Analytics on Demand
Fact Sheet
July, 2015

What is AOD? Analytics on Demand is a planning and performance measurement tool from Gale/Cengage Learning. It works by producing library user and non-user population profiles and numbers in defined geographic areas. Population data is analyzed in the aggregate, in geographic units no smaller than a census tract. Saint Paul Public Library's thirteen branch service areas are composed of groups of census tracts.

Purpose: The Library seeks to better understand the characteristics of its library branch service areas and the City as a whole. We want better information in order to reach new audiences among non-library users, create programs that are responsive to library patrons and the community, and measure the effectiveness of program and communication initiatives.

How does it work? Analytics on Demand is an automated report writing software tool. The Library uploads anonymized patron addresses, number of checkouts, and most recent activity date. The data is blended with demographic and market segmentation data on groups of households in the same census tracts. The Library generates reports with aggregate household profiles of strategic geographic areas: citywide, library branch service area, or census tract(s).

Information in reports: Analytics on Demand will enable the Library to get reports mapping patron households and comparing demographic and market segmentation data on groups of patron households with total households citywide, in the library branch service area, or in the census tract(s).

Patron privacy: Patron privacy is protected, and the data uploaded to Analytics on Demand is anonymous. No patron names or titles of borrowed materials are uploaded. (The Library deletes information on the titles of material borrowed two weeks after the material is returned.)

Security: Analytics on Demand is an automated report writing software tool. Library data stays with the Library; no library data is sent to or shared with Gale/Cengage Learning or other parties. Data uploaded to Analytics on Demand is encrypted. Once a report is generated, the data is automatically deleted.

Examples of benefits: Analytics on Demand will enable the Library to better understand whom we are serving and not serving at a city-wide level and a library branch service area level:
- In what census tracts do our most active patrons live? Non-library users?
- Are we disproportionately serving lower income households? Higher income households?
- Are we adequately serving households with children? Senior households?
- Did our outreach effort in certain neighborhoods work or not?