



analytic Coffee! Oct 3, 2019 @ 10:30am EDT

Date: 03 October 2019 - All items on the board

Time : 15:26 (UTC+00:00)

Facilitator

Tessitura User Groups

Attendees

Kyle, shannon, Madeline, Christine, Maery S., Kristine

Summary

Core Group gathered today for Analytic Coffee. We discussed Monthly Giving. Days Since Onsale and Hockey Stick Charts. Other recent wins. Sharing dashboard widgets with the TEC Conference.

Topics discussed

Monthy giving!

Votes: 5

Suggested by: Kristine

Actions

Comments

- **Maery S.**
Check out the "Monthly, Recurring, and Automatic Renewal Giving' presentation from TLCC 2019.
https://www.tessituranetwork.com/Passthrough?itemUri=/tlcc/2019/Pres/01_18_Monthly_Auto_G
 - **Christine**
Using list of active pledges as a filter in an analytics report.
 - **Tessitura User Groups**
Consider the Constituent Profile report for information to the Major Gift Officers
-

What's a small victory in Analytics that you've made in the last two weeks? What are you proud of?

Votes: 4

Suggested by: Maery S.

Actions

Comments

- **Madeline**
Basic yesterday's sales dash works great as an emailed report!
 - **Tessitura User Groups**
Scatter Map by Sales Channel Average Price Date.
-

Has anyone experimented with Days Since Onsale? Have you changed your data to help facilitate using this data point?

Votes: 4

Suggested by: Madeline

Actions

Comments

- **Madeline**
Logarithmic seems to be a good option for seeing earlier data
 - **Madeline**
Maery has started playing with this and had success
 - **Maery S.**
I did go in and set all of our default start dates to subscription onsale to get a better look at things.
 - **Tessitura User Groups**
Using Logrhythmic Scale on the Y axis can be of help seeing sales during the early period of sales.
 - **Madeline**
Suggestion to use Appeal start date to separate out when you have different on sales
 - **Christine**
For presales, can use appeal start date, or days prior to default on sale date will show as negative.
-

How do you like the New Day of the Week and Time of Day for analytic Coffee!

Votes: 1

Suggested by: Tessitura User Groups

Actions

Comments

- **Tessitura User Groups**
We want to switch every other time.
 - **Tessitura User Groups**
We are considering Next Time Friday at 3:00pm.
-

Anyone interested in presenting their favorite widget or Dashboard at TEC?

You don't need to attend.

Votes: 1

Suggested by: Tessitura User Groups

Actions

Comments
