



**EUROPEAN
CONFERENCE 2015**

**5 & 6 NOVEMBER
NOTTINGHAM**

MINI MAGIC & OTHER GEEKY THINGS AWESOME NERD STUFF

PRESENTERS

Christine Chester : Tessitura Network

Mark Steel : Tessitura Network

Debbie Harland : Old Vic Theatre

Paul Woods : Tessitura Network

FACILITATOR

Tony Barnes : Tessitura Network

CONTENT PLANNERS

Debbie Harland : Old Vic Theatre

Caspian Turner : Southbank Centre

Dara Hogan : Abbey Theatre

Annie Scally : Ticketing Network East Midlands

With thanks to Ruth Harris : Royal Shakespeare Company



AMAZING THINGS FROM
PLANET TESSITURA

Tessitura
network

Overall Performance Report



- There are two Overall Performance Reports, one based on Orders and one based on Ticket History (because the RSC imports data from partner theatres into Ticket History)
 - The Order based report is written in Infomaker
 - The Ticket History based report is written in SSRS
- There are many sections to both reports, so there is a parameter to indicate which sections you require, rather than running the whole report each time
- This is the most used report by the Marketing Department. Here are some of the uses
 - Overview of a single performance, production, or season
 - Comparison of one perf/prod/season to another
 - Use the order date parameters to compare different points in time during a booking period
 - Comparing different days of the week
 - Annual reporting

The examples shown here are for an old RSC season, to give you some ideas to take away!

These are the parameters for the reports:

Royal Shakespeare Company

Overall Performance (Tickets)

(includes imported ticket data)

Parameters

Season(s): 0607 Swan CW1, 0910 Courtyard Summer

Production(s): Antony and Cleopatra

Performance(s): (All)

Perf Start Date:

Perf End Date:

Order Start Date:

Order End Date:

Price Types (none for All): (All)

List: (None)

Mode of Sale: (All)

Country: (All)

UK Grouping: Postcode - Region

Section(s): (All)

Payment Type: (None)

Overall Performance Report

- Overview
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OVERVIEW		value	% sold
CASH TAKEN:	██████████	CASH CAPACITY:	£ ██████████ 84%
TICKETS INCL COMPS:	21,183	TICKET CAPACITY:	21,667 98%
TICKETS EXCL COMPS:	20,784	CASH TARGET:	£ ██████████ 112.0%
Orders:	8,396	Average # Tickets per Order:	2.5
Unique Customers:	7,647	Average # Tickets per Customer:	2.8
Customer 0 Orders:	0	Average Ticket Price:	£ ██████████
		Average Cash per Order:	£ ██████████
		Average Cash per Customer:	£ ██████████

The overview section shows a summary of the cash & tickets sold for the performance/production/season.

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Price Types:

Price Type of tickets purchased	# Customers	Percentage	# Tickets	Percentage	Cash	Percentage
Standard	6007	71 %	15218	71 %		79 %
Over 60's Rate	494	6 %	1042	5 %		5 %
16-25	223	3 %	356	2 %		0 %
Education Group	27	0 %	965	4 %		2 %
Adult Group 8+	25	0 %	418	2 %		2 %
Adult Group 20	3	0 %	179	1 %		1 %
Adult Group Organiser	21	0 %	22	0 %		0 %
Family Rate (Under 18)	178	2 %	266	1 %		1 %
Disability Rate	214	3 %	375	2 %		1 %
Wheelchair User Position	86	1 %	171	1 %		0 %
Complimentary	305	4 %	751	4 %		0 %
RSC Staff Ticket	3	0 %	3	0 %		0 %
Standby Rate	1	0 %	1	0 %		0 %
Downzone 1	6	0 %	8	0 %		0 %
Downzone 2	2	0 %	5	0 %		0 %
Full Member Offer	33	0 %	35	0 %		0 %
Audio Described Seat	4	0 %	8	0 %		0 %
Captioned Seat	7	0 %	14	0 %		0 %
Complete Week Pass	84	1 %	168	1 %		1 %
Complete Venue Pass	756	9 %	1403	7 %		7 %
Student	32	0 %	39	0 %		0 %
TOTAL:			21447			

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MODE OF SALE:

	# Customers		# Tickets		Value	
Box Office						
b) Phone	5,708	73.5%	17,139	80.9%	£	82.2%
a) Managers	5	0.1%	11	0.1%		0.1%
c) Window	1,313	16.9%	2,410	11.4%		9.0%
d) Show	21	0.3%	39	0.2%		0.2%
	7,047	90.7%	19,599	92.5%	£	91.5%
Web						
g) Web	628	8.1%	1,380	6.5%		7.4%
l) Web Assoc Member	41	0.5%	87	0.4%		0.5%
j) Web Full Member	53	0.7%	116	0.5%		0.6%
h) Web Priority Plus	1	0.0%	1	0.0%		0.0%
	723	9.3%	1,584	7.5%		8.5%
TOTAL:	7,770		21,183		£	

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Members Tickets:

Membership Level	# Members	% Memb Type ¹	# Tickets	Percentage ²	Cash	Percentage ²
Membership						
Associate	1557	14%	3643	17%		19%
Associate Friend	83	33%	179	1%		1%
Education	43		876	4%		3%
Full	1547	18%	4471	21%		23%
Full Friend	196	25%	411	2%		2%
Groups	18		406	2%		2%
Overseas and Friends	2		2	0%		0%
Overseas Associate Europe	24		45	0%		0%
Overseas Associate Groups	1		29	0%		0%
Overseas Associate ROW	25		81	0%		0%
Patrons, SC and Friends	3		6	0%		0%
Special Overseas Europe	10		17	0%		0%
Special Overseas ROW	22		93	0%		0%
Totals for Membership:	3531		10259	48%		50%
Development						
Artists' Circle	9	27%	37	0%		0%
Donor	6	26%	10	0%		0%
Gold Corporate Membership	1	100%	4	0%		0%
Historic Individual Memb (Dev)	1		1	0%		0%
Life Patrons	3	150%	23	0%		0%
Patrons Circle Silver	2	1%	7	0%		0%
Platinum Corporate Membership	1	25%	9	0%		0%
RSC Patrons	25		74	0%		0%
Shakespeare's Circle	50	4%	124	1%		1%
Silver Corporate Membership	3	60%	16	0%		0%
Totals for Development:	101		305	1%		2%
TOTAL:	3632		10564	49%	£	52%

Notes: 1 This is the number of members who have booked tickets as a percentage of the total number of members of that type.
 2 These are percentages of the total tickets for the shows.

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NEW BOOKERS:

	# Customers		# Tickets	
Existing Customers	5,901	76.7%	17,010	80.3%
New Customers	1,796	23.3%	4,173	19.7%
Customer 0 Orders	0	0.0%	0	0.0%
TOTAL:	7,697		21,183	

NEW BOOKERS DATA PROTECTION:

	New Bookers		Mail		Email	
a) Managers	1		1	100.0%	1	100.0%
b) Phone	1078		503	46.7%	226	21.0%
c) Window	388		62	16.0%	22	5.7%
d) Show	4		0	0.0%	0	0.0%
g) Web	318		38	11.9%	93	29.2%
j) Web Full Member	4		4	100.0%	3	75.0%
l) Web Assoc Member	3		2	66.7%	2	66.7%
TOTAL:	1796		610		347	

These two sections show what proportion of customers have no other booking, and whether they have +ve DP for mail and email

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Price Banding

Comp	751	3.5%
Free up to £5	2,034	9.5%
£5.01-£10	2,581	12.0%
£10.01-£20	5,330	24.9%
£20.01-£30	9,314	43.4%
£30.01-£40	1,437	6.7%
£40.01-£50	0	0.0%
£50.01-£60	0	0.0%
£60.01-£70	0	0.0%
£70.01-£80	0	0.0%
>£80	0	0.0%
	21,447	

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Lag Days:

When Booked	# Customers	Percentage	# Tickets	Percentage	Cash	Percentage
Incorrect Lag Days	4	0.0%	4	0.0%		0.0%
On The Day	1,627	7.6%	1,627	7.6%		5.8%
1 Day	196	0.9%	196	0.9%		1.1%
2 - 7 Days	902	4.2%	902	4.2%		4.5%
8 - 14 Days	566	2.6%	566	2.6%		2.5%
15 - 30 Days	792	3.7%	792	3.7%		2.5%
1 - 2 Months	1,207	5.6%	1,207	5.6%		5.6%
2 - 3 Months	936	4.4%	936	4.4%		4.5%
3 - 6 Months	5,766	26.9%	5,766	26.9%		25.5%
6 - 8 Months	5,691	26.5%	5,691	26.5%		28.5%
8 - 10 Months	1,935	9.0%	1,935	9.0%		10.1%
10 - 12 Months	1,825	8.5%	1,825	8.5%		9.4%
More Than 12 Months		0.0%		0.0%		0.0%
TOTAL (Lag Day Analysis):	21,447		21,447			
SUMMARY:						
Within 1 month	4,087		4,087			
More than 1 month	17,360		17,360			

Breakdown of how many days between order and performance date

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Age Breakdown

Under 16	0	0.0%
16 - 25	4	0.1%
26 - 34	85	3.1%
35 - 44	194	7.0%
45 - 54	394	14.2%
55 - 64	751	27.0%
65 - 75	940	33.8%
75 plus	412	14.8%
Total we have date of birth for	2780	

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Customer Segments:

1. Toe Dippers
2. Lifetime Loyalists
3. Truants
5. Big Night Out
6. Bard Trippers

#Customers	Percentage	#Tickets	Percentage	Cash	Percentage
18	0.4%	37	0%		0%
3,239	69.4%	7,901	70%	£	70%
905	19.4%	2,086	19%		19%
224	4.8%	535	5%		5%
280	6.0%	669	6%		6%
4,666	100.0%	11,228	100.0%	£	100.0%

Census:

Range	# Customers	Percentage
Census BME%		
0 - 9%	5,412	79%
10 - 19%	776	11%
20 - 29%	353	5%
30 - 39%	171	2%
40 - 49%	85	1%
50 - 59%	19	0%
60 - 69%	15	0%
70 - 79%	6	0%
80 - 89%	3	0%
100%	2	0%
TOTAL:	6,842	

The latest segmentation of the customers included in the report.

The BME results based on the customer's postcode.

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Geography:

Country	State	# Customers	# Tickets	Avg per Cust	Ticket Amount £	Avg per Cust
United Kingdom		7081	19849	2.8		
	[none]	3187	9177	2.9		
	Aberdeenshire	5	12	2.4		
	Angus	1	1	1.0		
	Argyll	1	3	3.0		
	Ayrshire	3	6	2.0		
	Bedfordshire	20	45	2.3		
	Berkshire	55	187	3.4		
	Buckinghamshire	85	211	2.5		
	Caithness	1	2	2.0		
	Cambridgeshire	23	115	5.0		
	Cheshire	86	203	2.4		
	Clackmannanshire	1	1	1.0		
	Cleveland	11	18	1.6		
	Chwyd	21	39	1.9		
	Cornwall	19	41	2.2		

Country	State	# Customers	# Tickets	Avg per Cust	Ticket Amount £	Avg per Cust
United Kingdom		7081	19849	2.8		
	West Yorkshire	73	155	2.1		
	Wiltshire	39	107	2.7		
	Worcestershire	204	546	2.7		
USA		320	787	2.5		
	Alabama	4	7	1.8		
	Alaska	1	2	2.0		
	Arizona	4	10	2.5		
	Arkansas	3	6	2.0		
	California	73	218	3.0		
	Colorado	6	10	1.7		
	Connecticut	5	13	2.6		
	D.C.	1	1	1.0		

All countries are broken down, and UK is broken down further by either Region, County or Town (parameter option)

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Restaurant Bookers:

	# Customers	Percentage
On same performance day	0	0.0%
During performance period	0	0.0%
Any time	617	7.9%

OpenTable booking data is imported into Tessitura, and shows whether the customer had a booking for the show.

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SUMMARY STATS:

	Tickets #	Average #	Spend £	Average £
Last Year	42,551	5		
Total	501,945	66	£	£
Future	7,366	1.0		
Members	2,470			

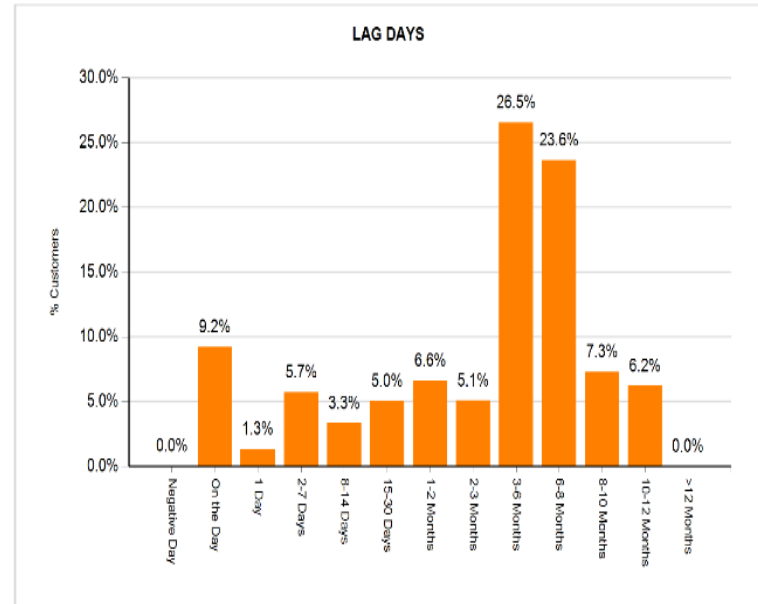
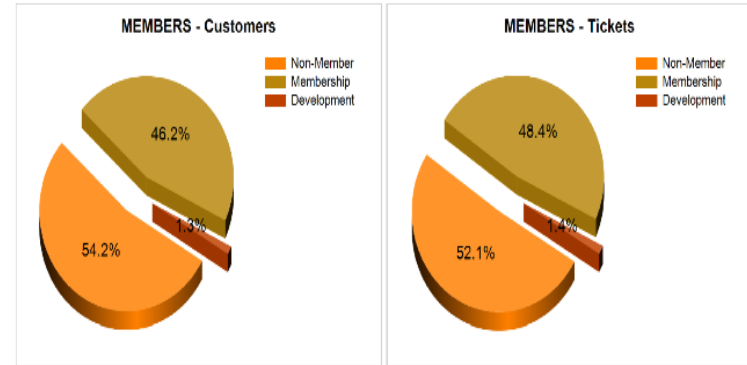
SHOWS ATTENDED:

Production	Season	First Perf	Last Perf	Theatre	# Bookers	# Tickets	£ Value
42nd Street (Strat Op) W05	Undefined	08/11/2005	12/11/2005	Royal Shakespeare Theatre	28	72	
42nd Street Visitor	Undefined	27/10/1997	01/11/1997	Royal Shakespeare Theatre	42	123	
A Midsummer Nights Dream 1999	Undefined	18/03/1999	09/10/1999	Royal Shakespeare Theatre	1,034	8,896	£
A Month in the Country 1999	Undefined	04/05/1999	08/05/1999	The PIT	28	48	
Admin	Undefined	25/12/1999	25/12/2005	(unassigned)	178	555	
As You Like It 1996	Undefined	18/04/1996	05/10/1996	Royal Shakespeare Theatre	760	6,903	£

This is further data about the constituents, details their other activity with the RSC

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The SSRS report contains many charts & graphs to accompany different sections

Overall Performance Report

For further information about these reports, please contact either:

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Head of Audience Insight

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Ruth Harris

Tessitura Coordination & Development Manager

ruth.harris@rsc.org.uk

Problem - Artists are tracked in Ticketing Setup *and* have a separate Constituent record – we wanted to have all the information in one place to give a full picture of their interaction with the RSC.

Sir Patrick Stewart OBE
#200 [REDACTED]
TYS, AAr

History	Connections
General	Names



Credited Roles	
Antony	Antony and Cleopatra
Claudius	Hamlet
Ghost	Hamlet

Solution

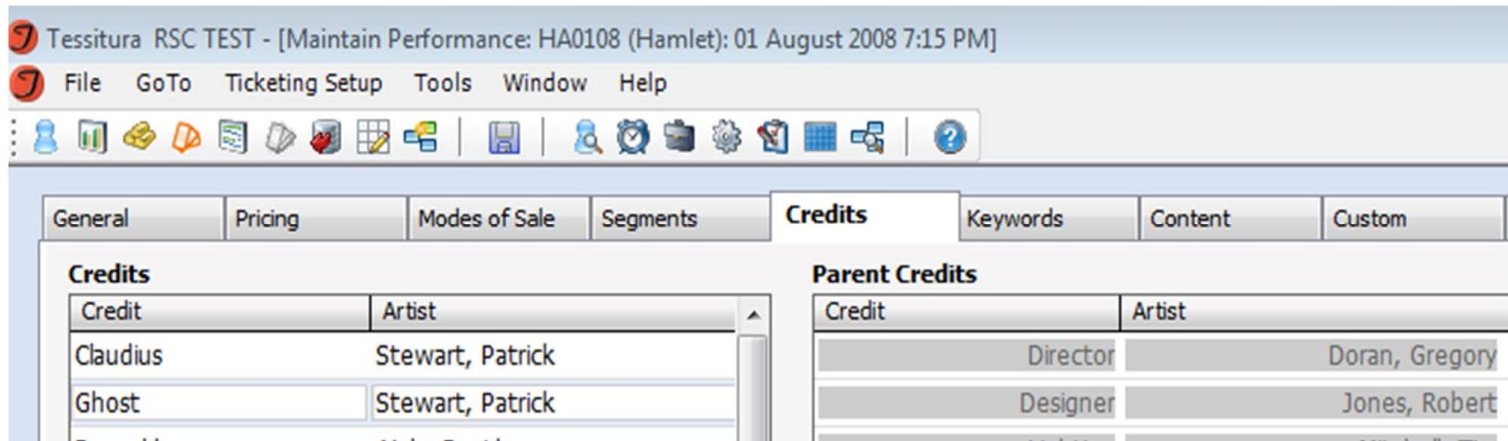
Create a custom screen on the constituent record, referenced via the ID in the Artist's entry.

The screenshot displays a web interface for a constituent record. At the top, there are two tabs: "Details" (selected) and "Roles". Below the tabs is a table with three columns: "First", "Middle", and "Last". The "First" column contains the name "Patrick", and the "Last" column contains "Stewart".

Below the name table is a "BioData" section. On the left side of this section, the number "200" is visible next to a redacted area. On the right side, there is a horizontal menu with several radio buttons: "Benefit History", "Benefit Credits", "Segmentation", "On Screen Reg", "WordFly", and "Artist" (which is selected). Below this menu, the year "2008" is displayed, followed by two performance entries:

- 0809 Courtyard Summer**
Hamlet
Claudius (60)
Ghost (60)
- 0809 London Novello**
Hamlet
Claudius (32)
Ghost (32)

While our creative teams are credited at production level, our artist credits are entered at performance level, so that we can track changes for understudy performances.

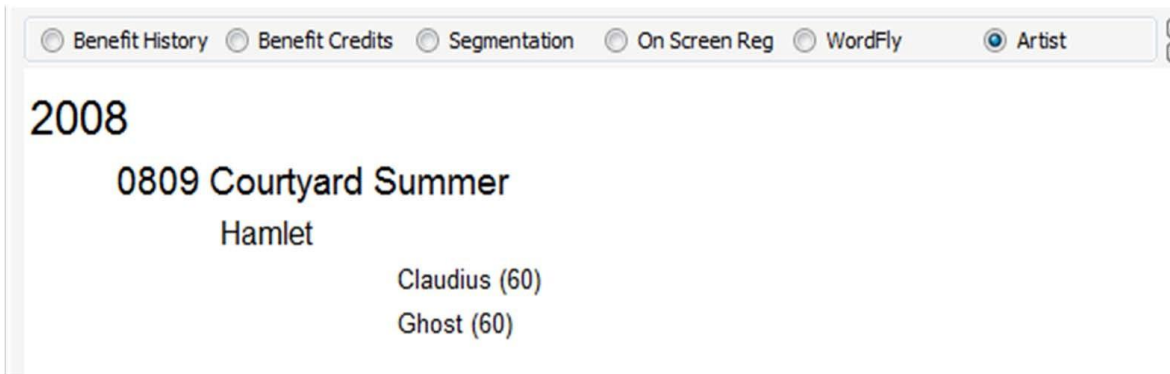


We have a custom report which will write from one (seed) performance to all other performances of the production within the season. We then amend per performance when understudies are used.

7 Enter parameters to run Manage Performance Elements* in the current window

Season(Required)	0809 Courtyard Summer	OK
Production Season(Required)	Hamlet	Cancel
Seed Performance(Required)	Aug 1 2008 7:15PM HA0108	Next
Update Type(Required)	Artists/Roles	Previous
Mode(Required)	Review Only	

The amount of credits per role in a production are shown on the custom screen.



This data can be queried in List Manager -



Result

We now have a full picture of our artists on their constituent records, and our creative departments are much more willing to engage with Tessitura



Photo by Pascal Molliere © RSC

Submitted by: **Ruth Harris** (ruth.harris@rsc.org.uk)

Royal Shakespeare Company



Event Cancellation

Cancelled events can be hard work to manage.....





Event Cancellation

Ok, so Tessitura can't help teenage girls from crying when a One Direction concert is cancelled.....

.....but it can take care of cancelling the performance for you



Event Cancellation

- Take specific MOS off sale
- Change the performance name to indicate that its been cancelled
- Build lists of constituents to contact by email, SMS and phone
- Email information out across the organisation
- Refund all of the tickets to an on account payment method (Performance Seat Release)



Event Cancellation

How do we make sure someone doesn't accidentally cancel a performance....





Debbie Harland
Old Vic DBA



Old Vic philosophy:

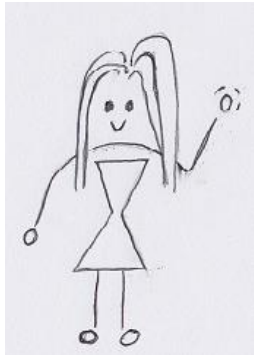


Old Vic philosophy:
'Yes we can'



THURSDAY

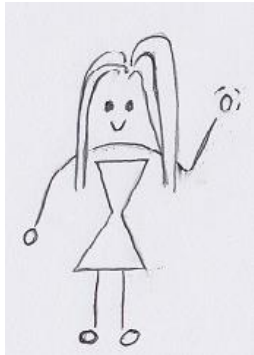
Hi Debbie





THURSDAY

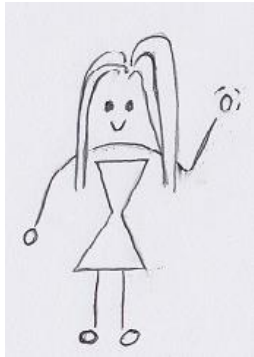
Hi Debbie



Hi Sophie

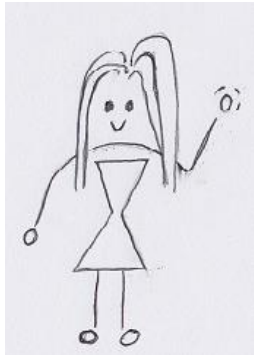


Can we restrict sales?





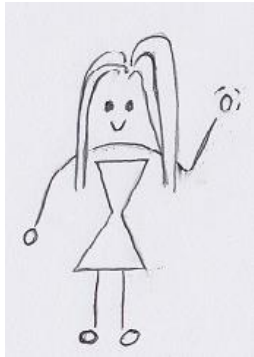
Can we restrict sales?



Absolutely, by Transaction

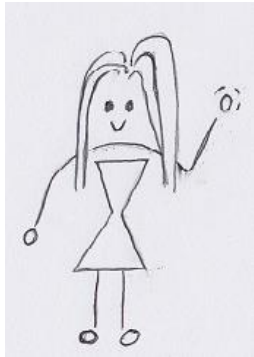


No, by Production





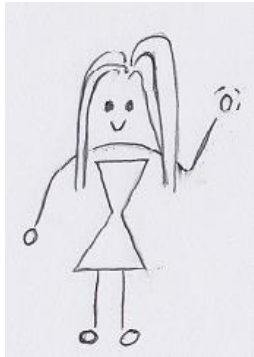
No, by Production



Tricky, but I'll say Yes.



And by Membership Type?

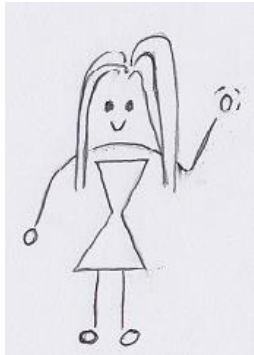


Trickier, but I'm sure we can



FRIDAY

You remember the ticket restriction?

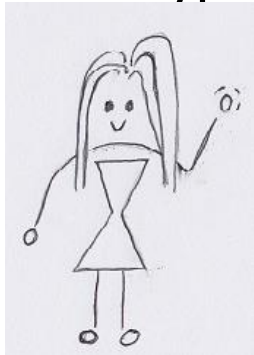


Yes.....



FRIDAY

Can we add Price Type too?





FRIDAY



Double face palm!



Why?



Why?

- Sell the preview tickets



Why?

- Sell the preview tickets
- Filling seats at reduced price is better than having empty seats



Why?

- Sell the preview tickets
- Filling seats at reduced price is better than having empty seats
- Hard sell productions



Why?

- Sell the preview tickets
- Filling seats at reduced price is better than having empty seats
- Hard sell productions
- Entice new audiences in the hope they will return



What did we hope to achieve?

- To limit the tickets purchasable at the preview price



What did we hope to achieve?

- To limit the tickets purchasable at the preview price
- Limit to apply to on-line, phone and Walk Up purchases



What did we hope to achieve?

- To limit the tickets purchasable at the preview price
- Limit to apply to on-line, phone and Walk Up purchases
- Allow further purchases at full price



How did we go about it?

- Local Tables



How did we go about it?

- Local Tables
- Local Views



How did we go about it?

- Local Tables
- Local Views
- Local Stored Procedures



How did we go about it?

- Local Tables
- Local Views
- Local Stored Procedures
- Scheduled tasks



How did we go about it?

- Local Tables
- Local Views
- Local Stored Procedures
- Scheduled tasks
- An API Call



How did we go about it?

- Local Tables
- Local Views
- Local Stored Procedures
- Scheduled tasks
- An API Call
- A Custom Header

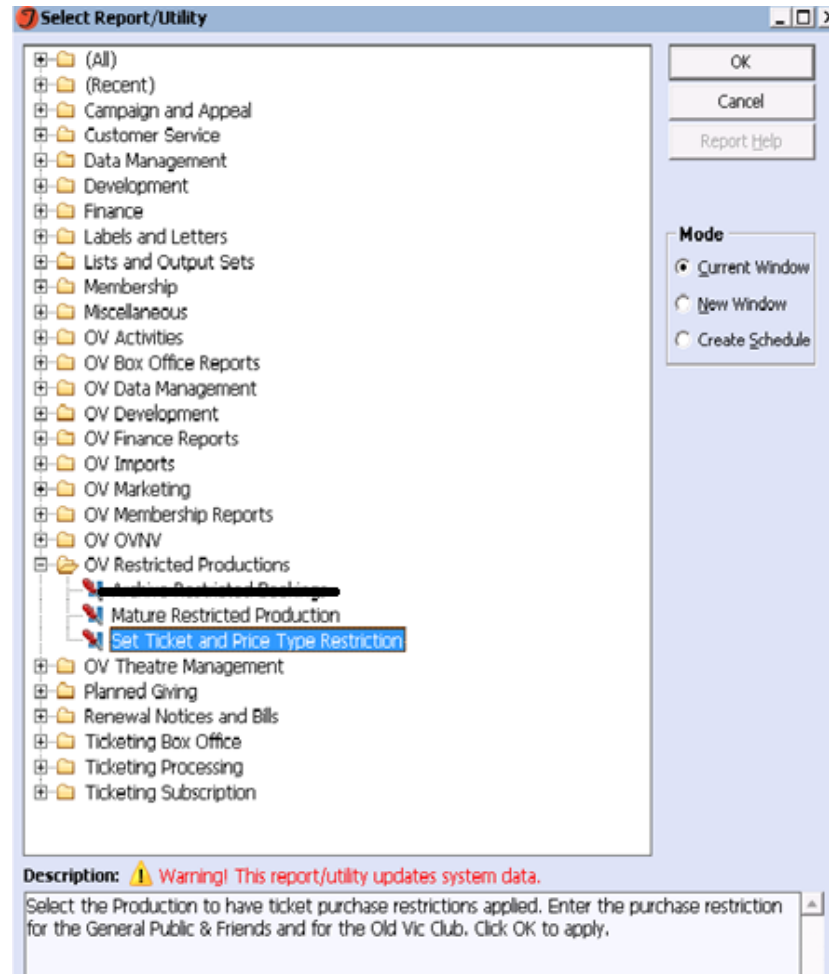


How did we go about it?

- Local Tables
- Local Views
- Local Stored Procedures
- Scheduled tasks
- An API Call
- A Custom Header
- Good Staff (~~including a brilliant DBA~~)



Setting up the restriction





Setting up the restriction

7 Enter parameters to run Set Ticket and Price Type Restriction in the current window [?] [X]

Production(Required) **Dr. Seuss's The Lorax : Restriction in** ▾

Member Org(Required) **Dr. Seuss's The Lorax : Restriction in place**

Price Type(Required)

Restriction(Required)

Jekyll & Hyde

The Caretaker : Matured

The Hairy Ape

The Master Builder

Touch Tour 15/16

OK

Cancel

Next

Previous

Clear

Report Help



Setting up the restriction

Enter parameters to run Set Ticket and Price Type Restriction in the current window [?] [X]

Production	(Required)	Dr. Seuss's The Lorax : Restriction in place	OK
Member Org	(Required)	Friends of The Old Vic	Cancel
Price Type	(Required)	Friends of The Old Vic	Next
Restriction	(Required)	General Public	Previous
		Old Vic Club	Clear
			Report Help



Setting up the restriction

Enter parameters to run Set Ticket and Price Type Restriction in the current window [?] [X]

Production	(Required)	Dr. Seuss's The Lorax : Restriction in place	OK
Member Org	(Required)	Friends of The Old Vic	Cancel
Price Type	(Required)	(3 values selected)	Next
Restriction	(Required)	PWC	Previous
		PWC £10 Previews	Clear
		PWC day rate	Report Help
		Raffle ticket	
		RAG	
		Rakes AGT	
		Reduced	
		Ronnies	



Setting up the restriction

Enter parameters to run Set Ticket and Price Type Restriction in the current window [?] [X]

Production	(Required)	Dr. Seuss's The Lorax : Restriction in place	OK
Member Org	(Required)	Friends of The Old Vic	Cancel
Price Type	(Required)	(3 values selected)	Next
Restriction	(Required)		Previous

Clear

Report Help



Setting up the restriction

Set Ticket Purchase and Price Type Restriction

Restriction set to 4 tickets for Dr. Seuss's The Lorax on "Friends of The Old Vic" for Price Type: PWC,PWC day rate,PWC £10
Previews



Checking for orders

A scheduled task runs every 3 minutes to:



Checking for orders

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- Fire Stored Procedure LP_OVT_RECORD_PURCHASE_WITH_PT



Checking for orders

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- Fire Stored Procedure LP_OVT_RECORD_PURCHASE_WITH_PT
- SP will:
 - Check for orders containing any performances of the restricted production



Checking for orders

A scheduled task runs every 3 minutes to:

- Fire Stored Procedure LP_OVT_RECORD_PURCHASE_WITH_PT
- SP will:
 - Check for orders containing any performances of the restricted production
 - Record ticket purchase made since the last time it ran, in local table LT_OVT_TR_BOOKED_WITH_PT



Restricting ticket purchases

On line:

- Uses an API call to pass data and fire a local SP.



Restricting ticket purchases

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- Uses an API call to pass data and fire a local SP.
- SP checks whether the limit has been reached or would be reached.



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Restricting ticket purchases

On line:

- Uses an API call to pass data and fire a local SP.
- SP checks whether the limit has been reached or would be reached.
- Limit not reached, SP returns a code = 1. Sale allowed.
- Limit reached, SP returns a code = 2. Sale refused – with a polite message.
 - ‘We look forward to your custom in future lives’.



Restricting ticket purchases

In house & Agent:



Restricting ticket purchases

In house & Agent:

- Warning appears on a Custom Header

ID: 3258022	DP Last Ask:00/00/0000	Last Memb Level: BEN Active	User ID: dharland
Name: Mr Adrian Harris	Membership Ask:	Memb. Expiration: 1/11/2016	Batch:
Const: MEM	Rest	Entered: 28/09/2015	On Account:
	CHECK TICKET LIMITS		PTR



The last of the significant elements

- Good Staff



The last of the significant elements

- Good Staff
- Brilliant DBA



Roundup

- All SP's, Table definitions and Views are available on request
- I can provide a description of the Scheduled task
- API call devised by Made Media, but it's based on a standard call
- Custom header .pbl available on request
- Good Box Office Staff – Find yourselves
- Brilliant DBA – available at a cost.



My Details: debbie.harland@oldvictheatre.com

Old Vic website: www.oldvictheatre.com



@oldvictheatre



OldVicTheatre

Auto Email Order confirmations

- Simple SQL script to send out Order Confirmations
- Use the SQL code to decide which customers you wish to auto send? All? Members? Etc
- Uses standard TP_SEND_ORDER_EMAIL
- Stored procedure to send the email
- Uses a format from t_format_info

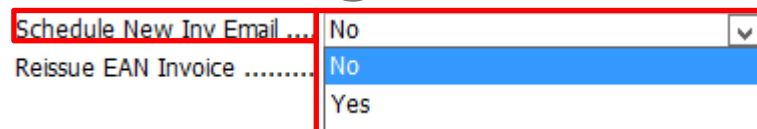
```

1  declare @order_no int
2  declare @eaddress varchar(80)
3  declare @customer_no int
4
5  declare ean_email_cursor cursor for
6  select a.order_no, coalesce(b.address, c.address), a.customer_no
7  from    T_ORDER a
8         left join [dbo].T_EADDRESS b on a.eaddress_no = b.eaddress_no
9         left join [dbo].T_EADDRESS c on a.customer_no = c.customer_no and c.primary_ind = 'Y'
10 where   not exists (select order_no from t_log_order_email where send_status = 1 and order_no = a.order_no)
11         and coalesce(b.address, c.address) is not null
12         and a.order_dt between DATEADD(dd, -1, getdate()) and getdate()
13
14 -- begin cursor
15 open ean_email_cursor
16 fetch ean_email_cursor into @order_no, @eaddress, @customer_no
17
18 while @@fetch_status = 0
19 begin
20
21     execute dbo.TP_SEND_ORDER_EMAIL
22         @order_no = @order_no,
23         @format_no = 45,
24         @eaddress = @eaddress,
25         @customer_no = @customer_no,
26         @org_name = 'Impresario'
27     -- create 5 second delay between requests
28     WAITFOR DELAY '00:00:05';
29
30 fetch ean_email_cursor into @order_no, @eaddress, @customer_no
31 end
32
33 -- end cursor
34 close ean_email_cursor
35 deallocate ean_email_cursor

```

Auto Email Order Acknowledgement as PDF

- Utilises the Report Server to send Order Confirmation/Acknowledgements as PDFs
- Order Confirmation/Acknowledgements report needs creating as normal (including Report Setup window)
- Can be SSRS or InfoMaker report
- Uses an Order Custom Field to indicate whether Acknowledgement should be emailed



The screenshot shows a configuration window with two rows. The first row is labeled 'Schedule New Inv Email ...' and has a dropdown menu set to 'No'. The second row is labeled 'Reissue EAN Invoice' and has a dropdown menu with 'No' selected (highlighted in blue) and 'Yes' as an option below it. A red rectangular box highlights the entire configuration area.

Schedule New Inv Email ...	No
Reissue EAN Invoice	No
	Yes

Auto Email Order Acknowledgement as PDF

- Scheduled job runs a custom SQL Stored Procedure which picks up all orders with this field set to Yes
- This then passes the Orders to a second custom SQL Stored Procedure which creates the Report Server Schedule
- The Report Server does the rest!

Dashboard Examples

Performance Radar Chart

- This uses a Radar Chart:
 - A radar chart is a graphical method of displaying multivariate data in the form of a two-dimensional chart
 - It consists of a sequence of equiangular spokes, called radii, with each spoke representing one of the variables.
 - Values are represented by the length of the point as measured from the centre of the circle.
 - The farther the point is from the centre, the greater its value.
 - Category labels are displayed on the perimeter of the chart.
 - A line is drawn connecting the data values for each spoke.

Dashboard Examples

Performance Radar Chart

- Provide an easy way to visually identify a performances “performance”!
- Metric can be easily added or removed from the data with no changes to the chart required.

	perf_no	perf_dt	name_cat	percentage	sort_order
1	3992	2015-10-21 00:00:00.000	Seat Cap %	68	1
2	3992	2015-10-21 00:00:00.000	Fin Cap %	63	2
3	3992	2015-10-21 00:00:00.000	Full %	70	3
4	3992	2015-10-21 00:00:00.000	Disc %	26	4
5	3992	2015-10-21 00:00:00.000	Comp %	4	5
6	3992	2015-10-21 00:00:00.000	Unpaid %	7	6
7	3992	2015-10-21 00:00:00.000	Unsold %	22	7
8	3992	2015-10-21 00:00:00.000	Held %	10	8
9	3992	2015-10-21 00:00:00.000	Subs %	48	9
10	3992	2015-10-21 00:00:00.000	Flex %	32	10
11	3992	2015-10-21 00:00:00.000	Single %	20	11

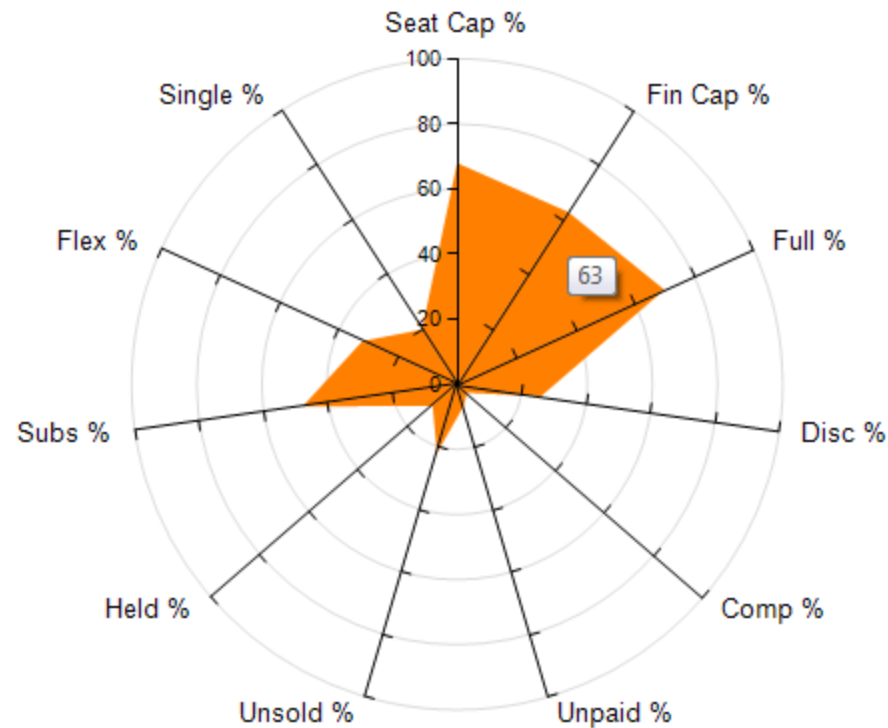
Dashboard Examples

Performance Radar Chart

- Can alternatively be known as:
 - web chart
 - spider chart
 - star chart
- Data results can be unrelated so can show greater variety of metrics on a single easy to read chart

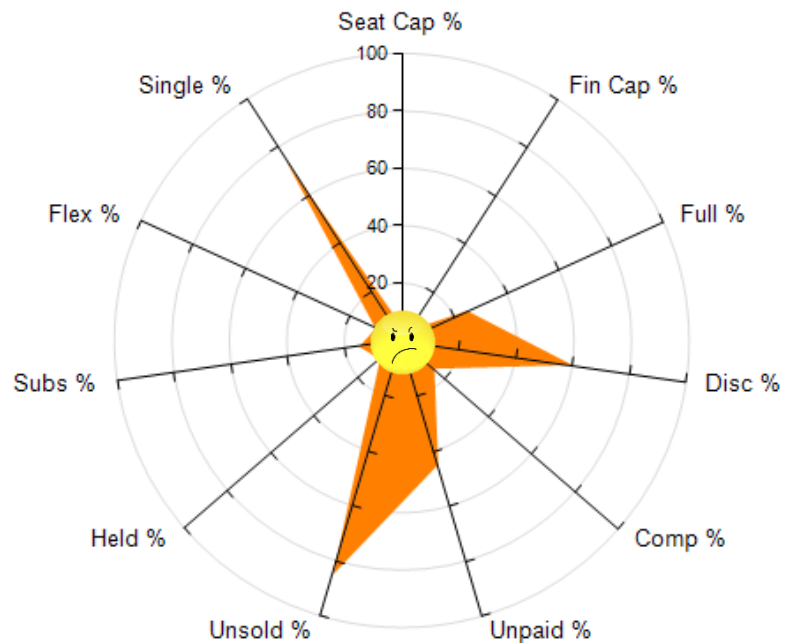
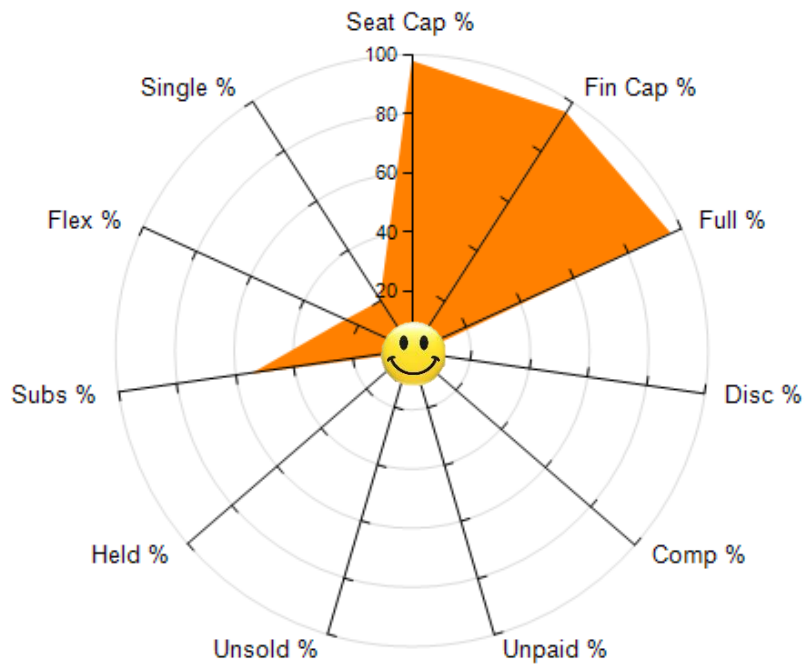
Dashboard Examples

Performance Radar Chart



Dashboard Examples

Performance Radar Chart



Dashboard Examples

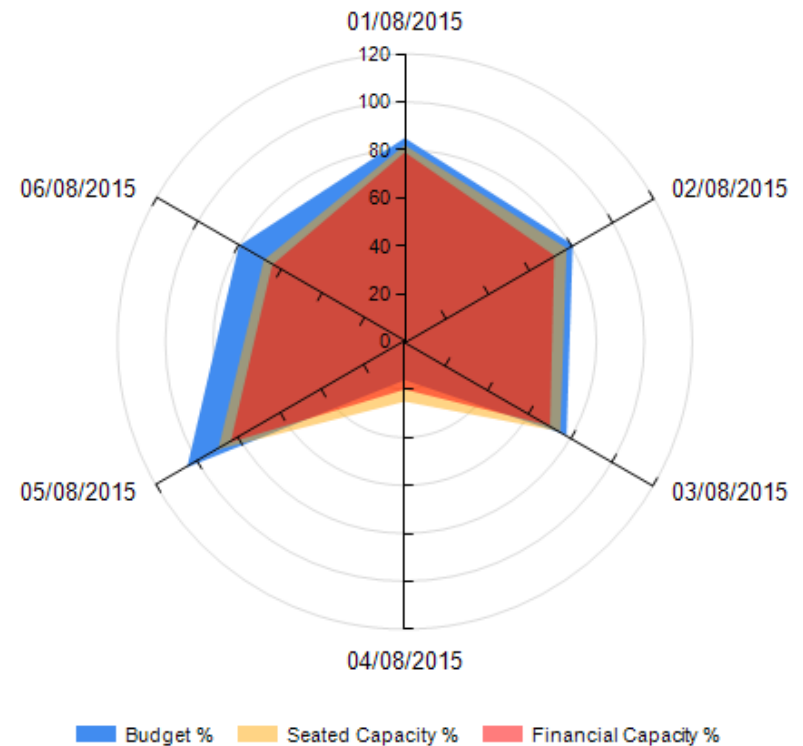
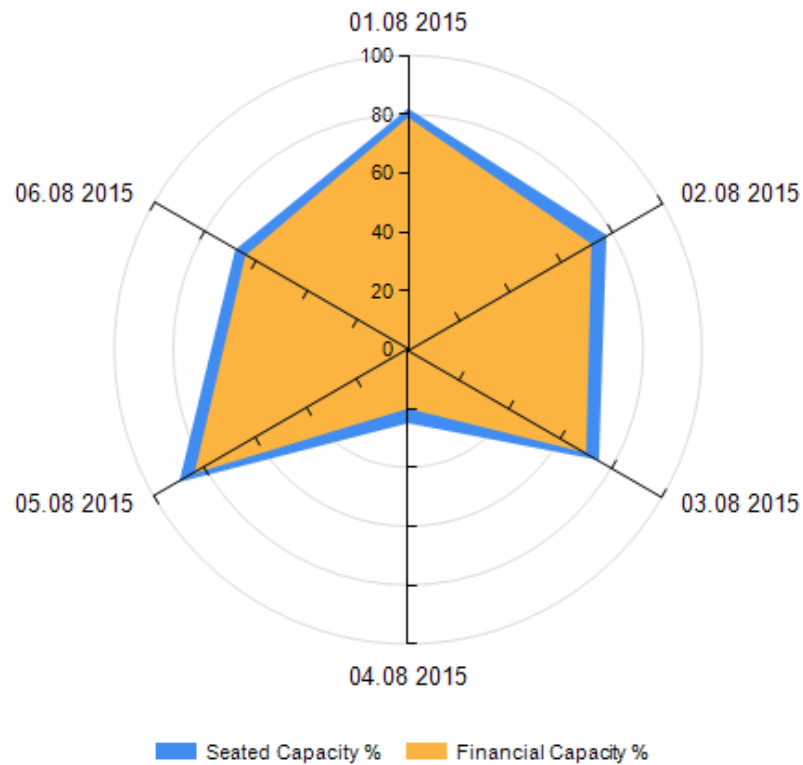
Performance Radar Chart

- Could also be used to show various values for a run of performances...

	production	perf_no	perf_dt	name_cat	seat_cap_perc	financial_cap_perc	budget_perc
1	Aphex Twin	4004	2015-08-01 20:00:00.000	01.08 2015	82	79	85
2	Aphex Twin	4005	2015-08-02 20:00:00.000	02.08 2015	78	72	81
3	Aphex Twin	4006	2015-08-03 20:00:00.000	03.08 2015	75	70	78
4	Aphex Twin	4007	2015-08-04 20:00:00.000	04.08 2015	25	20	16
5	Aphex Twin	4008	2015-08-05 20:00:00.000	05.08 2015	90	84	105
6	Aphex Twin	4013	2015-08-06 20:00:00.000	06.08 2015	68	64	80

Dashboard Examples

Performance Radar Chart



Dashboard Examples

NScan Attendance Summary

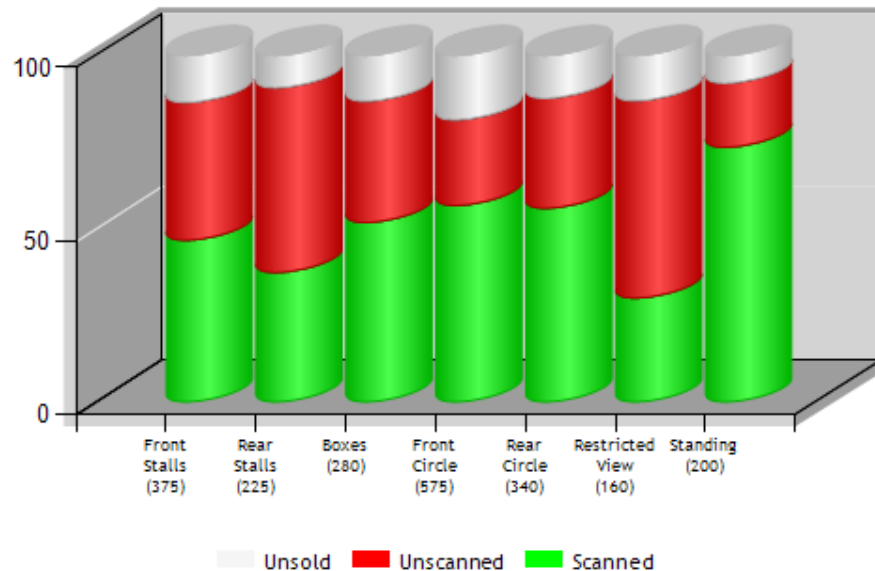
- Utilise Attendance Scans to show current Scan counts
- Show as tabular/chart/both!
- Use Auto Update

	perf_no	zone_desc	total_tix	capacity	admission_adult	admission_child	admission_other
1	123	Front Stalls	324	375	150	25	0
2	123	Rear Stalls	204	225	73	11	0
3	123	Boxes	243	280	138	7	0
4	123	Front Circle	468	575	248	78	0
5	123	Rear Circle	298	340	176	14	0
6	123	Restricted View	139	160	48	0	0
7	123	Standing	184	200	147	0	0

Dashboard Examples

NScan Attendance Summary

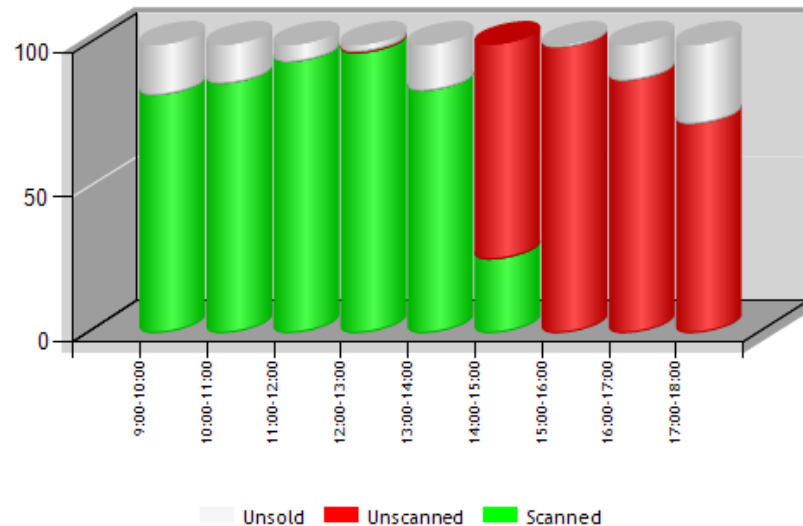
Zone	Adult	Child	Other	ScanTotal	Sld Total	Scan %
Front Stalls	150	25	0	175	324	54.01
Rear Stalls	73	11	0	84	204	41.18
Boxes	138	7	0	145	243	59.67
Front Circle	248	78	0	326	468	69.66
Rear Circle	176	14	0	190	298	63.76
Restricted View	48	0	0	48	139	34.53
Standing	147	0	0	147	184	79.89
TOTAL:	980	135	0	1115	1860	59.95



Dashboard Examples

NScan Attendance Summary

Zone	Adult	Child	Other	ScanTotal	Sld Total	Scan %
9:00-10:00	150	15	0	165	165	100.00
10:00-11:00	172	1	0	173	173	100.00
11:00-12:00	181	7	0	188	188	100.00
12:00-13:00	181	13	0	194	195	99.49
13:00-14:00	157	11	0	168	168	100.00
14:00-15:00	48	3	0	51	200	25.50
15:00-16:00	0	0	0	0	198	0.00
16:00-17:00	0	0	0	0	175	0.00
17:00-18:00	0	0	0	0	145	0.00
TOTAL:	889	50	0	939	1607	58.43

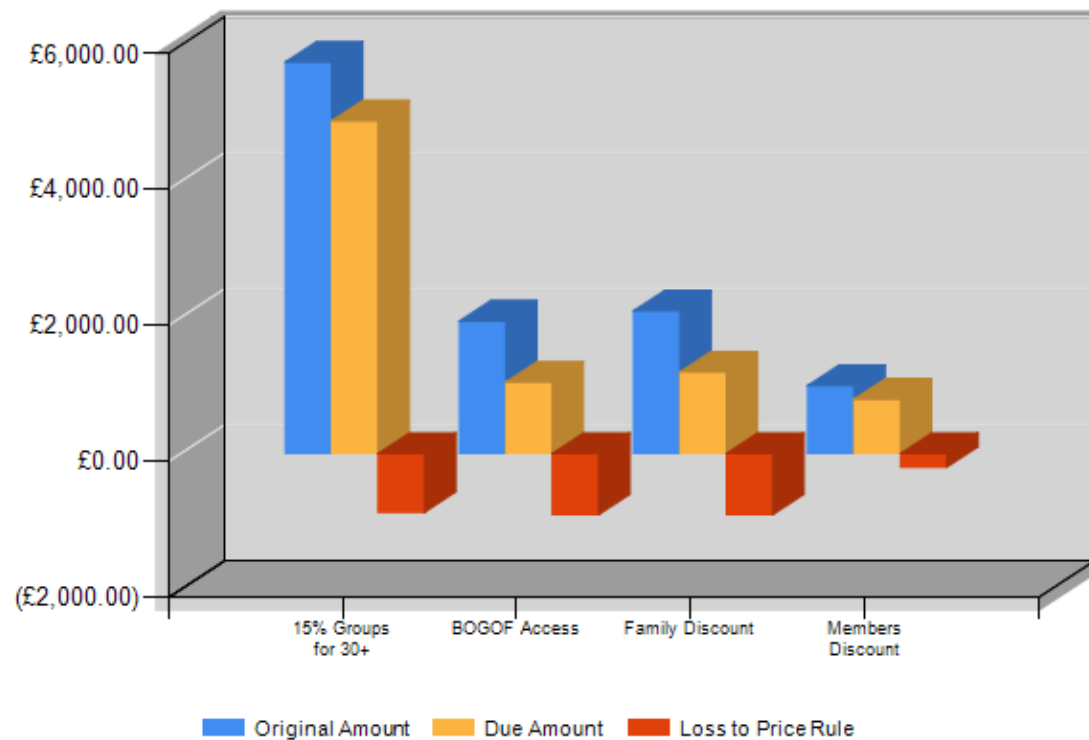


Dashboard Examples

Price Rule Summary

- A quick useful summary of which Price Rules have been used for a performance.
- Show Price Rule description with summary usage data for seats and income.
- Similar to standard “Rule Statistics” report
- Potential for graphs etc.

Original PT	New PT	PR #	Q #	R #	Tot #	Orig Amt	Due Amt	Loss Amt
15% Groups for 30+ (Seat Volume - Price Type Change - Total Seats Used: 32)								
Standard	15% Group 1	1	0	32	32	£5,760.00	£4,896.00	(£864.00)
BOGOF Access (Buy One Get One - Price Change - Total Seats Used: 6)								
Wheelchair	Wheelchair	6	7	6	13	£1,950.00	£1,050.00	(£900.00)
Family Discount (Multiple Price Type - Price Type Change - Total Seats Used: 12)								
Child	Family 1	3	0	6	6	£900.00	£600.00	(£300.00)
Standard	Family 1	3	0	6	6	£1,200.00	£600.00	(£600.00)
Members Discount (Product Only - Price Type Change - Total Seats Used: 4)								
Standard	Member	2	0	4	4	£800.00	£600.00	(£200.00)
Standard	Standard	1	1	0	1	£200.00	£200.00	£0.00
TOTALS:		16	8	54	62	£10,810.00	£7,946.00	(£2,864.00)



Dashboard Examples

Performance Calendar & Seat Map

- A calendar built using SSRS
- In this example recreates the Calendar View in Product Catalogue
- Made up of three SSRS reports
 - A Calendar report
 - A Performance list for each date on the calendar
 - The Seat Map report (shown earlier as a custom screen)

Dashboard Examples

Performance Calendar & Seat Map

- The calendar report is a matrix
- The data requires values to build the matrix which forms the calendar:

day_date	date	weekday	month	year	day_of_week	week	real_month	real_month_na...	cellcolour
26/07/2015 00:...	26	Sunday	8	2015	1	31	7	July	12632256
27/07/2015 00:...	27	Monday	8	2015	2	31	7	July	12632256
28/07/2015 00:...	28	Tuesday	8	2015	3	31	7	July	12632256
29/07/2015 00:...	29	Wednesday	8	2015	4	31	7	July	12632256
30/07/2015 00:...	30	Thursday	8	2015	5	31	7	July	12632256
31/07/2015 00:...	31	Friday	8	2015	6	31	7	July	12632256
01/08/2015 00:...	1	Saturday	8	2015	7	31	8	August	16777215
02/08/2015 00:...	2	Sunday	8	2015	1	32	8	August	16777215
03/08/2015 00:...	3	Monday	8	2015	2	32	8	August	16777215
04/08/2015 00:...	4	Tuesday	8	2015	3	32	8	August	16777215
05/08/2015 00:...	5	Wednesday	8	2015	4	32	8	August	16777215
06/08/2015 00:...	6	Thursday	8	2015	5	32	8	August	16777215
07/08/2015 00:...	7	Friday	8	2015	6	32	8	August	16777215
08/08/2015 00:...	8	Saturday	8	2015	7	32	8	August	16777215
09/08/2015 00:...	9	Sunday	8	2015	1	33	8	August	16777215
10/08/2015 00:...	10	Monday	8	2015	2	33	8	August	16777215
11/08/2015 00:...	11	Tuesday	8	2015	3	33	8	August	16777215
12/08/2015 00:...	12	Wednesday	8	2015	4	33	8	August	16777215
13/08/2015 00:...	13	Thursday	8	2015	5	33	8	August	16777215
14/08/2015 00:...	14	Friday	8	2015	6	33	8	August	16777215

Dashboard Examples

Performance Calendar & Seat Map

1 of 1 100% Find | Next

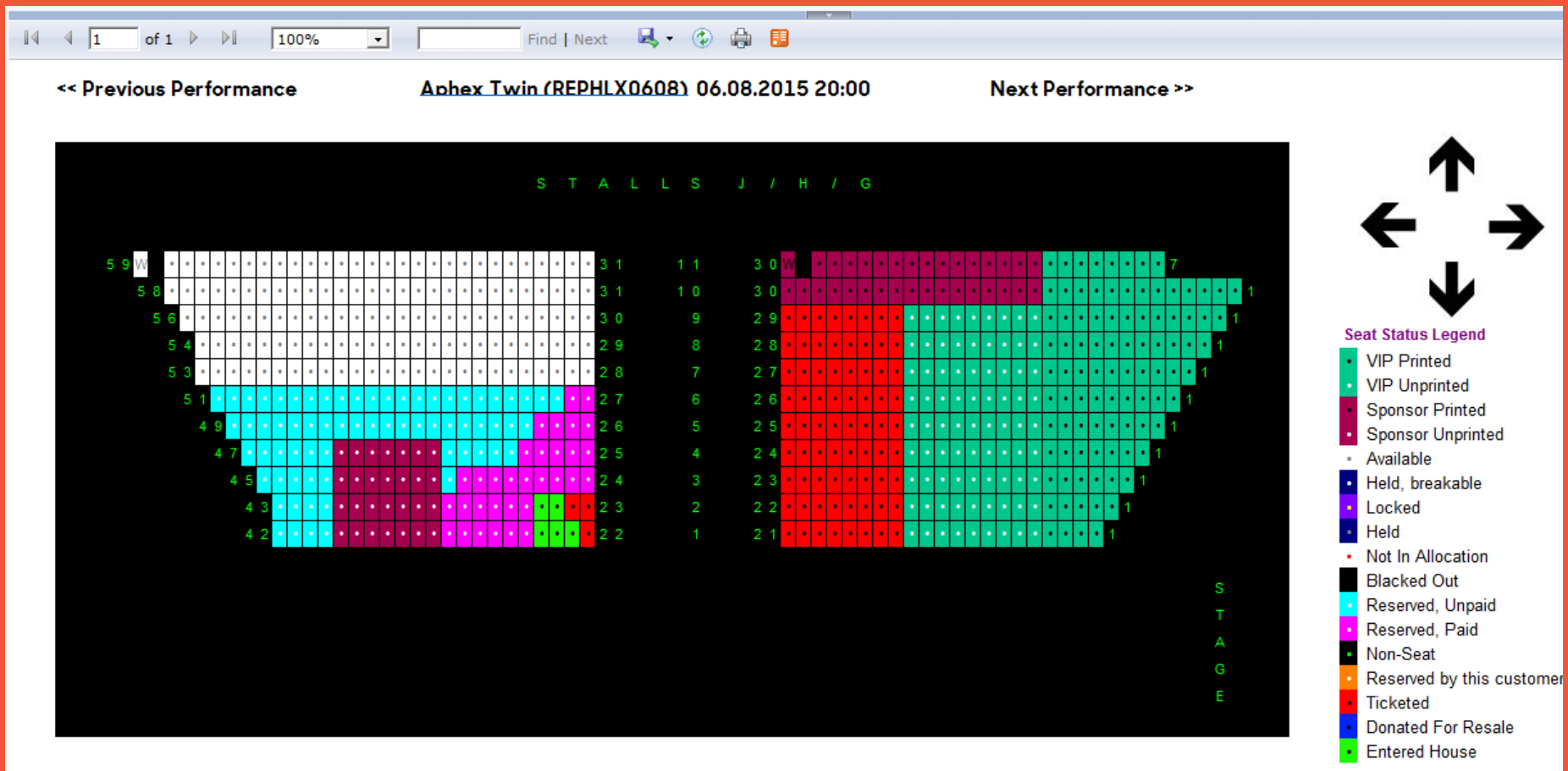
<<< September 2015 >>>

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
August 30	August 31	1	2	3	4	Art of Fighting 2015
Art of Fighting 00:00 6	Art of Fighting 00:00 7	Art of Fighting 00:00 8	Art of Fighting 00:00 9	Art of Fighting 00:00 10	Art of Fighting 00:00 11	Art of Fighting
Art of Fighting 00:00 13	Art of Fighting 00:00 14	Art of Fighting 00:00 15	Art of Fighting 00:00 16	Art of Fighting 00:00 17	Art of Fighting 00:00 18	Art of Fighting
Art of Fighting 00:00 20	Art of Fighting 00:00 21	Art of Fighting 00:00 22	Art of Fighting 00:00 23	Art of Fighting 00:00 24	Art of Fighting 00:00 25	Art of Fighting
Art of Fighting 00:00 27	Art of Fighting 00:00 28	Art of Fighting 00:00 29	Art of Fighting 00:00 30	October 1	October 2	Art of Fighting

AOF300915 - 9/30/2015

Dashboard Examples

Performance Calendar & Seat Map



Jessitura



**EUROPEAN
CONFERENCE 2015**

**5 & 6 NOVEMBER
NOTTINGHAM**

QUESTIONS?

- Tell us who you are and where you are from.....

Jessitura



**EUROPEAN
CONFERENCE 2015**

**5 & 6 NOVEMBER
NOTTINGHAM**

WHAT'S NEXT?

🎯 **BREAK 3.05PM – 3.20PM**

You will find refreshments in or near all conference rooms.

🎯 **NEXT SESSION : 3.20PM – 4.20PM**