

**TESSITURA
EUROPEAN
CONFERENCE**

DUBLIN 2016





- **PRESENTER**

Paul Callas : Tessitura Network

BI for Marketing T-Stats & Dashboards

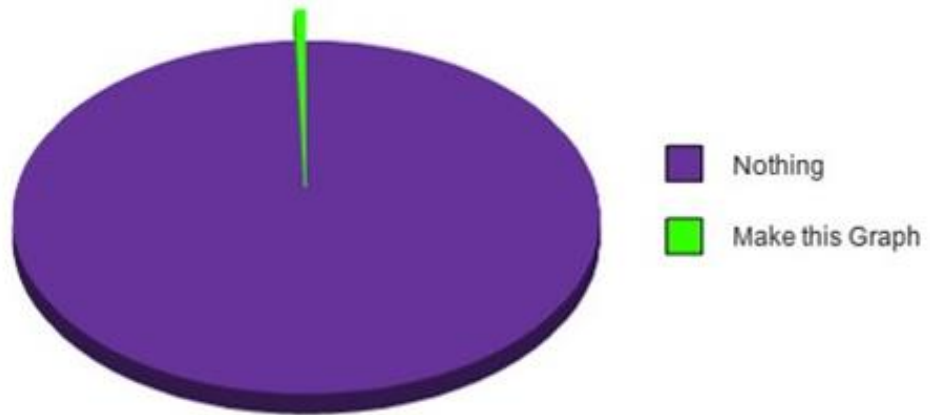
In God We Trust (All Others Must Bring Data)

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Things I Did Today



Agenda for Today!

- **Business Intelligence**
- **T-Stats**
- **Dashboards**
- **Increase online Web Sales – use case**
- **Adding fields to Widgets**
- **Ticket Sales by Appeal – use case**
- **Adding MORE fields to Widgets**
- **Extra Widget info**
- **Extra T-Stats info**
- **Q & A**

Who's in the Room?

- Who uses T-Stats?
- Who uses Dashboards?
- To what extent?
- Marketing... sure, but who else is here?

Tessitura Business Intelligence Pie

Tactical



Strategic

Analytical

Tessitura Business Intelligence Pie

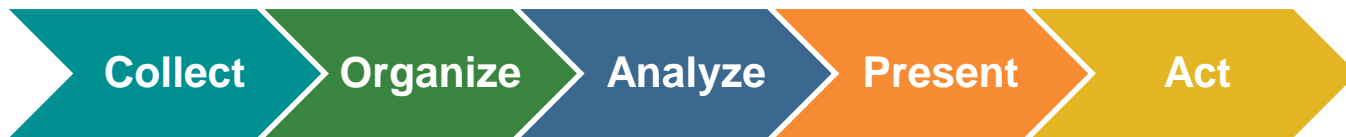
- Tessitura has several business intelligence (BI) tools, each of which is important to understand as you decide what will work best for *your situation*.

Q: How much information do you want?

A: *Just enough to answer the granularity of your question!*

From Data to Decisions

- **The Goal of Business Intelligence:**
 - Turn raw data into meaningful and useful information to help you identify opportunities and lead you to act!



From Data to Decisions

Collect

Raw data collected in Tessitura

Organize

Tessitura takes raw data and turns it into connected information

Analyze

Reporting and Data Analysis - T-Stats

Present

Charts in T-Stats and Dashboards

Act

Identify opportunity and act!

Based on last year, where should I spend the most advertising dollars for a repeat show?

Collect

Sell tickets to show

Organize

How many tickets did we sell and at what price?

Analyze

Layer post codes/average price per ticket

Present

View chart and geographical mapping

Act

Identify post codes with highest ROI

Why do we need Tessitura, T-Stats and Dashboards?

- **Tessitura is a transactional database**
 - Has many small tables
 - Designed to process many transactions quickly
 - Makes reporting slower
- **Use Data Warehouse – T-Stats**
 - Has fewer, larger tables
 - Data is transformed according to Business Rules
 - Makes reporting fast and flexible

How is it different from standard Tessitura reports?

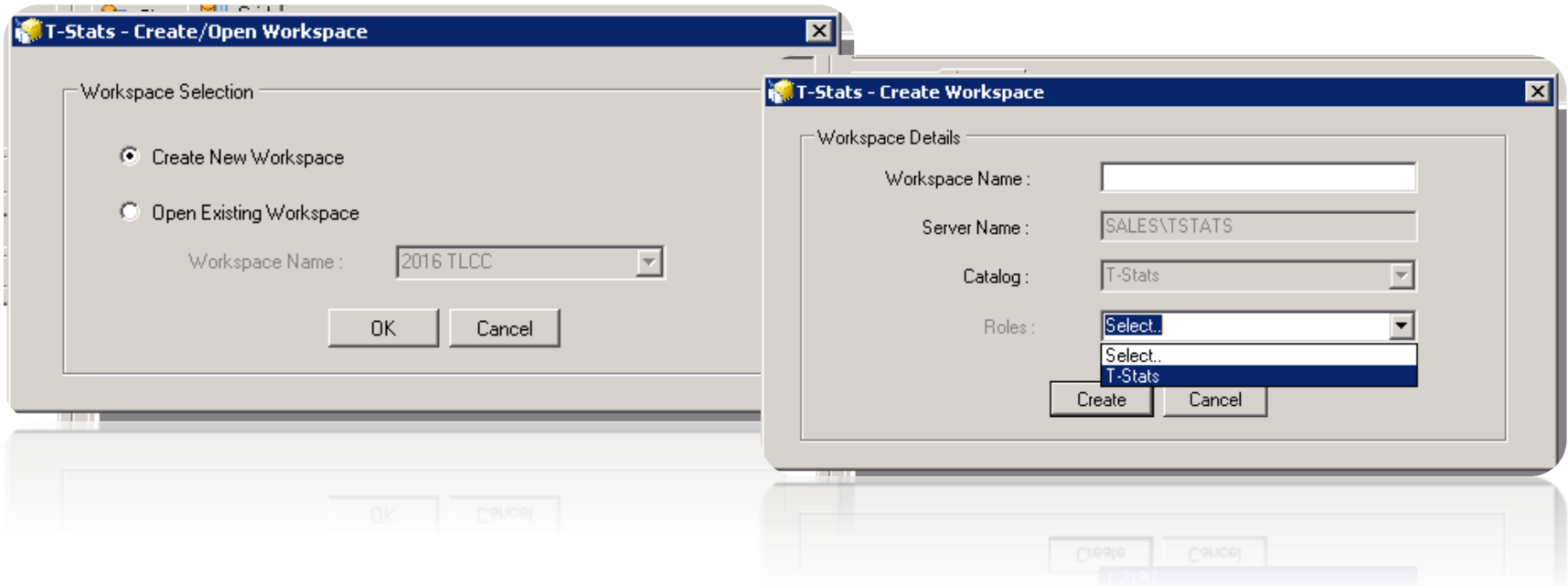
- It's Dynamic, Fast, Flexible
- It's Fast
- Drag-and-drop Analytical Reporting Tool That Aggregates Data
- Gives You A 360° View Of Your Data
- Look For Patterns And Trends
- No More Than 24 Hours Old



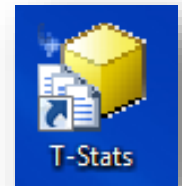
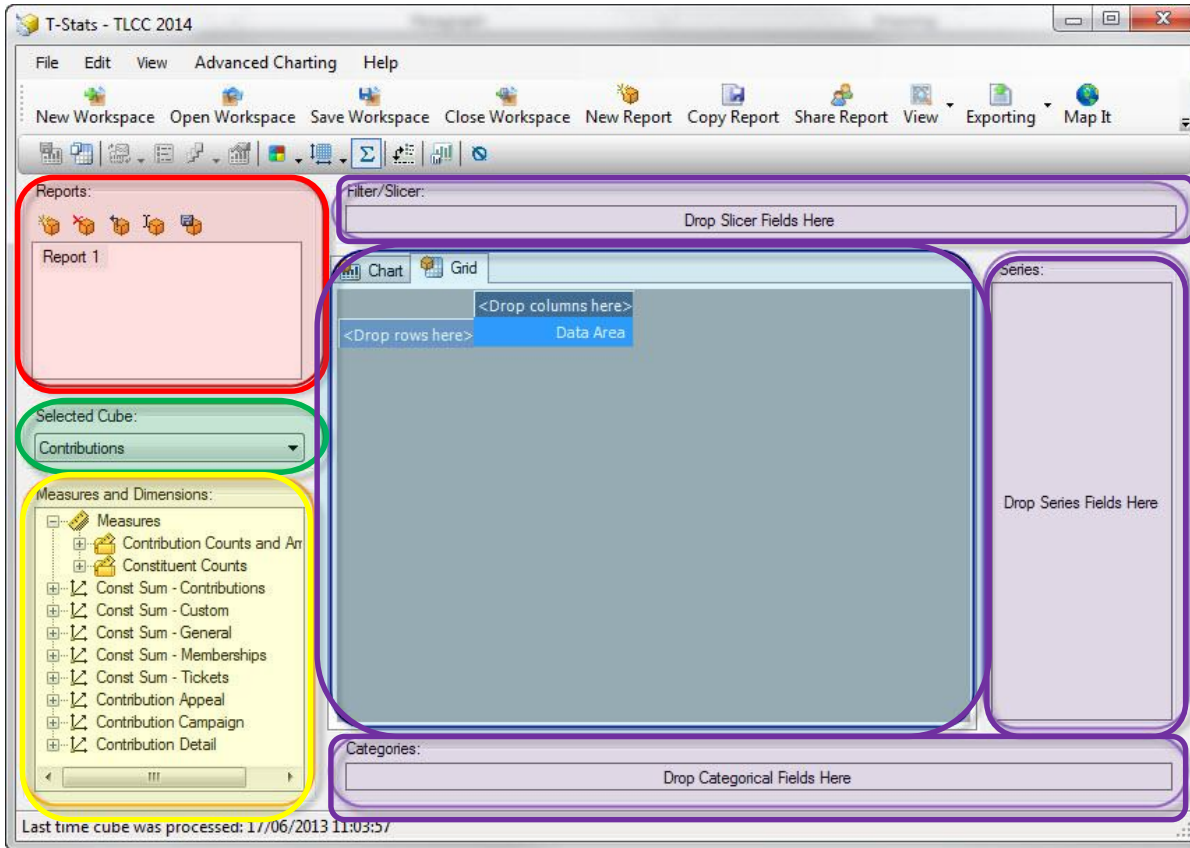
T-Stats

Where do I start?

- Create a workspace
 - A folder which contains your T-Stats reports.

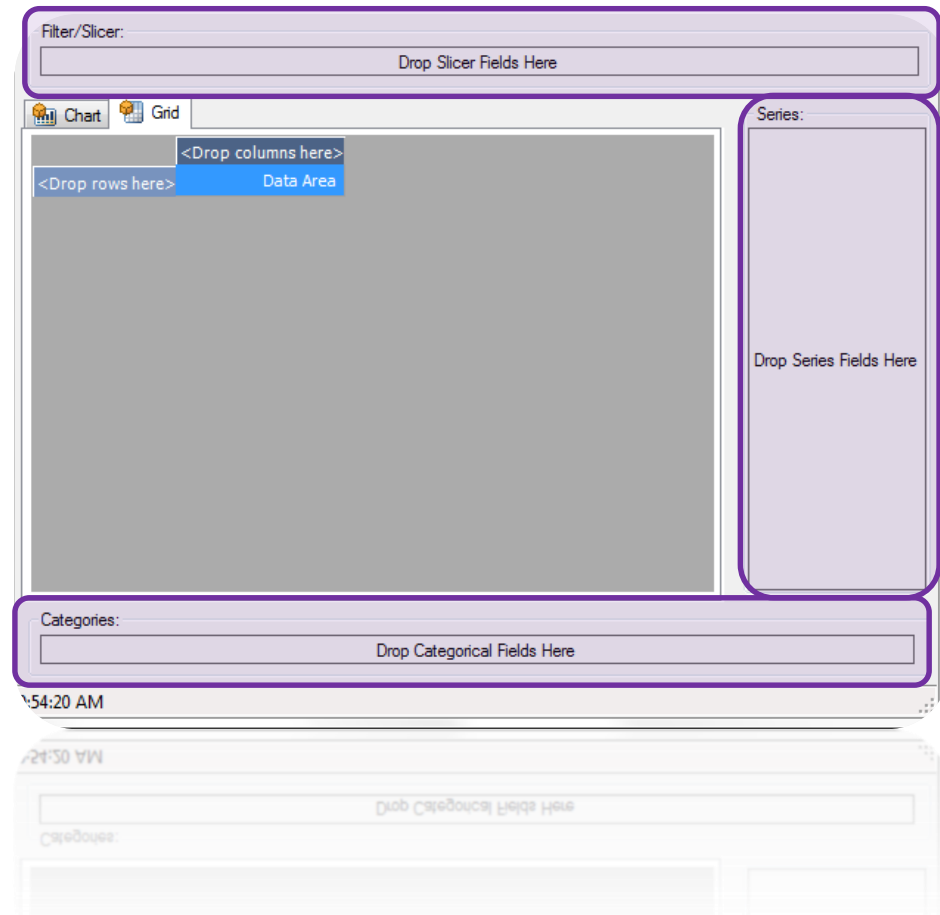


“What does it look like?”



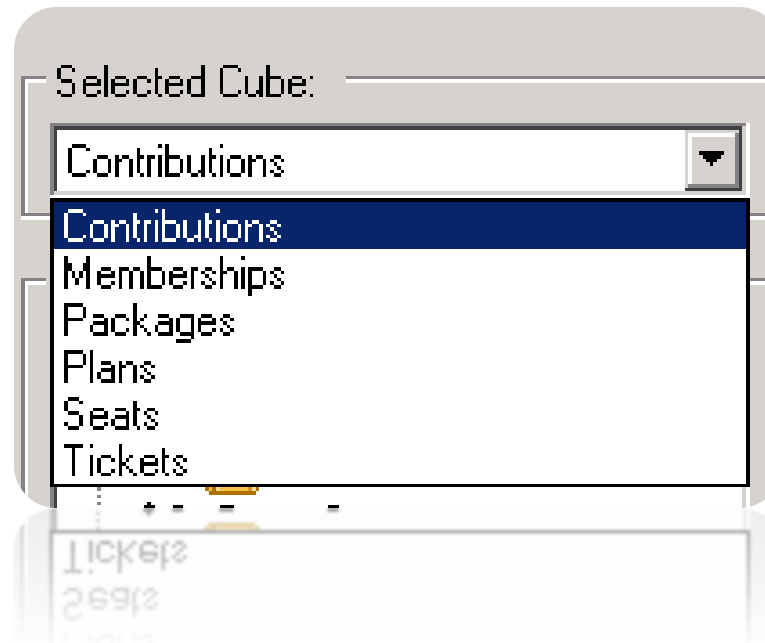
Categories, Series, and Filters

- X and Y axes
- Can be pivoted
- Filter/slicer is optional
- All criteria drag-and-drop from measures & dimensions



Let's take a closer look: Cubes

- 6 different cubes



Building a Basic Report – Measures

The screenshot displays a reporting tool interface with several key components:

- Reports:** A list of reports including "13-14 BWY Base", "13-14 Ticket Sales by Price Type...", "13-14 Ticket Sales by Zone", "13-14 Ticket Sales, by price type...", and "AR Postal Code Analysis".
- Selected Cube:** A dropdown menu currently set to "Tickets".
- Measures and Dimensions:** A tree view showing a hierarchy of measures. The "Measures" folder is expanded, and "Num Tickets" is highlighted with a red box. Other measures include "Ticket Counts and A...", "Ticket Amt", "Paid Amt", "Avg Price Per Ticke...", "Constituent Counts", "Order Counts", "Const Sum - Contributions", "Const Sum - Custom", "Const Sum - General", and "Const Sum - Memberships".
- Filter/Slicer:** A section with a "Drop Slicer Fields Here" label.
- Chart/View Options:** Buttons for "Chart" and "Grid".
- Data Area:** A central workspace with labels "<Drop columns here>" and "<Drop rows here>". A red box highlights the "Series:" dropdown menu, which is currently set to "Measures". A red arrow points from the "Num Tickets" measure in the left pane to this dropdown.
- Categories:** A section with a "Drop Categorical Fields Here" label.

This is a faded, lower-opacity version of the reporting tool interface shown in the main image, positioned below it. It contains the same elements: Reports list, Selected Cube (Tickets), Measures and Dimensions tree (with "Num Tickets" highlighted), Filter/Slicer, Chart/View options, Data Area (with "Series:" dropdown highlighted), and Categories section.

Building a Basic Report – Dimensions

The screenshot displays a reporting tool interface with the following components:

- Reports:** A list of reports including "13-14 BWY Base", "13-14 Ticket Sales by Price Type...", "13-14 Ticket Sales by Zone", "13-14 Ticket Sales, by price type...", and "AR Postal Code Analysis".
- Selected Cube:** A dropdown menu showing "Tickets".
- Measures and Dimensions:** A tree view showing a hierarchy of dimensions: "Ticket Order Details", "Ticket Orders", "Ticket Performance Details", "Dates", "Title", "Time Of Day", "Production Season" (highlighted with a red box and an arrow), "Production", "Performance Name", "Perf Type", "Perf Status", and "Perf Code Date".
- Filter/Slicer:** A section with the text "Drop Slicer Fields Here".
- Chart/Grid:** A central area with "Chart" and "Grid" tabs. The "Grid" tab is active, showing a table structure with headers "<Drop columns here>" and "<Drop rows here>". A "Data Area" is indicated in the center.
- Series:** A dropdown menu showing "Measures".
- Categories:** A section with the text "Drop Categorical Fields Here" and a red box around the "Categories:" label.

This block shows a reflection of the reporting tool interface, mirroring the elements described in the previous block.

Building a Basic Report – Results

The screenshot displays a reporting tool interface with the following components:

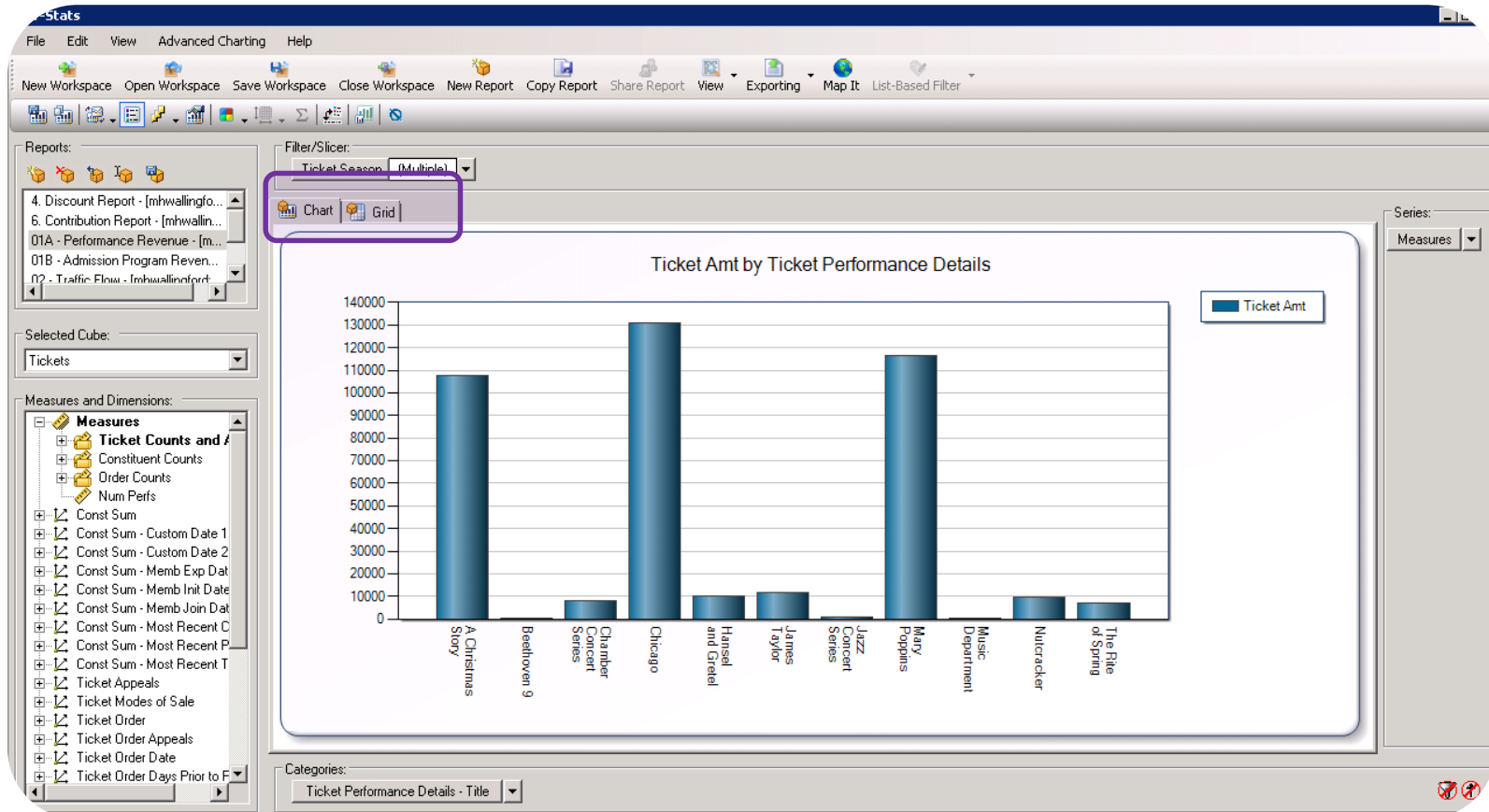
- Reports:** A list of reports including "13-14 BWY Base", "13-14 Ticket Sales by Price Type...", "13-14 Ticket Sales by Zone", "13-14 Ticket Sales, by price type...", and "AR Postal Code Analysis".
- Selected Cube:** A dropdown menu showing "Tickets".
- Measures and Dimensions:** A tree view showing a hierarchy of dimensions: "Ticket Order Details", "Ticket Orders", "Ticket Performance Details", "Dates", "Title", "Time Of Day", "Production Season" (highlighted), "Production", "Performance Name", "Perf Type", "Perf Status", and "Perf Code Date".
- Filter/Slicer:** A section with the text "Drop Slicer Fields Here".
- Chart/View:** A tabbed interface with "Chart" and "Grid" options. The "Grid" view is active, showing a table of data.
- Series:** A dropdown menu showing "Measures".
- Categories:** A dropdown menu showing "Ticket Performance Details - Production Season".

The data table in the Grid view is as follows:

	Num Tickets
12-13 Anthony Bourdain	404
12-13 ContributionEvent	23
12-13 Fearless Joe Rogan	7
12-13 Hotel Vouchers	30
12-13 Landscapes of the Mind	7
12-13 The Statues that Walked	12
12-13 Toho Koto	32
13-14 A Chorus Line	60
13-14 Dreamgirls	44
13-14 Peter Pan	46
13-14 Spamalot	87
13-14 Stomp	45
Amahl and the Night Visitors	136

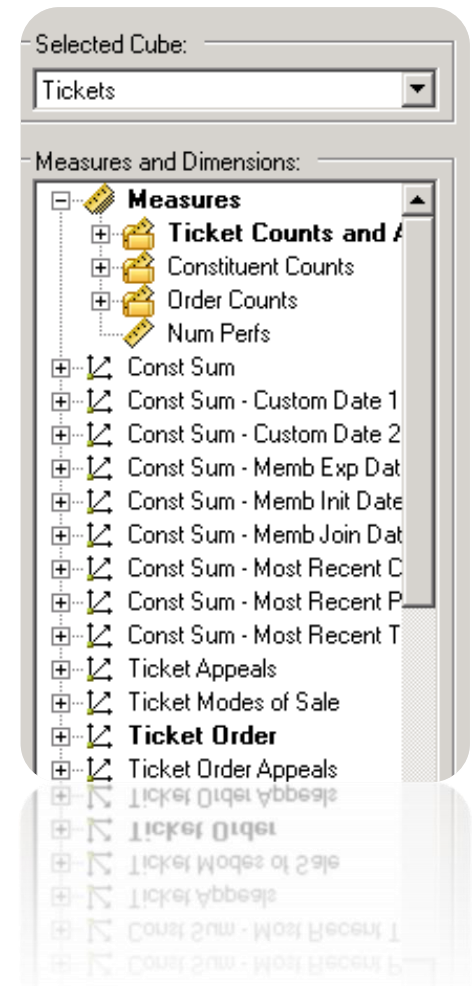
A reflection of the reporting tool interface shown above, appearing as a semi-transparent, inverted image below the main screenshot.

A Simple Report: Charted!



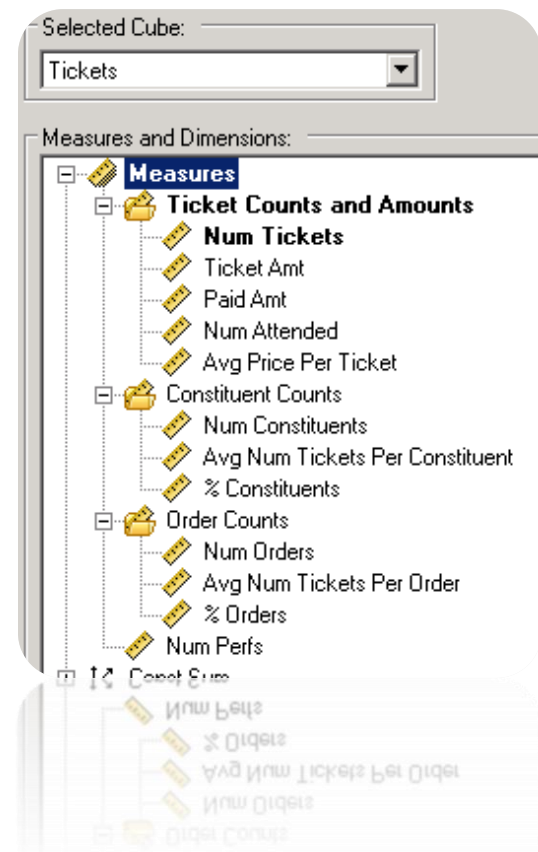
Let's take a closer look: Measures and Dimensions

- Measures and dimensions create the basic building blocks of a report
- The cube you pick determines which measures and dimensions are available
- Predetermined values in the cube



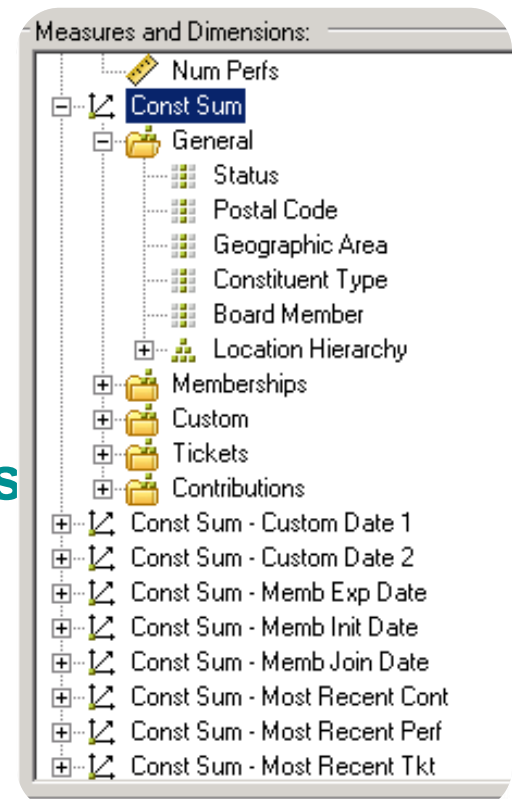
Let's take a closer look: Measures

- **Measures are numbers – things you can count or measure**
 - Ticket Amount
 - Avg Price Per Ticket
 - % Orders
- **Remember – the cube you pick determines which measures are available**



Let's take a closer look: Dimensions

- **Dimensions are words and dates**
 - Order Date
 - Postal Code
 - Mode of Sale
- **Const Sum dimensions exist in all cubes**
 - Allow you to incorporate data from other areas in your report



Measures and Dimensions for Marketing

- **Tickets Cube**
 - Data relating to orders
 - Analysis of sales – prices, channel, success of appeals
 - Avg Price per Ticket
 - Avg Number Tickets per order
 - Days prior to Perf
 - Hierarchy – Time prior to perf – weeks, days
 - Price Type Reason

Measures and Dimensions for Marketing

- Packages Cube
 - Data relating to subscriptions
 - Analysis of package sales – price types, channels
 - Similar order level data as the Tickets cube
 - Exchange Amt
 - Original Amt Less Exchange Amt

Measures and Dimensions for Marketing

- **Seats Cube**
 - Data from seat POV - inventory
 - Analysis of popularity/yield of seats/zones
 - Paid yield – avg amount due per paid seat
 - Paid Cost of Discount – difference between base price and amt due for paid seats

What else can T-Stats do?

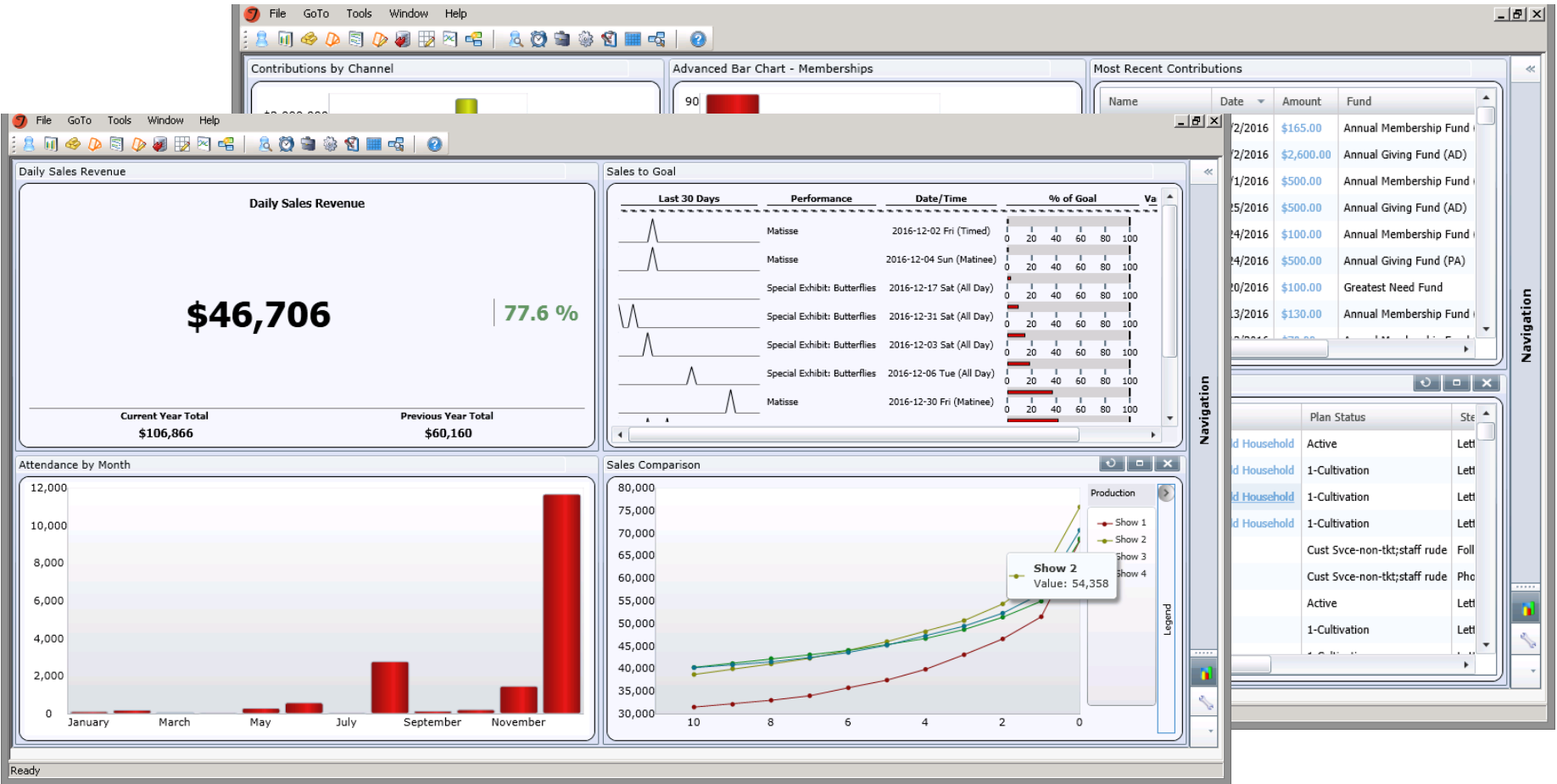
- Share reports
- Export to Excel or Internet Explorer
- Create Tessitura list of constituents
- Filter via a list
- Mapping
- ...and more!

T-Stats is amazing, but remember:

- **Does not replace traditional reporting**
- **Does not replace Tessitura Dashboards**
- **Complements both to complete the Tessitura BI pie**



Dashboards



Dashboards

- **Strategic**
- **Data Visualization**
- **Present at-a-glance overviews of KPI's**
- **High-level snapshot of the most important information in an easy to digest format.**
- **Alert you to trends**
- **Provide a succinct way to measure your strategies and lead you to act**
- **A collection of Widgets!**

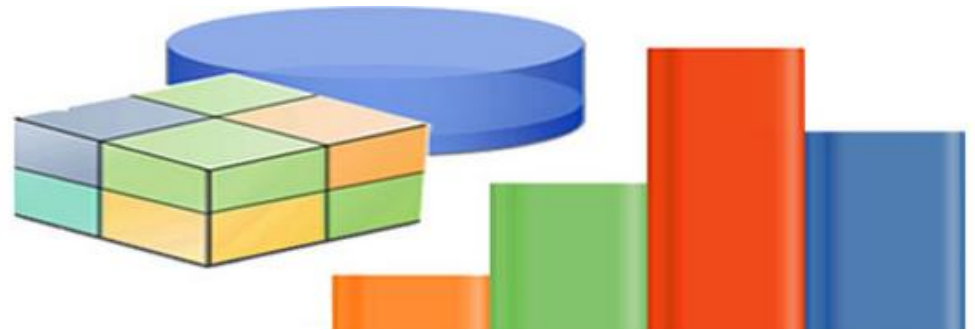
Dashboards – What they are not

- They are not designed to replace Tessitura reports
- They are not designed for granular, in-depth reporting
- They are not designed to replace T-Stats
- They are not designed for heavy data mining and analysis
- They are not technical or complex



Dashboards

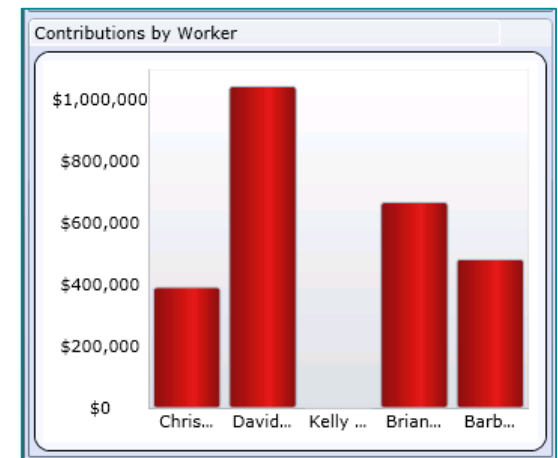
- They are designed to work with...
 - Tessitura Reports
 - T-Stats



...to complete the **Business Intelligence Suite**

My digit, made this Widget...

- The building blocks of Dashboards
- Meaning.....A tiny, action-packed report
- Easy to read at a glance
- Each one tells part of the story
- Easy to configure
- Easy (enough) to amend



Widgets

Advanced Bar Chart - Tickets

Daily Sales Revenue

Daily Sales Revenue

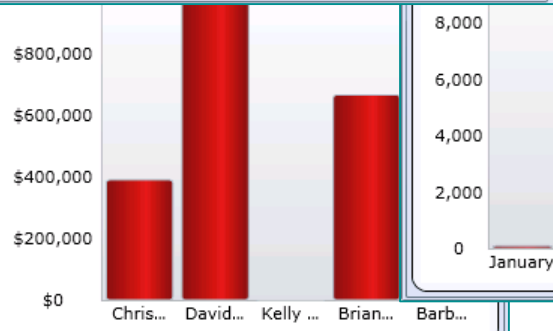
\$46,706

77.6 %

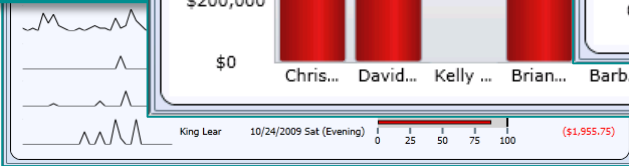
Current Year Total
\$106,866

Previous Year Total
\$60,160

Box Office Pho



Name	Status	Role	Category
Jan Firth	(None)	Active	Regular Solicitor
Fiona MacLennan	(None)	Active	Regular Solicitor
Brian Jones	(None)	Active	Regular Solicitor
Philip Gill	(None)	Active	Regular Solicitor
Deborah Dorell	(None)	Active	Regular Solicitor
Paul Wedgwood	(None)	Active	Regular Solicitor
Steve Cleaver	(None)	Active	Regular Solicitor
John...	(None)	Active	Regular Solicitor



Plan Step Details

Constituent	Plan Status	Step Type	Step	Step Worker	Step Due Date
Jerry and Jeanne Seinfeld Household	Active	Letter	Letter	David Ellis and Camille Sutton Household	2014-01-10
Jerry and Jeanne Seinfeld Household	1-Cultivation	Letter	Letter about upcoming programs	Brian Feldman	2015-01-31
Seinfeld Household	1-Cultivation	Letter	Send initial letter	Christy Carlson	2016-01-13
Seinfeld Household	1-Cultivation	Letter	Send Initial Letter	Christy Carlson	2016-01-13
Cust Svce-non-htk;staff rude	Follow-Up	Follow-Up	Follow-Up	Charles Reif	2005-09-07
Cust Svce-non-htk;staff rude	Phone Call	Phone Call	Phone Call	Charles Reif	2006-03-31
Active	Letter	Letter	Letter	David Ellis and Camille Sutton Household	2014-01-10
1-Cultivation	Letter	Letter	Letter about upcoming programs	Brian Feldman	2015-01-31
1-Cultivation	Letter	Letter	Letter about campaign	Amy Anderson	2015-05-18
1-Cultivation	Letter	Letter	Send initial letter	Christy Carlson	2016-01-13
1-Cultivation	Letter	Letter	Send Initial Letter	Christy Carlson	2016-01-13
Active	Letter	Letter	Letter	David Ellis and Camille Sutton Household	2014-01-10
1-Cultivation	Letter	Letter	Letter about upcoming programs	Brian Feldman	2015-01-31

Most Recent Contributions

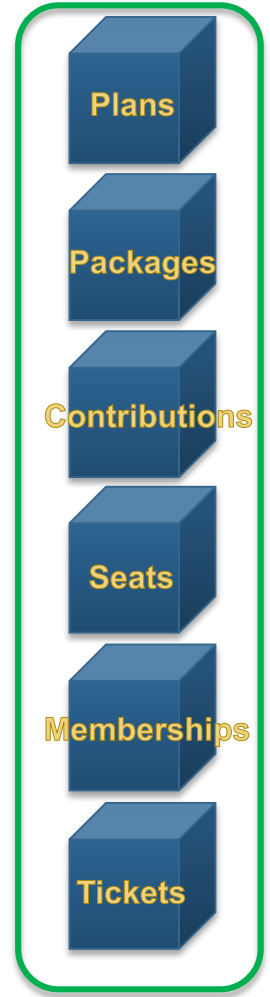
Name	Date	Amount	Fund	Campaign
Tommy Lange	6/2/2016	\$165.00	Annual Membership Fund (AD)	2016 Annual Campaign (AD)
Meaghan Metke	6/2/2016	\$2,600.00	Annual Giving Fund (AD)	2016 Annual Campaign (AD)
Ms. Kendra Young	6/1/2016	\$500.00	Annual Membership Fund (PA)	2016 Annual Campaign (PA)
Dr. Willow Green	5/25/2016	\$500.00	Annual Giving Fund (AD)	2016 Annual Campaign (AD)
Mr. Tim Kennedy	5/24/2016	\$100.00	Annual Membership Fund (PA)	2016 Annual Campaign (PA)
Mr. Tim Kennedy	5/24/2016	\$500.00	Annual Giving Fund (PA)	2016 Annual Campaign (PA)
Kevin Hahn	5/20/2016	\$100.00	Greatest Need Fund	2016 Gen Contribution Campaign
Kelly Merrion	5/13/2016	\$130.00	Annual Membership Fund (AD)	2016 Annual Campaign (AD)
Benjamin Franklin	5/13/2016	\$70.00	Annual Membership Fund (AD)	2016 Annual Campaign (AD)
John Hancock	5/13/2016	\$90.00	Annual Membership Fund (AD)	2016 Annual Campaign (AD)
Benjamin Franklin	5/13/2016	\$75.00	Annual Membership Fund (AD)	2016 Annual Campaign (AD)
Mr. David Singleton	5/11/2016	\$75.00	Greatest Need Fund	2016 Gen Contribution Campaign
Ms. Sue Simon	5/10/2016	\$70.00	Annual Membership Fund (AD)	2016 Annual Campaign (AD)
Mr. Brad White	5/9/2016	\$70.00	Annual Membership Fund (AD)	2016 Annual Campaign (AD)
Mr. Brad White	5/9/2016	\$70.00	Greatest Need Fund	2016 Gen Contribution Campaign

Legend



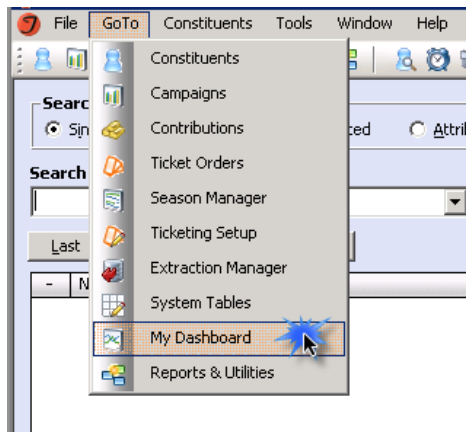
2④ Highly Flexible Standard Widgets

- Facebook Widget
- Most Recent Contributions
- Select a Report
- Simple Bar Chart (x4)
- Web Browser
- Advanced Bar Chart (x5)
- The Baker Richards Hotseat Index™ Widget
- At-a-Glance (x4)
- At-a-Glance Choose Query
- Cumulative Sales Prior to Performance
- Cumulative Ticket Sales
- Plan Step Detail
- Web Reports
- At-a-Glance Attendance

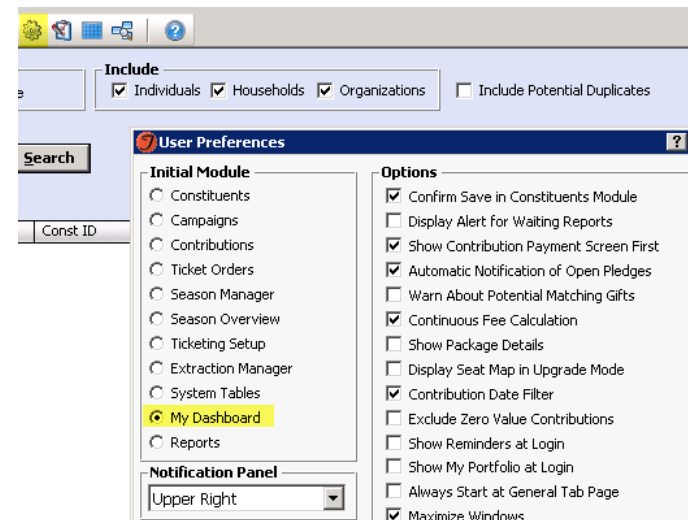


Accessing Dashboards:

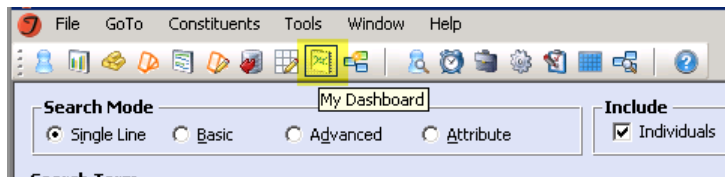
GoTo > My Dashboard



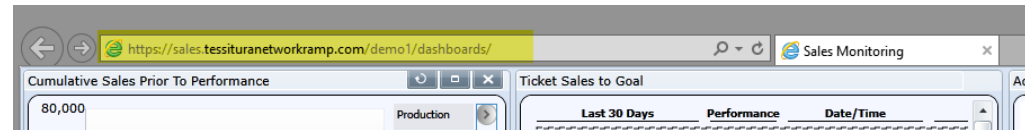
Start in My Dashboard > Preferences



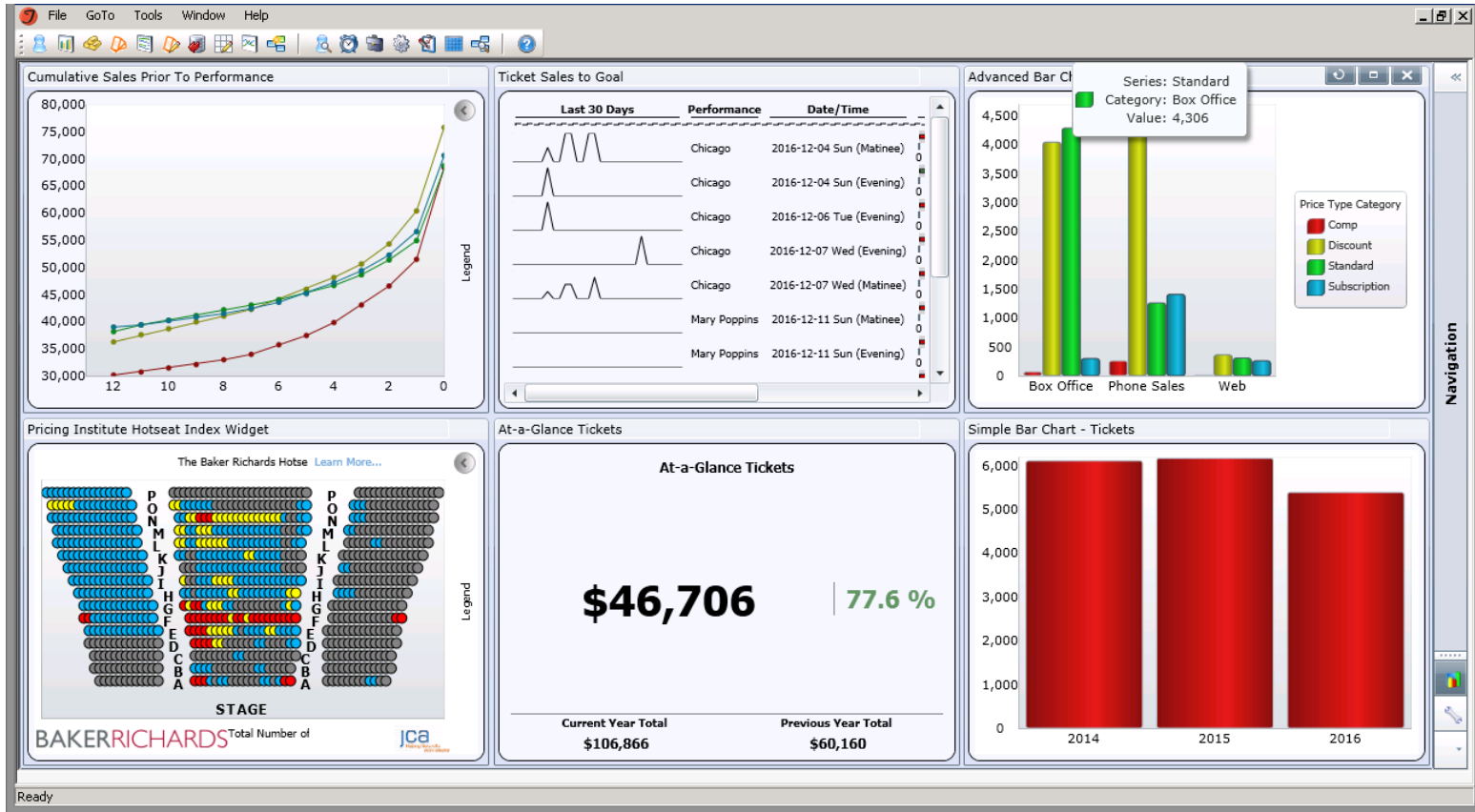
My Dashboard Icon



I.E Web Browser



My Dashboard



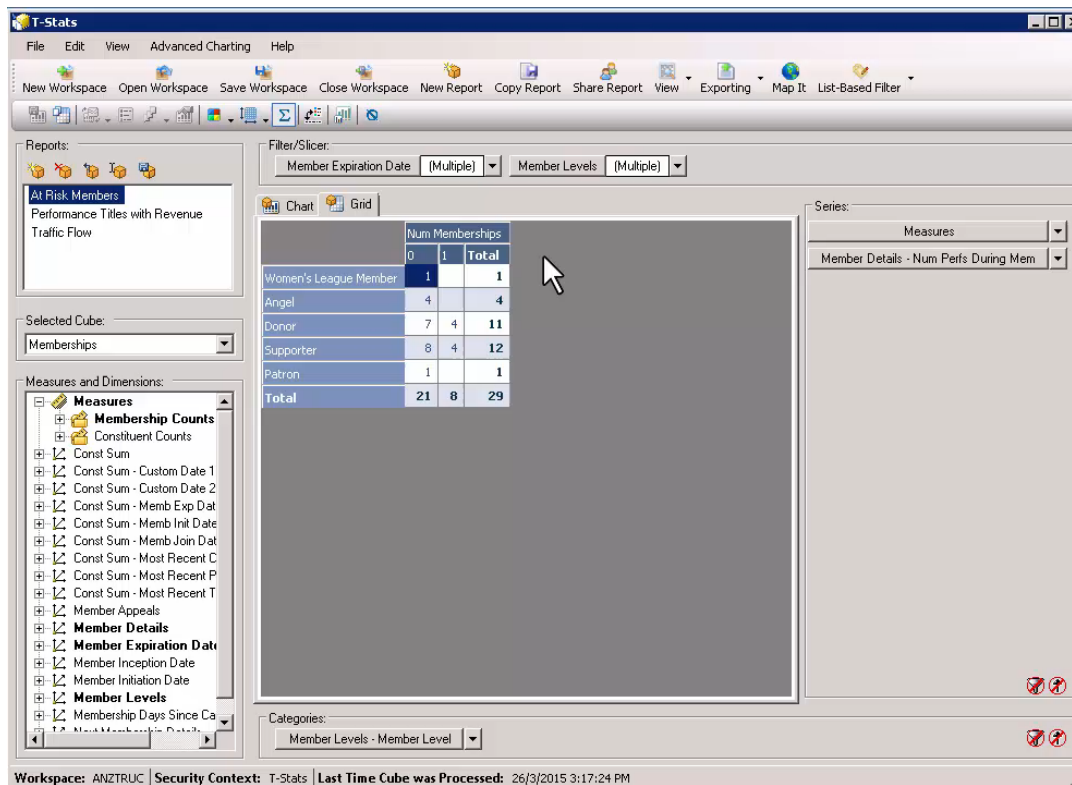


**Strategic Theme:
Increase online
web sales to equal
all other channels
combined**

- **Mission:** *To combine music and technology to make our performances as accessible as possible to our community*
- **Vision:** *To transform our performances, turning them inside out, and exposing every aspect for all to see*
- **Strategy:** *To provide the most advanced, convenient, and automated services for our customers*

- **Strategic Themes:** *Having the website be the major channel for ticket purchases (reducing costs in Box Office)*
- **Measurable objectives include:** *Increasing our online web sales to equal all other channels combined*

Traffic Flow Report



New Attendees and how they purchased tickets

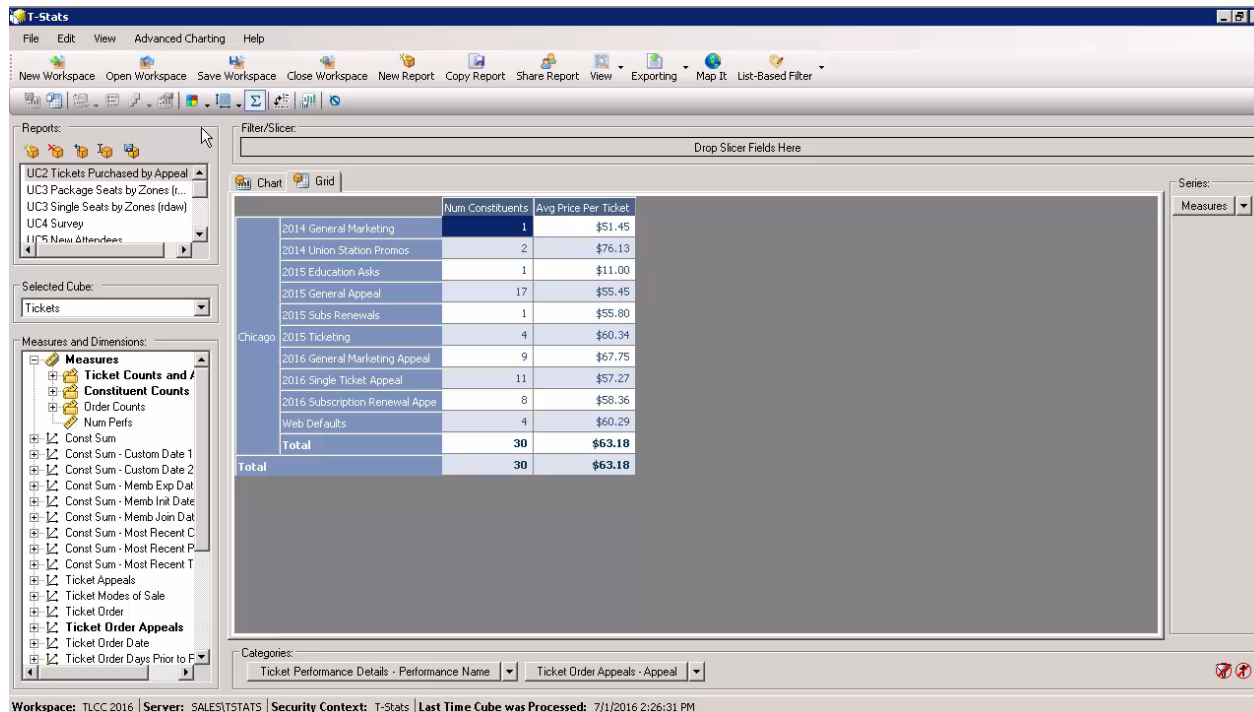
The screenshot displays the T-Stats software interface. The window title is "T-Stats" and it includes a menu bar with "File", "Edit", "View", "Advanced Charting", and "Help". Below the menu bar is a toolbar with icons for "New Workspace", "Open Workspace", "Save Workspace", "Close Workspace", "New Report", "Copy Report", "Share Report", "View", "Exporting", "Map It", and "List-Based Filter".

The main interface is divided into several sections:

- Reports:** A list of reports including "02 - Traffic Flow - [Inhwallingford.Demo]", "03 - At-Risk Members - [Inhwallingford.Demo]", "04 - Education Reach - [Inhwallingford.Demo]", "5. Postal Code Report - [Inhwallingford.Demo]", and "UCS New Attendees" (which is selected).
- Selected Cube:** A dropdown menu showing "Tickets".
- Measures and Dimensions:** A list of measures and dimensions. Under "Measures", "Ticket Appeals" is selected. Other measures include "Const Sum", "Const Sum - Custom Date 1", "Const Sum - Custom Date 2", "Const Sum - Memb Exp Date", "Const Sum - Memb Ink Date", "Const Sum - Memb Join Date", "Const Sum - Most Recent Cont", "Const Sum - Most Recent Perf", "Const Sum - Most Recent Tkt", "Ticket Modes of Sale", "Ticket Order", "Ticket Order Appeals", "Ticket Order Date", "Ticket Order Days Prior to Perf", "Ticket Order Details", "Ticket Order Survey", "Ticket Performance Date", "Ticket Performance Details", and "Ticket Price Types".
- Filter/Slicer:** A text box labeled "Drop Slicer Fields Here".
- Chart/View:** A central area with "Chart" and "Grid" tabs. It contains a "Data Area" with labels "<Drop columns here>" and "<Drop rows here>".
- Series:** A dropdown menu labeled "Series" with "Measures" selected.
- Categories:** A text box labeled "Drop Categorical Fields Here".

At the bottom of the window, the status bar reads: "Workspace: TLCC 2016 | Server: SALES1STATS | Security Context: T-Stats | Last Time Cube was Processed: 6/16/2016 2:27:42 PM".

All Ticket Sales Via Channel

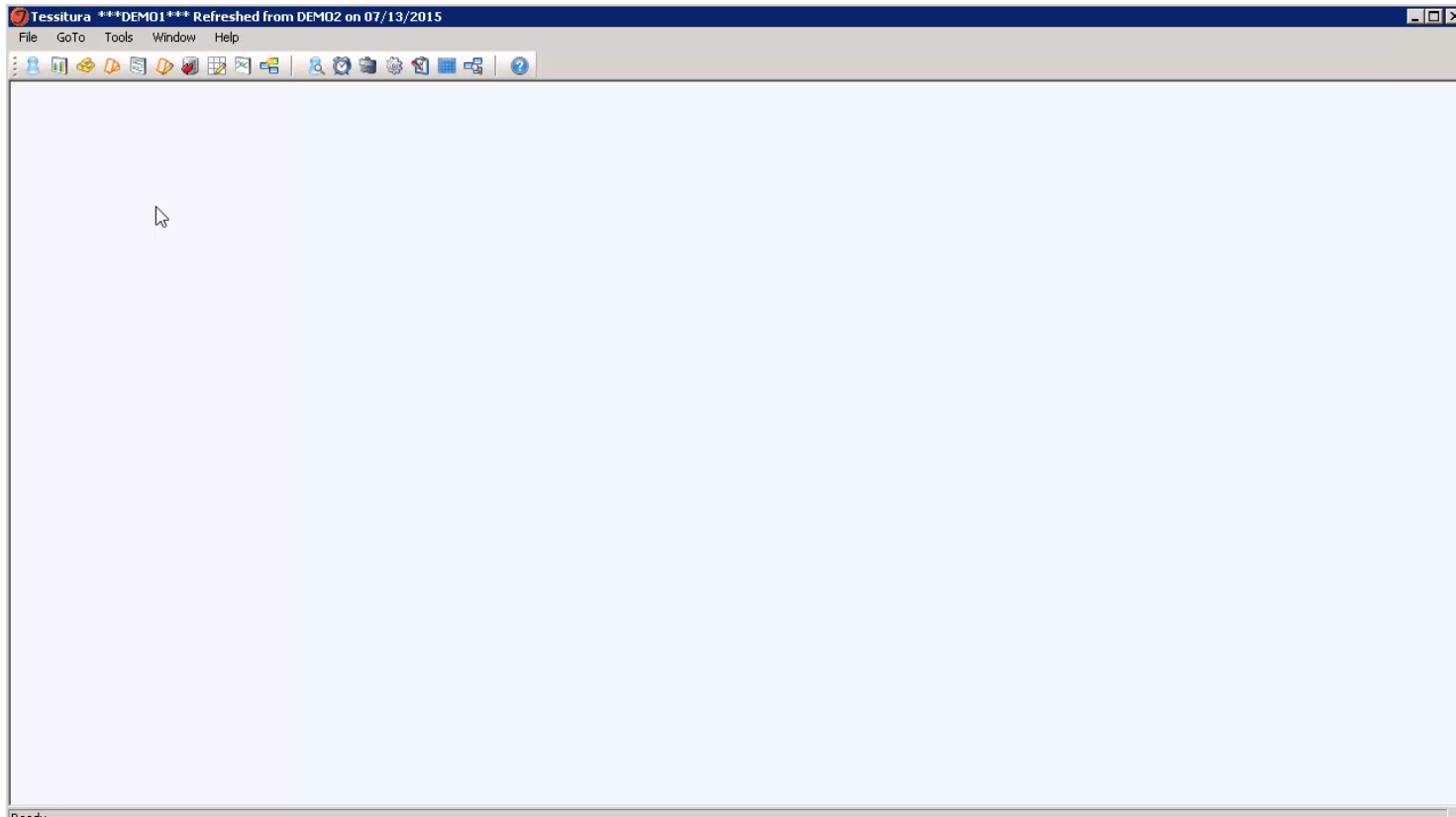


- **Strategic Themes:** *Having the website be the major channel for ticket purchases (reducing costs in Box Office)*
- **Measurable objectives include:** *Increasing our online web sales to equal all other channels combined*

*Communications have gone out.
Tablets are in place.*

Q: How are web sales tracking currently, in comparison to previous years?

Web Sales Monitoring Board



Results – Increase Online Web Sales

- **Accurately able to predict Box Office staffing needs**
- **Measurable analytical data from T-Stats showing; Busy times at the Box Office, New attendees, All ticket sales via channel**
- **Accurate ability to track web sales day by day, and adjust marketing strategies to increase web sales if needed using Dashboards.**

Adding Channel to Category's, Series, Filters...


Tessitura ***DEMO1*** Refreshed from DEMO2 on 07/13/2015 - [System Table Maintenance: TR_DASH_WIDGET_PARAM_VALUE]

File GoTo System Tables Tools Window Help

das chan

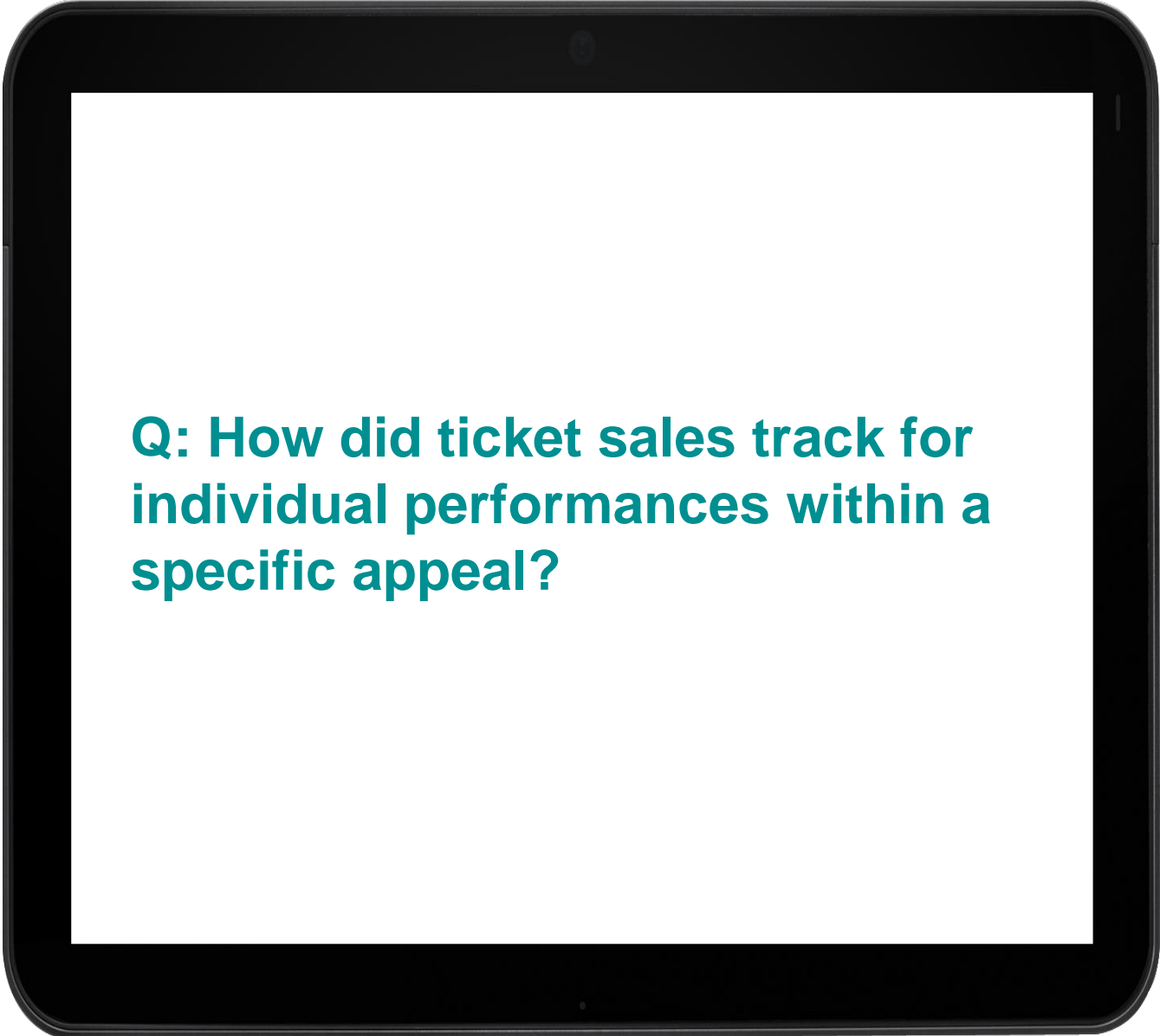
id	Displayvalue	Rawvalue	Isdefault	Widgetparameterdefinitionid	Create Loc	Created
335	Channel	[Member Details],[Channel]	No	Filter 2 > Simple Bar Chart -	TS6	dbo
139	Channel	[Member Details],[Channel]	No	Filter 1 > At-a-Glance	TS6	dbo
431	Channel	[Package Order],[Channel]	No	Series > Advanced Bar Chart	TS6	dbo
449	Channel	[Package Order],[Channel]	No	Category > Advanced Bar	TS6	dbo
258	Channel	[Package Order],[Channel]	No	Filter 2 > Simple Bar Chart -	TS6	dbo
467	Channel	[Package Order],[Channel]	No	Filter 1 > Advanced Bar Chart	TS6	dbo
485	Channel	[Package Order],[Channel]	No	Filter 2 > Advanced Bar Chart	TS6	dbo
81	Channel	[Package Order],[Channel]	No	Filter 1 > At-a-Glance	TS6	dbo
240	Channel	[Package Order],[Channel]	No	Filter 1 > Simple Bar Chart -	TS6	dbo
222	Channel	[Package Order],[Channel]	No	Category > Simple Bar Chart -	TS6	dbo
97	Channel	[Package Order],[Channel]	No	Filter 2 > At-a-Glance	TS6	dbo
159	Channel	[Ticket Order],[Channel]	No	Category > Simple Bar Chart -	TS6	dbo
404	Channel	[Ticket Order],[Channel]	No	Filter 2 > Advanced Bar Chart	TS6	dbo
177	Channel	[Ticket Order],[Channel]	No	Filter 1 > Simple Bar Chart -	TS6	dbo
195	Channel	[Ticket Order],[Channel]	No	Filter 2 > Simple Bar Chart -	TS6	dbo
42	Channel	[Ticket Order],[Channel]	No	Filter 1 > At-a-Glance Tickets	TS6	dbo
56	Channel	[Ticket Order],[Channel]	No	Filter 2 > At-a-Glance Tickets	TS6	dbo
350	Channel	[Ticket Order],[Channel]	No	Series > Advanced Bar Chart	TS6	dbo
368	Channel	[Ticket Order],[Channel]	No	Category > Advanced Bar	TS6	dbo
386	Channel	[Ticket Order],[Channel]	No	Filter 1 > Advanced Bar Chart	TS6	dbo
1329	Channel	[Ticket Order],[Channel]	No	Filter 1 > At-a-Glance	SALES	dbo
1342	Channel	[Ticket Order],[Channel]	No	Filter 2 > At-a-Glance	SALES	dbo

TR_DASH_WIDGET_PARAM_VALUEThe TR_DASH_WIDGET_PARAM_VALUE table provides sets of possible parameter values for certain Dashboard parameters.(Changes can break D...
Please review full documentation before making changes or additions.)



*Hey, How'd those
ticket sales go??*

**Track appeals and
promotions to
better understand
customer buying**

A black tablet with rounded corners is shown against a white background. The tablet's screen displays a question in a teal, sans-serif font. The question is centered on the screen and reads: "Q: How did ticket sales track for individual performances within a specific appeal?".

Q: How did ticket sales track for individual performances within a specific appeal?

- **Strategy:** To accurately track what prompts our customers to buy tickets, so we can tailor communications to them
- **Analytic Themes:** Effectively and accurately tracking the success of Appeal and Promotions to better understand customer buying trend enabling accurate marketing communications

Ticket Purchases By Appeal & Source

The screenshot displays the T-Stats software interface. The main window title is "T-Stats". The menu bar includes "File", "Edit", "View", "Advanced Charting", and "Help". The toolbar contains icons for "New Workspace", "Open Workspace", "Save Workspace", "Close Workspace", "New Report", "Copy Report", "Share Report", "View", "Exporting", "Map It", and "List-Based Filter".

On the left side, there is a "Reports:" panel with a list of reports. The selected report is "UC2 Tickets Purchased by Appeal". Below this is a "Selected Cube:" dropdown menu showing "Tickets".

The "Measures and Dimensions:" panel on the left lists various measures and dimensions. Under "Measures", there are several "Const Sum" items and "Ticket Appeals". Under "Dimensions", there are "Ticket Modes of Sale", "Ticket Order", "Ticket Order Appeals", "Ticket Order Date", "Ticket Order Days Prior to F", "Ticket Order Details", "Ticket Order Survey", "Ticket Performance Date", and "Ticket Performance Details".

The main workspace is divided into several sections. At the top, there is a "Filter/Slicer:" area with a "Drop Slicer Fields Here" label. Below this is a "Chart" and "Grid" tab. The "Grid" tab is active, showing a large empty area with a "Data Area" label and a "Drop columns here" label. To the right of the grid is a "Series:" dropdown menu set to "Measures".

At the bottom of the workspace, there is a "Categories:" area with a "Drop Categorical Fields Here" label.

At the bottom of the window, the status bar displays: "Workspace: TLCC 2016 | Server: SALES1STATS | Security Context: T-Stats | Last Time Cube was Processed: 6/15/2016 2:28:16 PM".



**Extra stuff on
Widgets...**

Tessitura ***DEMO1*** Refreshed from DEMO2 on 07/13/2015 - [My Dashboard (4 Widget Dash)]

File GoTo Tools Window Help

At-A-Glance Choose Query

Widget Name: At-A-Glance Choose Query

Available Queries:

Cumulative Sales Prior To Performance

Widget Name: Cumulative Sales Prior To Performance

Measure: Number of Tickets

Number of Weeks: 10

Series:

Series Values: [select all](#)

Filter 1: <None>

Cumulative Ticket Sales

Rendering...

Cancel

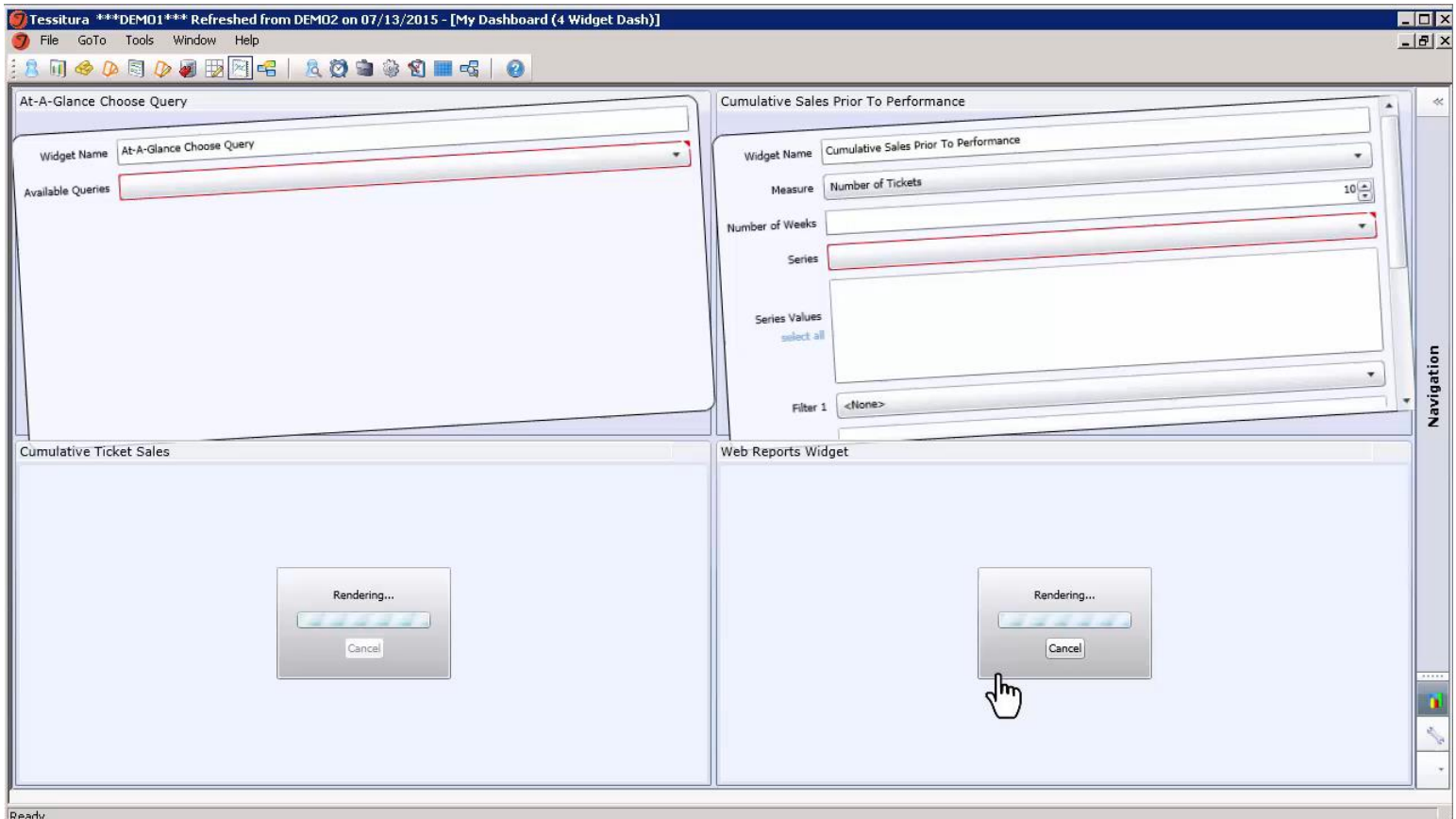
Web Reports Widget

Rendering...

Cancel

Navigation

Ready





Extra stuff on T-Stats...

Map It!

T-Stats

File Edit View Advanced Charting Help

New Workspace Open Workspace Save Workspace Close Workspace New Report Copy Report Share Report View Exporting Map It List-Based Filter

Reports:

- 02 - Traffic Flow - [mhwallingford.Demo]
- 03 - At-Risk Members - [mhwallingford.Demo]
- 04 - Education Reach - [mhwallingford.Demo]
- 5. Postal Code Report - [mhwallingford.Demo]
- UC Post Code Report - Map It

Selected Cube: Tickets

Measures and Dimensions:

- Measures
 - Ticket Counts and Amounts
 - Num Tickets
 - Ticket Amt
 - Paid Amt
 - Num Attended
 - Avg Price Per Ticket
 - Constituent Counts
 - Order Counts
 - Num Perfs
 - Const Sum
 - Const Sum - Custom Date 1
 - Const Sum - Custom Date 2
 - Const Sum - Memb Exp Date
 - Const Sum - Memb Init Date
 - Const Sum - Memb Join Date
 - Const Sum - Most Recent Cont
 - Const Sum - Most Recent Perf
 - Const Sum - Most Recent Tkt
 - Ticket Appeals
 - Ticket Modes of Sale

Filter/Slicer: Drop Slicer Fields Here

Chart Grid

	Num Tickets	Ticket Amt
06067	4,454	\$143,530.40
02115	1,319	\$716.00
06706	394	\$11,473.92
06103	276	\$15,715.75
56007	255	\$1,055.00
02120	250	\$1,334.00
55419	219	\$933.00
33704	186	\$4,149.60
06511	155	\$2,096.87
06096	133	\$2,430.50
33703	128	\$3,079.22
06513	121	\$4,968.00
06901	120	\$561.00
06515	112	\$3,219.38
06520	100	\$1,500.00
95014	100	\$1,806.25
06510	97	\$1,874.04
06519	85	\$2,394.40
06488	83	\$2,317.40

Categories: Const Sum - Postal Code

Series: Measures

- Num Tickets
- Ticket Amt
- Paid Amt
- Num Attended
- Num Constituents
- Num Orders
- Num Perfs
- Avg Num Tickets Per C
- Avg Num Tickets Per O
- Avg Price Per Ticket
- % Constituents

Workspace: TLCC 2016 | Server: SALES\TSTATS | Security Context: T-Stats | Last Time Cube was Processed: 7/14/2016 2:25:58 PM

Change Type

Object Explorer

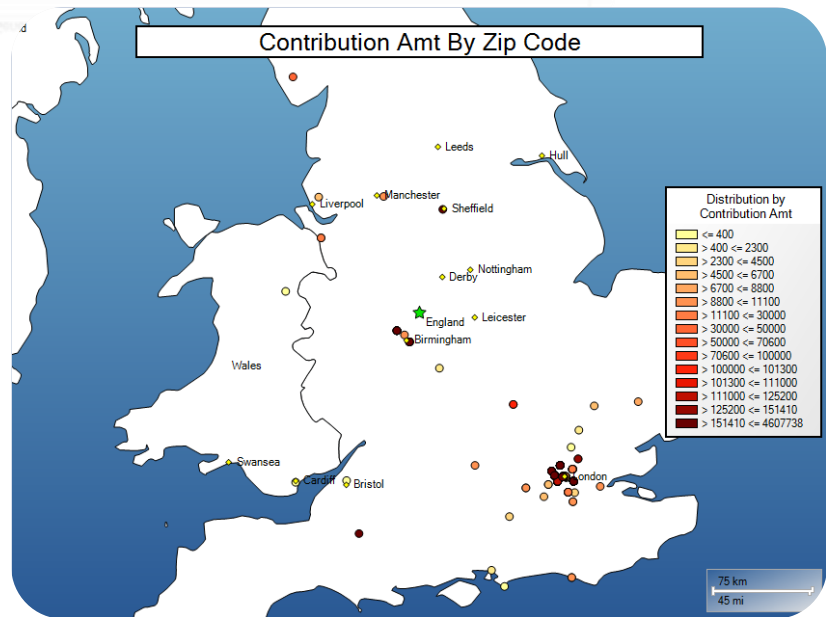
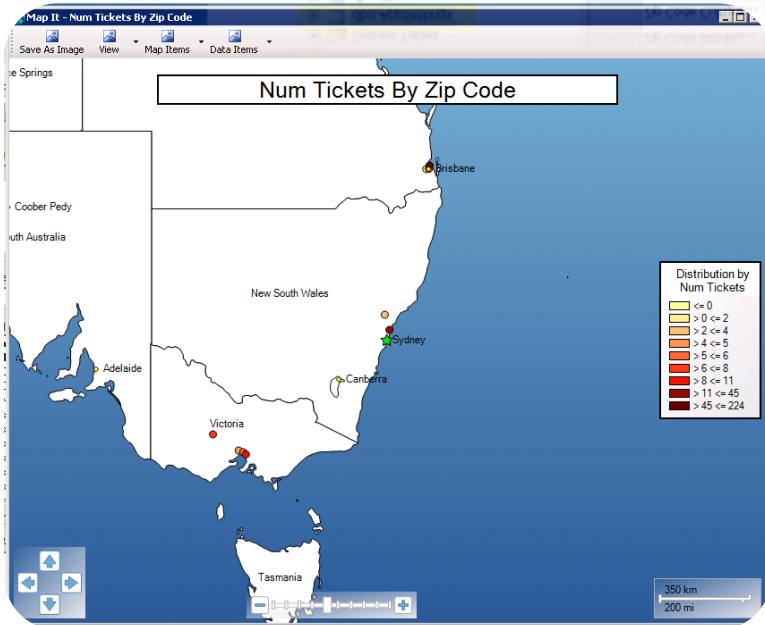
Connect

SQL Server 10.50.4000 - APRAMP\jrn

- Databases
 - System Databases
 - Database Snapshots
 - TStats
 - TStatsConfig
 - Database Diagrams
 - Tables
 - System Tables
 - dbo.AppSettings
 - dbo.Cities
 - dbo.JcaUser

DBASAE1\ANGL...o.AppSettings

Name	Value
Default Region Code	Australia
Impresario Conn...	Data Source=...;Initial Catalog=impresario;User Id=TStats;Passwo...
ListFilterSizeLimit	10000
Shapefile Direct...	C:\Client\... Client\ShapeFiles
VenueLatitude	-33.8833
VenueLongitude	151.217
Zip Code Attribu...	[Const Sum - General].[Postal Code]
Zip Code Cultura...	Zip Code
* NULL	NULL



Filter/Sort Options

The screenshot displays the T-Stats application interface. The main window title is 'T-Stats'. The menu bar includes 'File', 'Edit', 'View', 'Advanced Charting', and 'Help'. The toolbar contains various icons for workspace management, report creation, and data visualization. The 'Reports' pane on the left lists several reports, including 'Ticket Sales by Channel' and 'UC Post Code Report - Map It'. The 'Selected Cube' is set to 'Tickets'. The 'Measures and Dimensions' pane shows a tree structure with 'Measures' expanded to include 'Ticket Counts and /', 'Constituent Counts', 'Order Counts', and 'Num Perfs'. The 'Filter/Slicer' pane is set to 'List: New Constituents 2016'. The main data grid shows the following data:

	Num Tickets	Ticket Amt
06106	2	\$152.00
06512	2	\$13.60
06513	20	\$777.00
06515	2	\$21.48
06516	40	\$600.00
37216	8	\$724.00
45215	7	\$30.00
50125	23	\$763.72
Total	104	\$3,081.80

The 'Categories' pane at the bottom is set to 'Const Sum - Postal Code'. The status bar at the bottom of the window displays: 'Workspace: TLCC 2016 | Server: SALES\TSTATS | Security Context: T-Stats | Last Time Cube was Processed: 7/19/2016 2:26:06 PM'.

Wrap-Up

- **Analyse, Present, Act**
- **T-Stats: Analytical**
 - Drag-and-drop reporting
 - In-depth data mining and analysis
 - Grid or chart view of data, Filter, Sort, Map it, Save to List and more
- **Dashboards: Strategic**
 - Data Visualisation, User Friendly
 - High-level overview
 - Lead to action

Additional Resources

- **T-Stats Recipe Book**
- **T-Stats Webinars and T-Casts**
- **Introducing Tessitura Dashboards Webinar**
- **Dashboards section of Tessitura Help System**
- **...all available on TessituraNetwork.com**



Tessitura's Business Intelligence Initiative

- For more information, please contact:
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QUESTIONS?



“If you cannot get rid of the family skeleton, you may as well make it dance.”

George Bernard Shaw

WHAT'S NEXT?



BREAK 14.15-14.30

Hogan Foyer / Level 6 Foyer

BREAKOUT SESSION SEVEN
14.30-15.30