

GALE ANALYTICS TIPS

Data Needed to Create a Report in Branches

To create a report in Branches, you will need two required files and one optional file.

Data Input File #1 (Collection File): An Excel file that includes the following two pieces of data, in any order. Columns must have header names (the specific names are not important, as long as the columns have names).

1. Patron address (if in one field, delimiters are necessary)
2. Location code

Optional Columns:

1. Last active date (the date the last time a patron checked something out)
NOTE: If the input file is a .txt or .csv file, the date field must be formatted as "year-month-day" (for example, 2020-05-21).
2. Patron email address

Example of File #1 with patron addresses in one column:

Address	Location Code
34505 BUNKER HILL DR\$FARMINGTON HILLS MI 48331	sh
35230 13 MILE RD\$FARMINGTON HILLS MI 48331	ma
29505 ANDOVER BLVD\$FARMINGTON HILLS MI 48331	ma
28641 AUBURN CT\$FARMINGTON HILLS MI 48331	ml

If your library has BOTH Branches and Physical Collections, the extraction should look as follows with three pieces of data (so it could be used for both dashboards). Note the branch location is included in the shelf location code (the first two characters).

Address	Format	Shelf Location
34505 BUNKER HILL DR\$FARMINGTON HILLS MI 48331	11	shjdv
35230 13 MILE RD\$FARMINGTON HILLS MI 48331	7	maadv
29505 ANDOVER BLVD\$FARMINGTON HILLS MI 48331	8	maadv
28641 AUBURN CT\$FARMINGTON HILLS MI 48331	8	mladv

Data Input File #2 (Definitions/Setup File): An Excel file that includes the following three pieces of data, in any order. Columns must have header names (the specific names are not important, as long as the columns have names).

1. Library name
2. Library branch address
3. Location code

Example of File #2:

Address	Location Code	Library Name
27500 DRAKE ROAD\$FARMINGTON HILLS MI 48331	sh	FH - East
35300 W 13 MILE RD\$FARMINGTON HILLS MI 48331	ma	FH - West
36500 W 11 MILE ROAD\$FARMINGTON HILLS MI 48331	ml	FH - South

Optional File (Branches Shapes): A .kml file that contains branch shapes can be uploaded to view and analyze branch information within the Tableau report.

Once you have your files, you are ready to run your report in Branches (<https://analytics.gale.com/gallery>). In addition to this file, you will also need a Gale Analytics login. If you do not have one, please contact Allie Everett, Customer Success Manager, at allie.everett@cengage.com.