Putting NNLM on the Map
A Visualization Approach to Making Data-Driven Decisions for the National Network of Libraries of Medicine

The goal of this project was to transform an abundance of data from the National Network of Libraries of Medicine (NNLM) into insights through visualization to enable NNLM to make data-driven decisions and enhance reporting to stakeholders.

Collect & Extract Data
Data related to outreach projects, exhibits, and members was extracted from internal NNLM systems, the NNLM Network Members Directory, the NLM Exhibit System, and the NNLM Research Performance Progress Reports (RPPR).

Clean Data
Once the data was extracted, the data was cleaned and transformed by adding missing information, removing duplicate and irrelevant information, fixing misspellings, correcting addresses, and standardizing categories using MS Excel, Tableau Prep, and ArcGIS.

Analyze & Visualize Data
Using Tableau Desktop 2018.2, approximately 60+ dashboards with maps, bar charts, bubble charts, and tree maps were created analyzing data related to membership, membership engagement, partnerships, exhibits, outreach projects, and outreach activities.

By creating graphical representations of data, the NNLM has a fresh way of looking at their data and analyzing it for planning future projects, activities, exhibits, and members based on locations and special populations they want to reach. The National Evaluation Office (NEO) will continue building and expanding the visualizations and data analysis within the NNLM, creating a sustainable model for data-driven decisions.

Goal
Collect & Extract Data
Clean Data
Analyze & Visualize Data

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