

GALE ANALYTICS TIPS

Data Needed to Create a Report in Community Insights

To create a report in Community Insights, you will first need to pull a patron file from your ILS. There are four pieces of information needed in the patron file:

1. Patron address
2. Last Checkout Date/Circ Active (*Optional, but including this data will enrich your report*)
3. Total Checkouts (*Optional, but including this data will enrich your report*)
4. Patron Email Address (*Optional, but including this data will enrich your report*)

Patron addresses can be in one column with \$ delimiter **or** four separate columns.

Example of a patron file with addresses in multiple columns:

	A	B	C	D	E	F	G
1	Address	City	State	ZIP Code	Circ Active	Tot Checkouts	Email
2	35065 BUNKER HILL DR	FARMINGTON HILLS	MI	48331	12/1/2022	0	test@test.edu
3	36401 HOWARD RD	FARMINGTON HILLS	MI	48331	1/2/2023	44	test@test.net
4	34626 BUNKER HILL DR	FARMINGTON HILLS	MI	48331	1/3/2023	0	test@test.com
5	36401 HOWARD RD	FARMINGTON HILLS	MI	48331	1/4/2023	115	test@me.com
6	34745 BUNKER HILL DR	FARMINGTON HILLS	MI	48331	1/5/2023	0	test@test.net
7	28472 LAKE PARK DR	FARMINGTON HILLS	MI	48331	1/6/2023	250	test@aol.com

Example of a patron file with addresses in one column (notice \$ delimiter):

	A	B	C	D
1	Address	Circ Active	Tot checkouts	Email
2	34505 BUNKER HILL DR\$FARMINGTON HILLS MI 48331	12/1/2022	48	test@test.edu
3	35230 13 MILE RD\$FARMINGTON HILLS MI 48331	1/2/2023	1	test@test.net
4	29505 ANDOVER BLVD\$FARMINGTON HILLS MI 48331	1/3/2023	3	test@test.com
5	28641 AUBURN CT\$FARMINGTON HILLS MI 48331	1/4/2023	14	test@me.com
6	37154 BERKLEIGH CT\$FARMINGTON HILLS MI 48331	1/5/2023	1	test@test.net
7	33533 12 MILE RD\$FARMINGTON HILLS MI 48331	1/6/2023	8	test@aol.com
8	34513 BUNKER HILL DR\$FARMINGTON HILLS MI 48331	1/7/2023	1	test@me.com

The file should be saved in Excel (.xlsx) format.

Once you have your patron file and your login, you are ready to run your report in Community Insights (<https://analytics.gale.com/gallery>).

If you do not have a login, please contact Allie Everett, Customer Success Manager, at allie.everett@cengage.com.