

# T-Stats & Dashboards

SOTUG May 5, 2015

# Basic report from ticket cube

The screenshot shows a reporting tool interface with several panels:

- Reports:** A list of report titles including "Fanfares - month prior 2013", "FB Social Ticketing Sales", "FE - by year and production", "FOF tix 2014", "FOF tix 2014 lost to discount", "FOF tix sales", and "Forecast % cap in July".
- Selected Cube:** A dropdown menu showing "Tickets".
- Measures and Dimensions:** A tree view showing dimensions like "Ticket Appeals", "Ticket Modes of Sale", "Ticket Order Details", "Ticket Orders", "Ticket Performance De", "Ticket Price Types", "Ticket Season", and "Ticket Seating". It also includes "Section", "Facility", and "Hierarchy".
- Filter/Slicer:** A green-bordered box containing "Ticket Price Types (Multiple)" and "Ticket Seating (Multiple)".
- Chart/View:** A "Grid" view showing a table of data.
- Series:** A yellow-bordered box containing a "Measures" dropdown.
- Categories:** A purple-bordered box containing "Ticket Season - Season" and "Ticket Performance Details - Production".

		Num Tickets	Ticket Amt	Num Constituents	Avg Price Per Ticket
2009	A Midsummer Night's Dream				
	Cyrano de Bergerac				
	Macbeth				
	West Side Story				
2010	As You Like It				
	Dangerous Liaisons				
	Kiss Me, Kate				
2011	The Tempest				
	Camelot				
	The Merry Wives of Windsor				
	The Misanthrope				
	Twelfth Night				
	42nd Street				

# Basic report from ticket cube - Sorting

The screenshot shows a report interface with a table of production data and a 'Sorting And Filtering' dialog box. The table lists productions from 2009 to 2013, including titles like 'West Side Story', 'Fiddler on the Roof', and 'The Three Musketeers'. The dialog box is open, showing options for filtering and sorting. The 'Sort' section is checked, and 'Num Tickets' is selected as the measure to sort in descending order. A dropdown menu is open, showing a list of available measures.

Year	Production
2009	West Side Story
2013	Fiddler on the Roof
	The Three Musketeers
2011	Camelot
2010	The Tempest
2012	42nd Street
2010	Kiss Me, Kate
2009	Macbeth
2011	Twelfth Night
2013	Romeo and Juliet
2009	Cyrano de Bergerac
2010	As You Like It
2012	Much Ado About Nothing
2009	A Midsummer Night's Dream
2011	The Merry Wives of Windsor
2012	Henry V
2013	The Merchant of Venice
2012	The Matchmaker

**Sorting And Filtering**

Filter:

Condition: [ ] 0 and 0

Using Measure: Num Tickets

Filter Top/Bottom:

Filter Type: [ ] 10 Items

Using Measure: [ ]  Break Hierarchy

Sort:

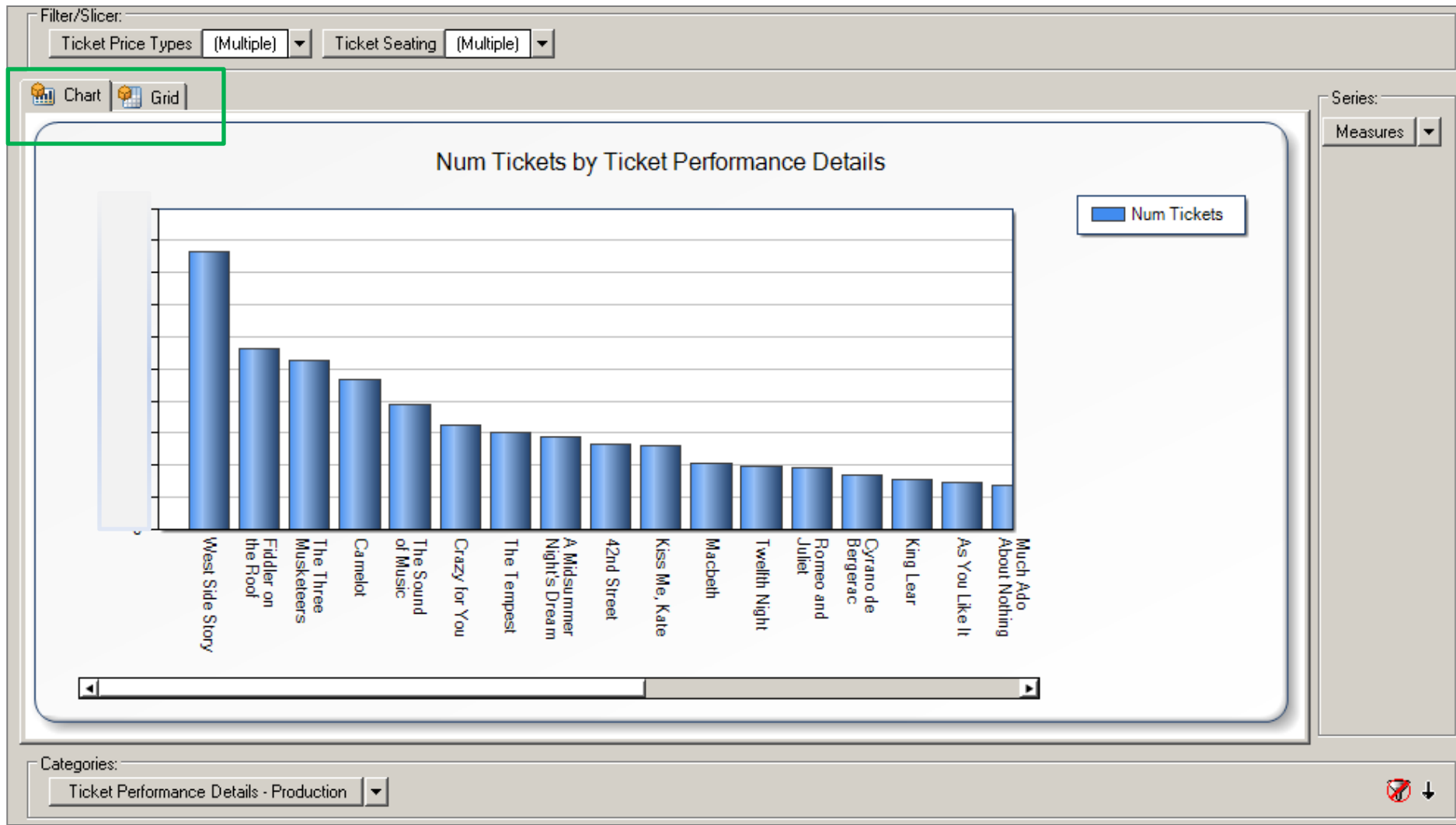
Sort Order: Descending

Using Measure: Num Tickets  Break Hierarchy

Dropdown menu items: Num Tickets, Ticket Amt, Paid Amt, Num Constituents, Num Orders, Avg Num Tickets Per Constit, Avg Num Tickets Per Order, Avg Price Per Ticket

Categories: Ticket Season - Season | Ticket Performance Details - Production

# Charts are simple!



# More ways to look at your data.

Filter/Slicer: Ticket Price Types Premium

Chart Grid

		Num Tickets
2013	2 1 Adult Prem	
	Premium	
2014	2 1 Adult Prem	
	Chamber Dream Prem	
	Dream Deal Prem	
	Premium	
2015	2 1 Adult Prem	
	Premium	

Series: Measures

Categories: Ticket Season - Season Ticket Price Types - Price Type

Filter/Slicer: Ticket Price Types Premium

Chart Grid

	2013	2014	2015
	Num Tickets	Num Tickets	Num Tickets
2-1 Adult Prem			
Chamber Dream Prem			
Dream Deal Prem			
Premium			

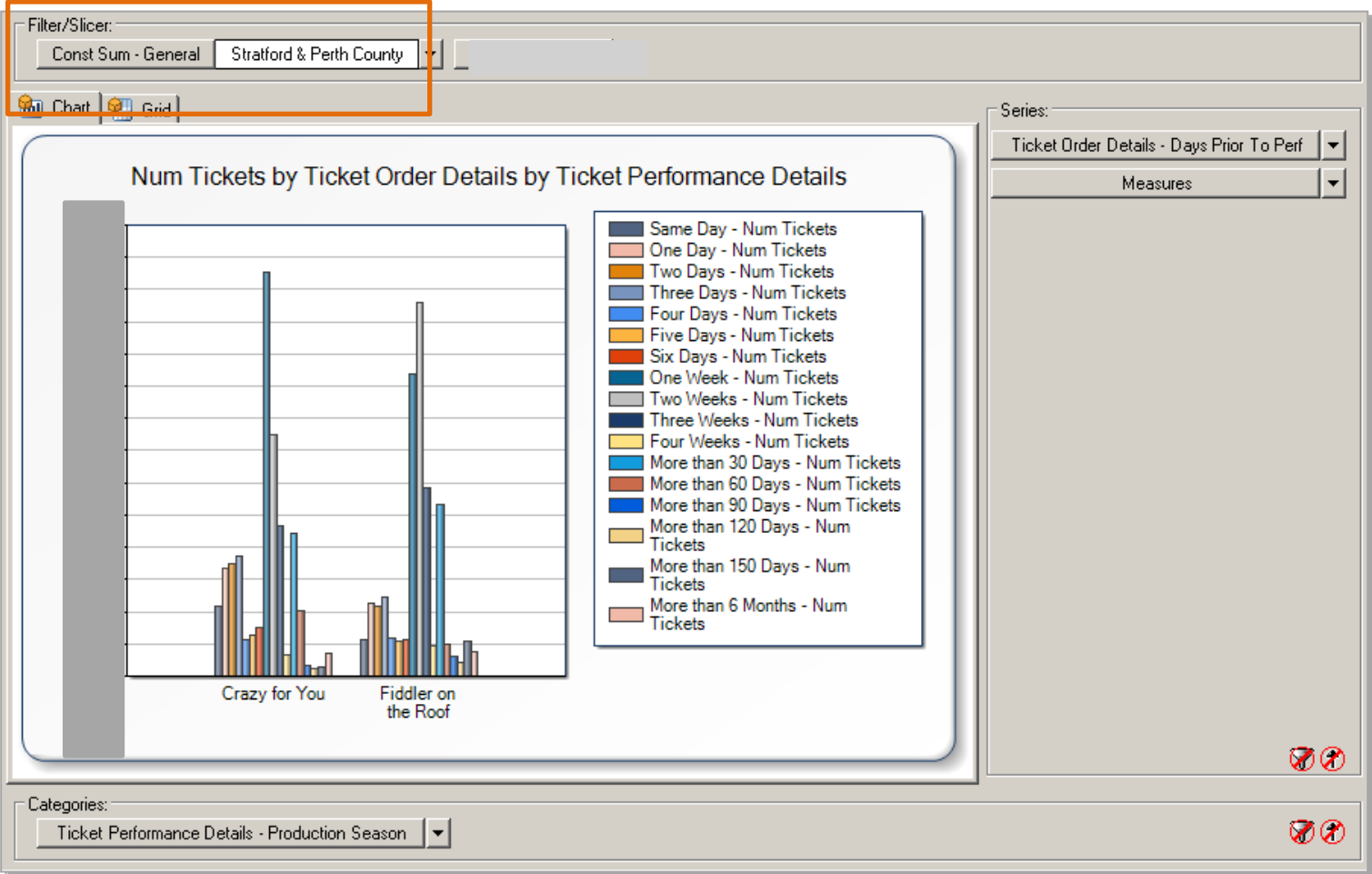
Series: Ticket Season - Season Measures

Categories: Ticket Price Types - Price Type

A few practical examples.



# How far in advance do “locals” buy?



# Use filtering to “get” or “get rid of” a selection of patrons.

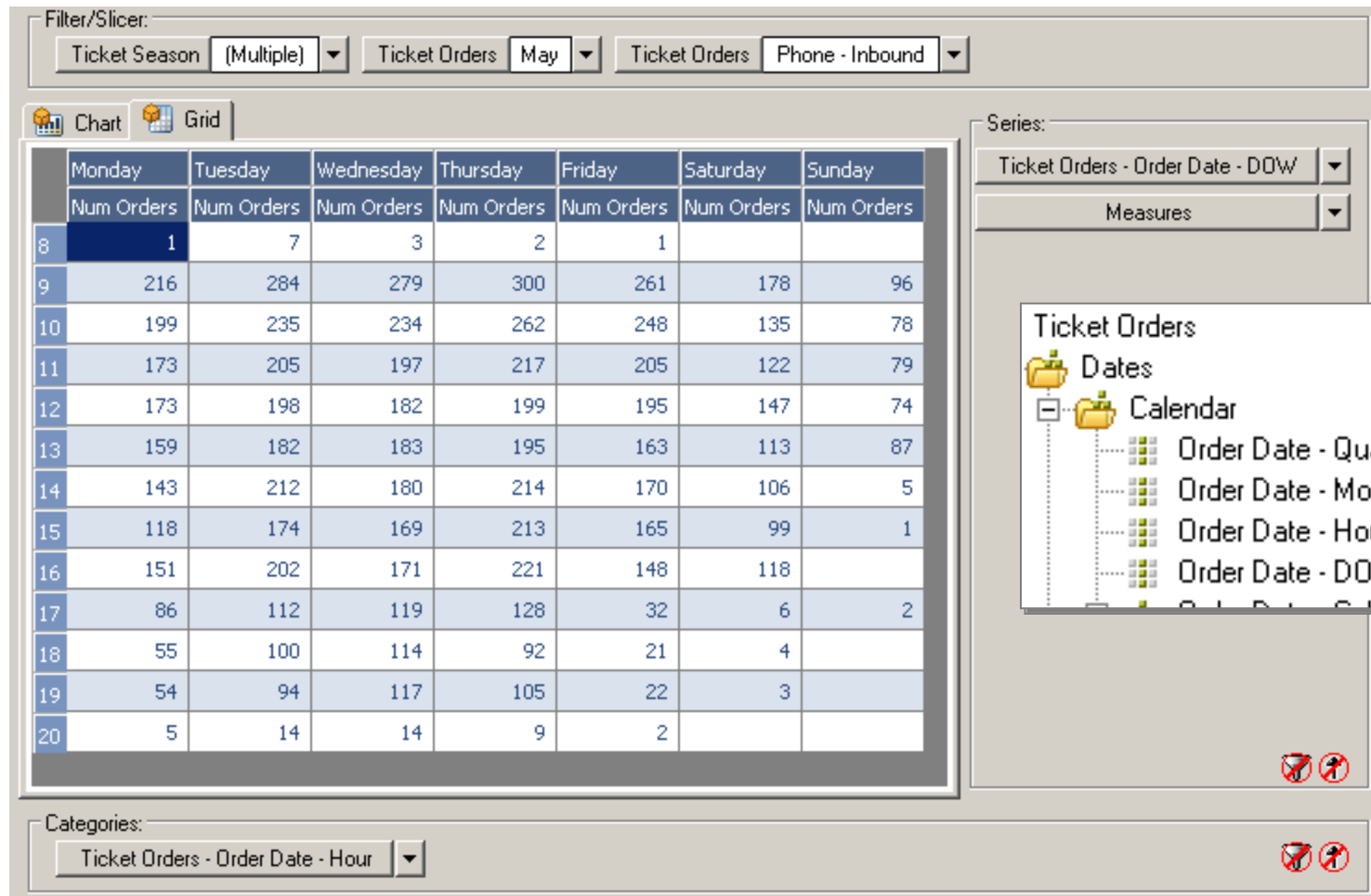
**1**

**2**

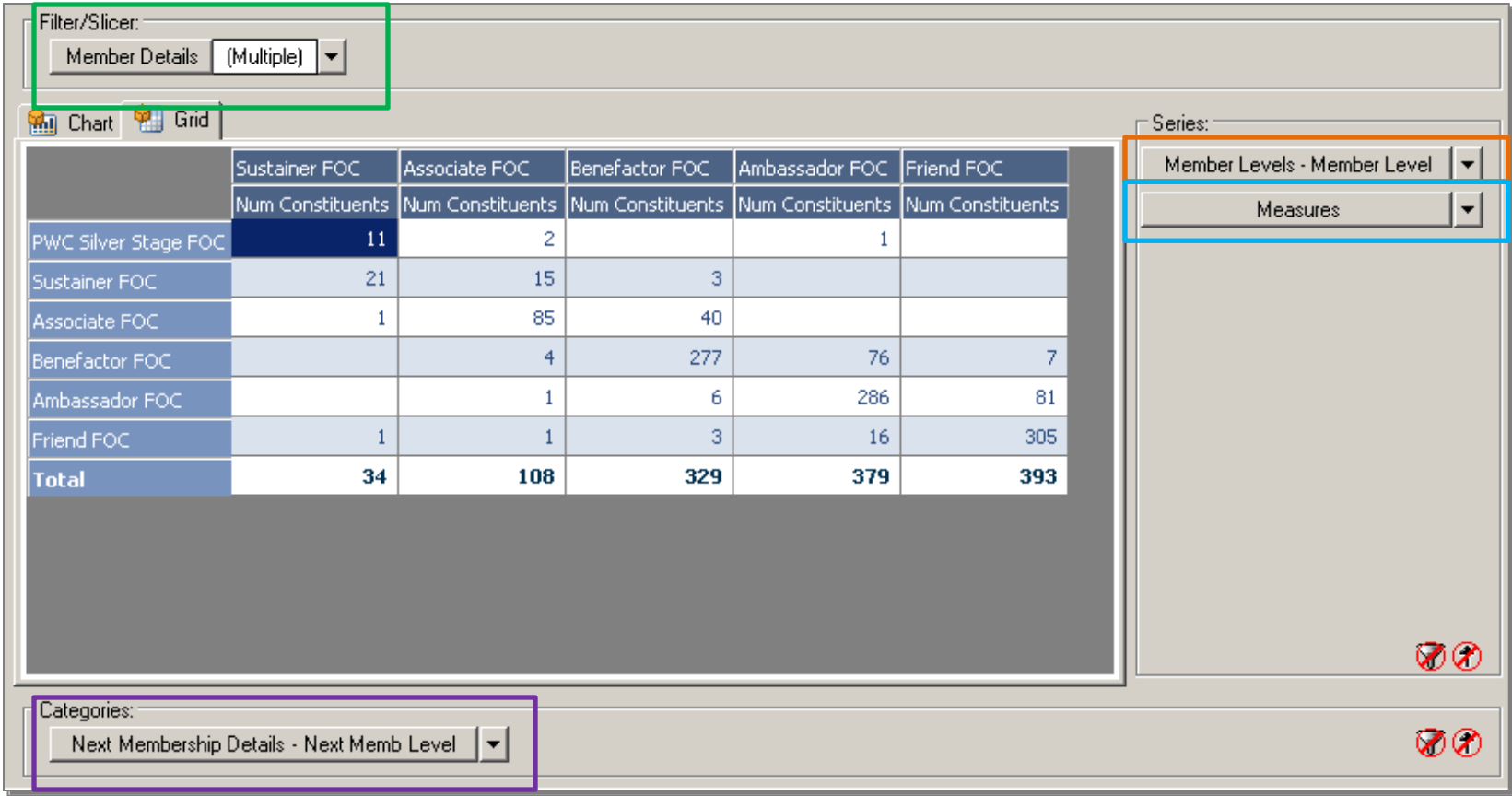
The screenshot displays a software interface with several components:

- Filter/Slicer:** A dropdown menu showing 'Const Sum - General', 'Stratford & Perth County', and 'List:tw - staff & fof' (highlighted with a green box).
- Exporting:** A button with a document icon.
- Map It:** A button with a globe icon.
- List-Based Filter:** A dropdown menu with a heart icon, highlighted with a green box.
- Save List Dialog:** A modal window with the following fields:
  - Name:** tw - staff & fof
  - Category:** (unassigned)
  - Ctrl Grp:** (Default Control Group)
  - mail2:**
  - Dynamic:**
  - TStats:**  (highlighted with a green box)
  - Inactive:**
  - Buttons:** Save, Cancel
- Chart:** A bar chart titled 'Num Tickets by Ticket Order Details by Ticket Performance Details' showing data for 'Crazy for You' and 'Fiddler on the Roof'.
- Series Legend:** A list of ticket performance categories with corresponding color swatches:
  - Same Day - Num Tickets
  - One Day - Num Tickets
  - Two Days - Num Tickets
  - Three Days - Num Tickets
  - Four Days - Num Tickets
  - Five Days - Num Tickets
  - Six Days - Num Tickets
  - One Week - Num Tickets
  - Two Weeks - Num Tickets
  - Three Weeks - Num Tickets
  - Four Weeks - Num Tickets
  - More than 30 Days - Num Tickets
  - More than 60 Days - Num Tickets
  - More than 90 Days - Num Tickets
  - More than 120 Days - Num Tickets
  - More than 150 Days - Num Tickets
  - More than 6 Months - Num Tickets
- Series:** Ticket Order Details - Days Prior To Perf
- Measures:** (empty dropdown)
- Categories:** Ticket Performance Details - Production Season

# When can we anticipate higher call volume in the box office?

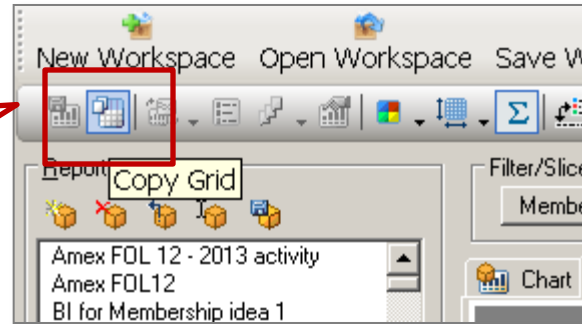


# How successful are our Membership upgrade initiatives?



“...but my director wants to know what percentage are upgrading!”

**One-click  
export with  
copy grid icon!**

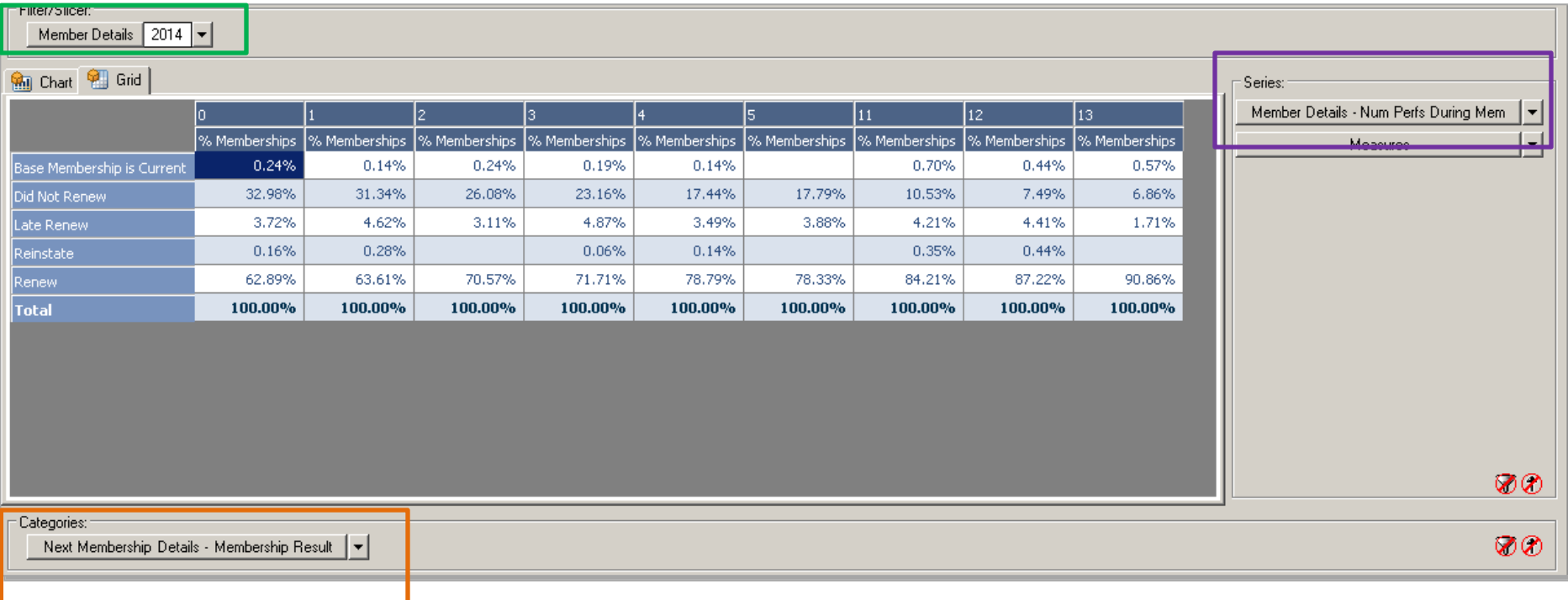


**...and paste.**

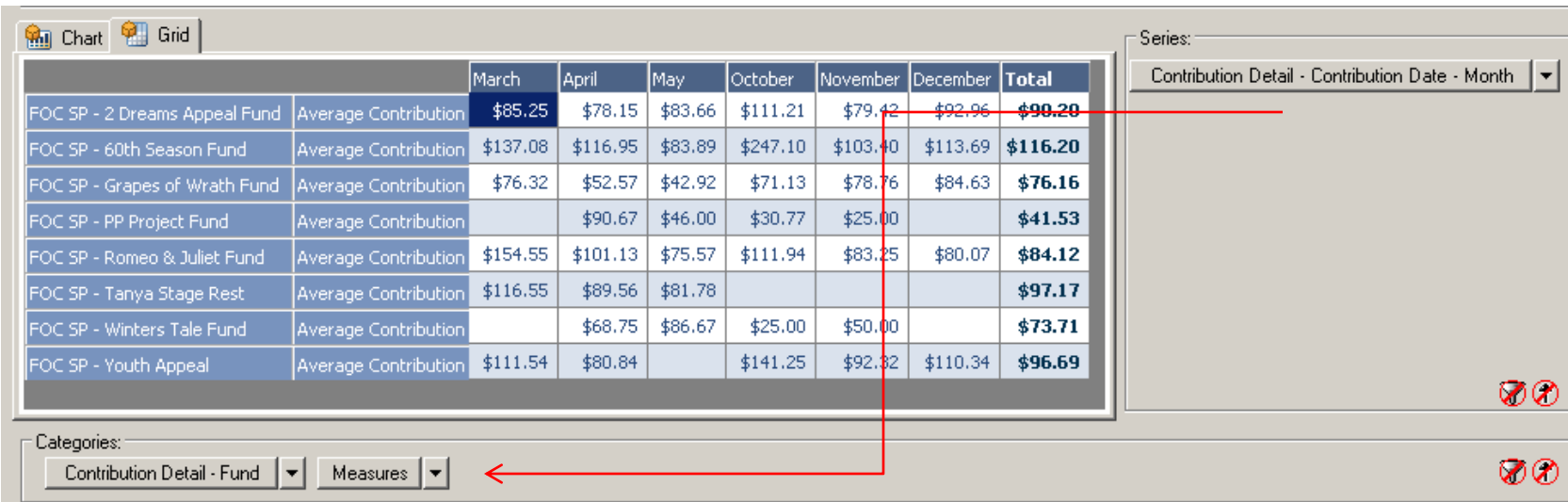
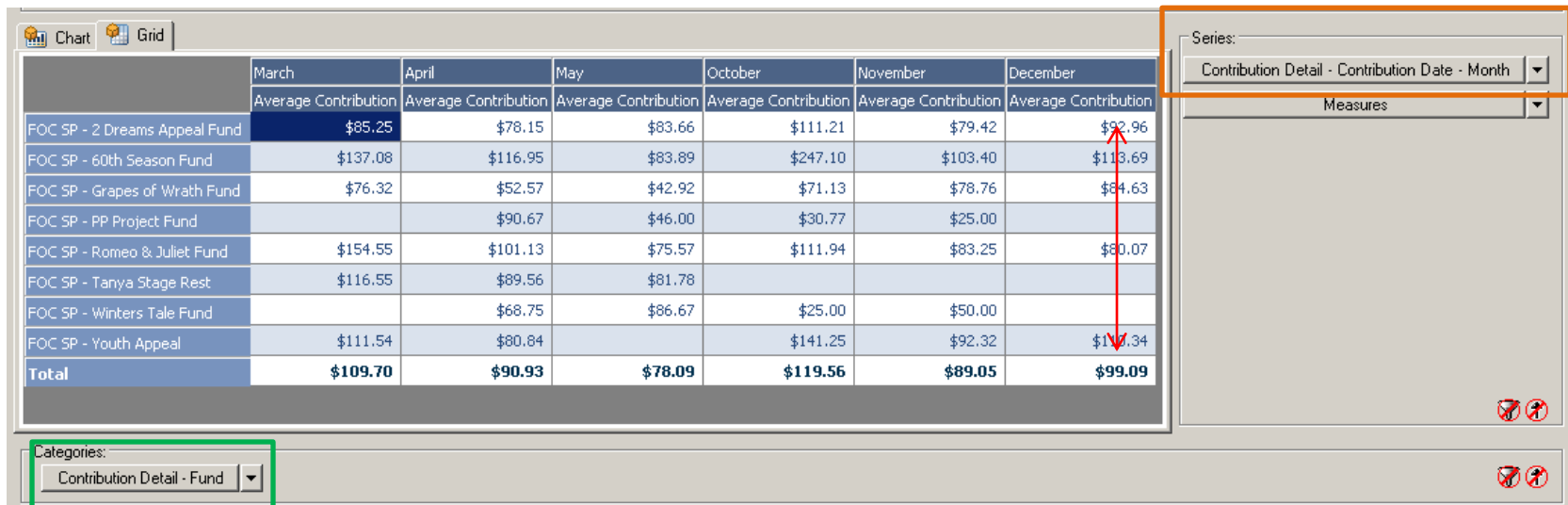
A screenshot of an Excel spreadsheet. The ribbon shows 'File', 'Home', 'Insert', 'Page Layout', 'Formulas', 'Data', 'Review', and 'View'. The 'Home' ribbon is active, showing options for 'Clipboard' (Cut, Copy, Paste, Format Painter), 'Font' (Calibri, 11, bold, italic, underline, color), and 'Alignment' (Wrap Text, Merge & Center). The spreadsheet data is as follows:

	A	B	C	D	E	F
1		Sustainer FOC	Associate FOC	Benefactor FOC	Ambassador FOC	Friend FOC
2		Num Memberships	Num Memberships	Num Memberships	Num Memberships	Num Membership
3	PWC Silver Stage FOC	11	2		1	
4	Sustainer FOC	21	15	3		
5	Associate FOC	1	85	40		
6	Benefactor FOC		4	277	76	7
7	Ambassador FOC		1	6	286	81
8	Friend FOC	1	1	3	16	305
9	Total	34	108	329	379	393

# How does attendance affect membership renewals?

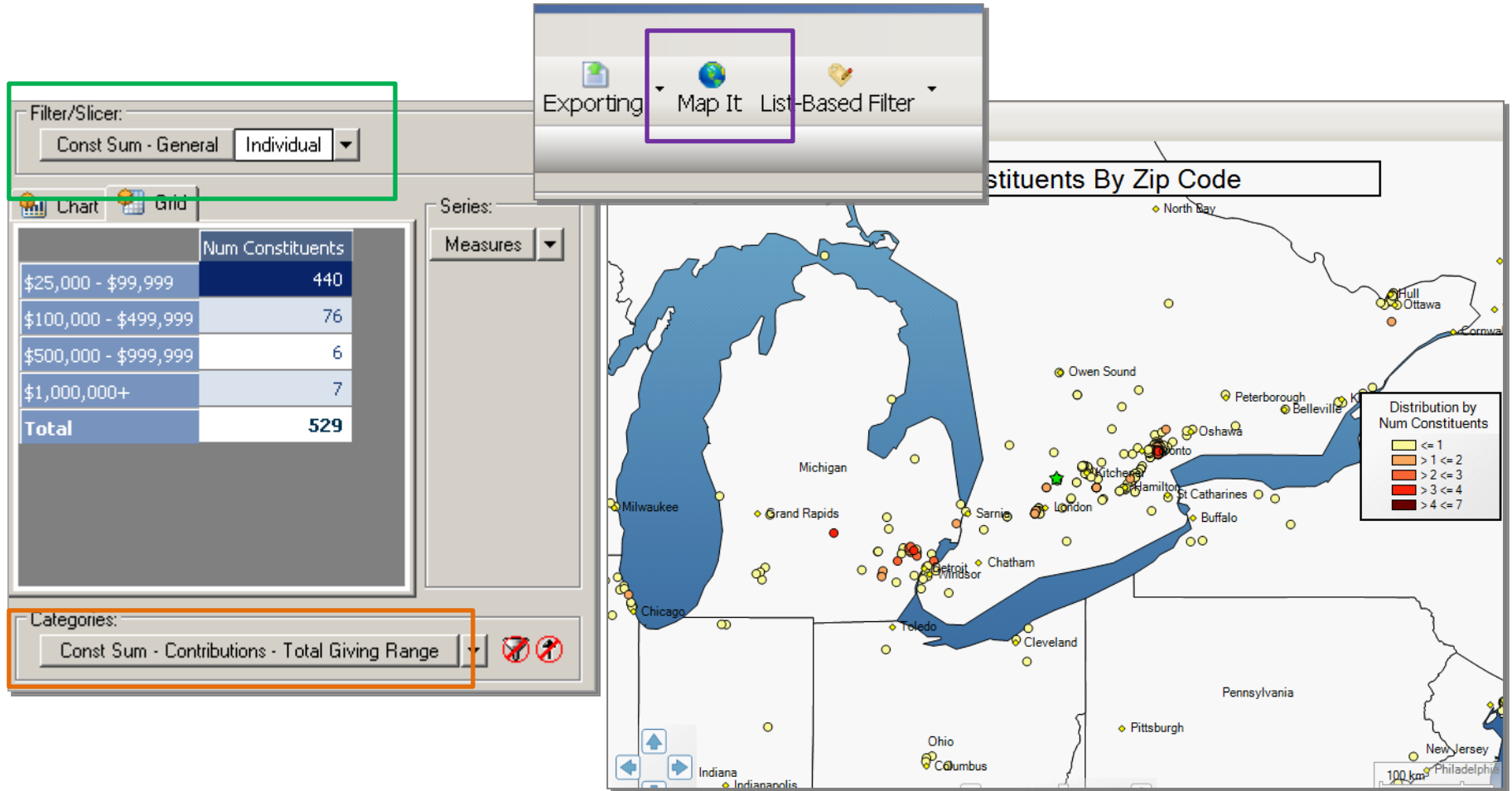


# What's best timing – and case – for extra gifts?



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# Where should we host cultivation & stewardship events?



# How are sales in our premium zone?

Filter/Slicer: Seat Zone Globe Ring Orchestra | Seat Seating 15Festival | Seat Performance Details Hamlet

Chart | Grid

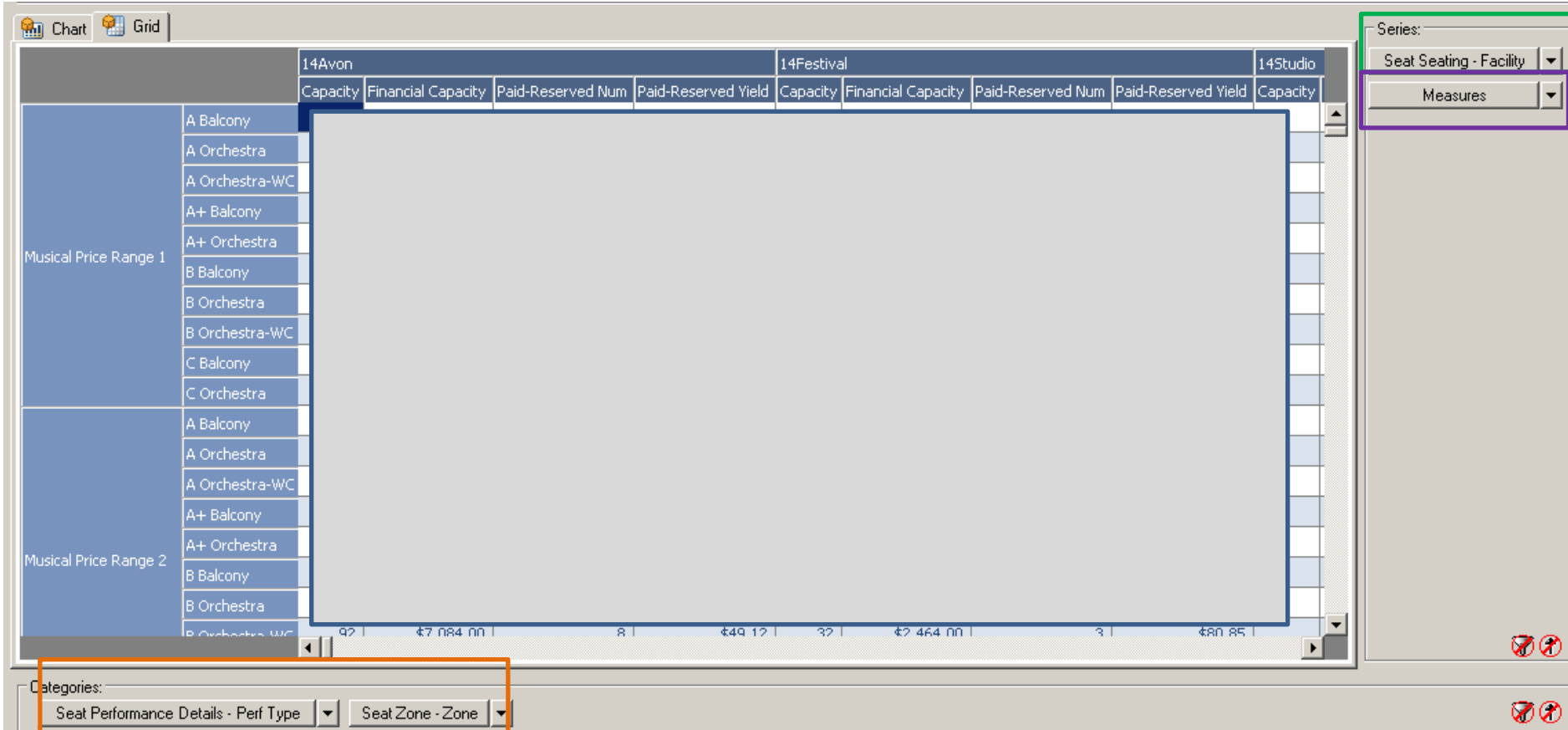
		Paid-Reserved-Comp Num	Available Num
2015-05-09 Sat(M)-0509M HAM	+ Orchestra Aisle Left 5	14	
	+ Orchestra Aisle Right 5	14	
2015-05-13 Wed(M)-0513M HAM	+ Orchestra Aisle Left 5	13	1
	+ Orchestra Aisle Right 5	9	5
2015-05-16 Sat(E)-0516E HAM	+ Orchestra Aisle Left 5	14	
	+ Orchestra Aisle Right 5	14	
2015-05-20 Wed(M)-0520M HAM	+ Orchestra Aisle Left 5	14	
	+ Orchestra Aisle Right 5	11	3
2015-05-22 Fri(M)-0522M HAM	+ Orchestra Aisle Left 5	12	2
	+ Orchestra Aisle Right 5	12	2
2015-05-23 Sat(E)-0523E HAM	+ Orchestra Aisle Left 5	13	1
	+ Orchestra Aisle Right 5	14	
2015-05-25 Mon(E)-0525E HAM	+ Orchestra Aisle Left 5	12	2

Categories: Seat Performance Details - Perf Code Date | Seat Seating - Section

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# How can we get a synopsis of sales so we can forecast for future?



# Package cube?



# Several ways to export.

