

Analyze a Journal Package – Excel

Transcript

Hello, I'm Katharine Macy, the founding project director of the ONEAL project and I'm actually going to walk you through, step by step, how you would create the analysis for analyzing a journal package that happens to be in the negotiation planning part two lesson. And in this case, this particular video is going to walk you through using Excel. I'm also recording another video that shows how to do it in Google Sheets. We're going to go ahead and get started. Hopefully you have gone ahead and downloaded the spreadsheet that is available for starting this analysis. It looks like this. You'll see that it happens to have two tabs on it, a COUNTER report and a pricing report. This is going to be the basis for creating your analysis. All right. The first thing we're going to do is add an additional tab to this. Before I do that though, I'm going to go ahead and make this a little bigger so it's a little easier for all of us to see. I just went ahead to the corner and made a little bigger for us. Now I'm going to hit this plus sign down at the bottom next to the counter report and pricing tabs. I will rename that analysis. Again I'm going to adjust the sizing on this so it's easier to see and go to the top. Now that I have this analysis tab worksheet to work within, I'm going to label the top row title 2022 Use 2022 price and then dollar per use. Now I'm going to go back to the COUNTER report. I'm going to make this top row bold. Sometimes it helps Excel understand that you happen to consider something a header row when you make a bold at the top of a table. Now that I've done that, I'm going to actually scroll over to K14, where I see the various metrics. And then I'm going to select sort and filter, and then select Filter. Now that I have the filter set up for this row, I can filter on just unique item requests. Once I've completed this step, what I can do is you'll notice that this is now limited. Each line has only one journal, there's no repeated journals, There shouldn't be. Then I can copy these. Basically, I just to show how I did this, I hit the first cell and then holding down the mouse, I just dragged it all the way down to select. Then I'm going to right click with my mouse and hit Copy. Then I'm going to go to the Analysis tab and I'm going to hit Paste. Now that I have done that, I can double check that I don't see any repeated journals and there are 71 total journals listed. Now what I can do is I can add the I go back to the COUNTER report. I see that the reporting total happens to be the total use for the 12 month period and it's still filtered. So I'm going to go ahead and select that and hit Copy and then go back to the Analysis. Let's go back to the Analysis and hit Paste. Now I see that I have my 2022 use in here in all my journals. The next thing that I want to do is add pricing data. If you look at the pricing table, you're actually going to see that there are more than 71 titles in here. Because our package didn't have absolutely every single title that this publisher offers. That is why we are going to, rather than sort and then just we're going to use a VLookup. VLookups basically will look for matching value. This is where if you were doing this in real life, you might look up based off the title, you might do a VLook up based off the ISSN. There's different ways you can match it. In this case, this example we're just going to use title. I'm going to =VLookup you'll notice it's automatically going to want to help you start building out your formula. I'm going to do a open parenthesis (and then select A2 since we're doing it on title, this is the lookup value. And then enter a comma. Now I'm going to select the table that I'm going to look up, here I am, I'm selecting those two columns for row two and then I'm going to drag it down to select the rest of the table. When I let go of the mouse, after selecting it, it's going to populate up in the formula bar. If I hit F4 it will add dollar signs to it. What this does is it freezes those cells. If I copy the formula to another cell it will change and look at -- perhaps if I go to look at A3, but it will still look at the same table cells, so that's what this is doing. And then I hit comma. What I want to do is add the index.

And the index number is basically what column you're looking up for the value, I'm going to enter 2 [followed by a comma], then you choose true or false. If you pick true, it can look for approximate match. I honestly very rarely ever do true. I almost always want an exact match. So I type in false, then close parentheses) and hit Enter. Now you will see that it's brought in the 2022 price for a journal. The cool thing is I can come here and you see where this little square is. And I can drag this all the way down and get this formula. And if you look at each of these formulas, it copies the exact formula. The only thing that changes is the look up. So this is A3. This is going to look at A4, but it's still grabbing and referencing the same table. That's what those dollar signs do. Now I want to calculate the dollars per use. So $I = C2/B2$ Now in this case you can drag it down. You can also, in many cases, just auto fill down by double clicking. Now that I have this, I'm going to clean this up, make it a little easier for us to read. These are both dollar amounts, so I'm going to go ahead and hit the dollar. I want cents for the dollars per use. I'm going to add pennies back into it. I have this information. Once I have the dollars per use calculated, what I'm going to want to do is actually sort this information. I'm going to go ahead and click on D1. Then what I can do is right click, then click ascending A to Z. Now it resorts the entire table so that the lowest \$/Use happens to be at the top. Now that we've done this, we're going to go to the next step of our analysis and start looking at this to try to figure out if it makes sense to go a la carte or to resubscribe to the package. I'm going to type in journal number into E1 I'm going to go 1-- I'm going to assign a number for each title-- 2, 3. I just selected those three, and then I'm going to just double click this corner. And basically each title now has its own unique journal number, all the way down to journal 71. Then from there I'm going to type in A La Carte journals. And this is where I start figuring-- now what I'm going to do is start configuring the different combinations of what journals we could buy and what the cost implications are based off historical use and price. In the first option is journal one, would only be buying journal one. The second is buying Journals 1-2. The third option, Journals 1-3. And so we're basically making these decisions by buying the things that have the lowest dollars per use. Then Journals 1-4 and so on and so forth. Now that I've got these three here, what I can actually auto fill all the way down until we get to the very last line where we basically buy all the journals a la cart, Which isn't really going to happen, but it's something we can take a look at what that cost implications would be. This helps you understand the value of the package. In column G, I'm going to label it subscription cost. H I'm going to label I LL articles purchased. Then column I, I'm going to call it ILL cost and then J total cost. Now I'm going to calculate this out. In this case I'm only buying one journal, so I'm going to do get the price of that journal. Then in the second package I'm going to be buying two journals. So I'm just going to grab the prior price and then add the cost of the additional journal. And now that I've built this formula, if I copy it and fill down, what it's just going to do is look at the previous value and then add in the new value to it to figure out the total subscription cost. If you go all the way down, you see that if we bought everything a la carte, that is \$33,000. Not something we'd actually be doing, especially considering the fact that the value [actually cost] of the package is less. But it's important to know to understand the value that is being provided. Now what we want to do is calculate the ILL articles purchased. This is we'd have to buy. In the case of this example, we're just going to assume all ILL articles are valued at \$18 Ultimately, when we calculate out the cost, we're just going to take the number of ILL articles purchased in times it by 18. However, if you are doing this for your own institution, it may vary depending on publisher and you would want to adjust that. But first, let's first sum up the ILL articles purchased. In this case, we are buying everything except for that one journal that we bought. I look at the use, I go =sum(then I'm going to grab 48, basically B3 all the way down to B 72. [=sum(B3:B72)] Now the way this formula is going to work for the next row is I will look at this number and I will subtract out the use from

that same row, 48. It goes down to 1091. And if I keep this formula and drag it down, by the time you get to the final journal, there will be nothing you're purchasing via ILL based off that historical use. We have these numbers here. I would then take the number of articles purchased and times that by the cost for ILL. As I mentioned, we're just going to assume everything's value, \$18 per article. But you would probably change this if you're doing your own analysis based off your own institutions costs and if there is any deviation depending on the publisher. Basically, I created that formula which $=H2*18$ and then I just filled all the way down to populate all the formulas per row. Then finally, we're going to calculate the total cost. We do the subscription cost plus the LL cost. Once you've built that formula, you copy it all the way down that formula again is $=G2+I2$ for that first row. Now that we've calculated total cost, we can figure out what our BATNA is. And honestly our BATNA is going to be, in this case of this analysis, could be whatever the lowest price is in this total cost. So you're going to go through here and if you scroll down, you see that the lowest price that you see is 12,338 which is where you subscribe to journals, numbered 1-17. I'm going to go ahead and I'm going to highlight this in yellow. So basically I selected and I'm going to come up here to the paint bucket, hit yellow. And that just gives me an informed point of reference as to what looks like the best value for us price wise and what this might be really valued at based off current use. all right, so we figured out what the BATNA is and that includes journals 1-17 and has a total projected cost of 12,338. Now this is making an assumption that you are actually going to cancel journals 18-71, before what I would suggest you do in real life is you double check those things that you're considering cancelling and make sure none of them are just had low use due to an anomaly. Based off that you may adjust what this BATNA and what that number happens to be. We're going to do a little bit more to this analysis. I'm going to come down here and in row 73, I'm going to add total to it, and I'm going to bold this. Then I'm going to sum up this [column]. I just clicked on the cell. And then I'm going to go up to Autosum and it's going to sum the entire column. Then I'm going to do the same thing with C. Then I'm going to go ahead and just drag this formula down to calculate the overall \$/Use for the entire package, which is 25.40 Now I'm also going to put in the 2022 package price, what we're currently paying. I'm going to make that bold. Then in 74, I'm going to put in 18,500. That is what we've been paying for the package, which if I take then this number and divide it by the use, I see that we're actually getting \$14.14 cost/use. We get significant value from this package versus buying all these journals, a la carte, however, do we really need to do that? Again, that's where you look at your BATNA and you also need to look at your package options. There are reasons why you would choose to continue to sign for the package. This only looks at one year's worth of data you want to make sure you look at more than that. All right, now we're going to go up and we're going to actually evaluate our three options. Whether or not we're going to sign a one year deal, a two year deal, or a three year deal. One year. Two year. Three year. What I'm going to just do is build out an if-then formula, basically we're looking to see if the package deal or a la carte is better based off the price that is set up for the first year. Whether or not you're talking about that annual deal, the two year deal or the three year deal. This is going to be $=If$ I'm going to do $J2$,-- let's first put the $=If$ in there then the open parentheses ($J2$ > I'm going to enter 19,749 which is basically \$1 less than the one-year deal which was 19,750. Then I'm going to go in quotes, I'm going to type in "package"-- If basically the total cost is greater than 19749 then the package is a better deal for that first year. If it's not, if it's proven false, then a la carte is better, I'm putting that $[=J2>19749,"package", "alacarte"]$ And then close parentheses and hit Enter. Now that I've done that, I can drag that formula down and you'll see that it populates, it starts looking, and when suddenly a la carte is a better option, it's going to show up. And then when the package is a better option, it also will show up. This just gives you an idea as to at least for the first year of the deal, is this a better option or

not? We're going to do the same thing for year two. =if(J2>19249 because year one of the two year deal is \$19,250 And then we'll go "package" in quotes, "a la carte", close parentheses again. [=if(J2>19250,"package","a la carte")] We can fill all the way down and we see here what the options are. And then we'll do it for the third one, =if(J2>18999 because 19,000 is the value that they proposed for year one. And then I can do "package" or "a la carte" closed parentheses. [=if(J2>18999,"package","a la carte")] and then I'm just going to double click to autofill all the way down. So we can see how these slightly change a little bit depending on the package as to and the package price and the number of years as to what the best options are. But what this really does is tell you what you can do based off this pricing, if you decided to go a la carte versus signing a package. All of this is really helpful information as you're evaluating what your options are during the negotiation. As you try to also negotiate ideal licensing terms, you can use this information to figure out if it makes sense to go a la carte or sign for a package. It can help you determine what your reservation price is, your ideal price, and prepare your counteroffer. I hope that this analysis you will find helpful as an approach for how you could value whether or not you are going to sign a renewal for a package or decide to go to the a la carte option. And I will tell you, we have used this at my own institution and we're always keeping in mind knowing that ILL is not a substitute for good collections. We are thinking about how much are we buying with ILL and constantly reevaluating. If we max out with ILL requests for a specific journal, that is a red flag that we look at resubscribing to a particular journal. This is not a one and done type thing. It's constantly relooking at it and understanding that if use changes we may go back to signing up an entire package or we may be changing what our particular journals we subscribe to a la carte. It is something that we look at annually.