



Aware Services



Tableau Dashboards

Contents

1. Sales Current Events	3
1.1. Dashboard	3
1.2. Performance	4
2. Sales Analysis	5
2.1. Dashboard	5
2.2. Time Analysis	5
2.3. Discovery	6
3. Location	7
3.1. Dashboard	7
3.2. Map	8
4. Marketing Code	9
4.1. Dashboard	9
4.2. Comparison	9
4.3. Map	10
5. Event Marketing Analysis	11
5.1. Dashboard	11
5.2. Capacity Achieved	11
6. First Time Attendees	13
6.1. Definition	13
6.2. Dashboard	13
6.3. Time Analysis	13
6.4. Map	14
6.5. Spend Distribution	14
7. Customer Evaluation	16
7.1. Dashboard	16
8. Membership	17
8.1. Dashboard	17
8.2. Time Analysis	18
8.3. Map	18
9. Fund Raising	20
9.1. Dashboard	20
9.2. Time Analysis	20
9.3. Map	21
10. Operator	22
10.1. Dashboard	22
11. Scanning	23
11.1. Dashboard	23

12. Gift Voucher 23
12.1. Dashboard 24
12.2. Details **Error! Bookmark not defined.**

1. Sales Current Events

This dashboard is dedicated to follow up ticket sales for upcoming events and how they are tracking towards tickets and revenue targets.

1.1. Dashboard - <https://vimeo.com/376267279>

The Sales Current Events dashboard provides with an overview of the sales for upcoming events

Key Metrics

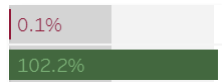
- **Capacity Target**
It refers to the capacity target set up during the event build (event summary page). If the target is not set up, it is replaced by the total capacity for the event.
- **Revenue Target**
It refers to the revenue target set up during the event build (event summary page). If the target is not set up, the target is calculated as follows:

Sum (Average price across sales channel by ticket type * Number seats by ticket type)

- **Revenue this month**
Total revenue for the current month
- **Ticket this month**
Total ticket sold for the current month
- **Days to Last Perf**
It is the number of days from today to the last performance date of an event
The list of events is sorted by the smallest to the largest number of days.

Key Visuals

- **Target bars**



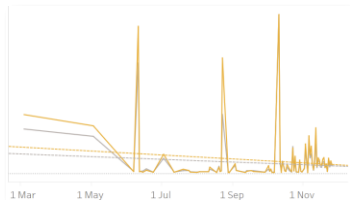
The target bar colour goes:

- from **dark red** for **0%**
- to **dark green** for **100%**



The background greys represent the 50 and 100% mark.

- **Sales line chart**



The dotted lines represent the sales trends for revenue and sold tickets.

1.2. Performance - <https://vimeo.com/376267298>

The Performance report provides insights on the sales towards the targets for the event and each performance dates.

Key Metrics

- **Tickets to Target**

It represents to the remaining number of tickets to sold to meet the capacity target. For each performance date, the target is calculated as follows:

Event Capacity Target / Number of Performance Dates

- **Revenue to Target**

It represents the remaining total revenue to generate to reach the revenue target. For each performance date, the target is calculated as follows:

Event Revenue Target / Number of Performance Dates

- **Days to Last Performance**

It reflects the number of days from today to the last performance date

- **Daily Tickets Target**

It represents the number of tickets to sell per day to reach the capacity target and is calculated as follows:

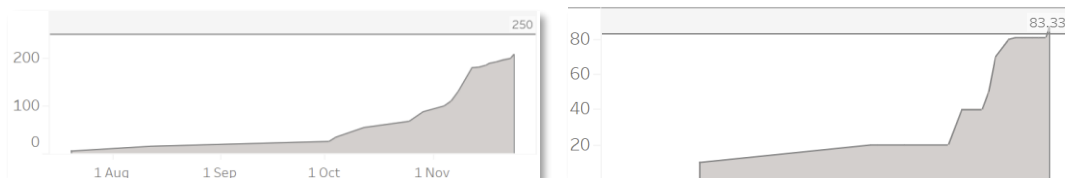
Tickets to Target / Days to Last Performance

- **Daily Revenue Target**

It represents the revenue per day to generate to meet the revenue target and is calculated as follows:

Revenue to Target / Days to Last Performance

Key Visuals



- **Ticket and revenue targets**

The grey band above the area charts represents the revenue target

- **Tickets and revenue to target**

The tickets and revenue to target is reflected by the white band below the target band.

If the area chart crosses the target band, it means the target was met

2. Sales Analysis

The Sales Analysis allows to reflect on past and upcoming events.

2.1. Dashboard - <https://vimeo.com/376267196>

The dashboard offers an overall view of the sales broken down by the main features such as sales channel or event category.

Key Metrics

- **Revenue**
It represents the total revenue across all the events

- **Tickets**
It represents the total number of tickets sold
The yield is calculated as follows:

Total Revenue / Number of Tickets

- **Unique Customers**
It represents the total number of unique customers who purchased a ticket to an event
The yield is calculated as follows:

Total Revenue / Number of Unique Customers

- **Events**
It represents the total number of events
The yield is calculated as follows:

Total Revenue / Number of Events

2.2. Time Analysis - <https://vimeo.com/376267261>

The time analysis provides with a view of sales over time and on a hour by day basis.

Key Metrics

See 2.1. Dashboard above

Key Visuals

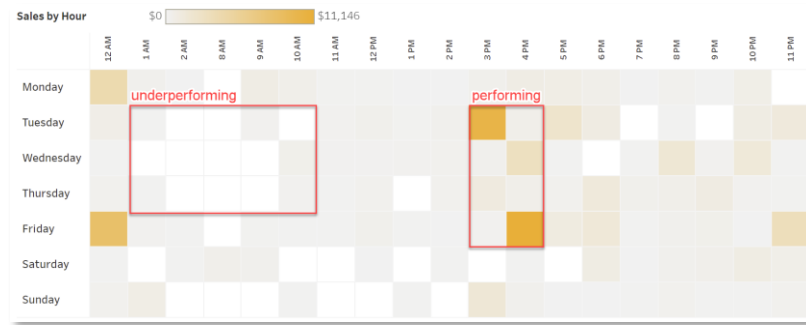
- **Sales by Hour**
The cell colour goes:
 - from **white** for **0\$**
 - to **orange** for the **maximum revenue**

\$0  \$11,146

Consequently:

- the **most performing** days and hours can be easily identified by spotting out the **orange** cells or regions

- **Underperforming** days and hours can be identified by the **white** cells or regions

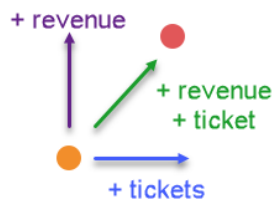


2.3. Discovery - <https://vimeo.com/376267243>

The Discovery report allows to compare different dimensions such as event category or sales channel on a revenue and ticket prospective at one glance.

Key Visuals

- **Position of the data points**
 - A point located **at the right** of another point generated **more tickets**
 - A point located **higher up** than another point generated **more revenue**
 - A point located **at the right and higher up** than another point generated **more tickets and more revenue**



- **Pattern and ticket yield**
 - If 2 points are **vertically aligned**, they are generating different revenue for the same number of tickets: the ticket yield of the **highest point is better**



- If 2 points are **horizontally aligned**, they are generating the same revenue with a different number of the tickets: the ticket yield of the **furthest point is lower**



2.4. Detailed Report - <https://vimeo.com/376267222>

3. Location

The location reports provide insights about the source of revenue from a geographical perspective.

3.1. Dashboard - <https://vimeo.com/376267109>

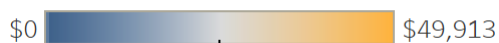
The dashboard provides an overview of the revenue by postcode.

Key Metrics

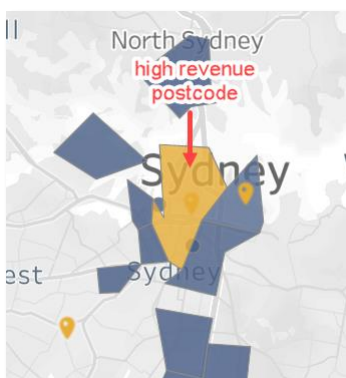
- **Postcodes**
Number of unique postcodes generating revenue.
- **New Postcodes**
Number of postcodes which generate revenue for the first time during the selecting purchase period.
- **Postcode Yield**
Average revenue generated by postcode
- **Revenue**
Total revenue generated by all the postcodes
- **Unique Customers**
Total number of unique customers who purchased a ticket
- **New Customers**
Total number of new customers
- **Tickets**
It represents the total number of tickets sold

Key Visuals

- **Top 10 Postcodes**
The bar colour goes:
 - from **dark blue** for **0\$ of revenue**
 - to **orange** for the **maximum revenue**



Identifying the best performing postcodes consists of spotting out the orange postcodes on the map



3.2. Map - <https://vimeo.com/376267164>

The Map report provides a larger map promoting a better reading.

Key Visuals

Refer to 3.1. Dashboard.

3.3 Detailed Report - <https://vimeo.com/376267135>

4. Marketing Code

The Marketing Code reports provide with insights on the performance of each marketing codes

4.1. Dashboard - <https://vimeo.com/376266805>

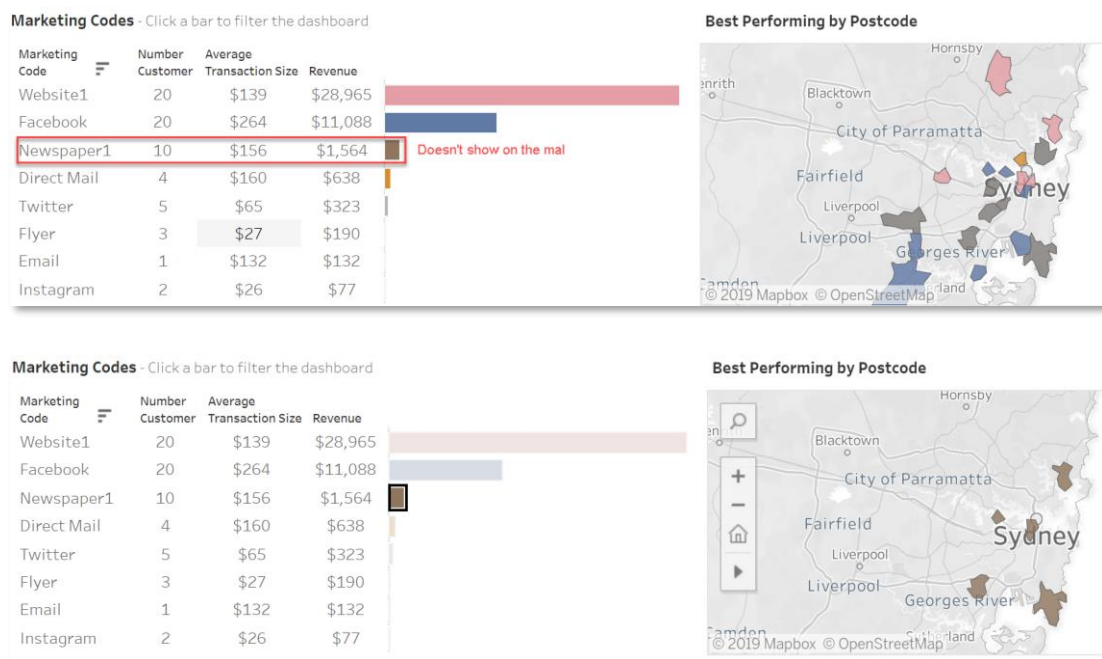
The dashboard allows to get an overall prospective of the marketing performance.

Key Visuals

- **Best performing postcode map**
A unique colour is allocated for each marketing code on the map and matches the colour from the bar chart.

Hovering a marketing code from the bar chart will highlight the postcode on the map.

If there isn't any highlighted postcode, it means simply the marketing doesn't score as #1 for any of the postcode: click on the bar to filter the map and reveal where the marketing code has been generating revenue from.

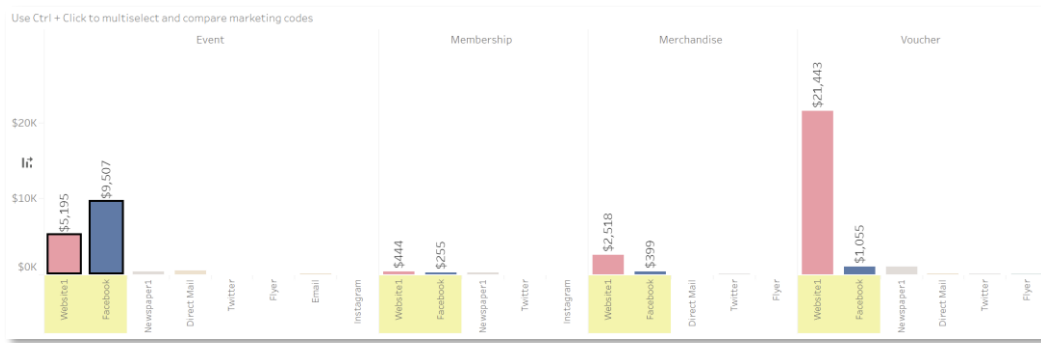


4.2. Comparison - <https://vimeo.com/376266748>

The Comparison report allows to compare the performance of marketing codes across multiple dimension such as module or sales channel

Key Visuals

- **Highlighted bars**
By default, the size of bars only allows to compare marketing codes. Selecting one or more codes will show the revenues on top of the bars and highlight the codes in each section allowing to easily compare the codes.



4.3. Map - <https://vimeo.com/376266869>

The Map report provides a larger map promoting a better reading.

Key Visuals

Refer to 3.1. Dashboard.

4.4 Detailed Report - <https://vimeo.com/376266836>

5. Event Marketing Analysis

The Event Marketing Analysis reports provide insight on event performance.

5.1. Dashboard - <https://vimeo.com/376266423>

The dashboard provides an overall view on an event.

Key Metrics

- **Revenue**
Total revenue generated by the event

- **Tickets**
Total number of tickets sold
The yield is calculated as follows:

Total Revenue / Number of Tickets

The percentage of capacity reflects the proportion of the tickets sold compared to the total capacity for the event.

- **Customers**
Number of unique customers for the event.
The yield is calculated as follows:

Total Revenue / Number of Unique Customers

The group size represents the average number of tickets purchased by a customer.

Key Visuals

- **Top 10 Postcodes**
The bar colour goes:
 - from **dark blue** for **0\$ of revenue**
 - to **orange** for the **maximum revenue**

\$0  \$49,913

Identifying the best performing postcodes for the event consists of spotting out the orange postcodes on the map

5.2. Capacity Achieved - <https://vimeo.com/376266403>

The Capacity Achieved report allows to reflect on the ticket sales rate compared to the total capacity.

Key Metrics

- **Tickets**
Total number of tickets sold
- **Percent Tickets Sold**
Percentage of tickets sold compared to the total capacity

Key Visuals

- **Weeks to Performance**

The X-axis represents the number of weeks before the performance date and is sorted in descending order: the more on the right, the closer to the event.

The capacity achieved (blue bar) should be growing and eventually hit 100% which means performance date is sold out.

5.3. Detailed Report - <https://vimeo.com/376266459>

6. First Time Attendees

The First Time Attendees reports provide with insights on the source of customers and their buying patterns.

6.1. Definition

The concept of first-time attendees is applicable to an order (not a customer) and is calculated from 2 tables:

- Customer
- OrderSummary

An order is tagged as "First Time Attendees" when:

Revenue.CreatedDate = Customer.FirstPurchaseDate

If the customer was created in the system before her/his first purchase, the first time attendee can be considered as the conversion from lead to customer.

6.2. Dashboard - <https://vimeo.com/376266484>

The Dashboard provides an overview of the first time attendees spend habits broken down by the main dimensions such as sales channel or event category.

Key Metrics

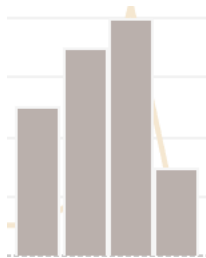
- **First Time Attendees**
Number of orders done by first time attendees.
- **Spend**
It is the total amount spent by first time attendees.
- **Avg Transaction Size**
It is the average revenue generated by a first time attendee.
Compared the average for a repeating customer, it allows to identify which of first time attendees and repeating customer is the most profitable.
- **Tickets**
Number of tickets sold as a first purchase.

6.3. Time Analysis - <https://vimeo.com/376266575>

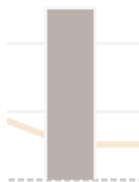
The Time Analysis report provides with a prospective of the first time attendees generation over time.

Key Visuals

- **Number First Time Attendees**
Each grey bar represents a day where a customer did her/his first purchase and its size the number of customers.
A period of high 1st time attendee generation can be reflected by:
 - A cluster of bars



- o Isolated but tall bars



6.4. Map - <https://vimeo.com/376266521>

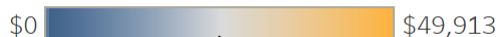
The Map provides insights about the source of 1st time attendees from a geographical perspective.

Key Visuals

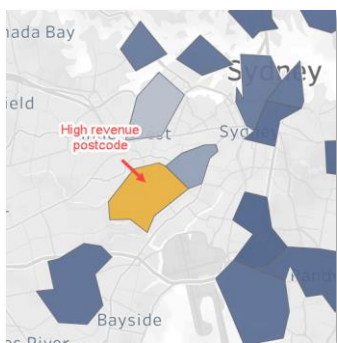
- **Postcode Colour**

The postcode colour goes:

- o from **dark blue** for **0\$ of revenue**
- o to **orange** for the **maximum revenue**



Identifying the best performing postcodes for the event consists of spotting out the orange postcodes on the map



6.5. Spend Distribution - <https://vimeo.com/376266544>

The Spend Distribution allows to compare the order size between first time attendees and repeating customers.

Key Visuals

- **Order and data points**

Each data point represents an order and the higher is the point the larger is the order size.

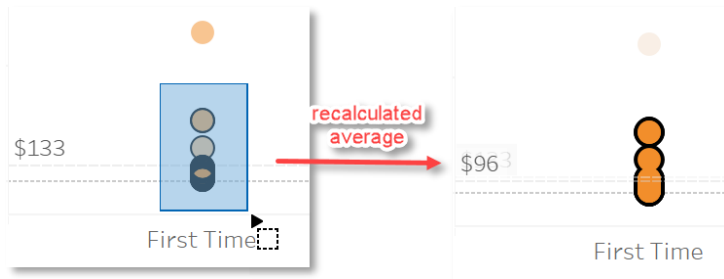
The points are set up with a transparent colour which means:

- An isolated order will have a light colour
- A high concentration of orders will have a more vibrant colour



The isolated orders skew the average order size and it is worth it to recalculate the average size for the most common orders.

Simply select the orders to recalculate it.



7. Customer Evaluation

7.1. Dashboard - <https://vimeo.com/376771123>

The dashboard provides an overview on the most spending customers.

Key Metrics

- **Spend**
Total revenue generated by the top N customers
- **Avg Transaction Size**
It is the average revenue generated by the top N customers.
- **Tickets**
Number of tickets sold to the top N customers.

Key Visuals

- **Cumulative Spend**
Each bar represents a unique customer and the orange colour highlights the top N customers.
It provides a sense of how much the top N customers contribute to the total revenue.

7.2. Detailed Report - <https://vimeo.com/376771150>

8. Membership

8.1. Dashboard - <https://vimeo.com/376266889>

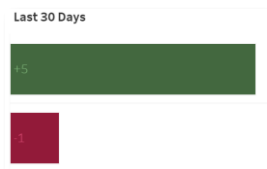
The dashboard provides with an overview of members.

Key Metrics

- **Members**
Total number of customers with an active membership
- **Membership**
Total number of purchased memberships.
The same customer can have multiple memberships and it explains why the number of memberships can be higher than the number of members.
The total value is the revenue generated by the purchase of membership.
- **Ticket Sales**
Total revenue generated by tickets sold to members.
The members only figure reflects the revenue generated by members who purchased members only tickets: it allows to know if members are buying for themselves or purchasing for other non-members as well.

Key Visuals

- **Last 30 days**
The last 30 days reflects the balance of new and expired memberships during the last 30 days.
If the balance:
 - is positive, the bar is green
 - is negative, the bar is red

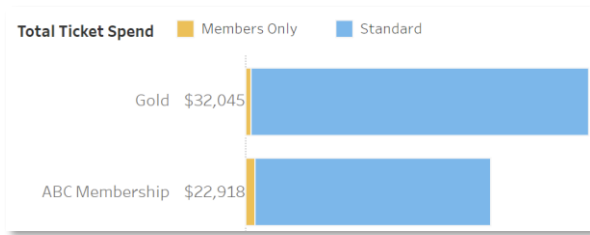


- **Total Memberships Last 30 Days**
This line chart shows the total number of memberships during the last 30 days.
The dotted line reflects the trend.



- **Total Ticket Spend**
This bar chart represents the revenue generated by each type of membership.

For each membership, the revenue is broken down by members only and standard ticket.



8.2. Time Analysis - <https://vimeo.com/376267019>

The Time Analysis report allows to know how the number of memberships are tracking and how the members are spending over time.

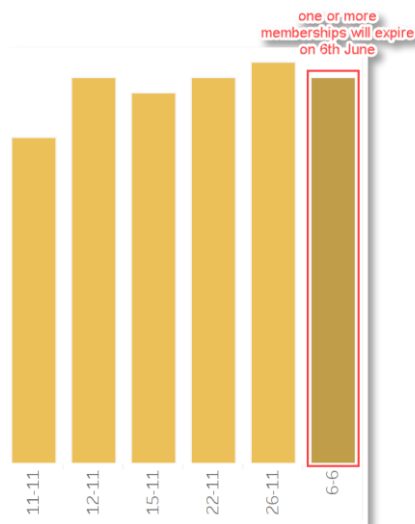
Key Visuals

- Total Membership**

Each bar represents a time where a membership was purchased or expired.

The higher the bar, the higher the number of memberships.

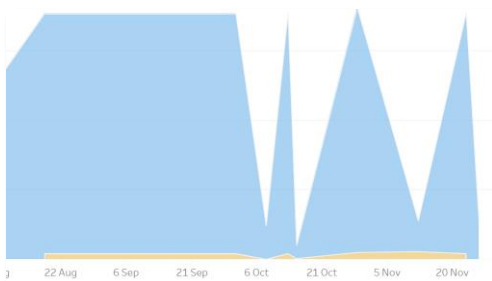
The darker gold colour is associated with the membership expiries which will occur in the feature.



- Total Ticket Spend**

This area chart represents the revenue generated by all the members.

The revenue is broken down by members only and standard ticket.



8.3. Map - <https://vimeo.com/376266962>

The Map provides with insights on where the members are coming from.

Key Visuals

- **Postcode Colour**

Each postcode is reflected by its border limit and the colour goes:

- from **dark blue** for **0\$ of revenue**
- to **orange** for the **maximum revenue**



Identifying the best performing postcodes for the event consists of spotting out the orange postcodes on the map

- **Members Colour**

The number of members is reflecting by circle and the colour goes:

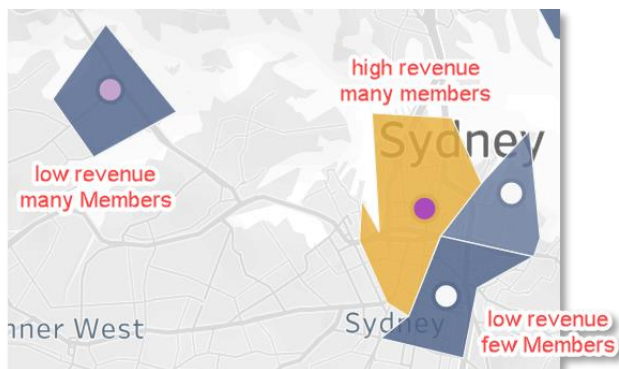
- from **white** for **1 member**
- to **purple** for the **maximum member**



- **Combination of postcode and members**

As stated above, each postcode is provided with a double prospective on revenue and number of members.

	Blue Surface	Orange Surface
White Circle	Low revenue Slim member base	High revenue Slim member base
Purple Circle	Low revenue Large member base	High revenue Large member base



8.4. Detailed Report - <https://vimeo.com/376266918>

9. Fund Raising

9.1. Dashboard - <https://vimeo.com/376266593>

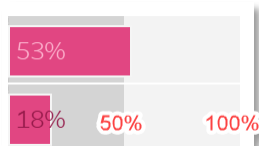
The Dashboard provides an overview of the current donation campaigns.

Key Metrics

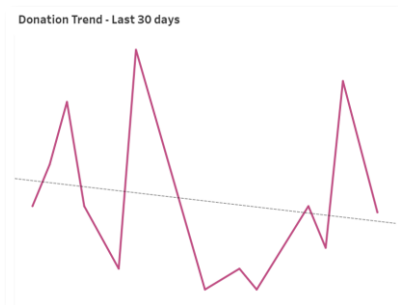
- **Total Donation**
Total received amount for all campaigns.
- **Donations**
Number of received donations.
Average is the average donation size.
Ticketed indicates if the percentage of donations made along with a purchase.
- **Donors**
Number of unique donors.
Average is the average total donation by donors.
- **Postcodes**
Distinct number of postcodes the donation came from.
Average is the average donation size per postcode.

Key Visuals

- **Campaign**
Total received donation for each campaign.
The grey background indicates the milestones towards the target:
 - Dark grey for 50%
 - Light grey for 100%



- **Donation Trend – Last 30 days**
The dotted grey line shows the trend of donation for the last 30 days.



9.2. Time Analysis - <https://vimeo.com/376266663>

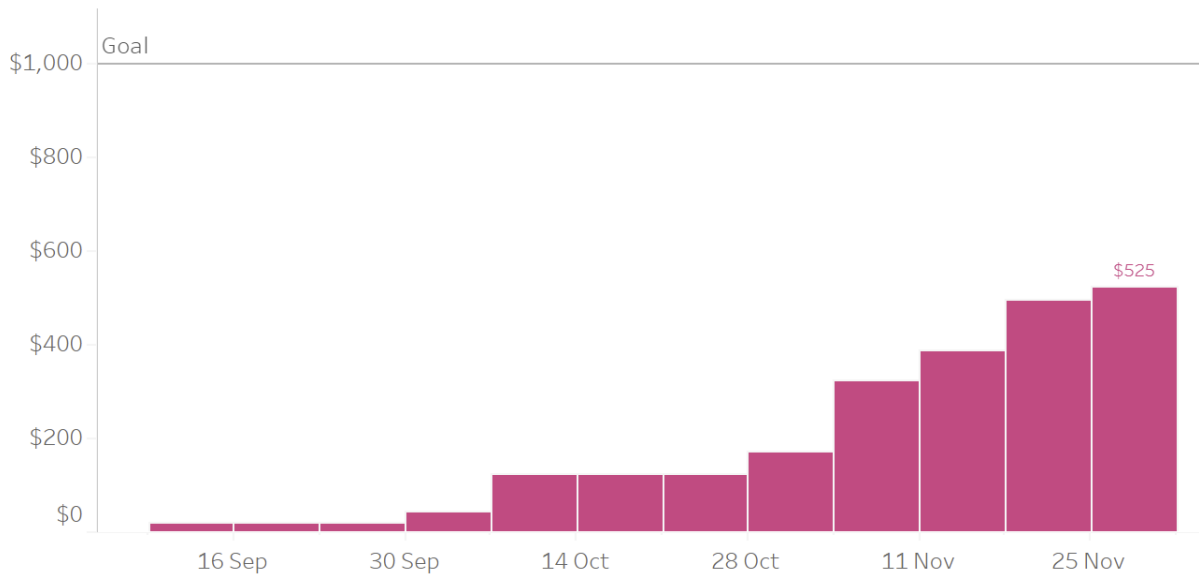
The Time Analysis allows to track the donations over time.

Key Visuals

- **Cumulative Donation by week**

The goal reference line appears only when a campaign is selected.

The closer the last column is to this reference line, the closer the campaign is to meet its goal amount.



9.3. Map - <https://vimeo.com/376266642>

The Map report allows to identify where the most generous donors are coming from.

Key Visuals

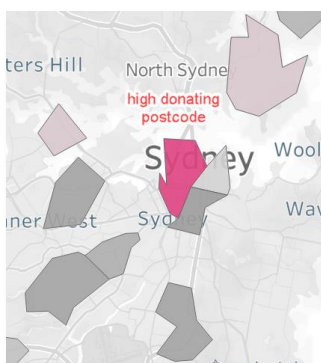
- **Postcode Colour**

Each postcode is reflected by its border limit and the colour goes:

- from **dark grey** for **minimum donation**
- to **dark pink** for the **maximum donation**



Identifying the best performing postcodes for the event consists of spotting out the dark pink area on the map



9.4. Detailed Report - <https://vimeo.com/376266625>

10. Operator

10.1. Dashboard - <https://vimeo.com/376267044>

The Dashboard report allows to get an overview of the operator actions.

Key Metrics

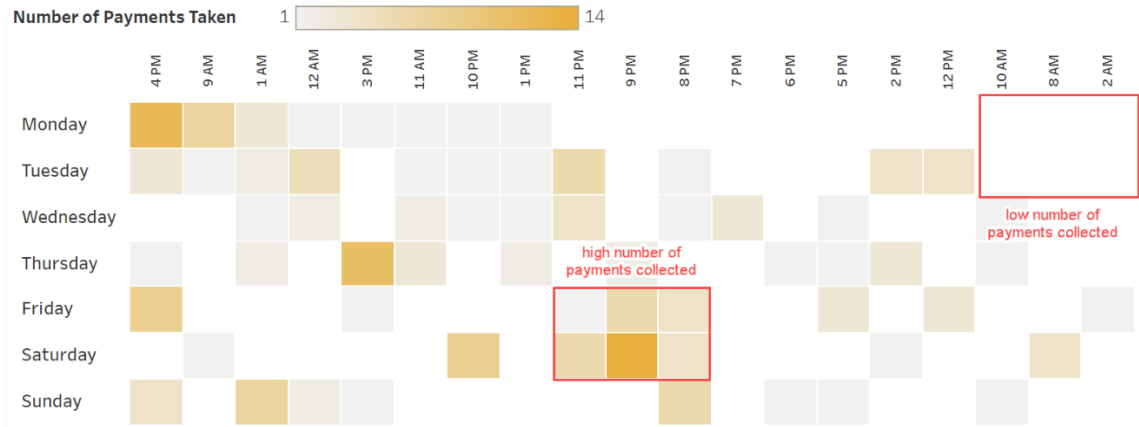
- **Total Payment**
Total amount of payment collected.
Average is the average amount of payment collected by each operator.
- **Number Payments**
Total number of payments collected.
Average is the number of payments collected by each operator.

Key Visuals

- **Number of Payments Taken**
The cell colour goes:
 - from **white** for **No collected payment**
 - to **orange** for the **maximum number of payments collected**

Consequently:

- the **busiest** days and hours can be easily identified by spotting out the **orange** cells or regions
- the **quiet** days and hours can be identified by the **white** cells or regions



10.2 Detailed Report - <https://vimeo.com/376267073>

11. Scanning

11.1. Dashboard - <https://vimeo.com/376267353>

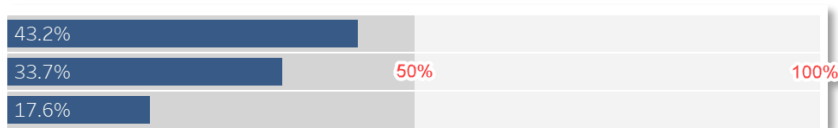
The Dashboard allows to get an overview of the scanning system.

Key Metrics

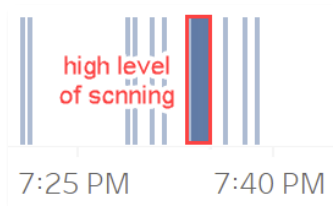
- **Scanning**
Total number of scanned tickets against the number of sold tickets
- **Missed Checkout**
Total number of scanned tickets without any checkout date and time.
- **Average Time on Site**
Average number of minutes between check-in and checkout time by ticket.

Key Visuals

- **Ticket Type and Door**
The bar charts represent the percentage of scanned tickets by ticket type and door. The grey background indicates the milestones towards the 100% mark:
 - Dark grey for 50%
 - Light grey for 100%



- **Check-in time**
Each vertical bar is a scanned ticket for check-in. The bars are set up with a transparent colour which means:
 - An isolated scan will have a light colour
 - A high concentration of scans will have a more vibrant colour



11.2. Detailed Report - <https://vimeo.com/376267388>

12. Gift Voucher

12.1. Dashboard - <https://vimeo.com/376266697>

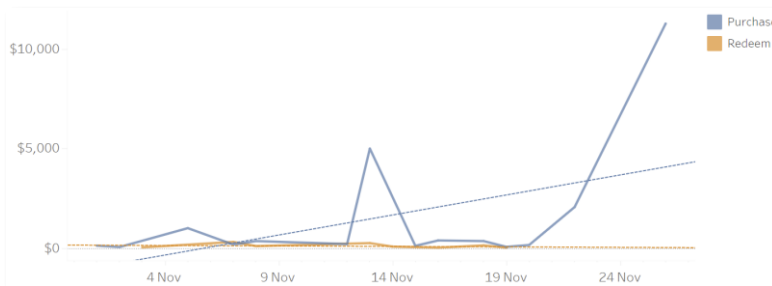
The Dashboard provide with an overview of the gift vouchers.

Key Metrics

- **Total Voucher Value**
Total voucher value purchased.
- **Redeemed Amount**
Total purchase amount paid by using a voucher.
Outstanding is the remaining voucher value which is still to be redeemed.
Expired is the voucher value which was not redeemed and expired.
- **Days to redeem**
Average number of days between the date of voucher purchase and first redeem.
- **No Redeem by voucher**
Average number of times the same voucher is used for purchase.

Key Metrics

- **Total Purchase and Redeem**
The line chart shows the amount of voucher value purchased and redeemed by day. The dotted lines represent the trend.



- **Transaction Distribution**
This chart shows the purchases and redeems.

By clicking and highlighting a redeemed voucher (blue circle), it also highlights the dates of redeem.



12.2. Detailed Report - <https://vimeo.com/376266697>