



## Soft Launch: Tessitura Analytic Coffee 2/22 @ 12:00EST

**Date:** 22 February 2019 - All items on the board

**Time :** 18:12 (UTC+00:00)

### Facilitator

Tom Brown

### Attendees

Christopher Cuhel (Guest), Heath Wilder, s (Guest), Leanne - Stratford Festival (Guest), Sue MacLaren (Guest), Madeline Dummerth (Guest), Michele & Adrienne (Guest), Jim Reynolds (Guest), Nick Reilingh (Guest), Beth (Guest), Lise Speidel (Guest), Debbie (Guest), Laura Burgos (Guest), Chris Cuhel (Guest), Heath Wilder (Guest), Neil Cole (Guest), Heath Wilder (Guest), Susan OBrien (Guest), Heath (Guest)

### Summary

This was a Soft Launch of Analytic Coffee.

We tried a tool called Lean Coffee Table as a tool to manage and gather topics and manage our time.

### Topics discussed

#### Themes for Next Time

Votes: 0

Suggested by: Tom Brown

#### Actions

#### Comments

- **Susan OBrien (Guest)**  
Geo-locating
- **Michele & Adrienne (Guest)**  
If we're going to do every 2 weeks, I'd prefer that we do themes so people can choose when they're able to attend
- **Tom Brown**  
Guest on subjects
- **Debbie (Guest)**  
I agree with Michelle & Adrienne.
- **Michele & Adrienne (Guest)**  
I like the idea of having broad themes, but having the freedom that we had in this meeting to explore it as we'd like
- **Laura Burgos (Guest)**  
Google Analytics - what does your setup look like?
- **Jim Reynolds (Guest)**  
Alternate between themed and general
- **Chris Cuhel (Guest)**  
Invite John Jackovich and Chris Wallingford to a discussion

- **Laura Burgos (Guest)**  
e.g. Survey Monkey)
  - **Tom Brown**  
Chris shared a pivot table that he had created in Analytics Coffee
- 

## Real time data in analytics

Votes: 0

Suggested by: Chris Cuhel (Guest)

### Actions

### Comments

- **Madeline Dummerth (Guest)**  
Losing the real time list pulling and comparing in TSTATS is a huge concern
- 

## Converting TSTATs users to Analytics

Votes: 0

Suggested by: Madeline Dummerth (Guest)

### Actions

### Comments

- **Michele & Adrienne (Guest)**  
Set up meetings to do a side-by-side comparison
  - **Tom Brown**  
like Laura's idea about targeting a data pull for a report that could not easily be done in T-Stats
  - **Chris Cuhel (Guest)**  
V15.0.3
  - **Beth (Guest)**  
Bravo! Vail is on analytics
  - **Laura Burgos (Guest)**  
We've got Tessitura Analytics.
  - **Michele & Adrienne (Guest)**  
We are testing v15.0.4 - Stratford Festival
  - **Chris Cuhel (Guest)**  
We are also a beta site for V15.1 at The Smith Center
  - **Madeline Dummerth (Guest)**  
V15.0.2 here
  - **Madeline Dummerth (Guest)**  
V15.0.2 here
  - **Debbie (Guest)**  
We haven't upgraded to V15 yet.
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## Attribution

Votes: 0

Suggested by: Michele & Adrienne (Guest)

### Actions

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## Comments

- **Laura Burgos (Guest)**  
<https://www.kaushik.net/avinash/multi-channel-attribution-definitions-models/>
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## Data for segmentation on marketing automation platforms

Votes: 0

Suggested by: Laura Burgos (Guest)

## Actions

## Comments

- **Tom Brown**  
Chris was thinking about the Pulse Feature of Tessitura Analytics
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## Getting started in Analytics

Votes: 0

Suggested by: Beth (Guest)

## Actions

## Comments

- **Tom Brown**  
Be careful about which database you are point to.
  - **Nick Reilingh (Guest)**  
Take the usual/routine data requests we get as opportunities for exploring the new tool(s)
  - **Nick Reilingh (Guest)**  
The pre-supplied dashboards do provide a good jumping-off point for learning the new tool
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## Best way to introduce Analytics

Votes: 0

Suggested by: Jim Reynolds (Guest)

## Actions

## Comments

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## General Notes from the Google Meet Chat

Votes: 0

Suggested by: Tom Brown

## Actions

## Comments

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- **Tom Brown**

Heath Wilder12:07 PM

Hi folks. Just had to add mic permissions.

Heath from Sydney Dance Company. It's 4am here

- **Tom Brown**

Jim Reynolds12:11 PM

I did

hey, still having audio difficulties

going to call in

- **Tom Brown**

Heath Wilder12:16 PM

We do

- **Tom Brown**

Susan O'Brien12:16 PM

We just upgraded last week and haven't had Analytics working yet(!)

- **Tom Brown**

Cleveland Museum of Art12:19 PM

i can hear you

we are currently doing nothing analytics-wise

has anyone found a good way to introduce and get folksd interested?

like a good first topic or viz type?

- **Tom Brown**

Cleveland Museum of Art12:25 PM

I am also in a Tableau user group and what strikes me is how much more developed and integrated data analysis is at these admittedly much larger and well funded for-profit organizations

yes, great point

- **Tom Brown**

Christopher Cuhel12:25 PM

My office is too loud to talk so I'm going to type. I found that I got excitement going by just showing the canned dashboards that Tessitura provides

And then just clicking around on all the things. I also showed users they can duplicate any dashboard and tear it apart for fun if they want

- **Tom Brown**

Cleveland Museum of Art12:26 PM

Chris - yes, folks were very excited about Dashboards when we converted 2 yrs ago - we'll see if it sticks this time

- **Tom Brown**

Christopher Cuhel12:27 PM

to clarify....the dashboards I'm referencing are in analytics...not the old dashboards

- **Tom Brown**

Cleveland Museum of Art12:28 PM

right right

- **Tom Brown**

Heath Wilder12:30 PM

Agree with chris

- **Tom Brown**

Heath Wilder12:40 PM

Im now fascinated by prospect 2

- **Tom Brown**

Laura Burgos12:46 PM

<https://www.kaushik.net/avinash/multi-channel-attribution-definitions-models/>

- **Tom Brown**

Heath Wilder12:52 PM

I find onsales are the times when that is challenged

- **Tom Brown**

Cleveland Museum of Art1:01 PM

Yes, I'm in

Tom - I'm going to try my mic again

- **Tom Brown**

Cleveland Museum of Art1:04 PM

I tried the mic again, assuming it didn't work - I'll see if I can figure that out before next meeting

Thanks for organizing, see you soon!

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## Suggested topics with no votes

### Digital Analytics

Votes: 0

Suggested by: Laura Burgos (Guest)

[Actions](#)

[Comments](#)

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### Reporting Schools sales by political office holders

Votes: 0

Suggested by: Tom Brown

[Actions](#)

[Comments](#)

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### Po

Votes: 0

Suggested by: Tom Brown

[Actions](#)

[Comments](#)

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### Data annotations

Votes: 0

Suggested by: Nick Reilingh (Guest)

[Actions](#)

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Comments

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