

Analyzing a Journal Package – Google Sheets

Transcript

Hello, I'm Katharine Macy, the founding project director of the ONEAL Project, and I'm going to walk you through how you can use Google Sheets to analyze a journal package and understand whether or not it'd be better to renew with that package, or if you should consider moving a la carte. I've also created this video in Excel and showing how you can use Excel to do this analysis. We're in this particular document which you should have downloaded and saved a copy of to your Google Drive if you're using Google Sheets. And you'll see that has two tabs as a COUNTER report that's been mocked up as well as pricing. The first step I'm going to take is I'm going to hit this plus to add a sheet. Then I can come in here and right click and hit Rename and name it, Analysis. From here I'm going to go up to the top and I'm going to add a bunch of headings for doing this analysis. The first headings I'm going to put in is Title, 2022 Use, 2022 price, and then \$/Use. Now that we have this information in there, I'm going to go ahead and I'm going to add the title information and then the use information from the COUNTER report. To do that, I am going to go to the counter report itself and this is likely not already highlighted. Basically, you're going to see the report when you come in here. It's not highlighted. It's helpful if you go ahead and highlight that row and bold it by hitting bold or hitting Ctrl+B. Because then the spreadsheet software intuitively tends to be more likely to recognize it as a header. It doesn't always, though it's not 100%. Then click on K14 and we're going to hit this funnel button because we're going to create a filter because right now you're going to see that there's multiple entries for every single journal. And really all we really want is unique item requests and a list of each journal that happens to be in this report. I've hit that funnel and it's turned on the ability to set up my filters, come in here and hit Clear and then select Unique Item Requests. Now that you've done this, you'll see that the funnel is in place and I can select the titles. You see that there's a total of 331 rows in this report, but there are missing rows and that's because we have the filter in place. Now that I've copied this, I right click and I hit Copy. I can go into analysis and hit Paste. So I went in here and again I right clicked and hit Paste. And now I only have-- so it goes out to row 72. There's 71 journals. It just selected what was in the filter. I can come back and get the reporting total for the period for the whole year. I'm going to again select this, right click Copy and then hit Analysis. And then I can hit Paste, Right click and Paste. That allows you to put that in there. Again to get to copy and paste in any cell. If you just right click with your mouse, it's going to give you those menu options. Now we want to add price. And if we look at the pricing tab, we're going to see that there's more than 71 journals in there. 77 journals. We want to just grab the pricing and match it up with the specific journal. The tool we're going to use there is a formula called the vlookup. If I hit =vlookup(it's going to automatically help me start to build this. I'm going to come in here and I put =vlookup(and then I'm going to select the cell I want to reference. In this case, I want to reference the title. When you're building a vlookup you may be referencing titles, you might be referencing ISSNs. Maybe you have a unique identifier in your system, whatever it happens to be. It's however you can join these numbers together and match them. You just have to be able to match it to a particular identifier in another table. Now that we have that, I'm going to put in a comma, and now I'm going to select the reference range, the table that has the pricing, as well as that matching title data. I go to the pricing tab and what I can do is I can grab this and I got A2, dragged it B2 and then I continue to select an entire table to get a range,

and that will grab me that table. Once you have that, the big trick I can tell you is hit the F4 on your keyboard. And you'll notice that it populates dollar signs in the formula. And what it does is it basically freezes that table selection. So if you drag the formula into other cells, it will update the reference cell, the A2 cell to what is appropriate. But it will still look at the exact same table that you selected is the same range. I can do column and now you have to choose the index. And what the index means, it's basically which column in the table you want to reference. In this case, we're dealing with a two column table. You're referencing the second column, so you put in a 2. Lastly, basically you're trying to figure out whether or not it's looking at things that are approximately matching or fully matching. In this case, we want fully, we put in false [requires an exact match], hit Enter, put in a closed parentheses to finish the formula and hit Enter. Now we have this information and we have this little blue dot. You can double click on it and we'll auto fill all the way to the bottom. If you click on the next cell, you see that the A3 updated, but we still have selected the same range. That's those dollar signs. Now we want to calculate the dollars per use. We go equals price so C2 divided B2 for use. [=C2/B2] I'm going to go ahead and auto fill down. It's kind icky looking so I'm going to select this column and hit the dollar sign to clean it up to just get dollar amounts. Now that we have this information, we want to, we want to sort it so that way it's ascending order of lowest dollars per use to highest. We're going to select this whole table. Just drag and select, so it's selected. And then Data, and then Sort Range, and then Advanced Sorting Options. From here you want to click data has a header row, Then select \$/Use, ascending and hit Sort. There you go. Now everything is sorted in order based off of the dollars per use. Now in column E, we're going to put in journal number. What we're doing is we're labeling each journal a unique identifier, so to speak, that is in a numerical order based off their dollars per use. Journal 1 is the lowest dollars per use. It's a very heavily used journal a very good value for us. I got 1, 2, 3, 4. I've done that. And then I can just select them and the double click on the blue dot and it will all fill all the way down to journal 71. In column F we're going to label it A La Carte Journals This is where we're starting to put together our journal packages. Well, not a package, but like what combinations of journals should we buy based off dollars per use. Then we're going to use that to try to value what this would look like between subscribing to those a la carte journals and then getting the rest of our demand met through interlibrary loan. In this case, I'm going to label Journal 1 and then Journals 1-2, 1-3, Journals 1-4. I can just select these three cells and then double click on the little circle and it will populate all the way down until we are purchasing every Journal 1-71 a la carte. From here we want to figure out and calculate out what that Subscription Cost would look like if we just bought these specific journals a la carte. So I'm going to go equals and then the price in this case because it's just one journal. Now for journals one to two, I would look at the prior entry, that journal one, and then I would add the price for journal two. Then you can create the same formula where you look at what the total cost is for journals 1-2, and then add the cost for journal three. Once you've done that, you can just auto fill all the way down until you get to the very bottom where you see the total cost of subscribing all card to all 71 journals is \$33,000. Now that we've done that, what we want to do is look at the ILL articles purchased, the ILL cost, and the total cost. The thing about it is if we're buying things, a la carte, we're going to have to have higher ILL. ILL is not necessarily how you should be making collection decisions and it should not replace good collecting. But this helps us break it down and analyze. We can come in here and I can look and see what the ILL demand would be based off the last year's worth of used. So I can go =sum and what I'm going to do is look at all the use except for what is included in the a la carte journal package or journal selection in this case B3:B72. Now in the next option, we're just going to look at this number and we're going to subtract out also the use from journal 2, then so on and so forth. So we can just copy this all the way down until

you get to the bottom. And you notice that you have no demand by the final-- for ILL by the final-- because you are not getting anything through ILL. For this example, we're using \$18 as a ILL cost per article. However, what you're going to want to do is see if there are any differences between different journals for a publisher. Or there could be differing costs depending on the publisher. You might be looking at the cost of, let's say get it now, type service, rapidILL. There might be different factors you incorporate. We're going to keep it simple here and we're just going to look at an estimated cost of \$18 I'm going to look at the ILL articles and times by 18 to get that amount and then I can copy that all the way down. Finally, I'm going to calculate the total cost. If you look at this, you're going to see that there are times where the total cost is more than what we've been paying subscription wise, and more than some of the package renewals, and some are considerably less. What this can do is help you understand what your real reservation price and what the value is for you. What we want to do is figure out what our reservation price, what our BATNA is based off the simple analysis. Initially, taking a look at this, I see that the lowest, lowest total cost is journals 1-17. So I'm going to select this and highlight it yellow. We see that it's 12,338 considerably less than what we've been paying and less than the packages. However, this is just a starting point, You want to be able to take this and this has only one year's worth of data. You should also look at anything you're thinking about, canceling, journals 18-71. You need to see if that use for the past year is standard or is it look like an anomaly. And if that's the case, you would probably want to consider adding those back into your package and readjusting what that particular reservation price would be, what you're BATNA could be for that. Now, we don't want to just look at this, we'd probably want to look at the value we've been getting from getting the package. Again, this is just doing a numerical analysis. There's lots of qualitative data that you'd also want to consider when making decisions. This is just to help you as you do that. I'm going to go ahead and label this total at the bottom, hit bold. Then I'm going to total then =sum(B2:B72) and then go =sum(C2:C72) And then calculate the dollars per use based off that it is \$25.40 if you bought everything a la carte. If I look at the 2022 package pricing which we just recently paid, that was 18,500. I can calculate at what its dollars per use would be. And it was \$14.14. So this looks like the package has been historically been providing us significant value, but again, it's still significant higher than this number right here. And we can consider and pursue the idea of going a la carte, and then getting some of our demand met via ILL. However, it is not best practice to use that to actually build out your collections. You constantly have to reevaluate. And if it turns out your demand is getting to a point where you think that actually it's better for you to purchase and subscribe. You would want to resubscribe. We do an analysis like this all the time with packages at my own institution. And sometimes, you know, this is just kind of like a baseline, this \$12,338, and we make all kinds of adjustments up and down depending on what we know, what's going on with our faculty, their research, teaching and learning needs. And then also, you know, we're constantly reevaluating, at least annually looking at that demand through ILL. And when it makes sense where we are maxing out our ability to provide access to a journal. If demand is growing to a point where it just makes sense we will resubscribe, we will resubscribe to an entire package. In fact it's really just this is to provide you data and numbers to help you know what your options can be. So I'm going to show you how to do one last thing in here which is how you could evaluate this against the three package renewals options that was provided in this scenario. We're going to label this top row as year one, year two, year 11 year. So we're looking at the one year deal, the two year deal, and the three year deal. We're going to create if-then scenarios where we evaluate the value of the package for that first year. Based off these three deals that were offered. In the one year deal, what they proposed was \$19,750 We're going to create an if then statement. The total cost is greater than \$19,749 We're going to create an if then

statement. The total cost J2 two is greater [=if(j2>] than we're going to enter in 19749 [=if(j2>19749,] which basically if it's greater than 19,749 because the one year deal is 19,750 it's greater than that, then we're going to say go with the "package". If it is less, then we're going to say go "alacarte". [=if(j2>19749,"package","alacarte")] I basically put both phrases in quotes so that way the expression won't error out. And then I'll put a close parenthesis and hit Enter. I can then double click to fill it down. I can now build my second if-then The total cost is greater than 19249, which is the value of the two year deal in the first year. How much you would be paying? Go package and all carte again I can fill all the way down. [=if(j2>19249,"package","alacarte")] Lastly, we're going to look at which looks better for the first year based off the three year deal. If total cost is greater than 18999 because the first year for the three year deal is 19,000 Then package, a la carte and hit Enter. [=if(j2>18999,"package","alacarte")] As you see as you look at this, you can see where the package looks better versus the a la carte And all this does is provide you information as to what your potential options are as to whether or not the value of the package looks better, or whether or not moving to an a la carte model would look better. You can use this information to basically figure out what you think your ideal prices; what's your reservation price? It can help you figure out your counteroffer, like, what are you willing to give up price wise in order to get certain types of licensing concessions? And you're able to then strategize around how you can negotiate and what to give up, when and where. And be able to figure out what choices you're able to make while negotiating for this package itself.