **University of Oxford Humanities Division**
 - ☐ [98591] Oxford, United Kingdom
 - ☐ 14 children
 - ☐ **University of Oxford Mathematical Physical and Life Sciences Divis...**
 - ☐ [98592] Oxford, United Kingdom
 - ☐ 11 children
 - ☐ **University of Oxford Medical Sciences Division**
 - ☐ [12205] Oxford, United Kingdom
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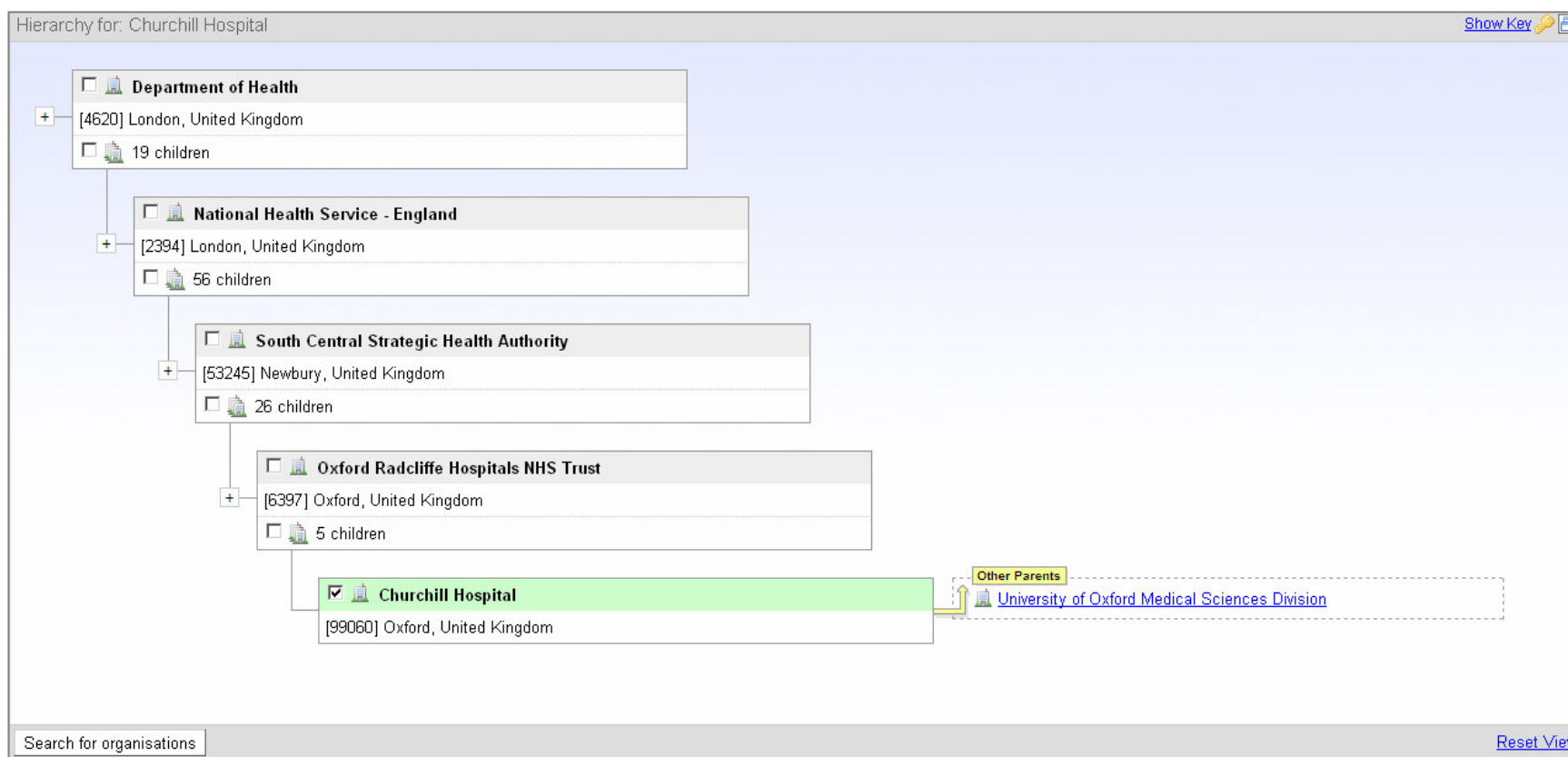
Hierarchy Viewer [6]



Hierarchy Viewer [7]



Hierarchy Viewer [8]



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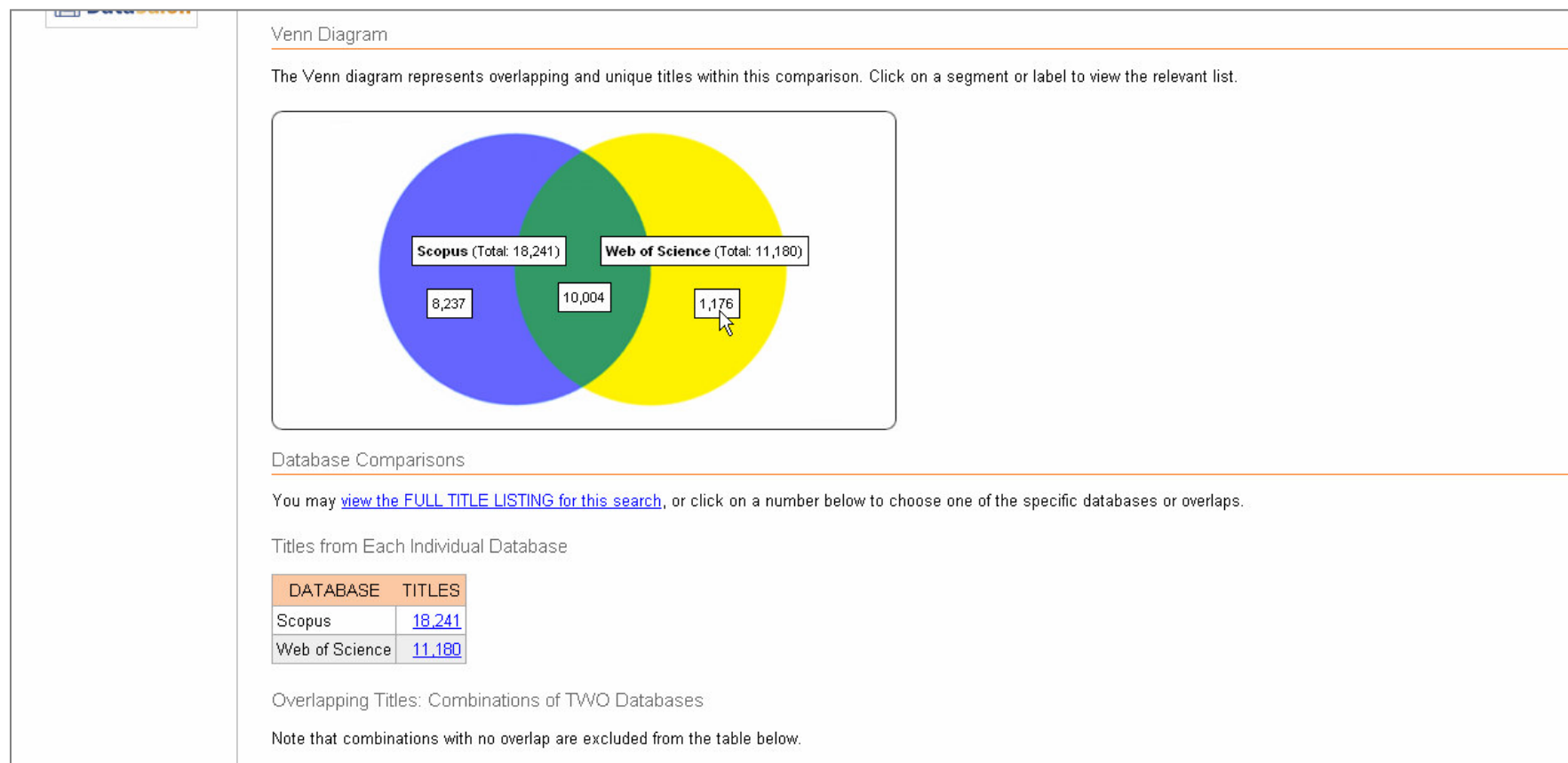
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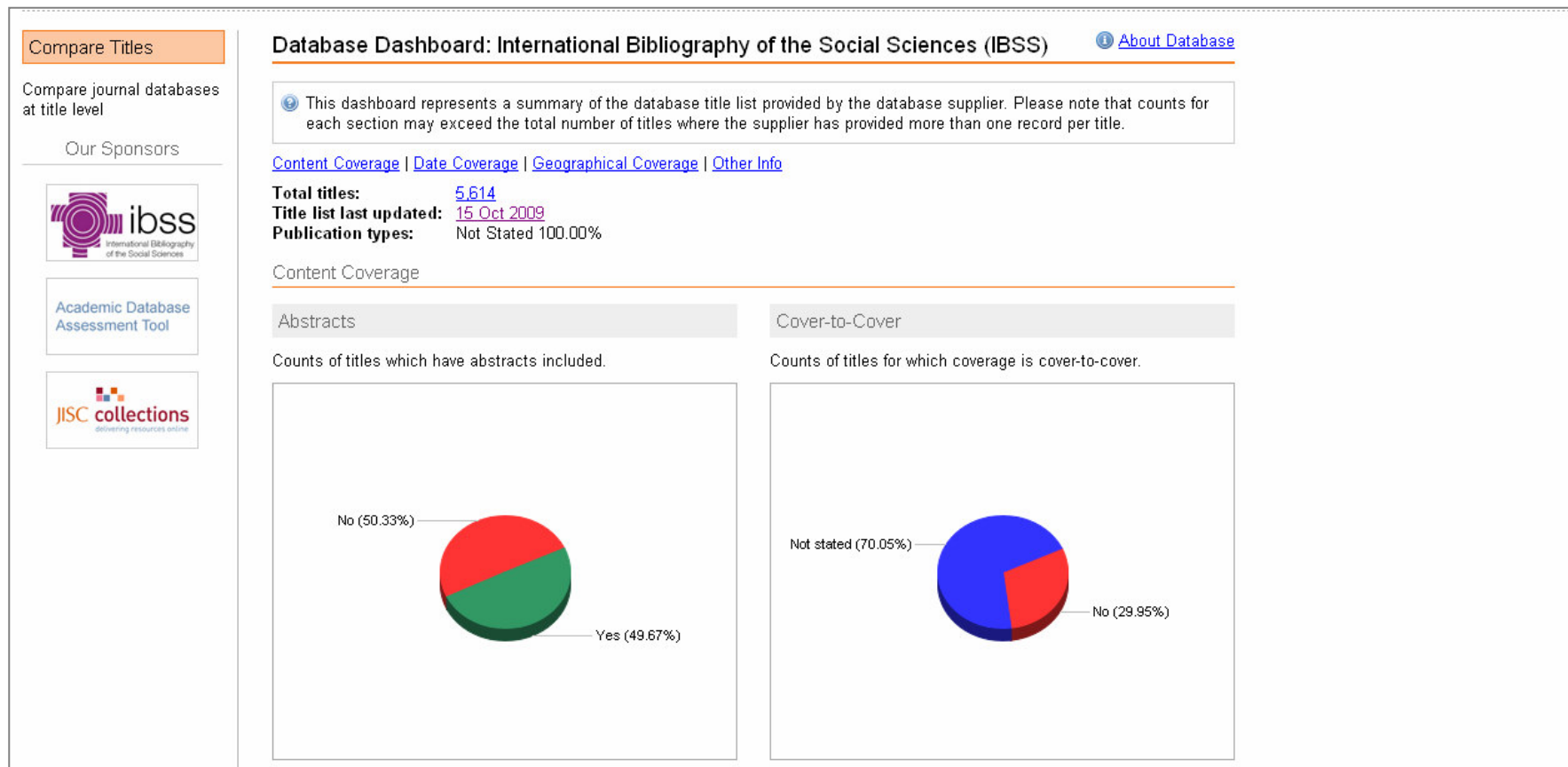
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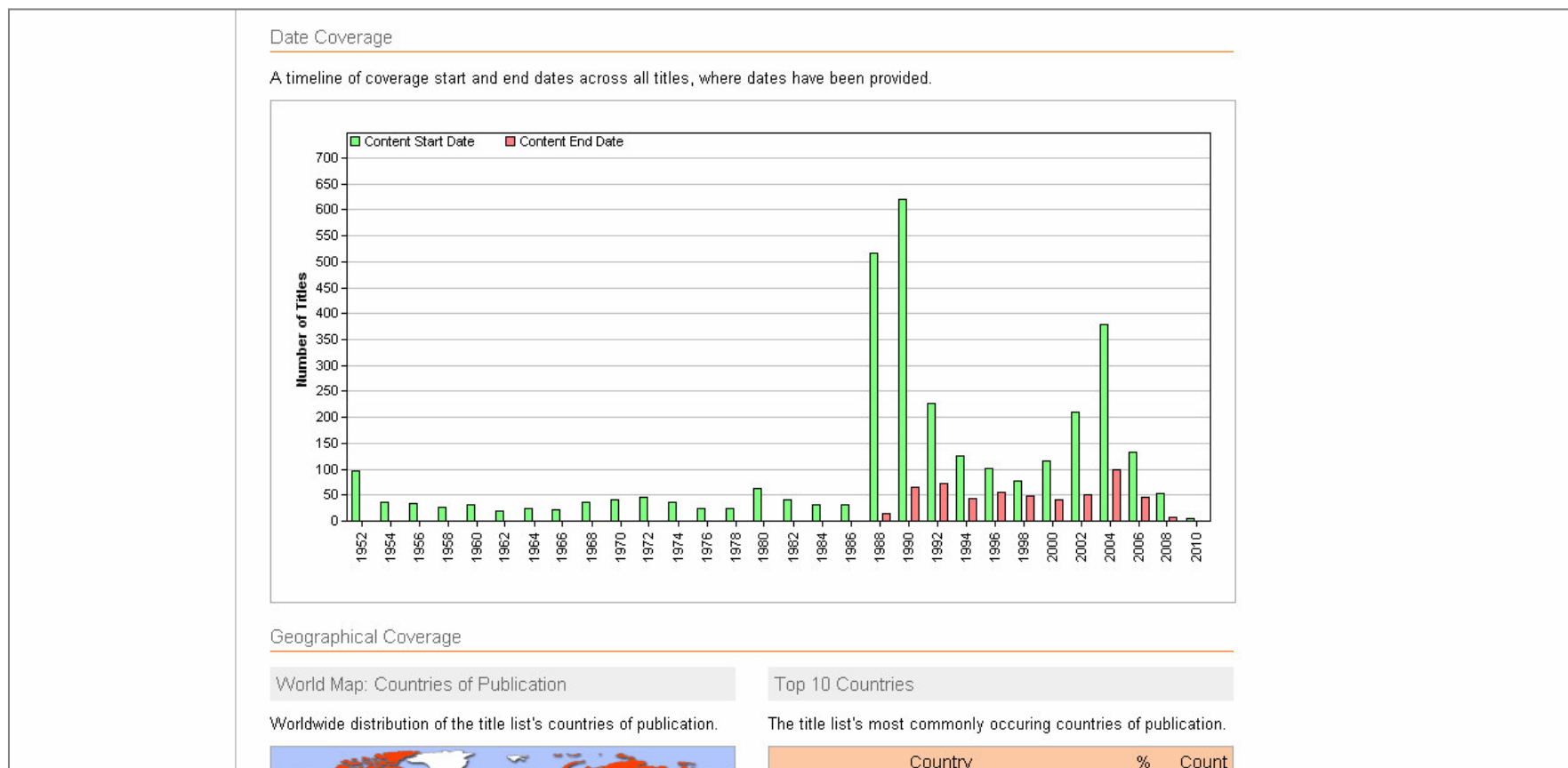
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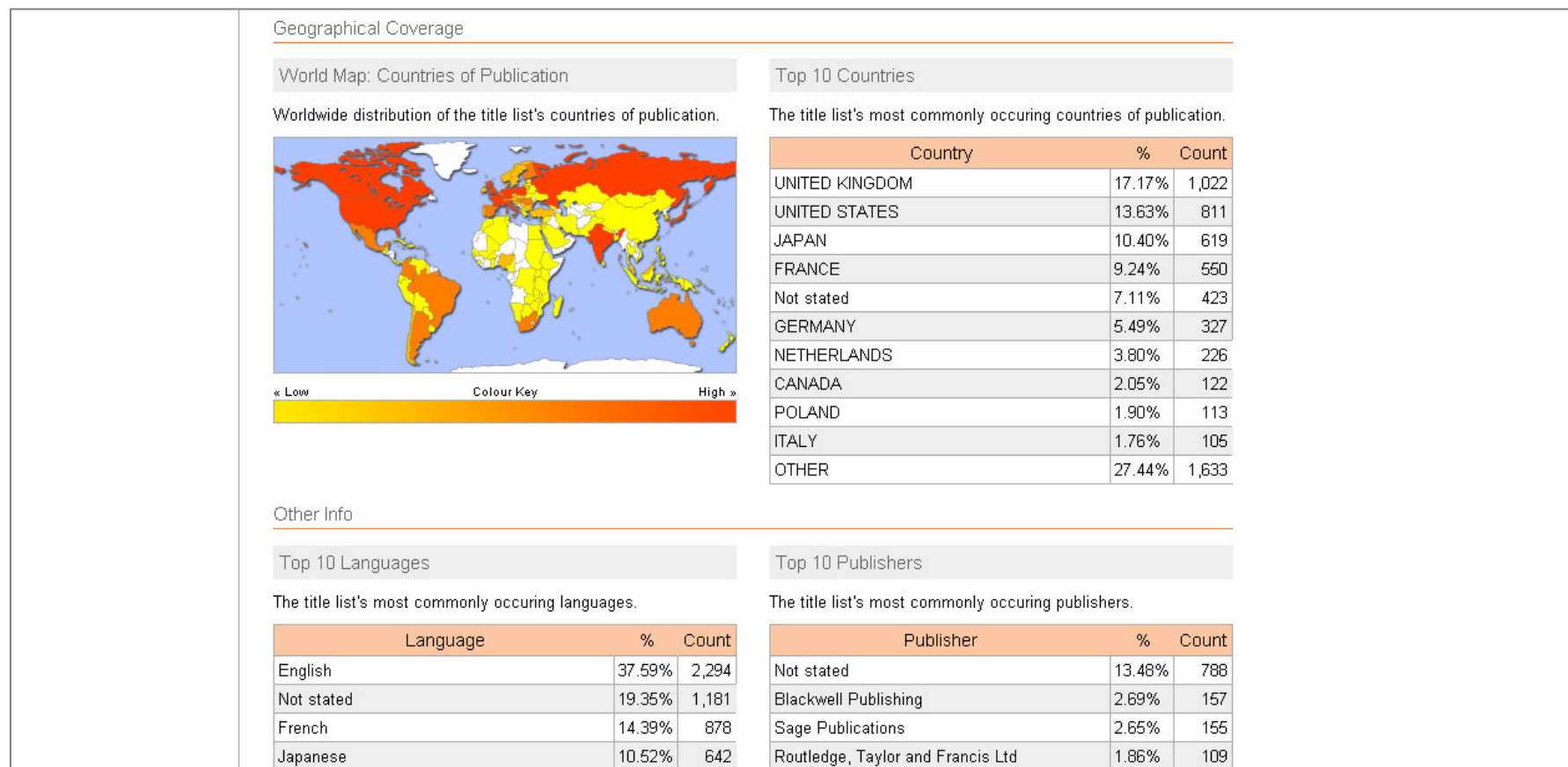
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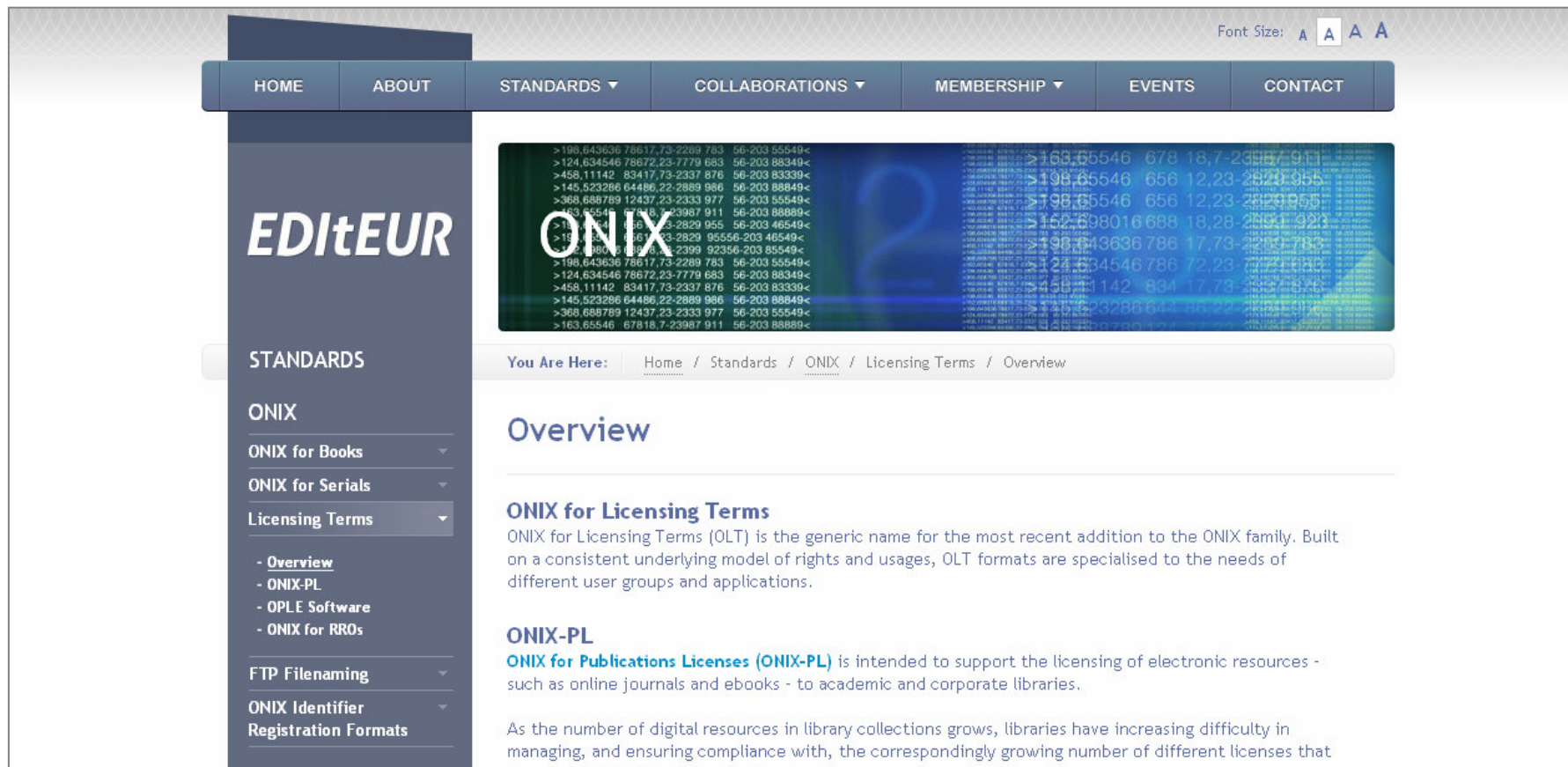
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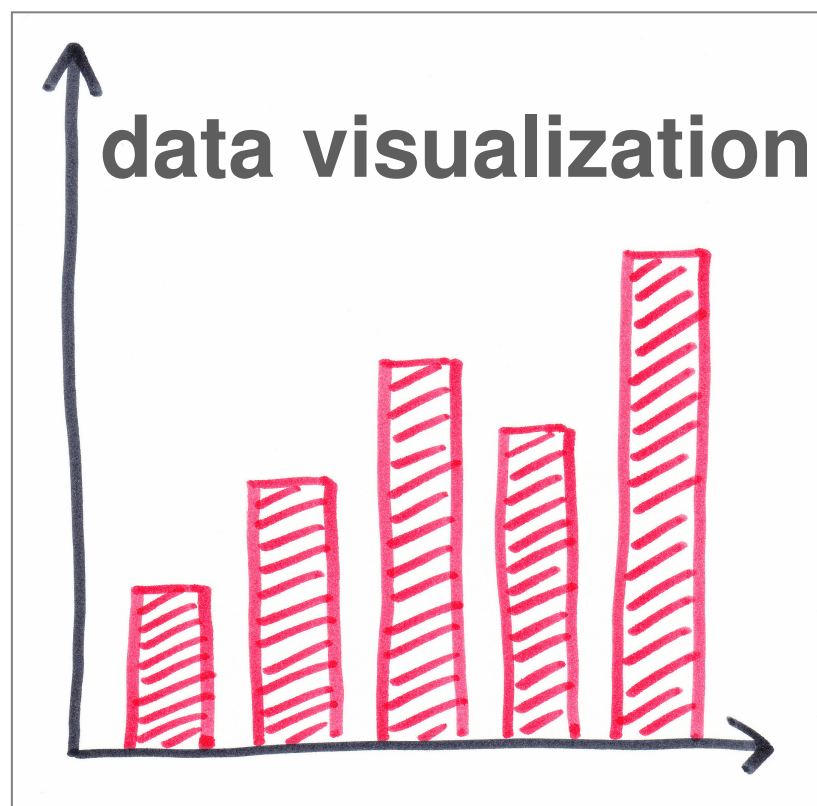
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NESLI2 Summary
AAAS Summary
ACS Summary
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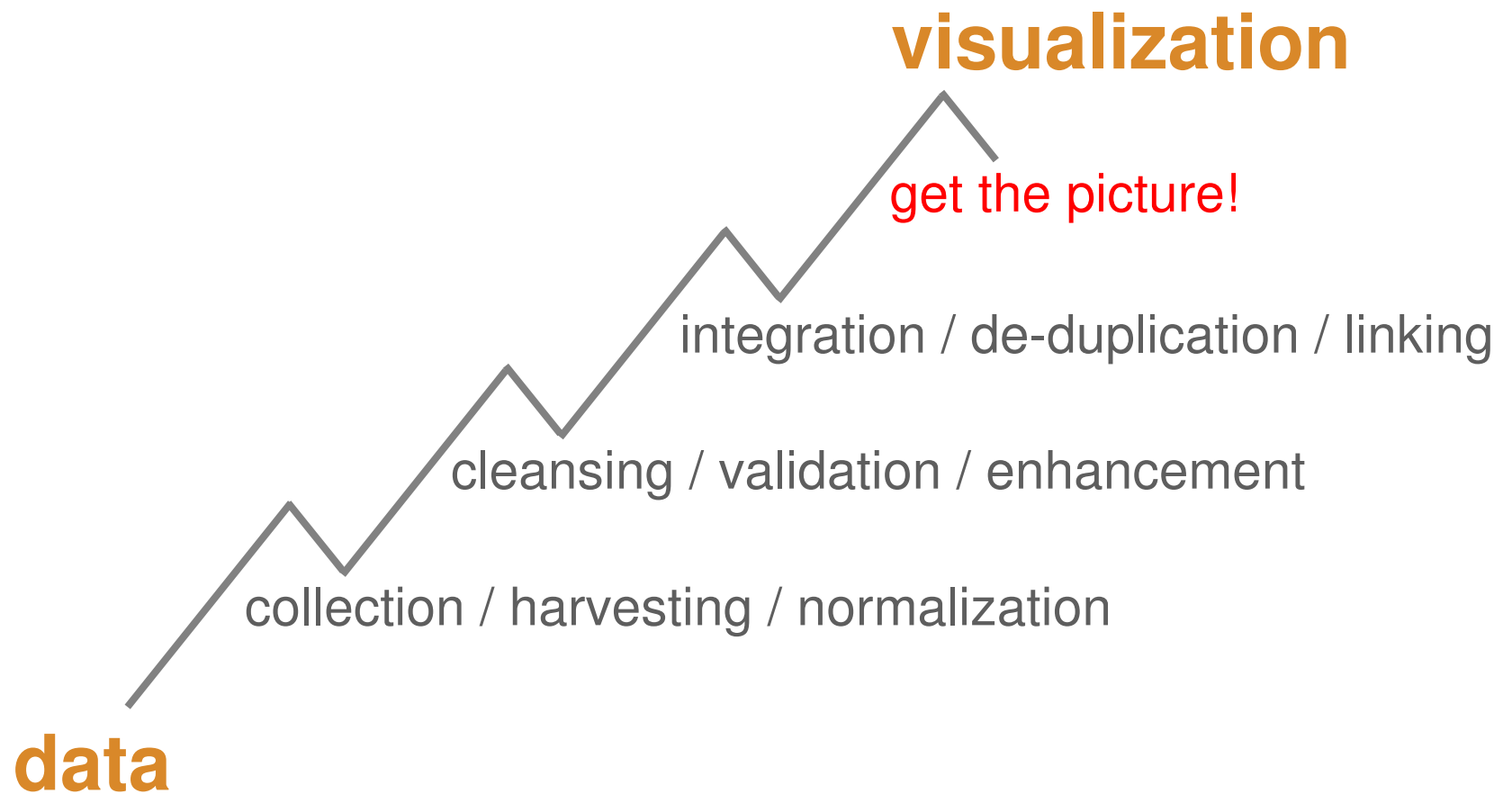
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