

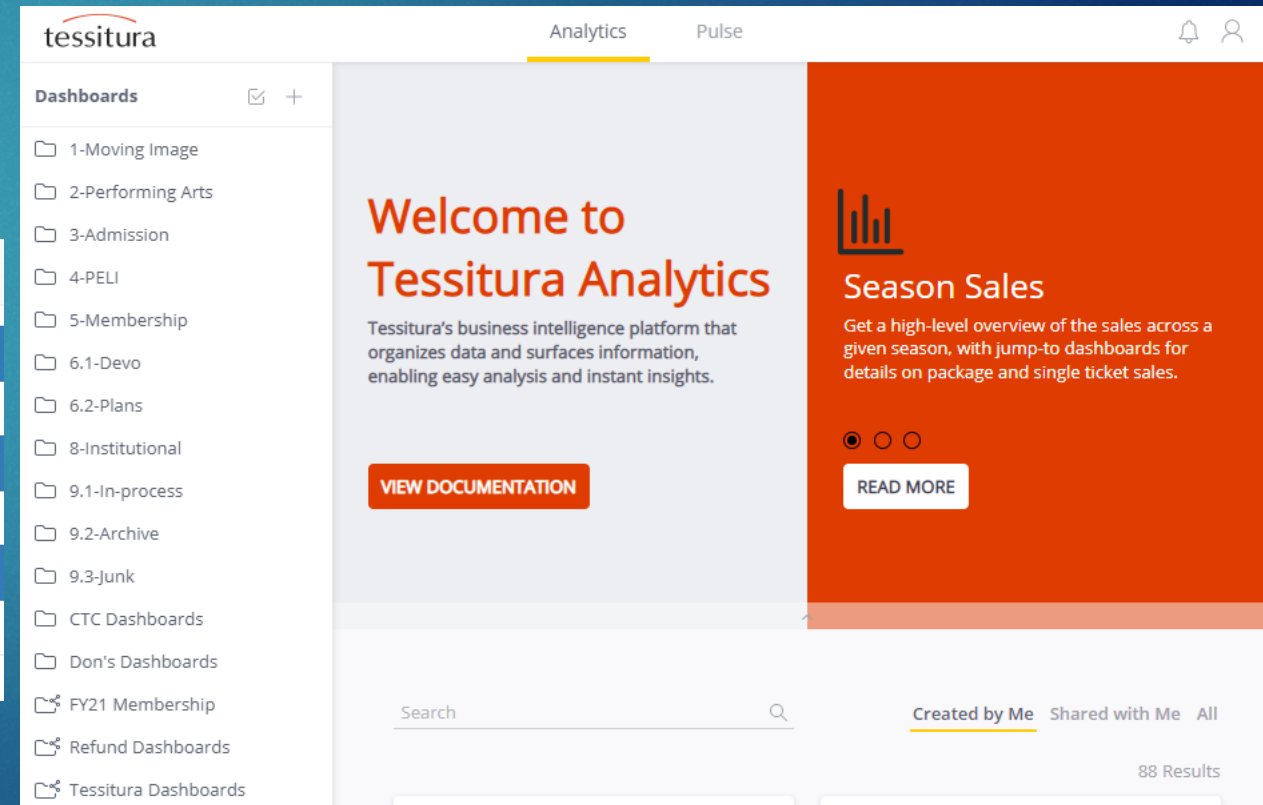
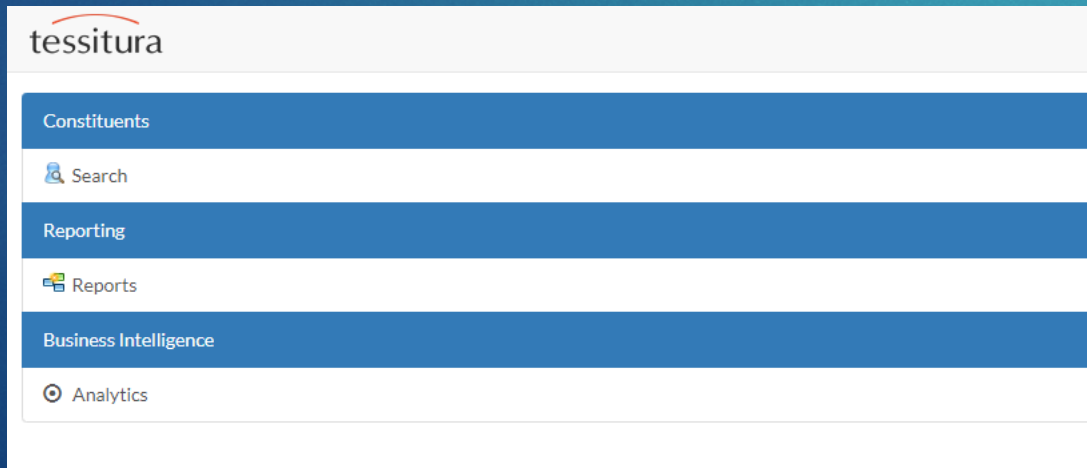


Tessitura Analytics

SEATS AND TICKETS

Quick Tip

- ▶ Open Analytics in Tessitura On the Go
 - ▶ Identical to Analytics in Tessitura Client
 - ▶ Much easier to validate results
 - ▶ If you have two monitors, have Tessitura open in one and Analytics in the other



Label, Label, Label

- ▶ Use Text Fields
 - ▶ To give context, definitions, or filtering instructions
 - ▶ To organize Dashboard into sections

FY23 Sales - Gallery Admission WALK-Seats and Tickets Jan 30, 2023 1:33:36 AM + Widget [Icons]

FY23 Sales Data: Gallery Admission

Please refer to the widget title to determine if it uses Order date or Performance/Event date.
Paid tickets = any tickets with at least a \$0.01 ticket value
Free tickets = any tickets with a \$0 ticket value

FY22 Sales - MI WALK-Seats and Tickets Jan 30, 2023 1:33:36 AM + Widget [Icons]

FY22 Sales Data: Moving Image

Filter dashboard by Production Season for specific screenings or filter by screening date range.
Sales amounts can be filtered by Price Level Category to include or exclude fees in Ticket Sales paid amount. (Please check dashboard filters to verify your settings.)
NOTE: Scheduled Daily Sales Performance Revenue Gain-Loss report includes fees in Sales Amount.

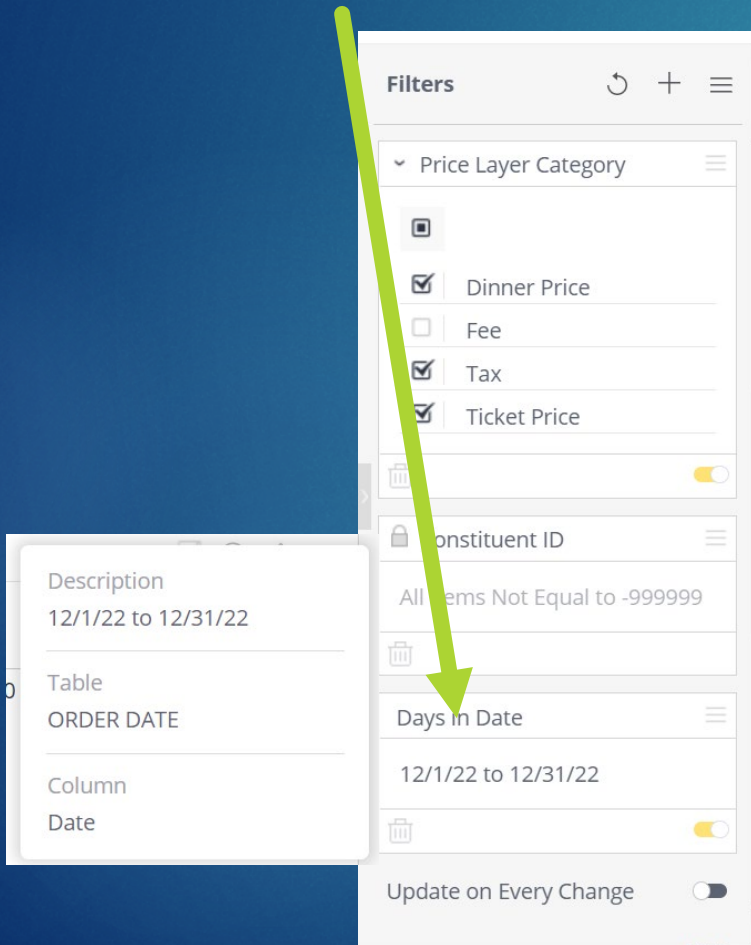
In Person Revenue Goal (no fees)

Online Revenue Goal (no fees)

In Person Revenue Goal	In Person Sales	Online Revenue Goal	Online Sales
Percent of Goal	Paid Amount	Percent of Goal	Paid Amount

Rename and Reorder Filters

Hover over title to see the table information

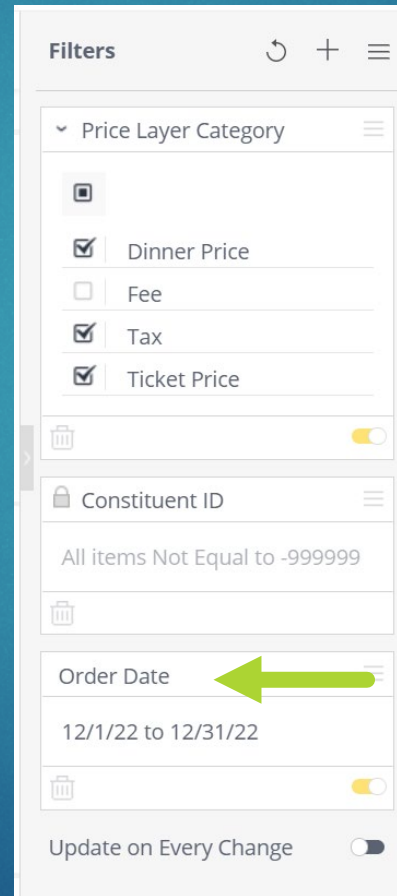


The screenshot shows the 'Filters' panel with a list of filters. A green arrow points from the 'Days In Date' filter title to a tooltip. The tooltip displays the following information:

Description
12/1/22 to 12/31/22
Table
ORDER DATE
Column
Date

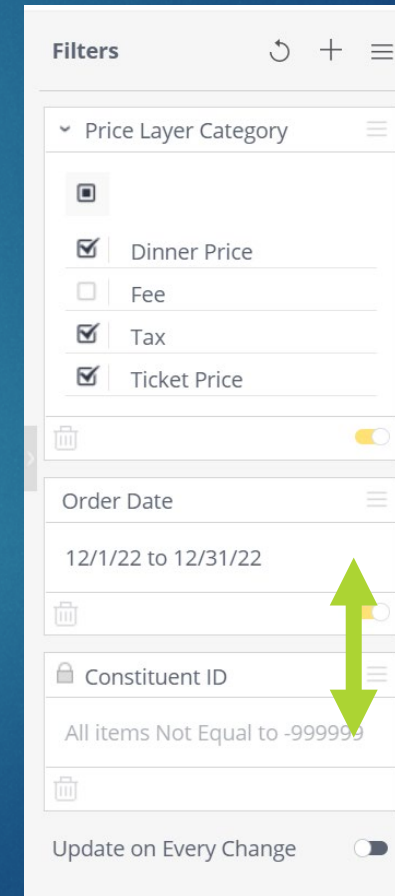
The 'Filters' panel also shows 'Price Layer Category' with sub-filters: Dinner Price (checked), Fee (unchecked), Tax (checked), and Ticket Price (checked). Below it is 'Constituent ID' with the filter 'All items Not Equal to -999999'. At the bottom is 'Update on Every Change' (unchecked).

Change name to be more descriptive



The screenshot shows the 'Filters' panel where the 'Order Date' filter has been renamed to 'Order Date' (the text is the same, but the arrow indicates the change). The filter value is '12/1/22 to 12/31/22'. A green arrow points to the filter title. The rest of the panel is identical to the first screenshot.

Reorder so most important are listed first



The screenshot shows the 'Filters' panel where the filters have been reordered. 'Order Date' is now the first filter, followed by 'Constituent ID'. A green double-headed arrow indicates the reordering. The rest of the panel is identical to the previous screenshots.

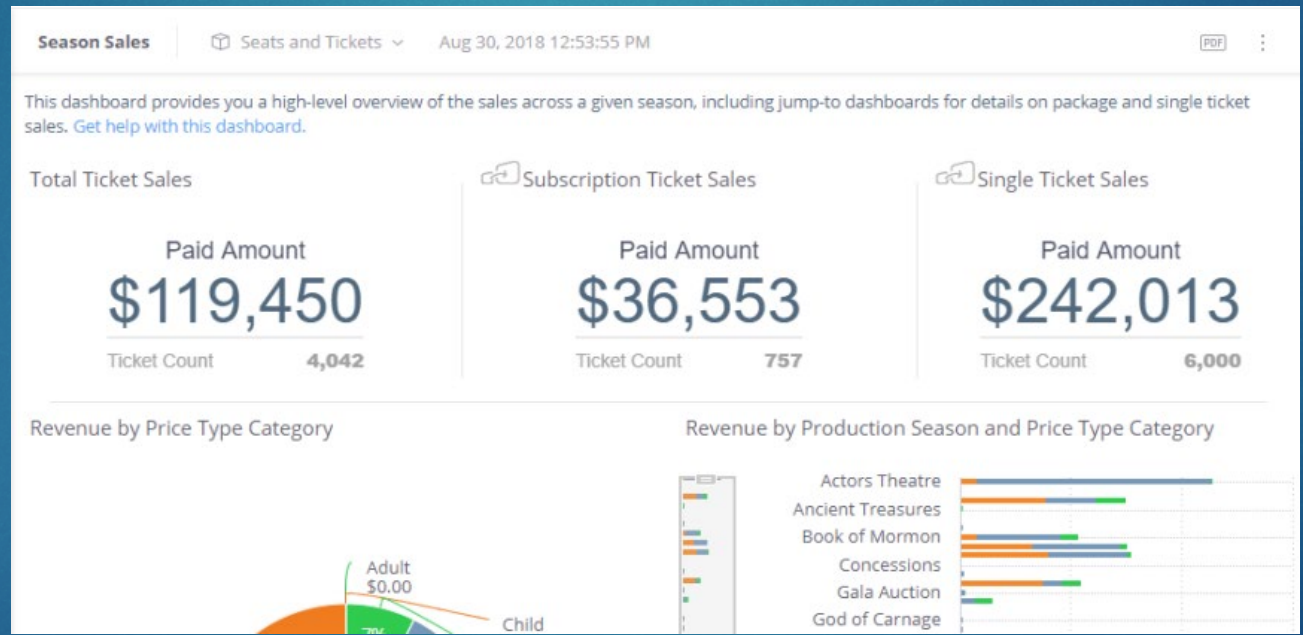
Pre-Built Dashboards

- ▶ Choose a Pre-Built Dashboard that has relevant data
 - ▶ Able to filter dashboard but not much else

Note: This filter is configured to show data on the dashboard at first load after installation without showing all data in the database. The intention is that the filter is changed or inactivated to make the default starting data set more relevant to your organization.

Tessitura Dashboards

- Contributions
- Finance
- Memberships
- Plans
- Seats and Tickets
 - Jump To Dashboards
 - Attendance
 - Performance Sales
 - Production Sales
 - Season Sales**
- Tessitura Examples

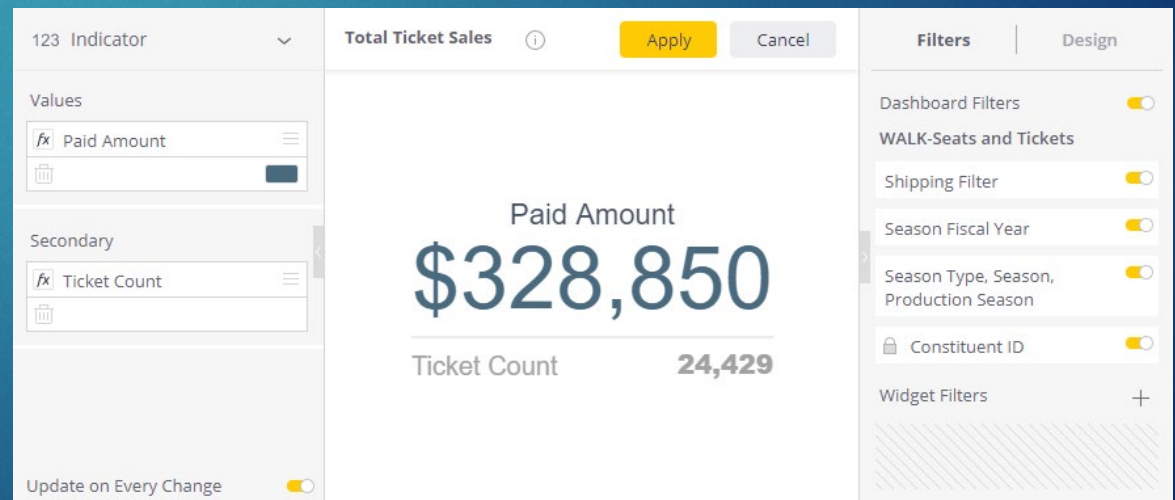
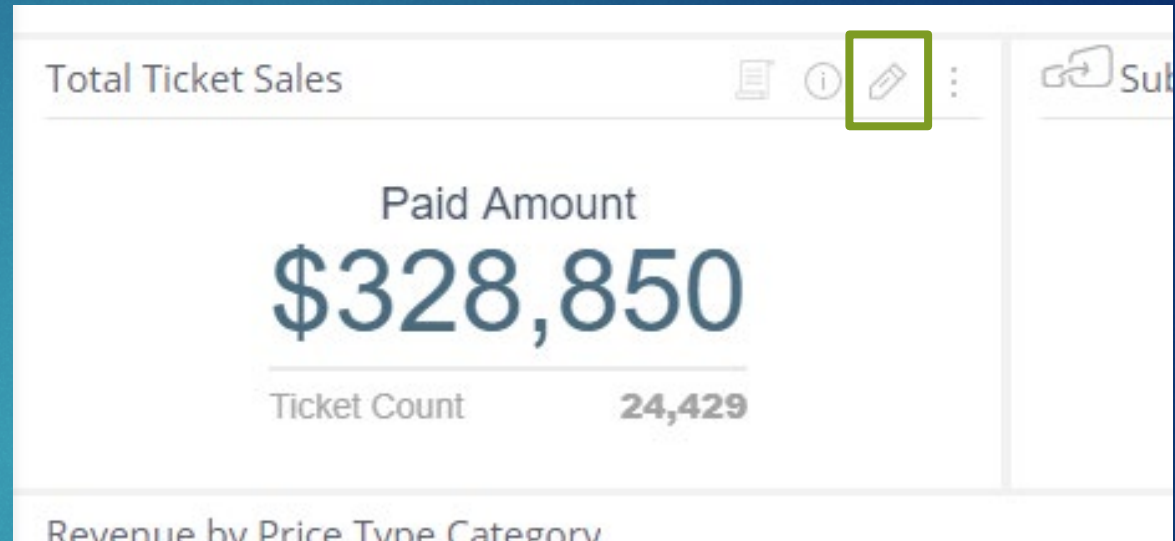
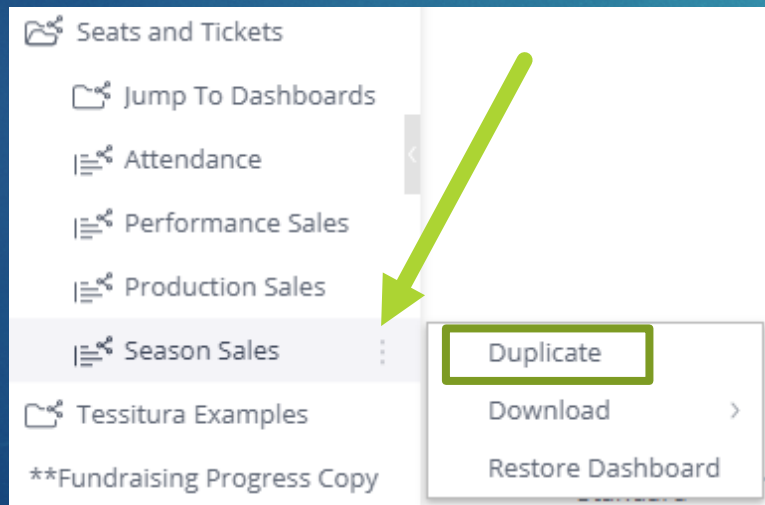


Filters

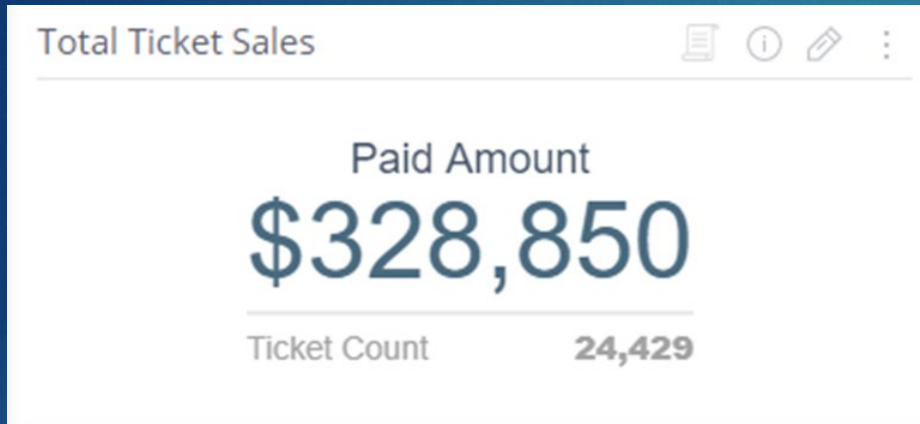
- Shipping Filter (highlighted with a red X)
- Season Fiscal Year
 - Include all
- Season Type
 - Include all
- Season
 - Include all
- Production Season
 - Include all
- Constituent ID
 - All items Not Equal to -999999

Duplicate to Edit Dashboard

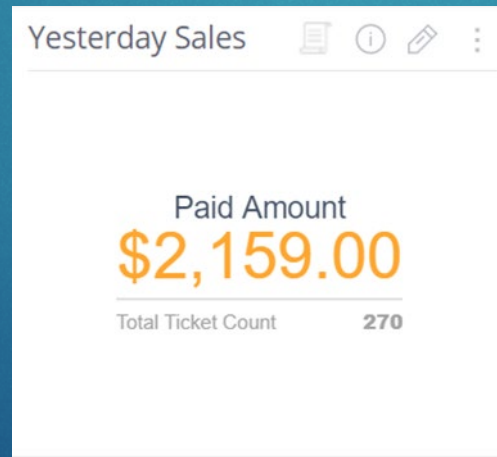
- ▶ Click on 3 dots next to dashboard
- ▶ Pencil now appears on widget headers on duplicated dashboard
- ▶ Click on pencil to edit and view how the widget is built



Repurpose Widgets



- ▶ Percentage to revenue goal
- ▶ Yesterday sales – 2 ways
 - ▶ Revenue and ticket number – 123 Indicator
 - ▶ Detailed by Price type – Pivot table

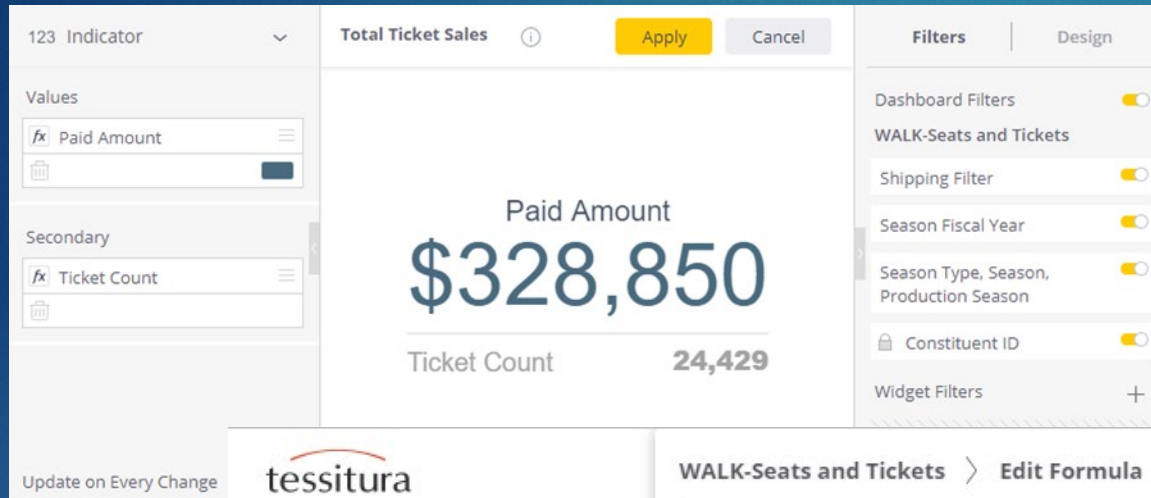


Yesterday Sales

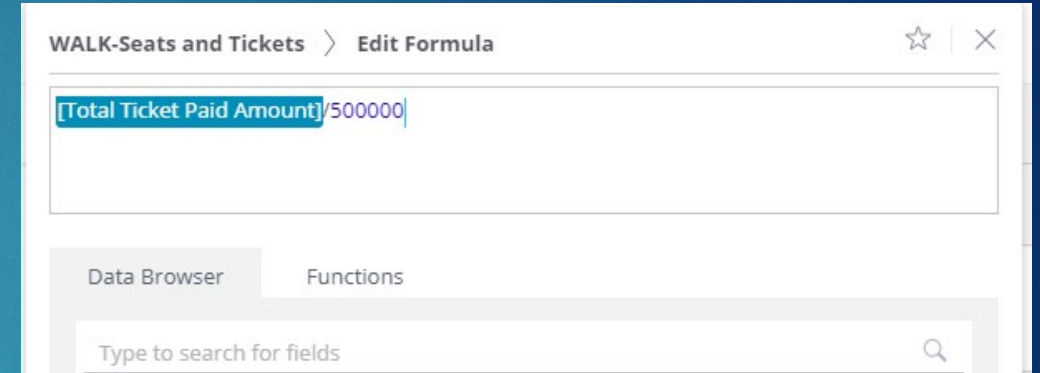
Production Season	Event Date	Price Type	Ticket Count	Paid Amount
Admission FY23	1/19/23	ADM: TFTN	11	\$0.00
	2/2/23	ADM: TFTN	5	\$0.00
Admission FY23 Total			16	\$0.00

Percent to Revenue Goal

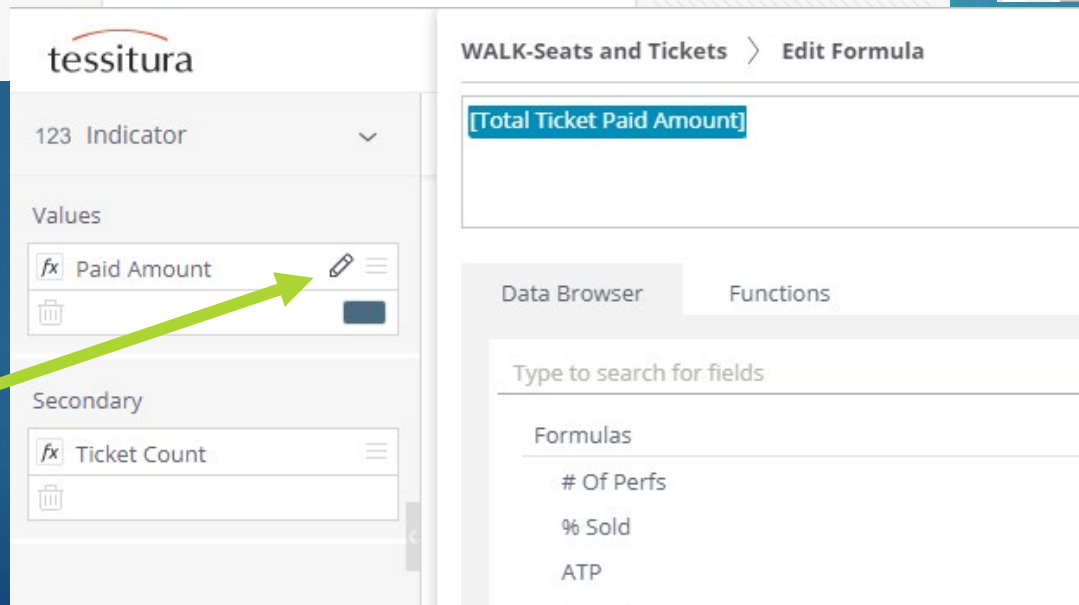
1) Duplicate 'Total Ticket Sales' Widget



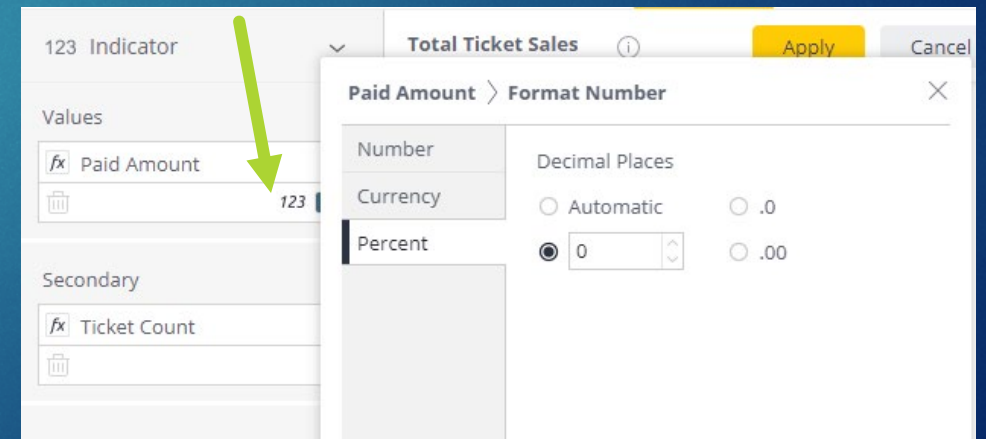
3) Divide by Goal amount by typing in formula box - /500000



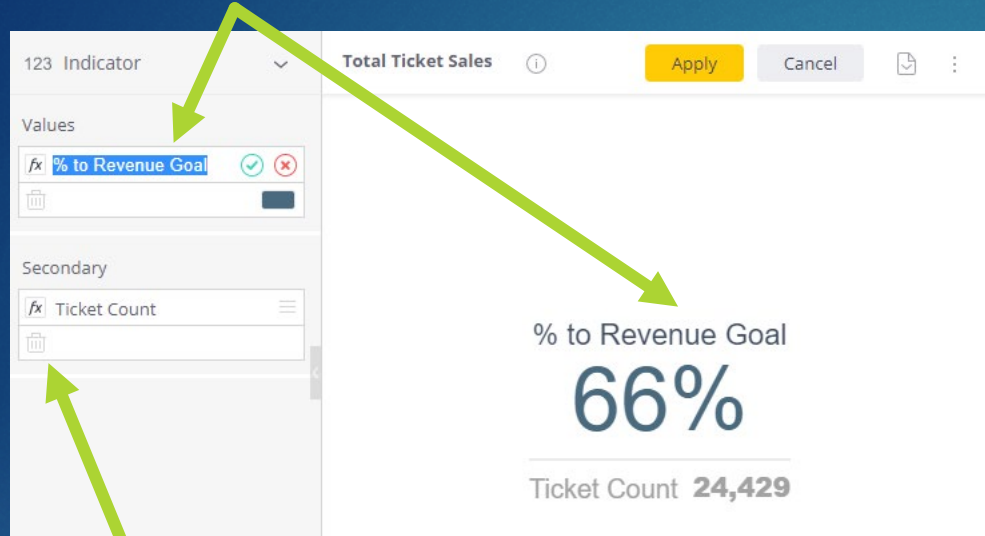
2) Edit value



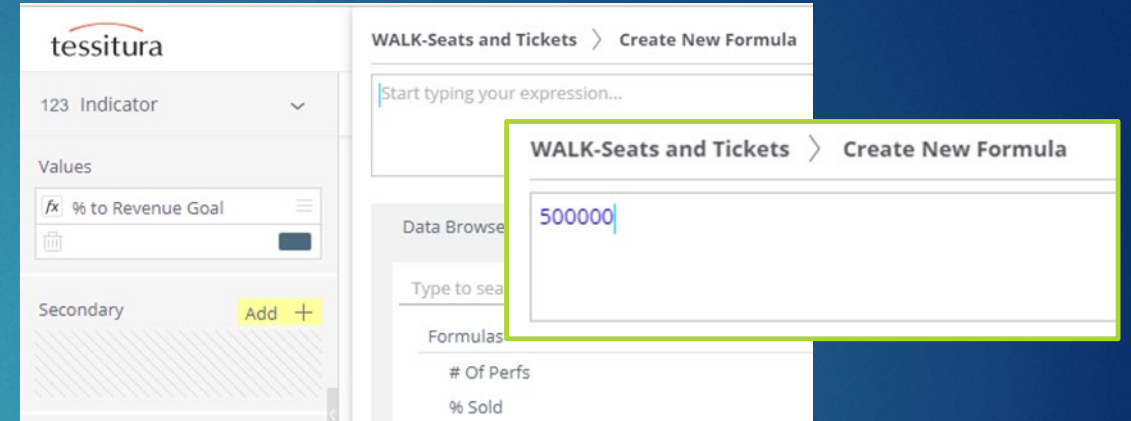
4) Change number format from Currency to Percent



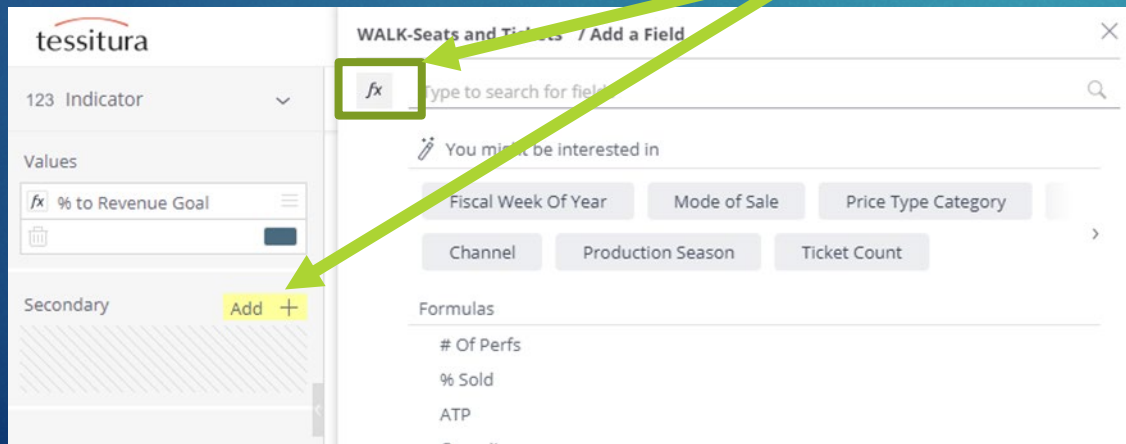
5) Rename Value



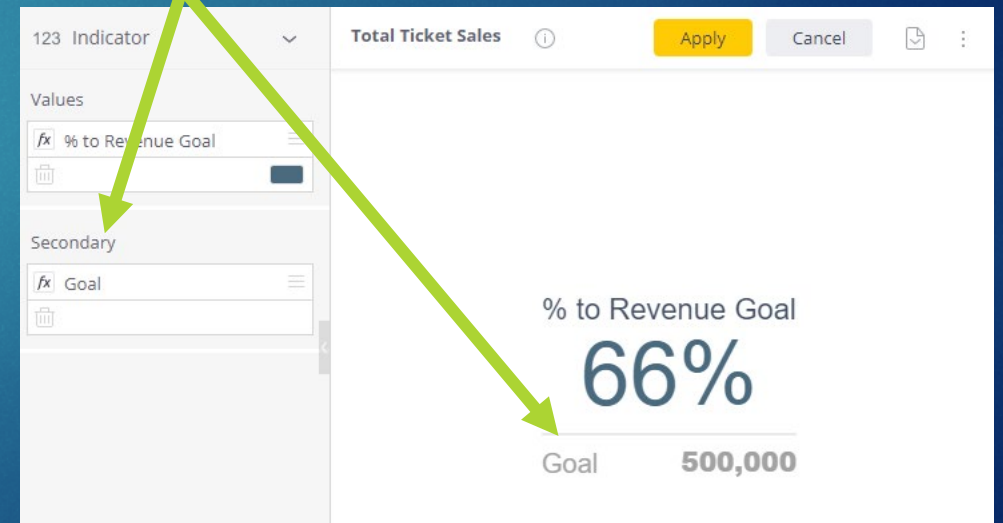
7) Type Goal Amount in Formula box



6) Delete Secondary Value and Add a Formula Field

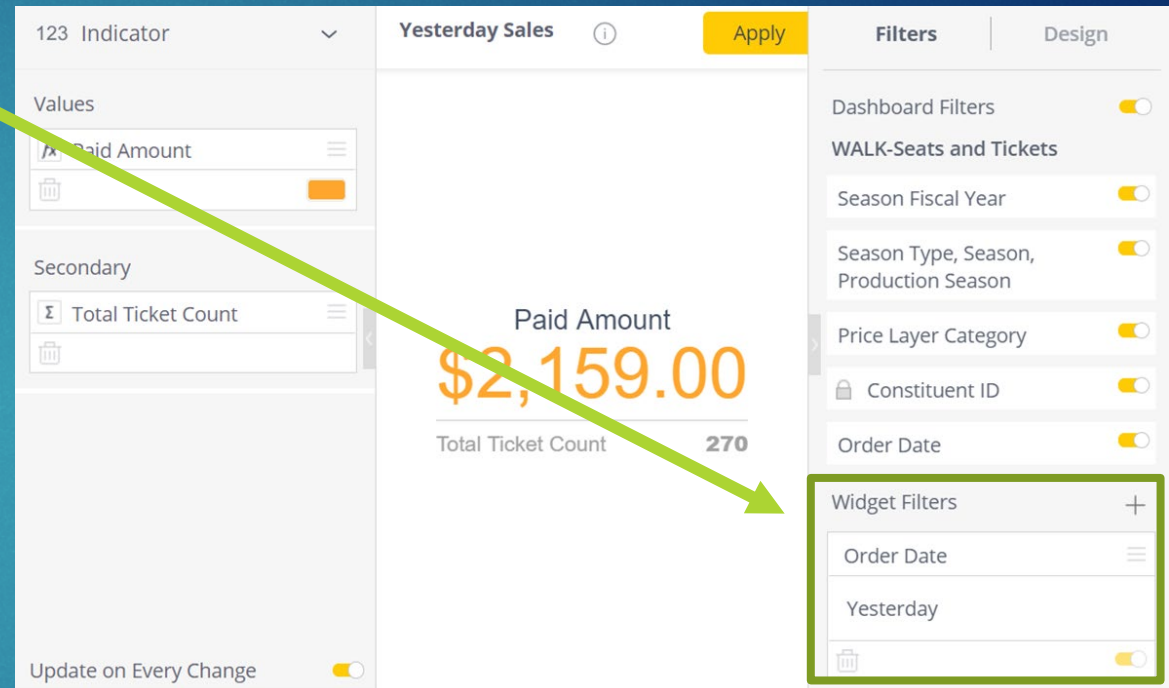
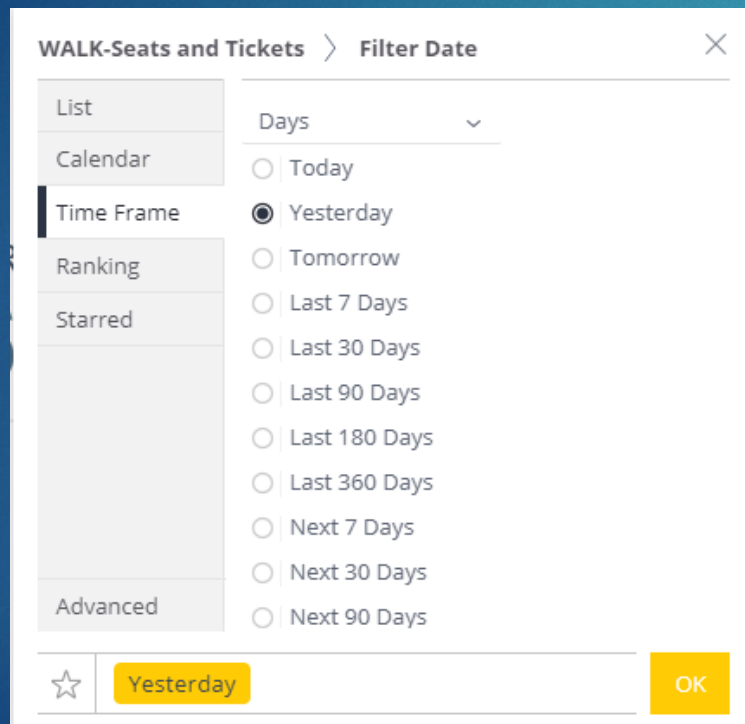


8) Rename Secondary to Goal



Yesterday's Sales

- 1) Duplicate 'Total Ticket Sales' Widget
- 2) Add a Widget Filter for Order Date
- 3) Choose 'Yesterday' from Time Frame



Yesterday's Sales Detail

- 1) Duplicate 'Yesterday's Sales' Widget
- 2) Change from '123 Indicator' to Pivot

The image shows two side-by-side screenshots of a dashboard widget titled "Yesterday Sales".

Left Screenshot (123 Indicator mode):

- Header: "123 Indicator" (highlighted with a green box), "Yesterday Sales", "Apply", "Cancel", and a menu icon.
- Values section: "Paid Amount" (with a currency symbol icon) and a trash icon.
- Secondary section: "Total Ticket Count" (with a currency symbol icon) and a trash icon.
- Display: "Paid Amount \$0.00" and "Total Ticket Count 16".
- Footer: "Update on Every Change" with a toggle switch.

Right Screenshot (Pivot mode):

- Header: "Pivot" (highlighted with a green box), "Yesterday Sales", "Apply", "Cancel", and a menu icon.
- Rows section: A plus sign (+) and a hatched area.
- Values section: "Paid Amount" and "Total Ticket Count" (both with currency symbol icons and trash icons).
- Columns section: A plus sign (+) and a hatched area.
- Display: "No Results" and an empty table grid.

(sorry - different day from previous slide)

3) Add Row data

Pivot Yesterday Sales Apply Cancel

Production Season	Paid Amount	Total Ticket Count
Admission FY23	\$0.00	16

Rows

- Production Season

Values

- Paid Amount
- Total Ticket Count

Columns

Pivot Yesterday Sales

Production Season	Event Date	Price Type	Ticket Count	Paid Amount
Admission FY23	1/19/23	ADM: TFTN	11	\$0.00
	2/2/23	ADM: TFTN	5	\$0.00
Admission FY23 Total			16	\$0.00

Rows

- Production Season
- Event Date
- Price Type

Yesterday Sales ⓘ

Production Season	Event Date	Price Type	Ticket Count	Paid Amount
Admission FY23	1/19/23	ADM: TFTN	11	\$0.00
	2/2/23	ADM: TFTN	5	\$0.00
Admission FY23 Total			16	\$0.00

Rows +

- A** Production Season
- D** Event Date
- A** Price Type

Values +

- Σ** Ticket Count
- Σ** Paid Amount

Toggle Detail on and off

Yesterday Sales ⓘ

Production Season	Ticket Count	Paid Amount
Admission FY23	16	\$0.00

Rows +

- A** Production Season
- D** Event Date
- A** Price Type

Values +

- Σ** Ticket Count
- Σ** Paid Amount



- Security
- System Tables
- Recipe Books
 - Flex Header Recipe Book
 - HTML Templates Recipe Book
 - Output Set Recipe Book
 - Pricing Rules Recipe Book
 - TNEW Pricing Rules Recipe Book
 - Tessitura Analytics Recipe Book
 - Dashboard Recipes
 - Seats and Tickets Widgets
 - Attendance Trends Widget
 - Groups Today Widget
 - Major Donor Attendance Yesterday W
 - VIPs Today Widget
 - Yesterday's Admissions and Tickets V
 - Yesterday's Attendance Widget
 - Finance Widgets
 - Contributions Widgets
 - Memberships Widgets
 - Plans Widgets

TESSITURA V15 [RECIPE BOOKS](#) > [TESSITURA ANALYTICS RECIPE BOOK](#) > SE
ADMISSIONS AND TICKETS WIDGET

Yesterday's Admissions and Tickets Widget

The **Yesterday's Admissions & Tickets** widget will show the total paid revenue (regardless of the ticket date) and the number of tickets in those orders.

Note: By default, numeric fields are displayed as plain numbers. See the [Fo](#) symbols and adjusting the decimal places displayed.

Admissions & Tickets

Admission & Ticket Revenue

\$566

Tickets Sold 29

Tips

- ▶ Don't try to do too much with a Dashboard
 - ▶ Keep it focused
 - ▶ Big picture on top (KPIs)
 - ▶ Indicator and pie charts widgets
 - ▶ More visual data representations
 - ▶ Drill into data as you scroll down the dashboard
 - ▶ Pivot tables and complicated bar or line graphs
- ▶ Make a new Dashboard for each FY
 - ▶ As widgets become more complicated, your dashboard becomes less flexible.
 - ▶ Dashboard filters are over written by Widget filters and Formula filters



Contact Information

Leif Jurgensen

Tessitura Administrator – Walker Art Center

Leif.Jurgensen@walkerart.org