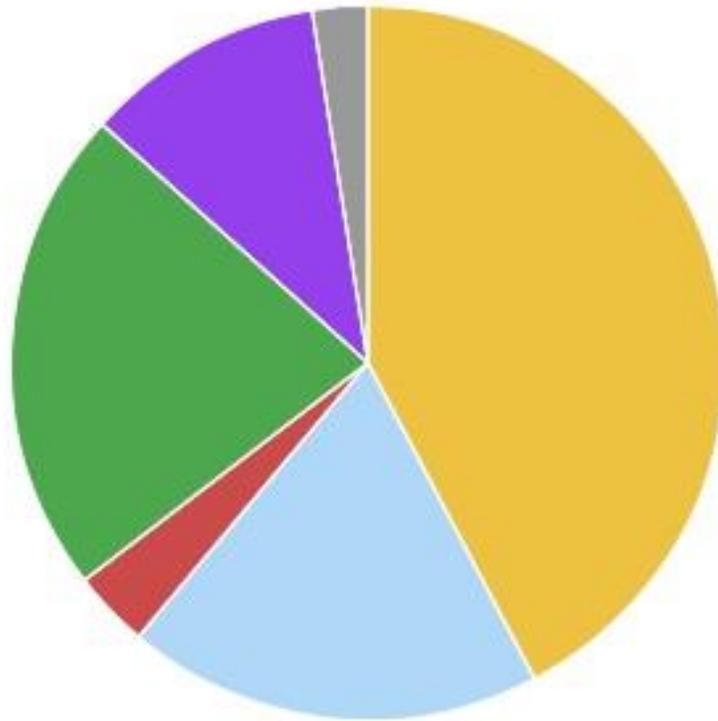# Lightroom Analytics

Using Intelligence to Guide Your Buying Decisions

Lightroom Analytics

Adobe Lightroom retains the metadata about your images in the catalogue. Metadata is displayed on the right hand panel in the Library and Develop modes. Metadata is useful when examining an individual picture to establish whether you captured the image correctly. Metadata about your catalogue of images or subsets can be used to provide further analysis of your shooting habits and can be used to make intelligent buying decisions for new camera technology.

The first step is to download and install the Lightroom analytics software. The software can be obtained through http://lightroomanalytics.com/. Note: The Lightroom analytics software is in its initial release and may contain software bugs and/or errors but this does not affect the displayed graphs. So go ahead and download and install the software. The screen shot below shows the analytics software installed as a plugin on Lightroom.
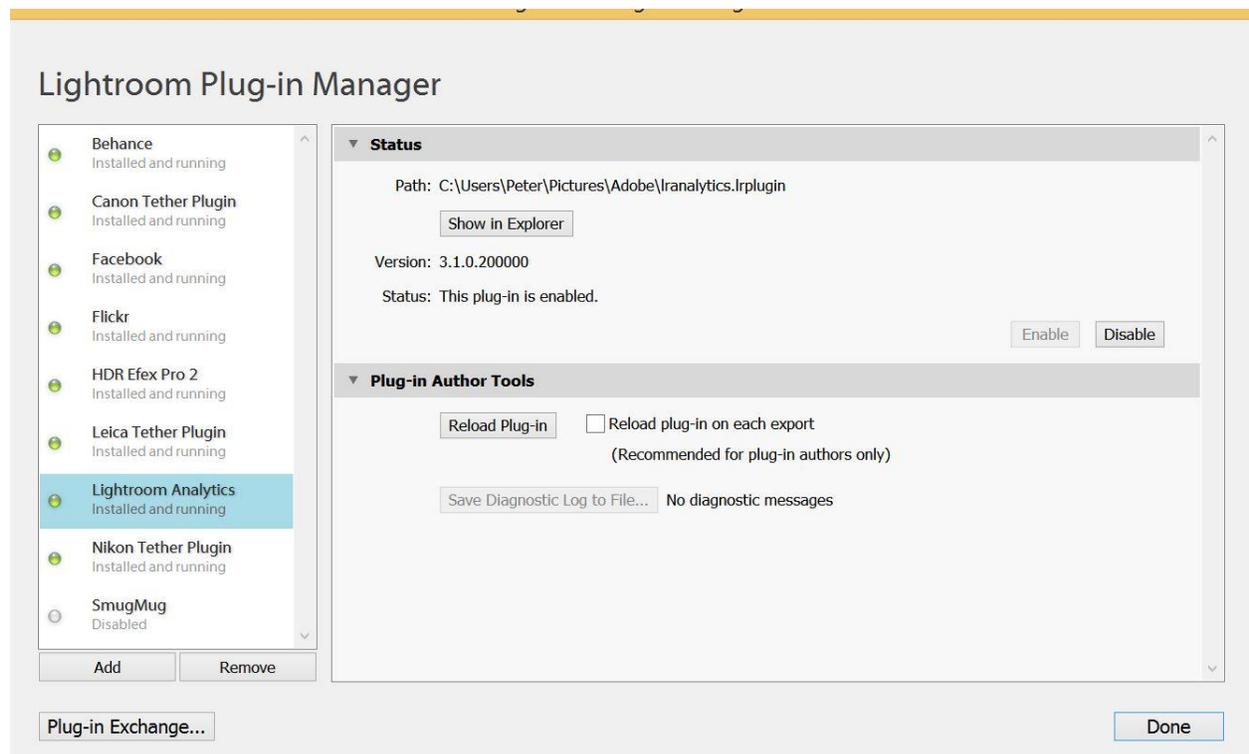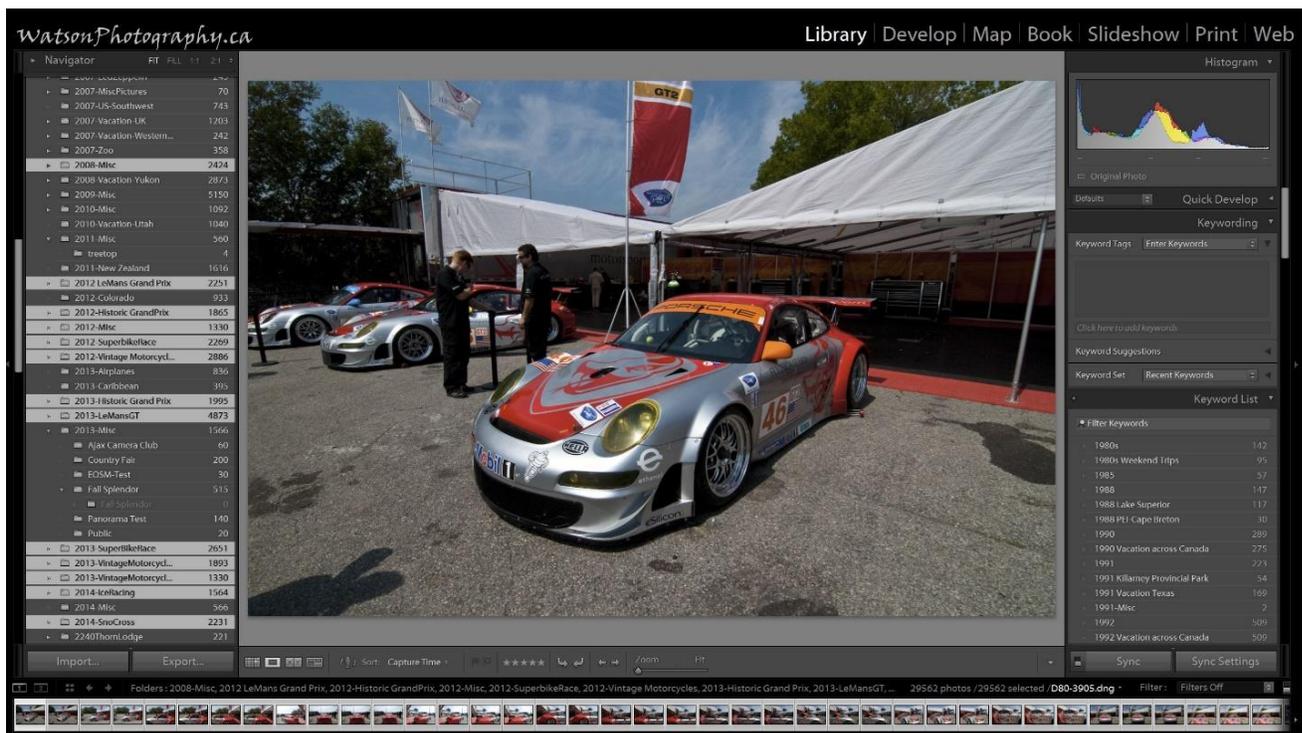
Selecting Images for Analysis

The next step is to select the images for further analysis. It is recommended that you make your selection based upon the largest number of images in your catalog to ensure greater accuracy for the analytics. Examples of image selection are referenced below:

1. Select the Library from the Lightroom module selection.
2. You can select your entire image library by selecting the option All Photographs under the Catalog sub-panel on the main left Lightroom panel. From the main menu, select Edit and then Select All.
3. You can select multiple folders by selecting them in the Folders sub-panel on the main left Lightroom panel. From the main menu, select Edit and then Select All.
4. You can select images based upon a keyword selection by going to the Keyword sub-panel on the main right Lightroom panel. From the main menu, select Edit and then Select All

The screen shot below shows the selection of multiple folders for further analysis.

Instructions to Export Metadata for Analysis

From the Lightroom main menu select the File menu:

1. Select Plug-In extras
2. Export metadata Note: This may take several minutes if have selected over 10K of images.
3. The Lightroom status bar will say Exporting Metadata during the export function.


Reviewing Your Metadata Reports

1. Start the lranalytics custom browser you selected during the software installation.
2. Drag the file lranalytics.json from your desktop into your custom browser window
3. The lranalytics custom browser will process your metadata and produce graphs in the browser window.

The graphs below are just a subset of the many graphs that are available through the Lightroom analytics program. You can even export out to an Excel spreadsheet for more detailed analysis. See http://lightroomanalytics.com/

Camera Breakdown

NIKON D5100
7%

Other
2%

NIKON D300
8%

NIKON D800
84%
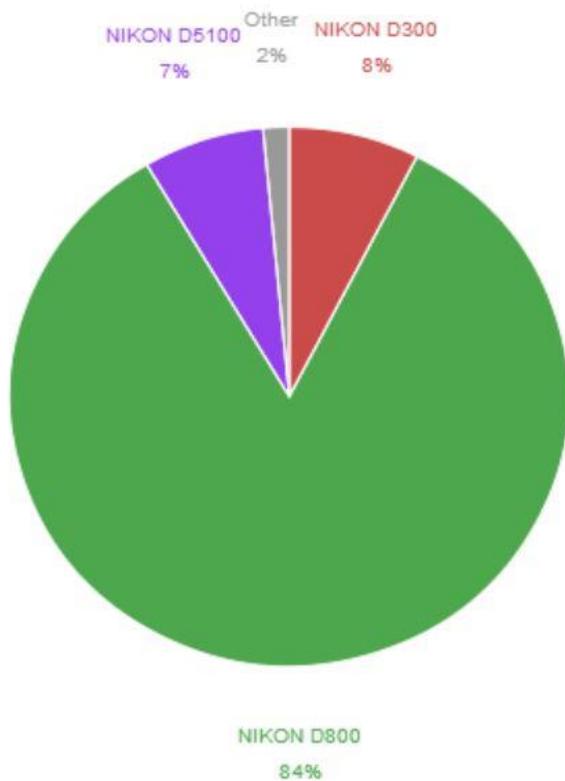
This graph shows you all of the cameras that you have used for images in your Lightroom catalog.

This can give you a nice historical view and also show you which camera you used the most. This can be important when you have multiple camera bodies and are reviewing retirement options for a camera body or contemplating a new one to fulfill a specific need for your shooting style.

Exposure Program

Other
2%

Normal
7%

Manual
15%

Shutter priority
76%
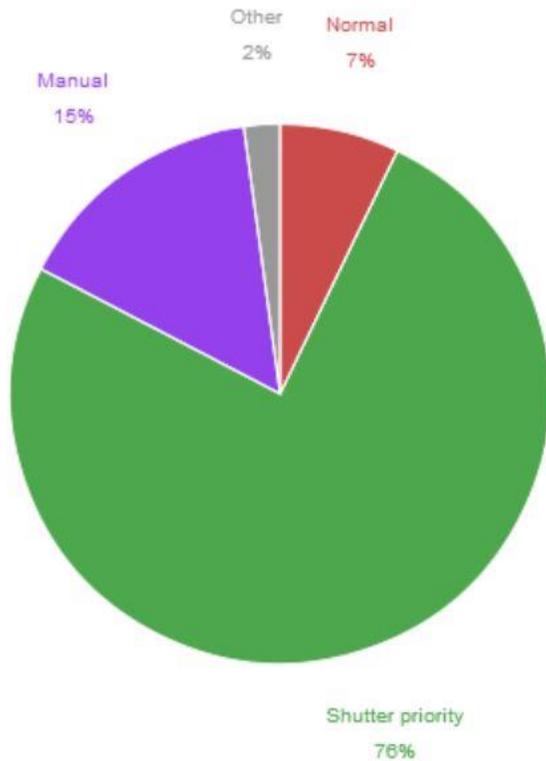
This graph is not a big surprise as the images used for analysis were all sports photography based. The analysis is fairly reflective of my shooting style for sports where I use shutter priority.

Manual mode is used when I am after a specific look to the target image.

The use of normal and other indicates I am in Program mode or aperture priority because I am after some quick grab shots at a sports event.

Aperture Usage
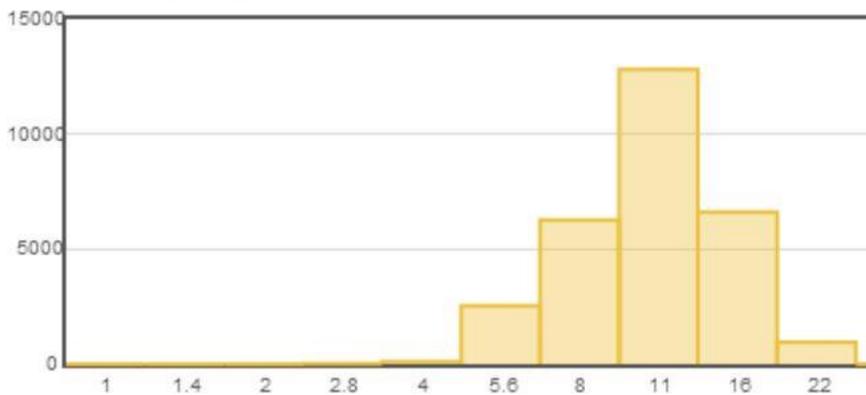
The data in this chart will illustrate to most photographers whether they have a need for a camera with a larger aperture. In this case for sports and in particular indoor sports. From the data in the pie chart we can see that the predominant apertures are f5.6 to f16.

If I am contemplating a new lens to increase quality my sole buying decision should be based upon the performance of the lens at these apertures.

If you are an indoor sports photographer and the data indicates heavy usage around f4 to f5.6 this would indicate a need to move towards an f.28 lens.

Shutter Speed Usage
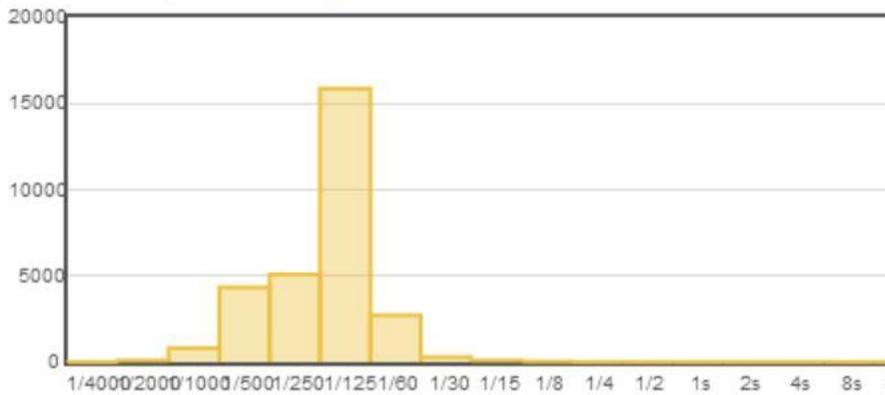
Shutter speed activity reveals that the majority of the images are taken between 1/500 and 1/60 second. Interestingly enough there is no exposure activity around 1/8000 which is the fastest shutter speed for my camera. There are no long exposures either. Analytics indicate that my current camera is quite adequate for delivering the necessary shutter speeds.

ISO Speed Rating
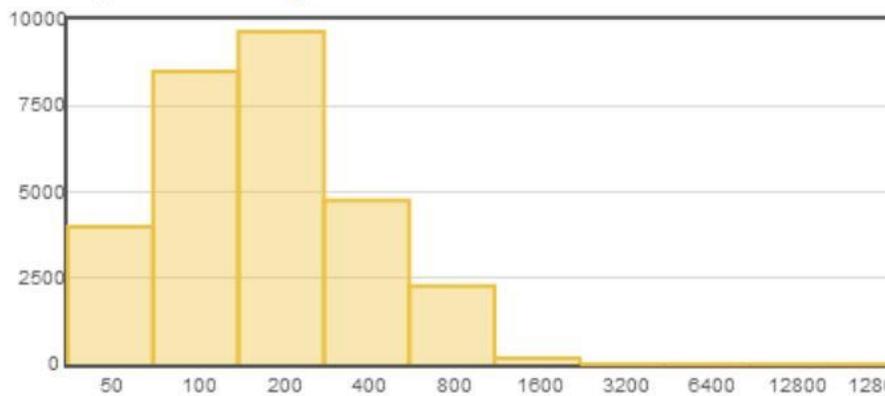
The use of ISO between 50 and 800 is pretty consistent and is in the target range for optimum picture quality. High ISO beyond 1600 is not used. This would indicate that there is no need to purchase a camera with better low light capabilities.

## Focal Length(35mm equiv.)
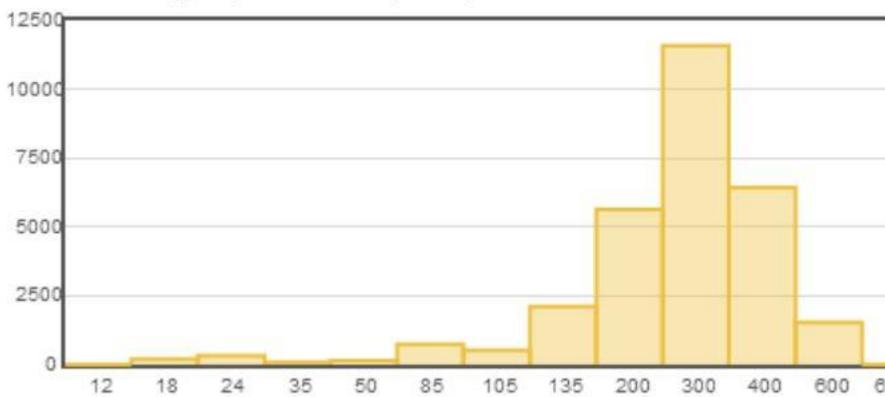
This is where the analysis starts to get interesting. From the pie chart we can quickly establish that the majority of my shooting is done between 200 and 400 mm. Since the majority of the images are within this range and being serviced by my current lenses, there is no need to buy an additional lens in this focal range unless I wish to move up to a slightly higher quality lens.

A look at number of images at the 600 mm range indicates that I was using crop mode on the D800. The buying decision then comes down to whether a lens purchase would be beneficial given the low number of images Vs. purchasing a dedicated DX camera body.

Lens usage analysis Lenses pie chart, individual lens usage analysis

Lens Breakdown
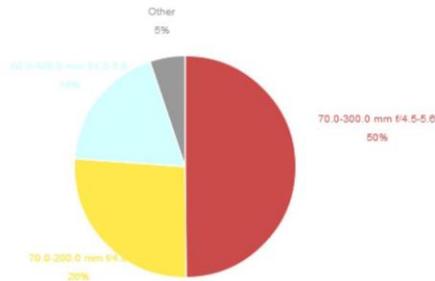
Lens Usage

Your most used lens is 70.0-300.0 mm f/4.5-5.6.

Lens	Frequency
NA	253
16.0-85.0 mm f/3.5-5.6	457
70.0-300.0 mm f/4.5-5.6	14737
11.0-16.0 mm f/2.8	289
28.0 mm f/2.8	25
50.0 mm f/1.8	112
35.0 mm f/2.0	4
EF28-135mm f/3.5-5.6 IS USM	2
24.0-120.0 mm f/4.0	379
5.0-20.0 mm	3
70.0-200.0 mm f/4.0	7772
80.0-400.0 mm f/4.5-5.6	5529

The analysis of all lenses used is the most interesting as it confirms a recent upgrade path. The majority of the images are taken with three lenses. The 70-200 f4, the 70-300 f4.5-5.6, and the 80-400 f4.5-5.6. The focal length chart indicates that the majority of my images are captured between 200 and 300mm. The 80-400 lens was a previous rental which skewed part of the statistics. The overall analysis indicates that if your photography need is satisfied and confirmed through the focal length chart then the next step is to upgrade the quality.

The upgrade path is this case was to sell the 70-300 f4.5-5.6 and purchase the 80-400 f4.5-5.6; which is a higher quality lens. In summary, using Lightroom analytics made a lens buying decision a more analytical and intelligent process and not one driven by emotion or by gear acquisition syndrome.

Lightroom analytics has other useful purposes. You can load in all of the metadata from 10 years of vacations to determine the optimal set of lenses or camera bodies to bring with you on your next trip. If you are a wedding photographer you can load all of your previous wedding images to help you determine the best lens choices to cover you next wedding.

Lightroom analytics can also look at other metadata contained with Lightroom such as the use of B&W images, HSL, split toning, tone curves, effects, processing steps, etc. The possibilities are many and hopefully a bit of analysis and intelligence will help you to become at least a more thoughtful photographer.