



analytic Coffee: April 19th

Date: 19 April 2019 - All items on the board

Time : 17:08 (UTC+00:00)

Facilitator

Tom Brown

Attendees

fred, Sadie Treese_PCT, Maery Simmons, Maery Simmons, Madeline, Sadie Treese_PCT, Denise Smithson Green, Chris Larabee, Laura Burgos

Summary

Great analytic Coffee today. Looking forward to others joining in the future.

Topics discussed

Any hot tips for communicating statistical concepts to executives/managers?

Votes: 5

Suggested by: Chris Larabee

Actions

Comments

- **Tom Brown**
Get something in front of your execs is a theme here
- **Tom Brown**
One thing we've been running into is that our managers/executives are new to assessing their programs quantitatively, so they are struggling to formulate questions for my group (data analysts).
- **Tom Brown**
ok cool, this is the direction we've been heading so it's good to hear it's worked for other people!
- **Chris Larabee**
Make note of reoccurring questions.
- **Tom Brown**
My microphone isn't working but I wanted to say that, for those who are truly new to analytics, I like to actually take the metrics decision out of their hands - I ask what problem they're trying to understand and then provide the metrics myself.

What are execs asking you track?

Votes: 4

Suggested by: Madeline

Actions

Comments

- **Tom Brown**
Tom shared a story about attendance forecasting.
 - **Laura Burgos**
Because we've fairly recently added a new line of business (musicals), one of the biggest things I'm asked to look at is whether people are crossing into multiple lines of business. (For example, are musical-entry folks later going to operas?)
 - **Tom Brown**
Sadie shared some of the challenges about working with "Verbal Pledges"
 - **Chris Larabee**
At the Minnesota Historical Society we've been getting questions like "is it worth it for all of our locations to be open on X day?" or "how do we set goals?" (i.e. what's a good goal to expect for attendance?)
RE: Do you compare to last year? We also compare with last year, and further back whenever we can.
-

What sort of statistical techniques have you used to isolate seasonality in your attendance data?

Votes: 3

Suggested by: Chris Larabee

Actions

Comments

- **Chris Larabee**
I've just embarked on an attempt to extract the seasonal component of from our year over year attendance data. First stab is using linear regression and also ARIMA (both in R). I'm curious if anyone has used these or other models.
 - **Laura Burgos**
Have not - would love to hear how it worked!
 - **Chris Larabee**
I'll make sure everything is working tech-wise for next time! Sorry about that...
-

How are people tracking donor/patron journey through data points? I am looking at source codes to help with entry points...

Votes: 3

Suggested by: Sadie Treese_PCT

Actions

Comments

- **Laura Burgos**
I mentioned this before, but we're doing something like this with crossover journeys - we want to know if grand opera "entry" folks are going to chamber operas or are musical "entry" people eventually donating, etc.
 - **Laura Burgos**
The way we do this is outside of Tessitura, honestly - I'm exporting huge data sets over the years and then using R to define entry points and journey stages.
 - **Laura Burgos**
Modeling is the next step - we aren't there yet!
 - **Laura Burgos**
Agreed - that's what we do in R
-

- **Laura Burgos**
It depends on how complicated the journeys you're mapping are - some will be harder to make categorical
 - **Tom Brown**
Spinning the time series data into a single row per customer is one of the technical challenges for this approach.
 - **Sadie Treese_PCT**
Noting the option of categorizing entry/touchpoints into a single data type.
-

Attrition Rates- What tools are you using to calculate attrition rates and layering that into lifetime value calculations? I am using data from reports (excel files from previous years) I am just pulling an overall individual giving attrition rate, but it would be nice to segment out our Partners and Circles program, but I haven't figured out an easy way to account for movement between the two.

Votes: 2

Suggested by: Sadie Treese_PCT

Actions

Comments

- **Laura Burgos**
You could turn the changes between years into categories - 10% decrease, 10% increase, etc. - and then get a bit more granular that way.
 - **Laura Burgos**
It sounds like, in general, you're calculating cumulative stats but you want to delve into metrics that speak about the "number of people doing x,y,z,." I think there's a lot of things you can do to get that, but they're all going to involve massive calculations on the individual level - and Excel is not so friendly for that kind of thing...you might want to consider switching to a platform that's better for bigger data sets.
-

Is it possible to have performance goal roll up into a series goal?

Votes: 2

Suggested by: Denise Smithson Green

Actions

Comments

Topics voted on but not discussed

Does this Lean Coffee Style work for you?

Votes: 1

Suggested by: Tom Brown

Actions

Comments

Suggested topics with no votes

Who all is using Tessitura Analytics

Votes: 0

Suggested by: Tom Brown

[Actions](#)

[Comments](#)

How is it to work with Tessitura Network on Dashboards

Votes: 0

Suggested by: Tom Brown

[Actions](#)

[Comments](#)

What do you -wish- execs were asking you to track?

Votes: 0

Suggested by: Laura Burgos

[Actions](#)

[Comments](#)
