



## analytic Coffee! December 13, 2019 12:00 noon EST

**Date:** 13 December 2019 - All items on the board

**Time :** 18:54 (UTC+00:00)

### Facilitator

Tessitura User Groups

### Attendees

Mary French, Ryan, Karen, Yogesh Persaud, Madeline, Chris Wallingford, Christine, Carol Keeney, Maery S, Mary French

### Summary

Great conversation today @ analytic Coffee!

We talked about:

- \* Setting up evergreen / Sustainable Dashboards
- \* Training New Users in Analytics
- \* Data Validation of Tickets and Subscriptions
- \* What Brings Joy to your analytics
- \* Customer Journey from recipients of cops to purchasers of tickets.

Thanks for all who attended.

Would like to make a special call out to Chris Wallingford who joined us this time.

We are going to take a holiday break and not meet on 12/27. We will re-start Analytic Coffee in the new year on 1/10/2020. See you then.

### Topics discussed

What do you do to Setup EverGreen "Sustainable" Dashboards. (One that you don't have to go in and adjust every time a new show goes on sale, or you change from one Fiscal Year to the Next.)

Votes: 7

Suggested by: Tessitura User Groups

### Actions

### Comments

- **Tessitura User Groups**  
Put buttons charts and things at the bottom of the dashboards that are a way to control the dashboard
- **Mary French**  
Adding a widget to act as filter - hide at the bottom if you want it left alone - put up top for people to play with.
- **Maery S**  
I've been focusing on writing instructions on how the filters will affect the

dashboards as my users are eager to change them, rather than creating truly evergreen dashboards.

- **Christine**

For people who want to play with filters -- add text instructions for how filters affect dashboard OR add pie chart "controls" at the bottom for people to click on which prod season they want to look at.

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## What brings you Joy in your analytics?

Votes: 3

Suggested by: Tessitura User Groups

### Actions

### Comments

- **Maery S**

It's giving people a reason to care about data integrity!

- **Madeline**

Excited to have staff members that are excited to dig into the data and really see what's going on

- **Tessitura User Groups**

A meeting that I was not in that had Tessitura Analytics on the screen

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## Anyone tracking a group of customers' journey? Specific use case is a group of customers that came in as comps - how many comps do they use before they buy?

Votes: 3

Suggested by: Madeline

### Actions

### Comments

- **Mary French**

Loo at similar questions with New to file in Tamato for a starting point.

- **Tessitura User Groups**

Looks at the Case When Pattern that has been used with Order with Comps.

- **Madeline**

For now I'm going to look into a pivot table with production season and price type category filtered by my list of new people

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## Data Validation - we're slowly moving through this process and could use some advice. In particular on the seats and tickets side of things.

Votes: 3

Suggested by: Christine

### Actions

### Comments

- **Madeline**

Check out the examples in 15.1 Analytics

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- **Tessitura User Groups**

Early version like 15.0.4 had some problems with return. Most of the folks on the call today were 15.1.4 which works fairly well.

- **Chris Wallingford**

Ticket Sales by Period won't match the S&T cube if the Sales Date parameters are too restrictive. Comps are filtered based on Ticket Value = 0.

[https://www.tessituranetwork.com/Help\\_System\\_v151/Content/Reports/Ticket%20Sales%20by%](https://www.tessituranetwork.com/Help_System_v151/Content/Reports/Ticket%20Sales%20by%20Period)

- **Christine**

Don't try to compare to a specific sales date -- better to look at a range of dates and after a production has ended.

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## How do you approach training new users in Analytics? Do you train them based on which cube they use?

Votes: 3

Suggested by: Carol Keeney

### Actions

### Comments

- **Tessitura User Groups**

Use your Tessitura given 45 Minutes Orientation

- **Tessitura User Groups**

Get folks to Hands On training from the network if offered in your area.

- **Madeline**

Introduce people to TAFFY, TAMATO, etc. and let them play.

- **Carol Keeney**

Also interested in how organizations used their Tessitura training time.

- **Maery S**

The Hands-On sessions at TLCC were very helpful in learning how to ask Analytics questions in the right way.

- **Mary French**

Get users in ANalytics - let them play and try to find the answers. Have Dept meetings for sharing where they are and help as needed with issues

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## How does Analytics handle subscriber ticket exchanges and refunds? (Particularly for current, active productions.)

Votes: 2

Suggested by: Christine

### Actions

### Comments

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## Topics voted on but not discussed

### Mary French's QUEStions

Votes: 1

Suggested by: Tessitura User Groups

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[Actions](#)

[Comments](#)

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## Suggested topics with no votes

Group by Plugin replacement?

Votes: 0

Suggested by: Tessitura User Groups

[Actions](#)

[Comments](#)

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