

EXPAND YOUR IMPACT AND YOUR REACH



Ensure that your library's goals support households across the area you serve. Integrating powerful demographics, *Gale Analytics* adds value to existing data—from your library's ILS and other electronic systems—unlocking key insights about your community.

The result? Dashboard better equip your library to target new populations, create new programs, advance your value to the community, and allocate resources more efficiently.

EMPOWER DECISION-MAKING WITH DATA-DRIVEN ANALYTICS

FOCUS ON PATRON NEEDS

Generate detailed dashboards that evaluate your engagement with patron groups so you can prioritize refinements to your collections, programs, services, and outreach.

MEASURE IMPACT

Gain valuable insights about your patrons, whether you're making day-to-day decisions or crafting long-term strategic plans. Refresh data as often as needed and get updated dashboards in minutes.

SELECT ANALYSIS CRITERIA

Customize your dashboard by modifying the service area, selecting cities and counties, or uploading a GIS spatial file, among other options. You can save dashboard visuals as PNG images or PDFs.

MAINTAIN PRIVACY

To protect the privacy of individual patrons, data is disassociated from patron names and processed in a secure cloud environment. Dashboards are only saved to the library account.

more 

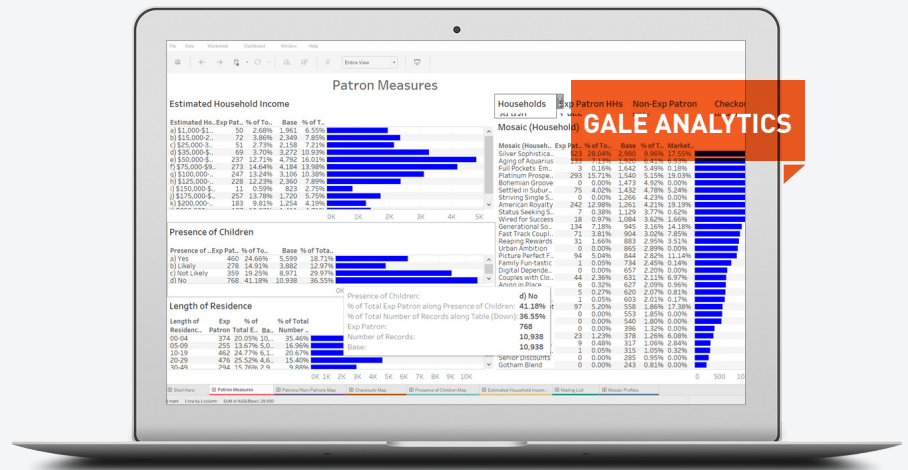
“We discovered that patrons were traveling from branch to branch based on the programs offered. Using *Gale Analytics*, we were able to figure out why that might be and take action on it.”

Ingrid Norris
 Director and CEO
 Lake County Public Library
 Merrville (IN)

MOSAIC® LIFESTYLE SEGMENTATION

With *Gale Analytics*, you can understand patron data with household-based segmentation from Experian, which classifies all U.S. households into 71 unique profiles.

Leveraging software from Alteryx, Inc., a leader in data blending and advanced analytics, as well as U.S. census data and Mosaic lifestyle segmentation, *Gale Analytics* provides ongoing access to detailed, customizable dashboards.



Gale Analytics: Community Insights screen capture as of April 2020. Actual interface may vary.

THE POWER OF DASHBOARDS

Made available through Tableau Reader, *Gale Analytics* dashboards give users the ability to transform patron data—drilling down into rich visuals, moving maps, and downloading custom mailing lists based on segmentation.

COMMUNITY INSIGHTS

Understand your community, both patrons and nonpatrons, to more effectively meet its needs.

BRANCHES

Learn how cardholders engage across various branches of a library system.

PATRON INSIGHTS

Understand the types of patrons your library attracts and what types of users need better outreach.

DIGITAL COLLECTIONS

Blend your library's eBook and audiobook vendor data with Mosaic lifestyle clusters to provide demographic insight into whom your library is serving and how to better inform collection development.

PHYSICAL COLLECTIONS

Combine circulation data with household data to assess how your patrons use print resources.

**LEARN
 MORE**  800.877.GALE
 gale.com/analytics

