



Best Practices: Reports & Statistics

A Best Practices Guide to Creating Reports in EBSCOadmin

Would you like to know how students and faculty are using EBSCO products?

Would you like to create reports that say how many times articles with full text were accessed last month? Would you like to see which database is the most popular in your library, or which branch in your consortium uses EBSCO databases the most? All this can be done in EBSCOadmin from the Reports & Statistics tab.

How can reports and statistics help your library?

Reports on the research activities of your library can be an important resource and help with future programming and purchasing decisions. Library programs or events can be created to cater to the more popular databases, or help promote the lesser-used ones.

When renewing or purchasing EBSCO products, knowing which databases are being used the most can be handy. Also, if you are part of a consortium, you can compare the extent to which your members are using EBSCO products. You can also see which months are the busiest for your library, so that you can promote databases or other projects during these peak times.

What kind of reports can you create in EBSCOadmin?

Log into EBSCOadmin and then click on the **Reports & Statistics** tab on the top of the screen. Once you've reached this page, you can run the following reports:

Standard Reports

Standard reports are the most popular to run and capture the most information. Here, you can run reports by site, user group, profile, and time frame. All reports are run and customized similar to the Standard Reports, so it is easy to run several different reports the same way.

Link Activity Reports

This report shows how and where your EBSCO databases are being accessed. There are several kinds of Link Activity Reports, but the most useful and popular are Source and Type.

The Link Activity by Source Report shows how EBSCO is being accessed (e.g., via EBSCOhost, a proxy server, an RSS feed, an e-mail server, etc.). The Link Activity by Type Reports shows what type of link (article, journal, issue, etc.) the user reached.

COUNTER Reports

COUNTER is a standardization of statistics. This report can be run on any database, so it is a good way to compare different databases and receive consistent data. These reports are less technical and more of the basic information librarians would want.

The COUNTER report is great for making side by side comparisons for different products and databases.

Personalization Activity Reports

These reports show the amount of customization being done on the user level in EBSCO. You can report on the number of Personalized Accounts, the number of Active Search Alerts, the number of Active Journal Alerts, the number of Saved Searches, and the number of Saved Web Pages. These reports are useful because you can monitor the level of personalization users perform.

Graphical Reports

The Graphical Reports function allows for a visual representation of many of the same statistics the other reports can generate. While it is good to have a program where pie charts and graphs can be created, the level of detail and the scope of the reports in one report is limited to ten databases or ten sites. However, for reports or presentations, a visual representation of data for your library may be more effective.

View/Edit Scheduled Reports

Here, you can see which reports you have scheduled to run. To create a scheduled report, click back onto the any of the Report tabs, and at the bottom of the screen click the **Schedule Report** button.

You will then be brought to the Schedule Report Screen, where you can enter your email address, enter a title for the report you are creating, format how you would like to receive this report (HTML, Tab delimited or Comma delimited), and select the frequency that you would like this report run. When you have finished making your selections, click the **Submit** button at the bottom of the screen.

How to create a report in EBSCOadmin

First, click on the tab for which kind of report you would like to run. In the example below, we are creating a Standard Report, but the selections for the other four reports are similar.



Session Usage Report - [Glossary of Terms](#)

Standard Reports | Link Activity Reports | COUNTER Reports | Personalization Activity Report | Graphical Reports | View/Edit Scheduled Reports

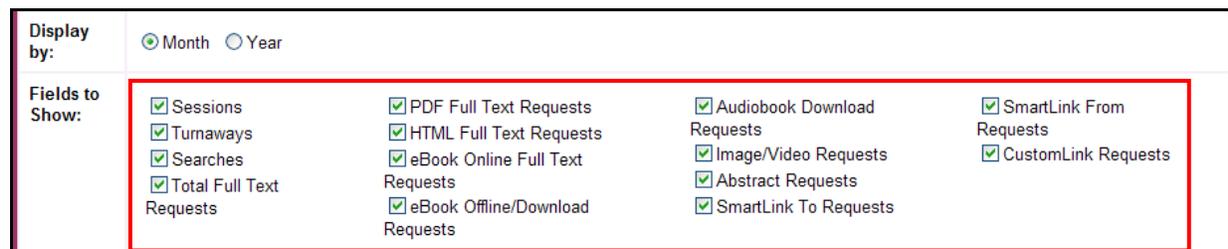
Select Option: Session Session By Hour Database Title IP Interface

Level: Site User Group Profile

Period to Show: Date Range: January 2011 Through March 2011

Display by: Month Year

Next, scroll down the page to select which **Fields to Show**. Then, check or uncheck what fields you want reported on. It is also possible to create custom fields that will display in this area. They may be helpful if you would like to show which county a site is from in a large consortium, or the kind of library a site is.



Display by: Month Year

Fields to Show:

<input checked="" type="checkbox"/> Sessions	<input checked="" type="checkbox"/> PDF Full Text Requests	<input checked="" type="checkbox"/> Audiobook Download Requests	<input checked="" type="checkbox"/> SmartLink From Requests
<input checked="" type="checkbox"/> Turnaways	<input checked="" type="checkbox"/> HTML Full Text Requests	<input checked="" type="checkbox"/> Image/Video Requests	<input checked="" type="checkbox"/> CustomLink Requests
<input checked="" type="checkbox"/> Searches	<input checked="" type="checkbox"/> eBook Online Full Text Requests	<input checked="" type="checkbox"/> Abstract Requests	
<input checked="" type="checkbox"/> Total Full Text Requests	<input checked="" type="checkbox"/> eBook Offline/Download Requests	<input checked="" type="checkbox"/> SmartLink To Requests	

When selecting a format for your report, the best selection is a Comma or Tab delimited report. It is also possible to run reports in HTML, but this data is more difficult to format and work with in a program such as Excel, while Comma or Tab delimited reports are easily imported into Excel.

You can then display the report in your browser, or save or email it as a Comma or Tab delimited document. When you have finished selecting the fields for your report, click **E-mail Report** to have it emailed to you. You can also click on **Show Report** to see what the data would look like in your browser; click **Schedule Report** to have reports with the criteria you created emailed to you on a regular basis; or click **Save Report** to save the report to your computer.

Sort Report by:	<Default Sort Order> <input type="button" value="v"/>
Format:	HTML <input type="button" value="v"/> <i>Hint: HTML formatted reports are difficult to view and data is difficult to manipulate. We suggest that you use the Save Report button to generate and view larger reports using either the Comma or Tab delimited formats.</i>
Lines Per Page:	<input type="text" value="25"/>
<input type="button" value="Show Report"/> <input type="button" value="E-mail Report"/> <input type="button" value="Schedule Report"/> <input type="button" value="Save Report"/>	