



Midwinter Online Conference 2023

Questions from Session 4: Data Visualization: Using Tableau to Analyze Library Website Usage Data, by Joan Xu and Robin Naughton (CUNY Queens College)

Resources/insights shared by attendees during chat:

- Total requests helps us count usage of the same article, such as one profs ask their classes to read. Definitely real data.
- Unique requests tells you if people are looking up the same item or title. Total tells you how many total regardless of if they're the same.
- Someone lands on the HTML version of article but wants to download the PDF instead. Total item requests = 2, Unique item requests = 1
- Alma analytics e-inventory only uses unique requests
- COUNTER has some really good guides that explain these metrics:
<https://www.projectcounter.org/friendly-guides-release-5/>
- For "standard" COUNTER R5 report: <https://www.projectcounter.org/code-of-practice/counter-release-5-faqs/>