

# BiblioCommons Analytics Platform, Reporting, and Insights



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September 21<sup>st</sup>, 2023



Libraries are  
increasing their  
collection and use of  
data to make  
decisions





Sometimes that feels painful.



**But we want to help you  
and your staff love your data.**



**What data should feel like**



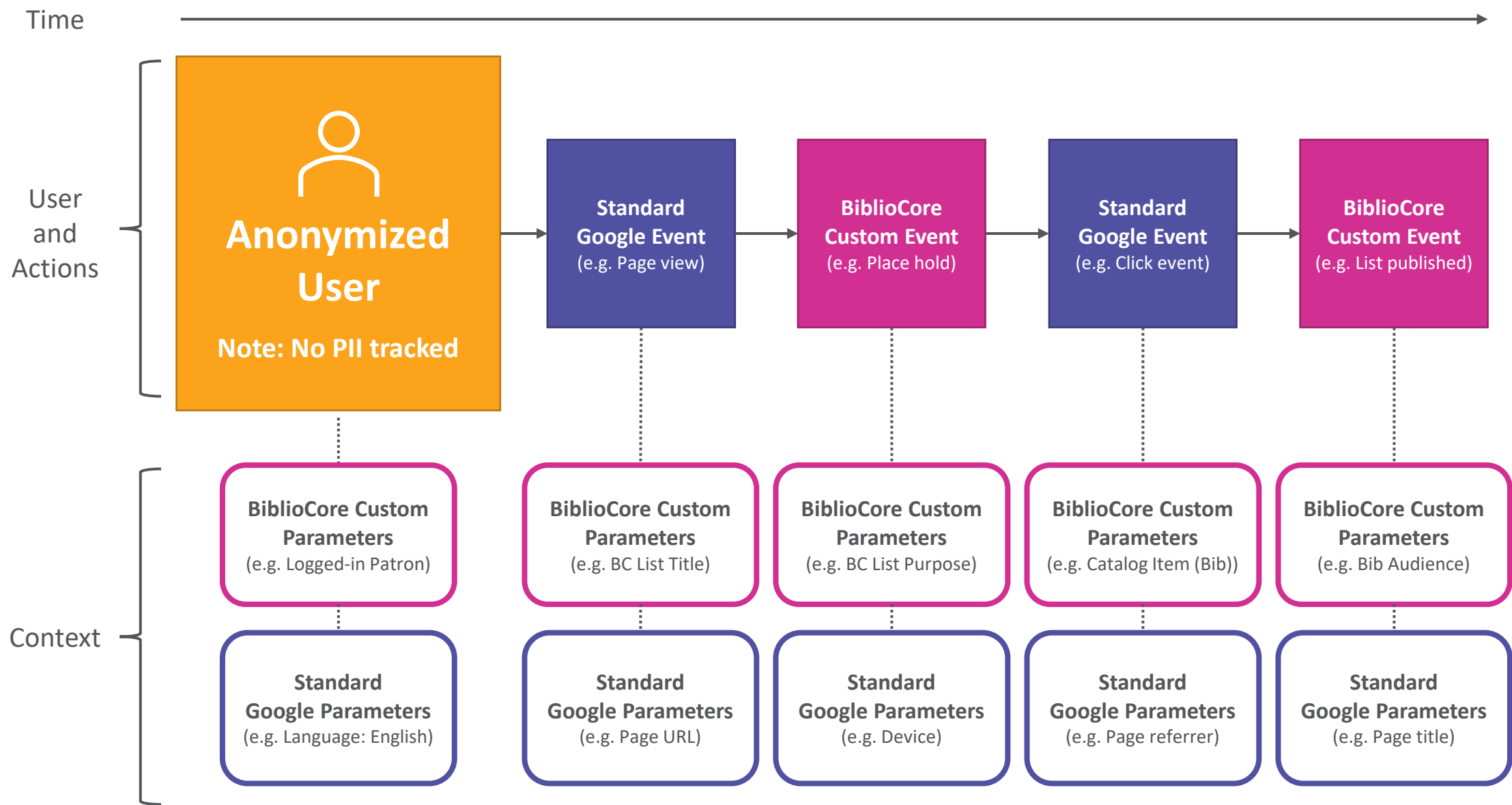
**What it can feel like**

**All BiblioCommons products now include the  
BiblioCommons Analytics Platform**

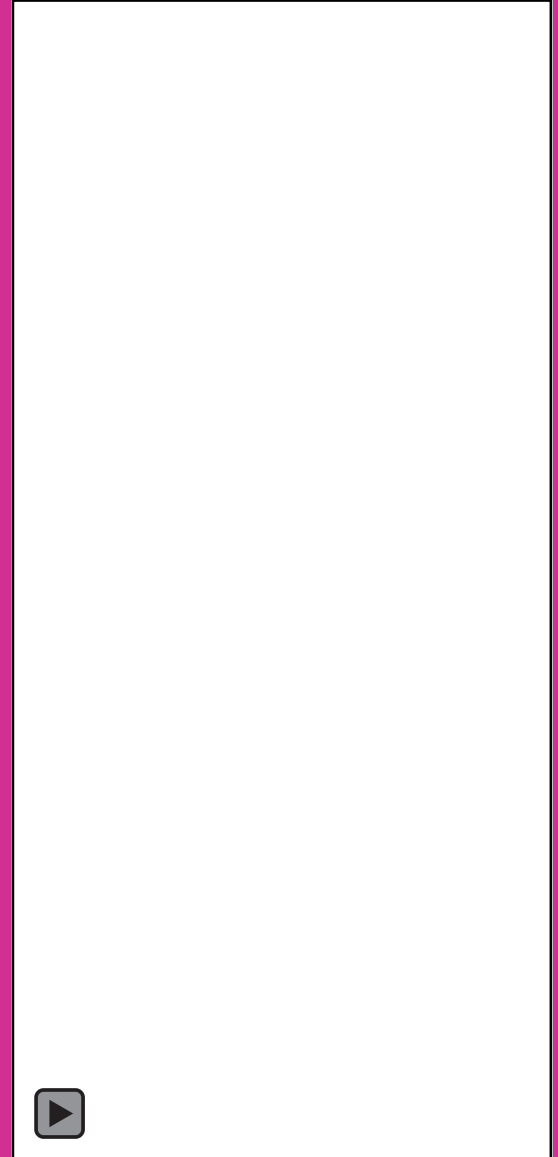
**BiblioCommons Analytics Platform includes:**  
**custom data model +**  
**report and dashboard templates +**  
**trainings, case studies, and documentation**

**What is the data model and what is new?**

**BiblioCommons has created a modern public library data model that brings patron engagement to life using GA4 as a backbone**

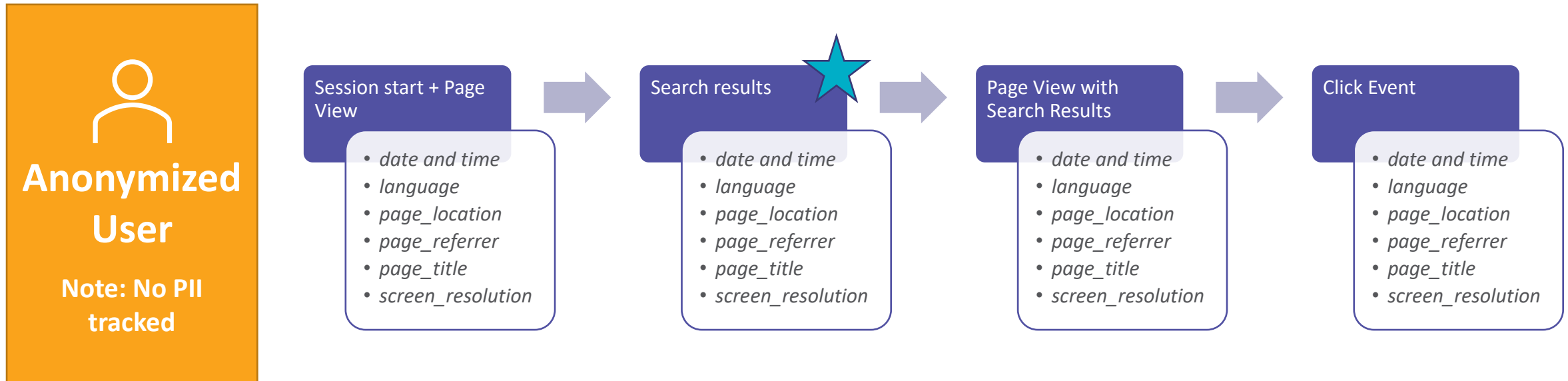


# Example: Search and Place Hold



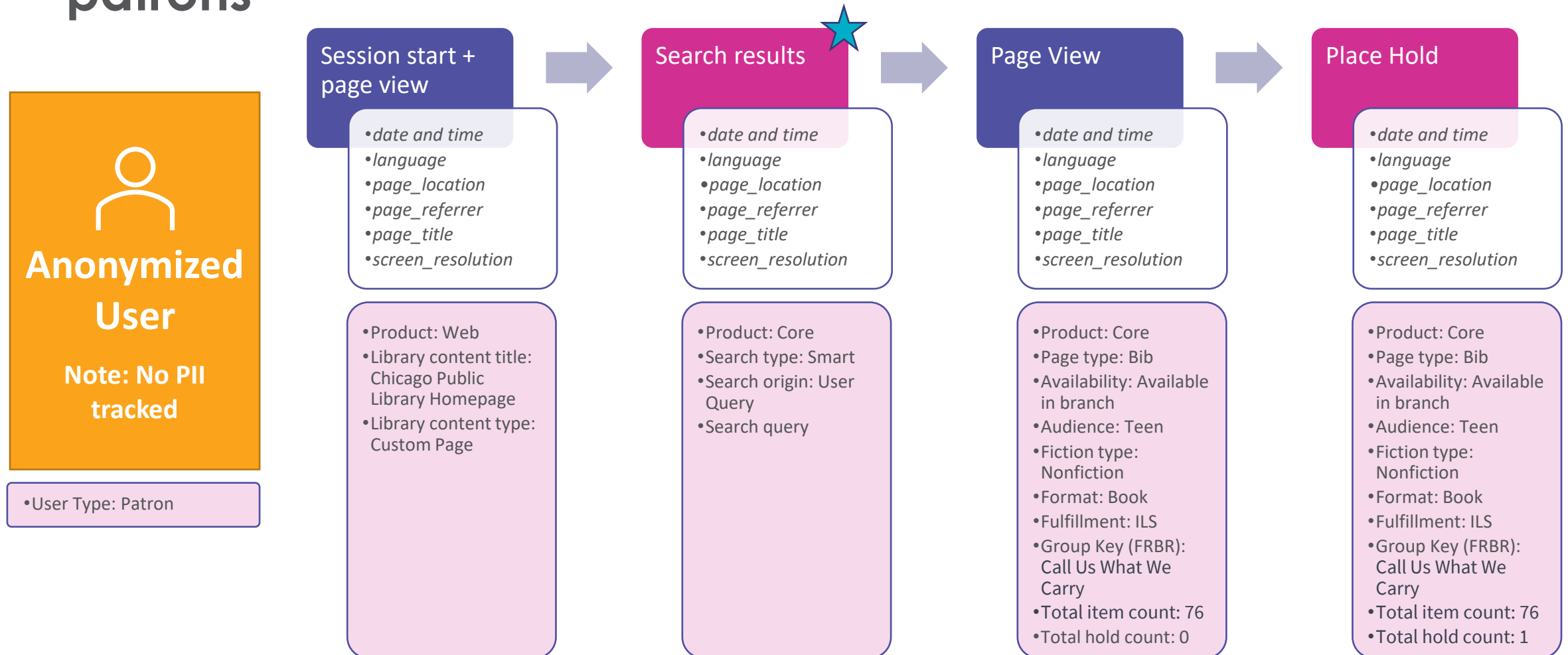


# If you were to use GA4 or another events tool out of the box, you could track useful but generic events and parameters



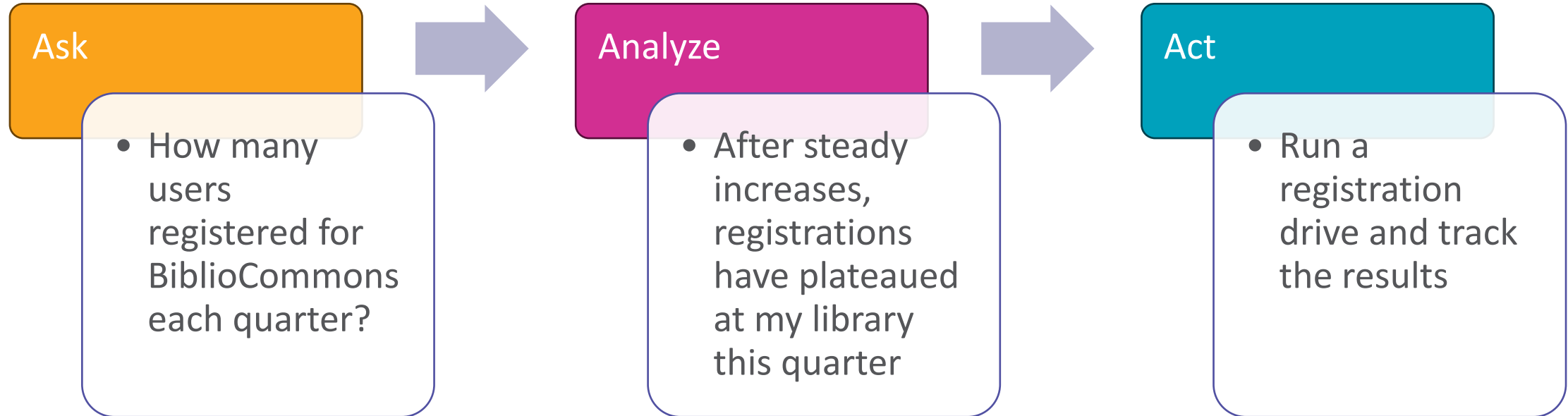
At this point, GA4 captures an “Engagement Event” because the user completed 2 pageviews (also captured if the session is longer than 10 seconds or has a conversion event)

# We add public library context to help all of us better understand and provide service to patrons

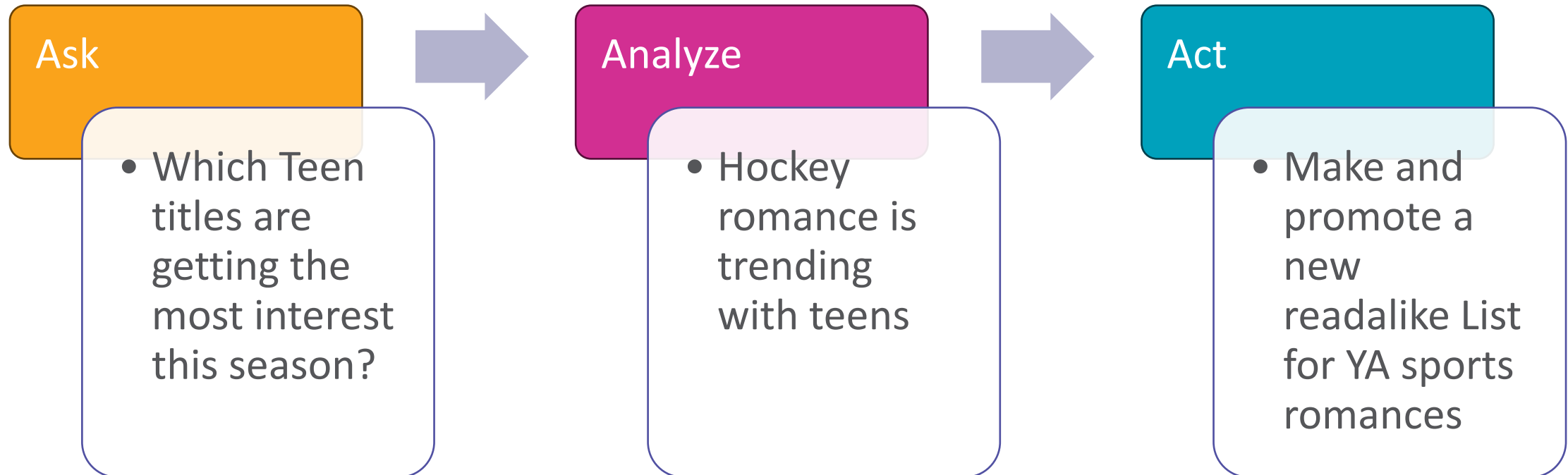


**When pulled into reports and analyzed,  
this data can help you and your staff make  
data-driven decisions**

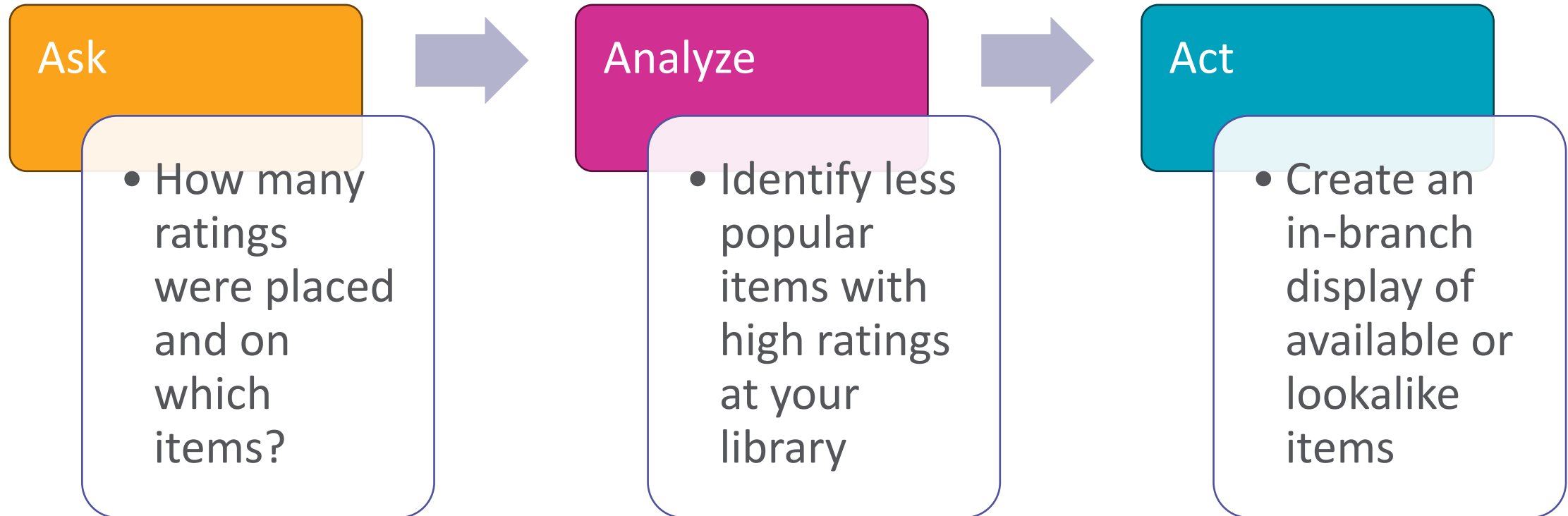
**This data empowers your staff to ask specific and measurable questions, draw insights, and take action offline and online**



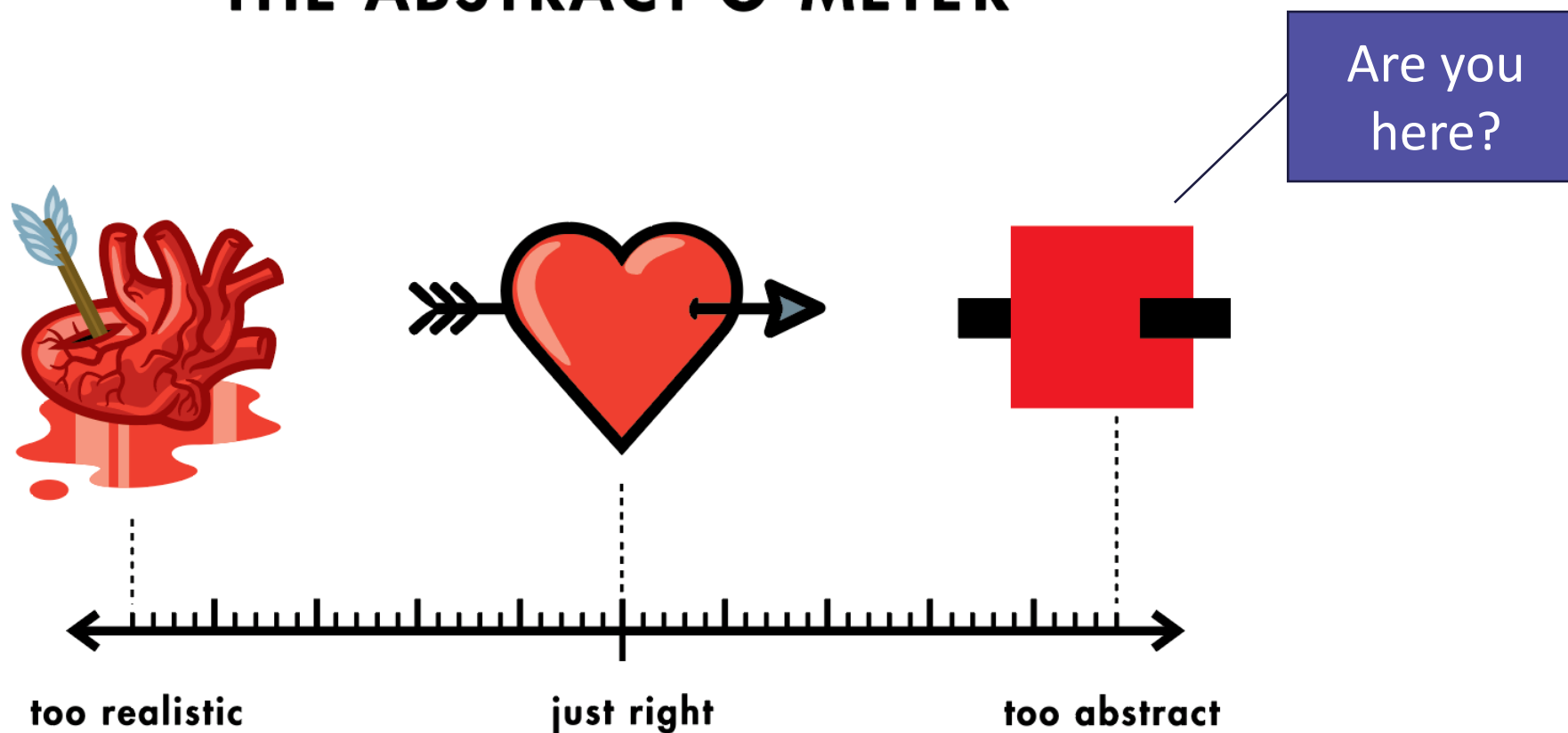
**This data empowers your staff to ask specific and measurable questions, draw insights, and take action offline and online**



**This data empowers your staff to ask specific and measurable questions, draw insights, and take action offline and online**



# THE ABSTRACT-O-METER



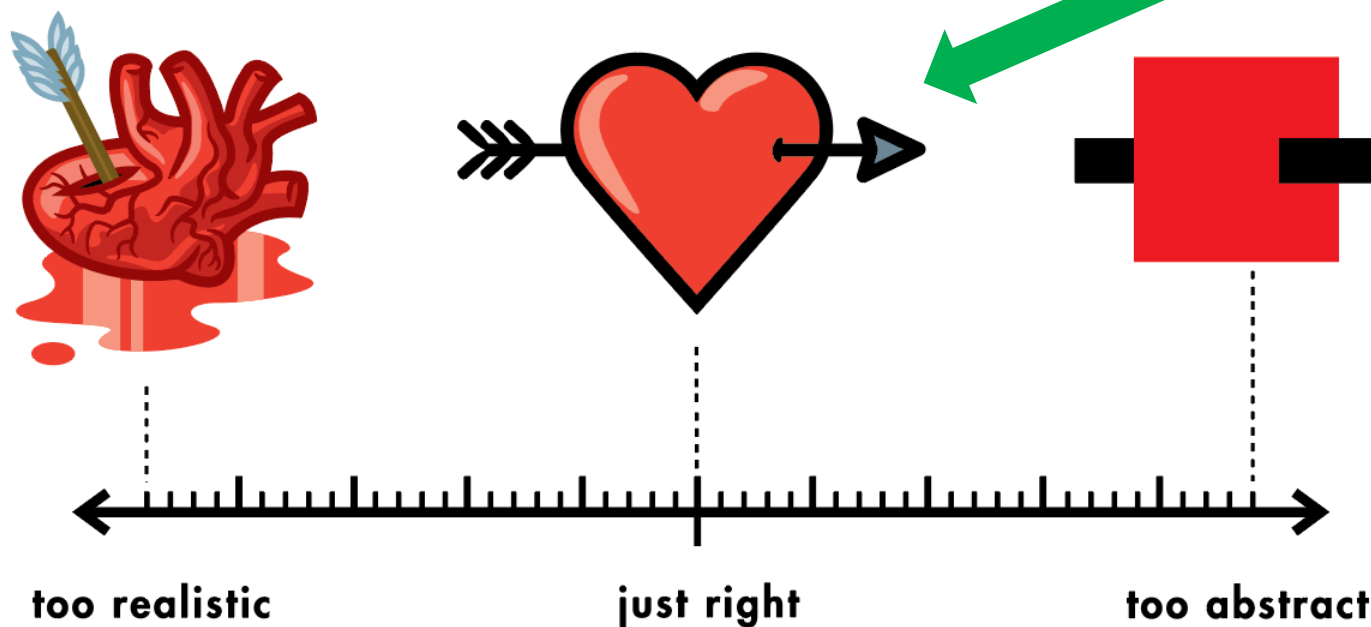
**Okay, so now you know there is a lot of  
exciting data waiting for you...**

**Let's make it available, useful, and lovable.**



# THE ABSTRACT-O-METER

Let's go here!



# Let's make data lovable, together

1. Set up BAP Custom Dimensions

2. Explore and play in GA4 using our examples

3. Reports and dashboard templates

4. Help your staff fall in love with data



Analytics - All CPL Web Traffic - GA4

Custom definitions

Dimension name	Description	Scope	User Property/Parameter	Last changed
BC Bb Audience	The audience assigned to a bibliographic resource	Event	bib_audience	Jun 28, 2023
BC Bb Fiction Type	The fiction/nonfiction type assigned to a bibliographic resource	Event	bib_fiction_type	Jun 28, 2023
BC Bb Format	The format assigned to a bibliographic resource	Event	bib_format	Jun 28, 2023
BC Bb Fulfillment Provider	The provider responsible for fulfillment of the bibliographic resource	Event	bib_fulfillment_provider	Jun 28, 2023
BC Bb Group Key	The group key assigned to the bibliographic resource	Event	bib_group_key	Jun 28, 2023
BC Card Title	The title of the BiblioWeb card	Event	card_title	Jun 28, 2023
BC Card Type	The card type of the BiblioWeb card	Event	card_type	Jun 28, 2023

Analytics - GA4 Cross-Product Live

Variables: Event count

Visualization: Bar chart

Language code	Device category	Event count
en-US	desktop	77,621,832
en-US	mobile	17,296,881
en-US	tablet	3,437,158
en-US	smart tv	4,057
en-CA	desktop	13,398,279
en-CA	mobile	5,964,762
en-CA	tablet	1,113,334
en-CA	smart tv	6,078
fr-CA	desktop	66,382
fr-CA	mobile	39,261
fr-CA	tablet	2,937
en-ES	mobile	15,981

The top viewed lists for these dates: Aug 1, 2023 - Aug 31, 2023

BC List Title

BC List Title	Views	Total users
Good Movies To Watch When You're Bored	4,815	2,724
Avengers Movie Series (Marvel MCU)	4,371	2,169
August 2023 Books We're Excited About	2,715	1,396
August 2023 Staff Picks	2,457	1,817
Common Core Fiction: 9th - 10th Grade	1,824	1,293
Summer Books Preview 2023	1,823	581
8/11 Books About the Impact of September 11, 2001	1,805	1,224
Coming Soon: General Fiction	1,867	330
New in Kids Books: August 2023	1,362	662
Coming Soon: Mystery, Suspense and Thriller Fiction	1,342	265
Fiction Set in Chicago	1,285	479
Anti-Racist Reading List from Brené X. Kendi	1,249	700
August 2023 eBook Staff Picks	1,242	886
Best Books of the Decade: Fiction	1,184	478
New York Times' Best 50 Memoirs	1,156	457



**Step 1:**  
**Set up BAP Custom Dimensions  
in your GA4 interface Settings panel  
(see [Partner Portal](#) for more details)**





**Step 2:**

**Explore and play in the GA4 interface using  
our example Case Studies and Explorations**



# Want more exploration practice? Replicate these Explorations detailed in the Partner Portal



 **Partner Portal**

[Knowledge Base](#) [Community](#)

[BiblioCommons Partner Portal](#) > [Cross-Product Documentation](#) > [BiblioCommons Analytics Platform](#) > [Explorations and Reports](#)

 Search

## Explorations and Reports

Follow

[Analytics: Adding Parameters as Custom Dimensions for Use in Reports or Explorations](#)  
[Analytics: Explorations - Bibliographic Metadata](#)  
[Analytics: Explorations - Header Navigation](#)  
[Analytics: Explorations - Recommended and Related Titles](#)  
[Analytics: Explorations - Usage of BiblioCore by Language](#)  
[Case Study: Measuring BiblioWeb Blog Traffic and Engagement](#)

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## Analytics: Explorations - Header Navigation



[Tim Gordon](#)

7 days ago · Updated

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### Overview

The header navigation can be configured by partners to help users navigate BiblioCore and the library's website. This article outlines how to create a GA4 exploration to observe how users are interacting with the header navigation. Partners can use the results to evaluate how well the header navigation is performing for users.

### In This Article

- [Before You Begin](#)
- [Header Navigation](#)
- [Further Refining the Exploration](#)
- [Related Content](#)

### Before You Begin

Before you begin, you will need to read and complete tasks on the following articles.

<input checked="" type="checkbox"/> Setup and configure GA4	<a href="#">Analytics: Setting Up GA4 for BiblioCommons Data</a>
<input checked="" type="checkbox"/> Read the following articles	<a href="#">Analytics: BiblioCommons Entities and Custom Parameters</a>
<input checked="" type="checkbox"/> Add parameters as custom dimensions	<a href="#">Analytics: Adding Parameters as Custom Dimensions for Use in Reports or Explorations</a>

# Want a step-by-step tutorial with videos? Follow along with this Blog Traffic Case Study (more coming soon!)



## Articles in this section

Analytics: Adding  
Parameters as Custom  
Dimensions for Use in  
Reports or Explorations

Analytics: Explorations -  
Bibliographic Metadata

Analytics: Explorations -  
Header Navigation

Analytics: Explorations -  
Recommended and  
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Analytics: Explorations -  
Usage of BiblioCore by  
Language

Case Study: Measuring  
BiblioWeb Blog Traffic  
and Engagement

## Case Study: Measuring BiblioWeb Blog Traffic and Engagement



[Nina Coutinho](#)

11 days ago · Updated

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### Introduction

Markham Public Library wanted to understand, communicate, and continuously improve patron engagement with their BiblioWeb Blog. To help them do that, our professional services team produced a set of custom reports using the BiblioCommons Analytics Platform custom parameters and events and following our standard data analysis procedure:



1. Ask | 2. Prepare | 3. Process | 4. Analyze | 5. Share | 6. Act

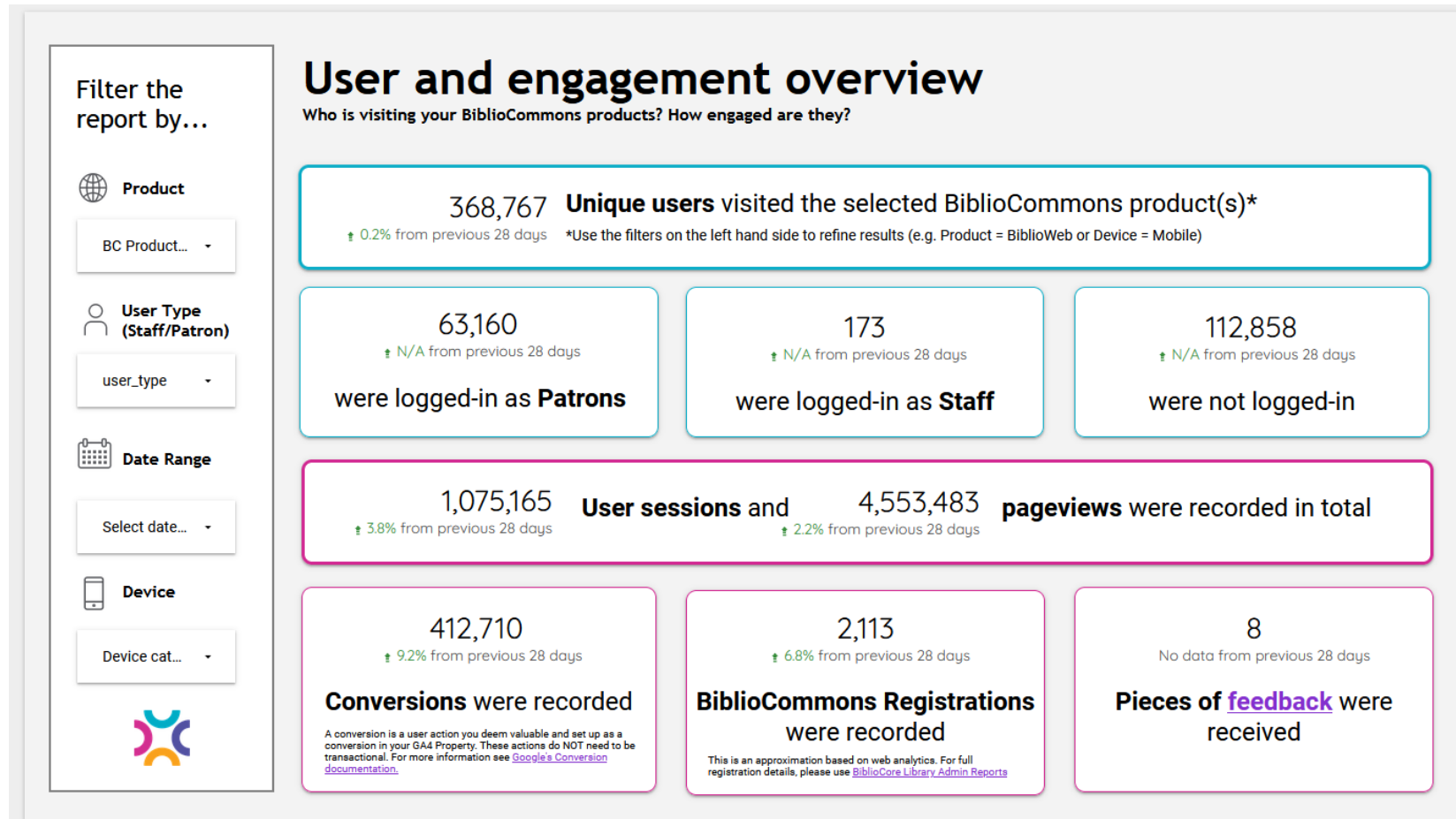
In this case study, we explain the each step of the data analysis process and provide details to recreate the same report.





**Step 3:**  
**Use our out-of-the-box reports and  
dashboard templates**

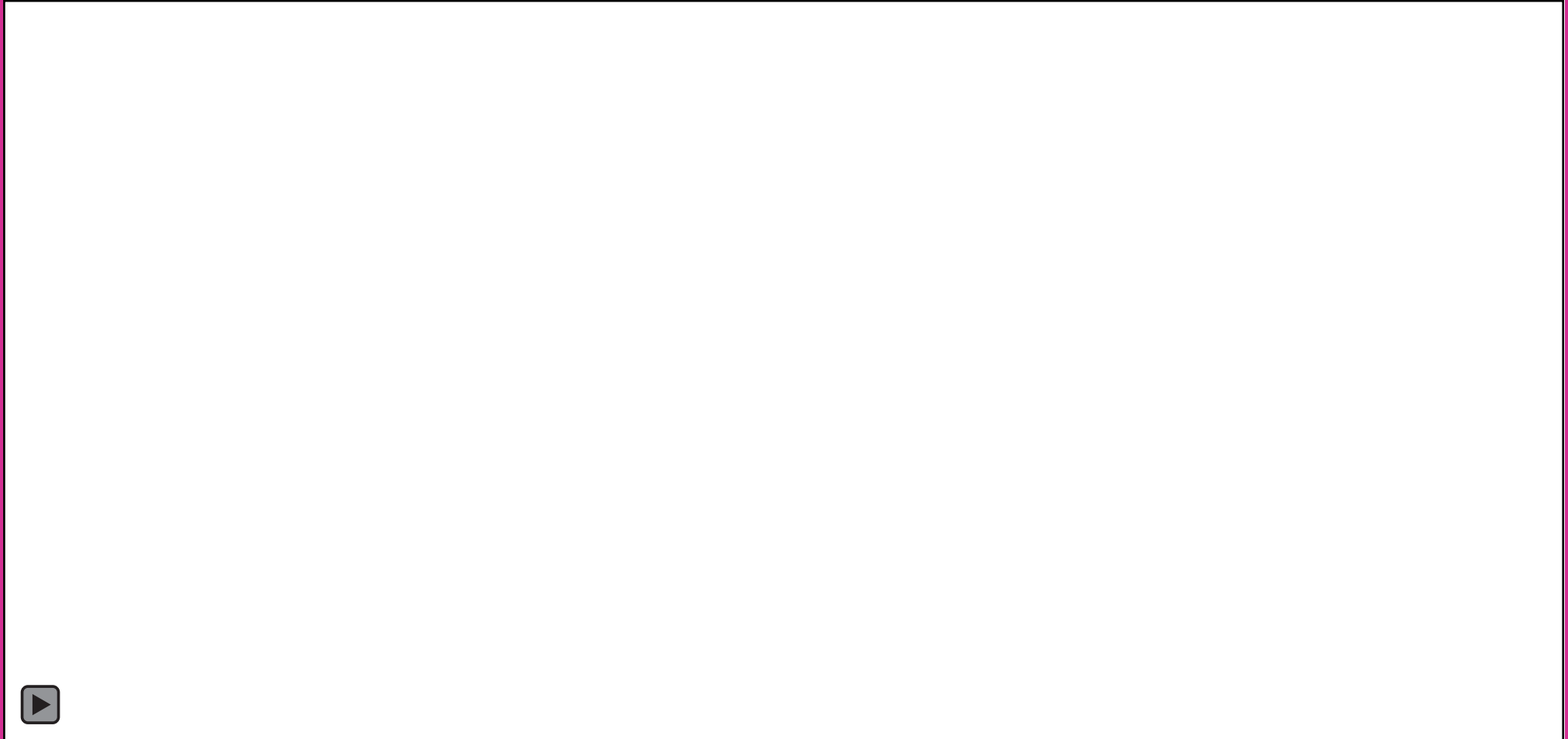
# Comprehensive reporting dashboards for libraries use - currently in Preview with PME and Consulting Partners

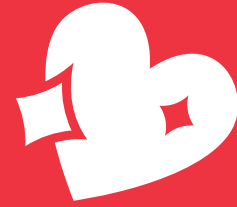


# Example: Teen holds this quarter



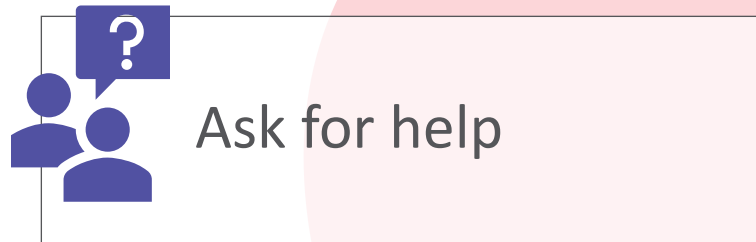
# To Preview in Q4: List Engagement Report template with step-by-step instructions





**Step 4. Help your staff fall in love with data**  
without being creepy 🙈

# How to fall in love (with data)



Start small and  
specific



Celebrate learnings  
(including “failures”)

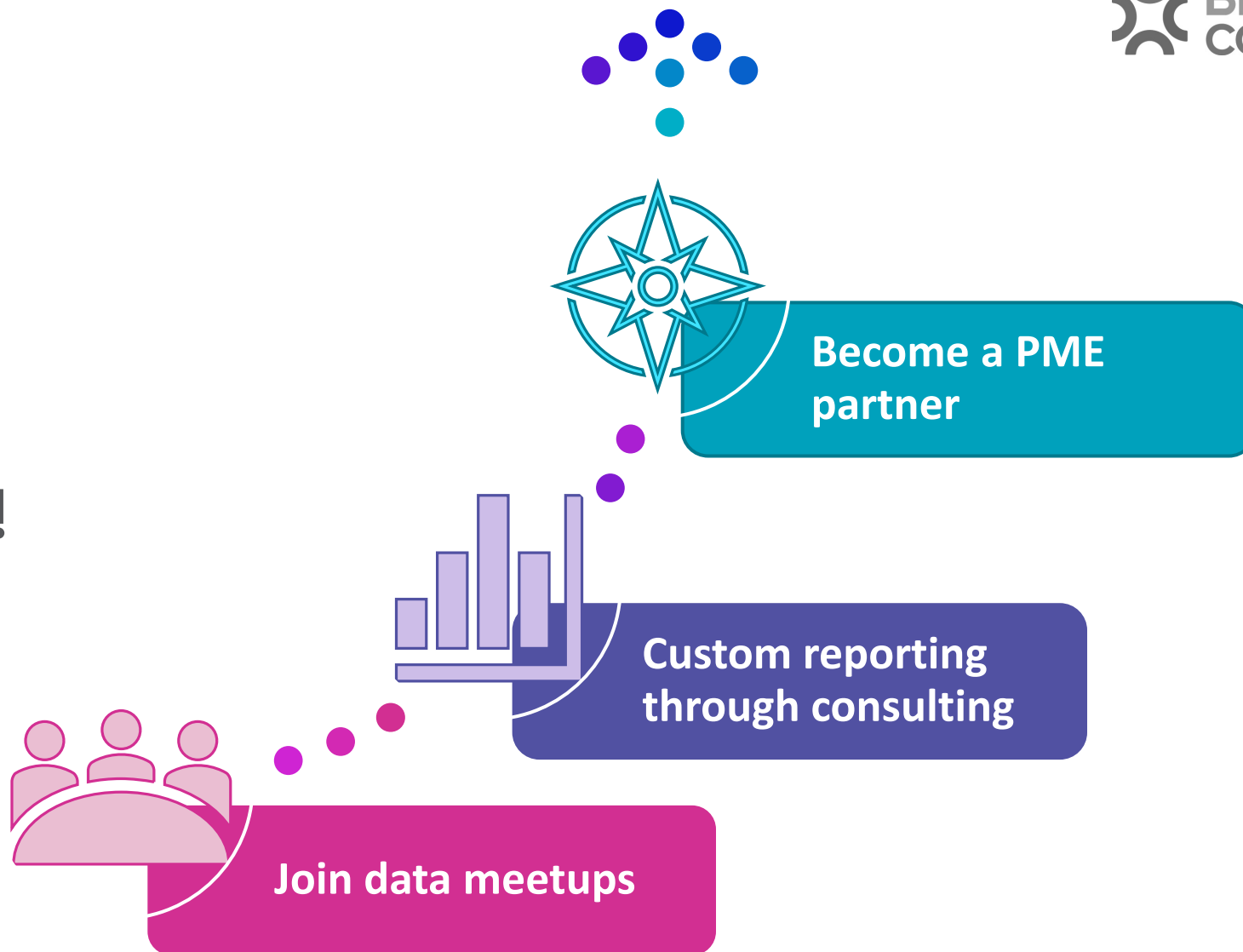


Build a network



Practice and play

And go further  
with data and  
BiblioCommons!



# Thank You!



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