

# Tessitura Basics

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TCTUG MEETING

JAN 31, 2023

# Resources

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## Tessitura Network

- Search: 'Analytics'
- Documentation, videos, presentations, forum discussions

## Data Dictionary

- <https://hello.tessituranetwork.com/knowledgeBase/11277683>

### Analytics Cube Definitions - what does XYZ field do?

Tessitura Analytics makes use of 6 different cubes. Below is a breakdown of each and a link to our help documentation for more information on what specific data is involved.

#### Contributions Cube

Holds contribution data. Data visibility in this cube is determined by the fund control group.

#### Finance Cube

Holds GL account, payment, and transaction data. Data visibility in this cube is determined by the batch type group and GL account control groups.

#### Interactions Cube

This cube is available in v16+. Holds data that can be described as an interaction, contact, or touch-point between a constituent and your organization. These interactions could be initiated by the constituent (such as through a ticket purchase or membership scan for admission) or initiated by the organization (such as when you send a promotional email or renewal notice).

#### Membership Cube

Holds membership data. Data visibility in this cube is determined by the membership organization control group.

#### Plans Cube

Holds plan and step data. Data visibility in this cube is determined by the control group of the campaign assigned to the plan.

#### + Campaign Start Date

#### + Campaign Dimension

#### - Constituent Dimension

Fields in this dimension reference data about the constituent recorded as the Owner f

FIELD	DEFINITION	NOTES
Constituencies	Constituencies for the constituent.	
Constituencies Inc Affiliations	Constituencies for the constituent including the primary affiliated household.	
Constituent Display Name	Prefix, first name, middle name, last name, and suffix for the constituent. For group constituents, last name only.	
Constituent Display Name Short	First and last name only for the constituent. For group constituents, last name only.	
Constituent ID	The ID number for the constituent.	
Constituent Sort Name	The Sort Name for the constituent.	

# Data Notes

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- All Analytics data is refreshed nightly, it is not live
- Everything available in Analytics is organized into 6 data cubes – a cube must be selected for every dashboard built, but you can use multiple per dashboard (one per widget)
  - Contributions
  - Finance
  - Interactions (v16)
  - Membership
  - Plans
  - Seats and Tickets
- Ticket fees are not included in Analytics, Ticket Price only
- Soft credits not available until v16

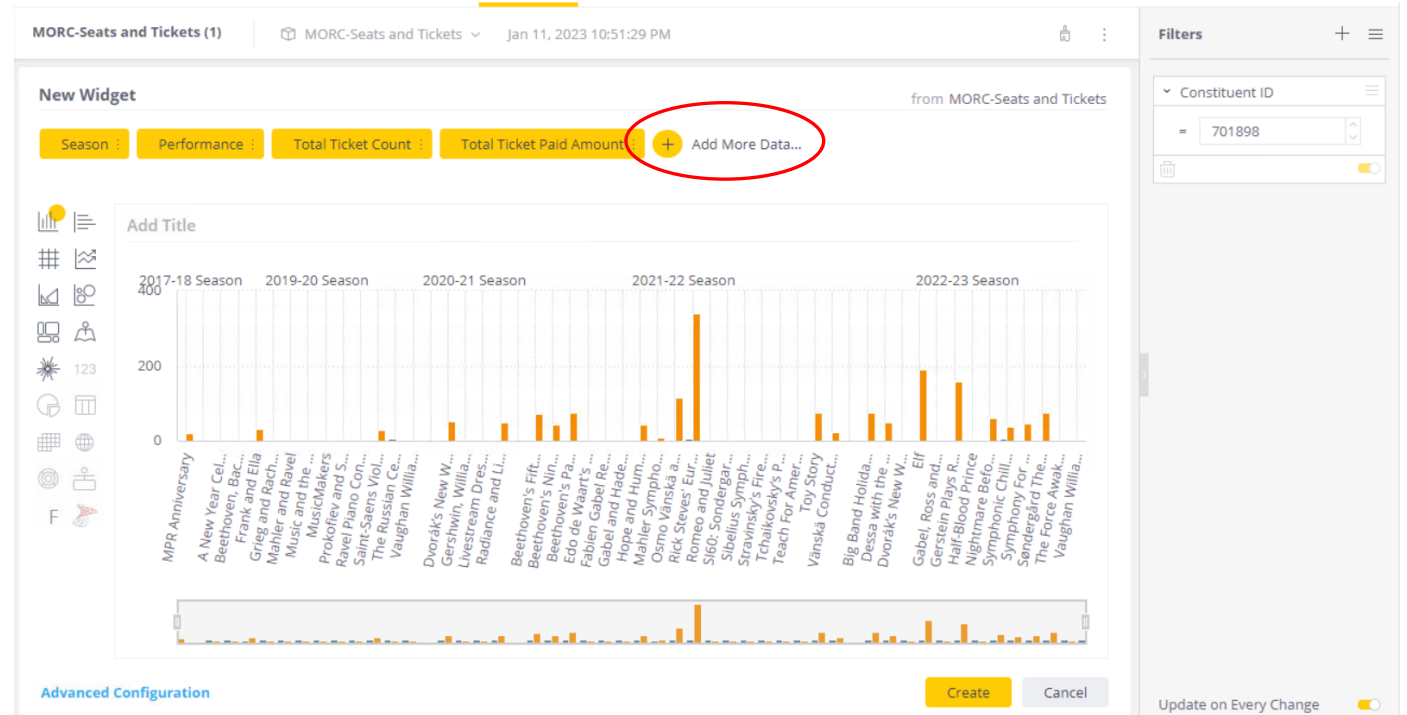
# Getting Started

New Dashboard → Data Set

(select data cube you want to work from)

Immediately brings you to a screen to start building your first widget

Select a few points then hit 'Create'- you can go back to edit later. The other edit view is easier to work with than this initial view.



# Dashboard Components

The screenshot shows a dashboard titled "Test Dashboard" with a sub-header "MORC-Seats and Tickets" and a timestamp "Jan 26, 2023 10:51:37 PM". A yellow bar highlights the top navigation area. A blue box highlights the dashboard toolbar, which includes a "+ Widget" button, a text icon, a trash icon, a PDF icon, a share icon, a view mode icon, and a menu icon. Red arrows point from text labels to these icons: "Add text box" points to the text icon, "Change color palette" points to the trash icon, and "Switch to view mode" points to the view mode icon. A red arrow also points from the menu icon to a "Dashboard options" dropdown menu. The dropdown menu contains the following items: Export, Duplicate, Download, Columns, Edit Script, and Delete Dashboard. Below the toolbar, a table is displayed with the title "ADD TITLE". The table has three columns: "Season", "Performance", and "Total Ticket Paid Amount". The table contains three rows of data. A red circle highlights the edit icon in the table's header, with a red arrow pointing to a "Widget options" dropdown menu. The "Widget options" menu contains the following items: Add Title, Download, Duplicate, Delete, and Widget affects dashboard filters. The text "Edit this widget" is written below the edit icon.

Test Dashboard | MORC-Seats and Tickets v Jan 26, 2023 10:51:37 PM

ADD TITLE

Season	Performance	Total Ticket Paid Amount
2017-18 Season	MPR Anniversary	20
2019-20 Season	A New Year Celebration	0
	Beethoven, Bach and Britten	0
	Frank and Ella	31.88

Dashboard options

- Export
- Duplicate
- Download >
- Columns >
- Edit Script
- Delete Dashboard

Widget options

- Add Title
- Download >
- Duplicate
- Delete
- Widget affects dashboard filters

Change color palette

Add text box

Switch to view mode

Edit this widget

# Editing a Widget

Controls data displayed in this widget

tessitura

Column Chart

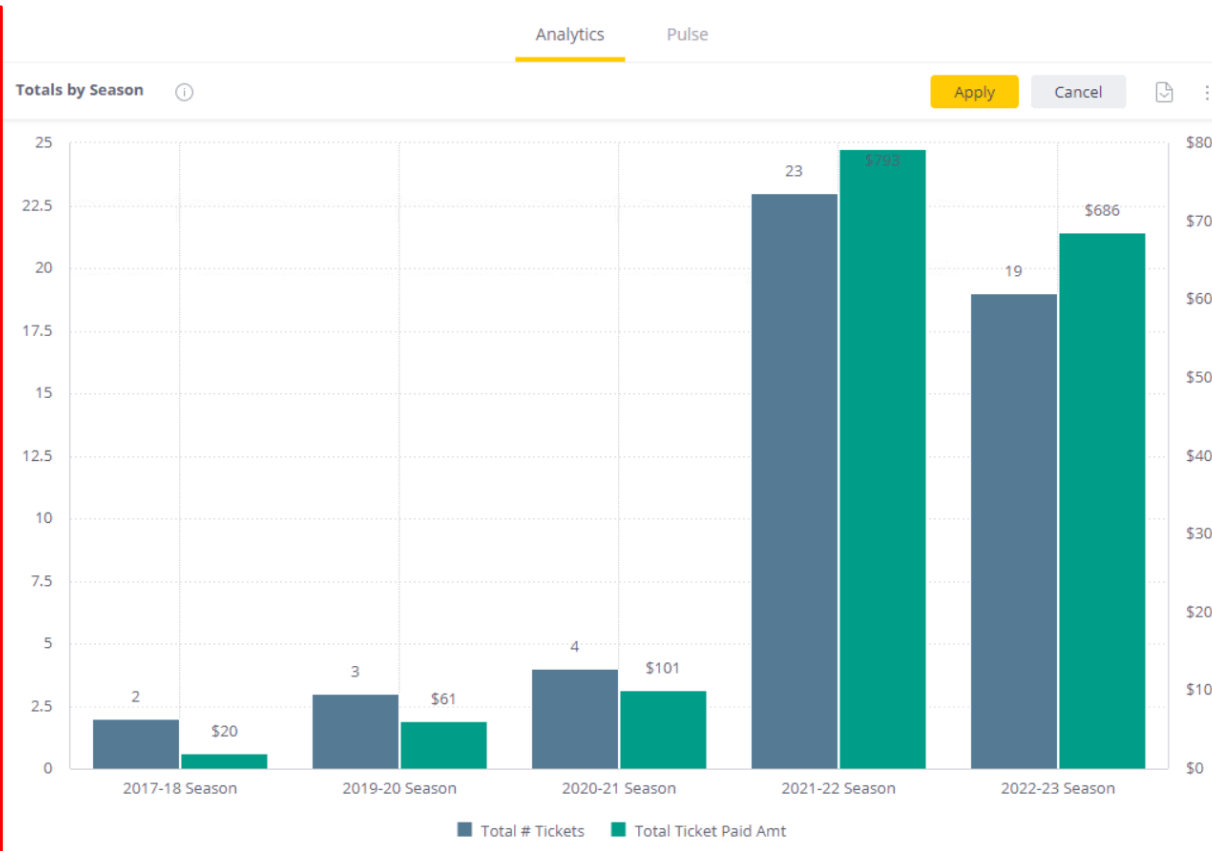
Categories

- Season

Values

- Total # Tickets
- Total Ticket Paid Amt

Break by



Filters | Design

Column Type

- Classic
- Stacked
- Stack 100

Legend

- Top
- Left
- Right
- Bottom

Value Labels

- Horizontal

X-Axis

- Grid Lines
- Labels
- Title: Season

Y-Axis

- Grid Lines
- Logarithmic

Filters and design options for this widget

Filters | Design

Dashboard Filters

- MORC-Seats and Tickets
- Constituent ID
- Ticket Paid Amount
- Slice/Filter
- Highlight

Widget Filters

- Season
  - Start typing to search...
  - 2016-17 Season
  - 2017-18 NSCAN TE...
  - 2017-18 Season
  - 2018-19 NSCAN TE...
  - 2018-19 Season
  - 2019-20 NSCAN TF...
- Ticket Paid Amount
  - > 0

# Widget Options

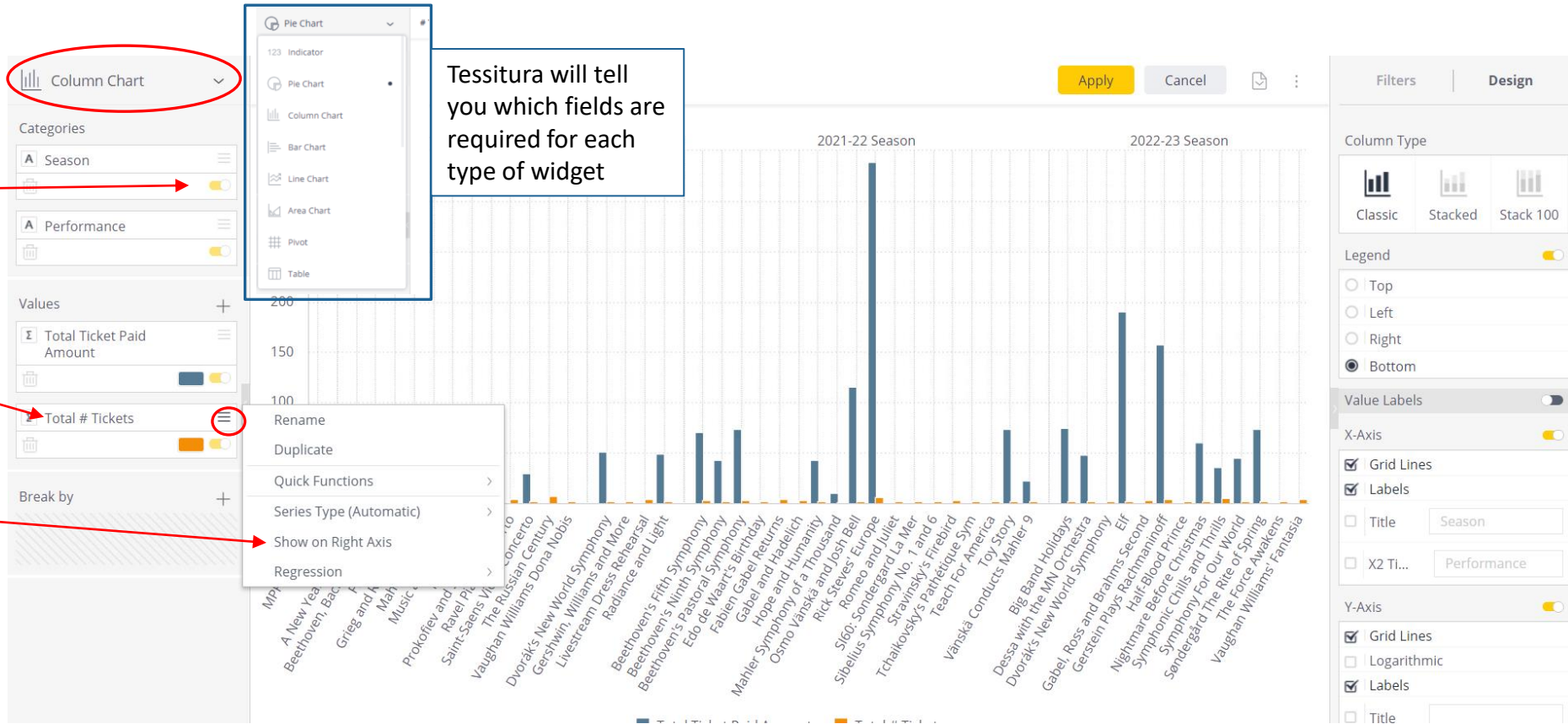
Change chart type

Toggle off to temporarily hide

Fields can be renamed

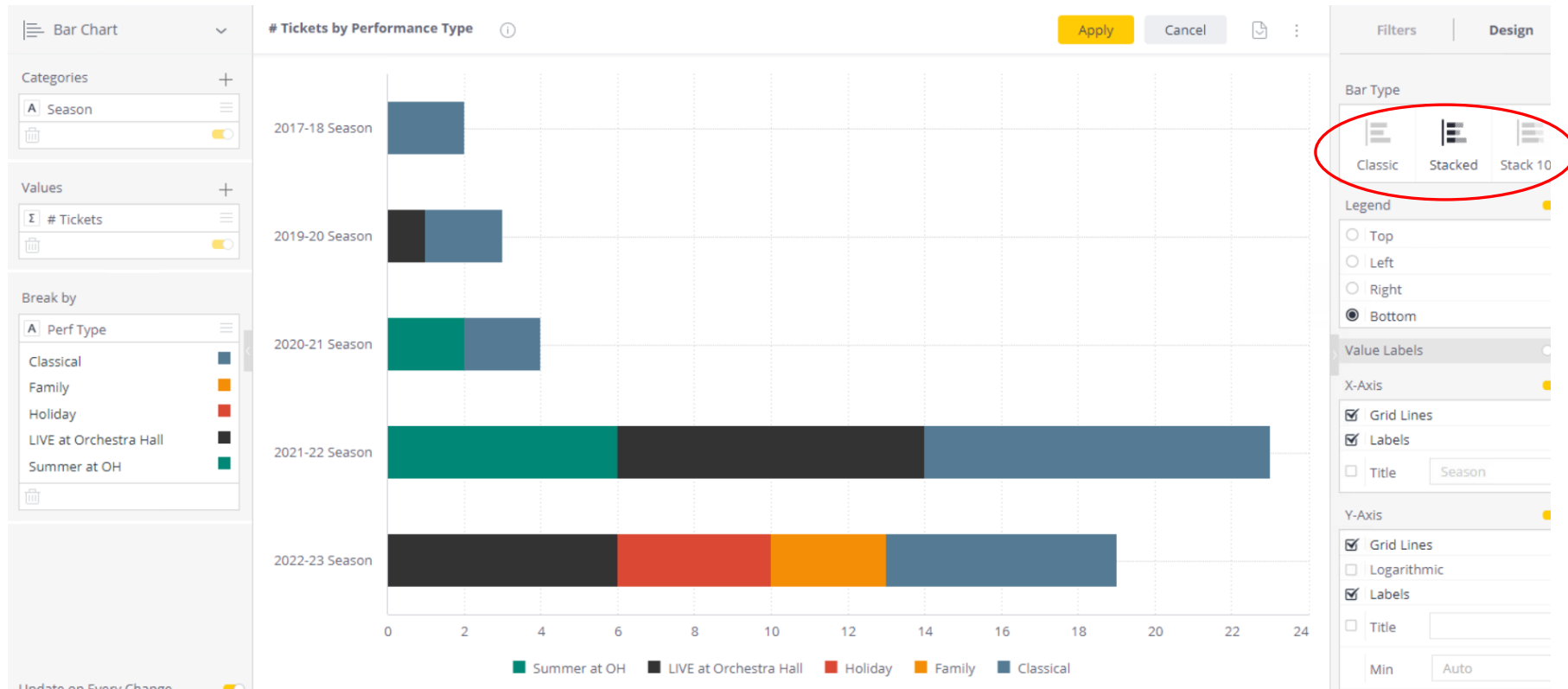
Show on secondary axis

Hover over field to see options for changing data type, sorting



# Widget Options

“Break By”  
allows you to  
split/color bars  
by a second  
data point



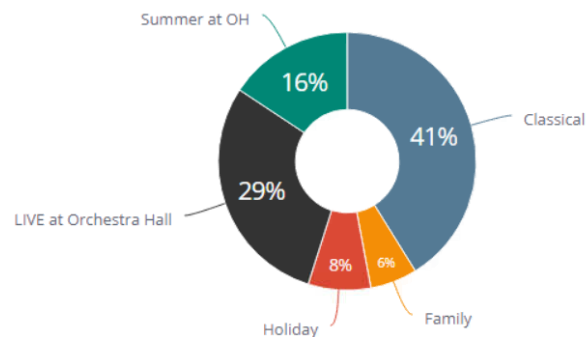
Change to  
stacked bars

Total Ticket Amount  
**\$1,661**

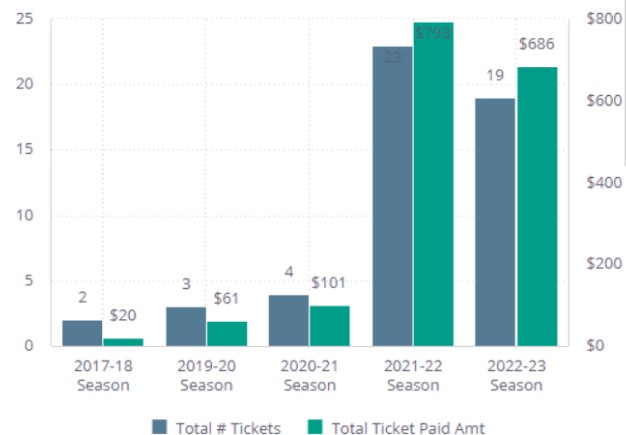
Total # Tickets 51

Average Ticket Paid  
**\$32.56**

# Tickets by Performance Type



Totals by Season



Tickets by Performance

Season	Performance	Total Ticket Count	Total Ticket Paid Amount
2017-18 Season	MPR Anniversary	2	\$20
2019-20 Season	Frank and Ella	1	\$32
	Saint-Saens Violin Concerto	2	\$30
2020-21 Season	Dvorák's New World Symphony	2	\$51
	Radiance and Light	2	\$50
2021-22 Season	Beethoven's Fifth Symphony	3	\$71
	Beethoven's Ninth Symphony	2	\$43
	Beethoven's Pastoral Symphony	3	\$74
	Hope and Humanity	2	\$43
	Mahler Symphony of a Thousand	1	\$10
	Osmo Vänskä and Josh Bell	2	\$116
	Rick Steves' Europe	6	\$339
	Toy Story	2	\$74
	Vänskä Conducts Mahler 9	2	\$23
2022-23 Season	Big Band Holidays	2	\$75
	Dessa with the MN Orchestra	2	\$48

Tickets by Price Type

Season	Price Type	Total Ticket Count	Total Ticket Paid Amount
2017-18 Season	\$15 Ticket	2	\$20
2019-20 Season	\$20under40	2	\$30
	Adult	1	\$32
2020-21 Season	Adult	2	\$50
	Subscriber	2	\$51
2021-22 Season	Adult	11	\$272
	CYO	2	\$116
	CYO Employee	6	\$105
	Subscriber	4	\$300
2022-23 Season	Adult	6	\$218
	BLACK FRIDAY	2	\$75
	CYO Employee	6	\$167
	Discount	3	\$36
	Subscriber	2	\$190

Constituent ID  
= 701898

Ticket Paid Amount  
> 0

Keep creating widgets until you have a whole dashboard!

Keep creating widgets until you have a whole dashboard!

MORC-Seats and Tickets (1) MORC-Seats and Tickets Jan 11, 2023 10:51:29 PM

Total Ticket Amount **\$1,661**  
Total # Tickets 51

Average Ticket Paid **\$32.56**

# Tickets by Performance Type Totals by Season

Share: Test Dashboard

Enter names, email addresses or groups

**C Chelsea Parker**  
cparker@mnorch.org Owner

Owner is not selected to receive scheduled reports. [Select](#)

Dashboard URL <https://USEA2SAPWANA004.tnhs.cloud:443/app/main#/dashboards/63d41e>

[Save](#) [Cancel](#)

Season	Performance Type	Count	Amount
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Season	Category	Count	Amount
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	CYO	2	\$116
	CYO Employee	6	\$105
	Subscriber	4	\$300
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Filters

Constituent ID = 701898

Ticket Paid Amount > 0

Dashboards can only be shared with users who have already accessed Analytics at least once

# Validating Reports

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- Try filtering to one customer number and compare to what appears in their account
- If something isn't matching, pull in full details to see where mismatch is
- You may be missing a filter
- It might have to do with fees, soft credits, or adjustments since yesterday's data load
- Check the fields you pulled from- many field shave similar names but exist multiple times in different places in field list

Thank you!

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