

**SPEKTRIX**  **HUBS:**

# Reporting Showcase

# Presenters



**REBECCA KIRBY**  
Senior Consultant  
(Report Specialist)

**SPEKTRIX** 

# Agenda



## **STANDARD REPORTS**






How to find useful reports  
The most run standard reports  
Reports you may have missed



## **WORKS IN PROGRESS**

Seating Plan Report  
Prospecting Report

# Standard Reports

+		<p><b>Donations Analysis</b>            Analysis, by sales channels, of proportion of transactions containing donations</p>	<b>Analysis</b>
+		<p><b>Donation Conversion Analysis</b>            % orders containing donations AND tickets. Criteria Set should contain matching dates/users for each</p>	<b>Analysis</b>
+		<p><b>Customer analysis</b>            Analysis of active customers</p>	<b>Customer</b>
+		<p><b>Customer &amp; Household Analysis</b>            Analysis of active customers and their households</p>	<b>Customer</b>
+		<p><b>Current members</b>            A listing of all customers with current subscriptions to the selected memberships.</p>	<b>Memberships</b>



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Guide admin



WHAT'S NEW <sup>1</sup>

CONTACT SUPPORT



REBECCA KIRBY ▾

**SPEKTRIX**   
SUPPORT CENTRE

REQUEST ▾

LEARN ▾

PARTNERS ▾

● All Systems Operational

# How can we help?

Find answers and resources...



Popular:

donations

hardware

offers



In person events are back! Join us for upcoming Spektrix Hub events in the UK in the coming weeks. Click on 'What's New' to find out more and register.



## Browse topics



Expected Close Month	Target Amount	Likelihood of Success	Factored Amount
Unknown	No target amount	Unknown	Unknown

## Payments & Activities Report

- **Type:** Accounting
- **Criteria Set:** By Date
- **Items reported on:** transaction items
- **Description:** shows all payments received over a given period and how these broke down into activities, summarised for the specified time period. This report breaks down all your payment types (including card types, gift vouchers and custom payments) and also shows the gross totals for **commission**s, Events, merchandise sales, donations and Memberships
- **Best use:** box office; finance
- **Other keywords:** financial reconciliation; mixed payments; credit card; cash; gift vouchers; net

## Payments & Activities

Transactions between 1/2/2018 and 12/31/2018

### Payments by Type

Payment Types	Total
Cash	\$4,190,304.84
Card	\$4.00
Account Payment	\$2,565.00
Accounts Receivable	\$1,516.00
Accounts Receivable Paid	(\$296.00)
Check	\$20,351.16
Check Refund	(\$100.00)
Credit Note	(\$10.00)
Gift Voucher Return	\$120.00
Gift Voucher Spend	\$1,920.00
Hailey's dolla bills	\$376.20
Hailey's dollar refund	(\$91.00)
Impact Exp	\$15,548.00

### Card Summary

Card Type	Total
American Express	\$3.00
Visa	\$1.00
<b>Total:</b>	<b>\$4.00</b>

### Merchant Summary

Merchant	Total
Element: MOTO	\$4.00
Element: Web	\$0.00
<b>Total:</b>	<b>\$4.00</b>

Accounting Date Audit

Activities Report (detailed)

Activities Timeline with User breakdown (run as Excel - Formatted)

All Active Reservations

Average Price Tracker

Booking Behaviour Report

Campaign Detail

Campaign Summary

Cashier Activity Report

Current Members

Customer & Household Analysis

Customer Behaviour Analysis

Customer Demographic Analysis

Customer Questionnaire Analysis

Donations Report

Event Instances Occupancy Report

Event Sales Comparison

Event Sales Report (Detailed)

Event Sales Report (Instances)

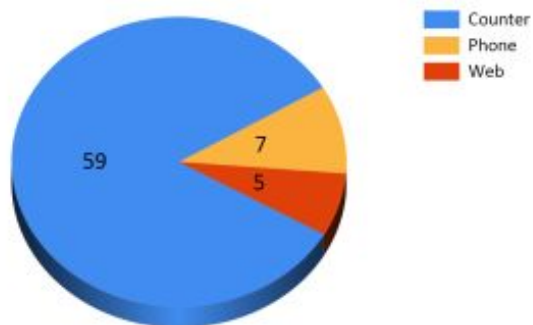
# Most Used Reports



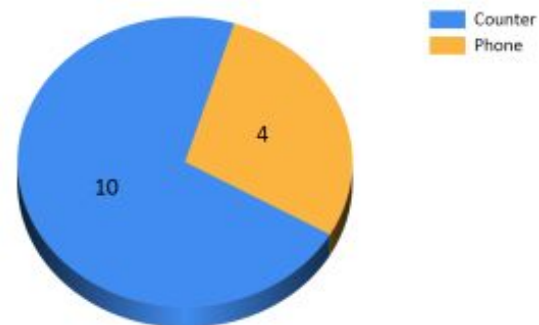
# Donations Analysis

Transactions from Monday, April 1, 2019 to Thursday, June 27, 2019

Number of Transactions by Sales Channel



Number of Donations by Sales Channel



Transactions			
Counter	Phone	Web	Total
59	7	5	71
\$22,323.85	\$1,802.00	\$357.00	\$24,482.85

Donations			
Counter	Phone	Web	Total
10	4	0	14
\$11,451.60	\$245.00	\$0.00	\$11,696.60

## Conversion Ratios

Spent V Donated

Sales Channel	Total Spend	Total Donated	% Converted
Counter	\$22,323.85	\$11,451.60	51.30%
Phone	\$1,802.00	\$245.00	13.60%
Web	\$357.00	\$0.00	0.00%
<b>Total</b>	<b>\$24,482.85</b>	<b>\$11,696.60</b>	<b>47.77%</b>

## Average Donation

\$835.47

## Donation Amounts

# Donations Report

Includes transactions from 1/12/2021 to 4/13/2021

Report generated on 5/14/2021 5:13 PM

## Fund Breakdown

Fund	Total
Artistic Excellence Fund	\$31,825.00
Capital Campaign	\$22,500.00
Education Fund	\$9.00
Gala	\$15,000.00
General Operating Fund	\$60.00
Membership	\$10.00
New Play Development	\$512.00
Park Playhouse General Operating Fund	\$10.00
<b>Grand Total</b>	<b>\$69,926.00</b>

## Campaign Breakdown

Campaign	Total
Capital Campaign	\$22,500.00
FY2018 > Gala > Ticket	\$15,000.00
FY2020 > Individual > CYE	\$11,825.00
FY2020 > Individual > FYE Appeal	\$20,000.00
FY2020 > Special Events > Tickets	\$500.00
FY2021 > Membership > Spring Appeal A	\$10.00
(No Campaign)	\$91.00
<b>Grand Total</b>	<b>\$69,926.00</b>

## Donor Breakdown by Fund

### Artistic Excellence Fund

Fund Code: GOS-02

Date	Donor Name	Donor ID	Amount	Campaign	Recognition Name	Tribute Type	Tribute Name	Order ID
1/12/2021	Samantha Bagwell	I-SB22-263B	\$10.00	FY2020 > Individual > CYE	Anonymous	In Honor Of	David	21-AM-008K
1/12/2021	Samantha Bagwell	I-SB22-263B	\$20,000.00	FY2020 > Individual > FYE Appeal	Samantha Bagwell	In Honor Of	David	21-AM-008L

# Payments & Activities

Transactions between 1/2/2018 and 12/31/2018

## Payments by Type

Payment Types	Total
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Gift Voucher Spend	\$1,920.00
Hailey's dolla bills	\$376.20
Hailey's dollar refund	(\$91.00)
Import Fix	\$15,548.00
Imported payment	\$2,495.00
Invoice	\$47.00
Mask Test	\$51.00

## Card Summary

Card Type	Total
American Express	\$3.00
Visa	\$1.00
<b>Total:</b>	<b>\$4.00</b>

Merchant Summary	Total
Element: MOTO	\$4.00
Element: Web	\$0.00
<b>Total:</b>	<b>\$4.00</b>

## Payments Report - Transactions between 12/08/2019 and 15/08/2019

Date/Time of Report: 20 August 2019 00:16

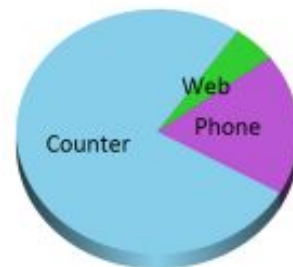
Date & Time	Amount	Order ID	User	Customer	Type	References	Card Type & Number	Transaction Code	Payment Provider & Channel	Sales Channel
<b>Monday, August 12, 2019</b>										
14:56	(\$1,000.00)	19-IQ-0D9B	spektrix\richard	Richard Bates	Account Credit					Phone
14:56	\$1,000.00	19-IQ-0D9B	spektrix\richard	Richard Bates	Invoice					Phone
14:56	\$86.00	19-IQ-0D9C	web	Richard Bates	Account Payment					Web
15:06	\$173.00	19-IQ-0D9D	spektrix\kennethf	Kenneth Foster	Cash Payment	Register : Register 1				Web
15:09	\$173.00	19-IQ-0D9E	web	Kenneth Foster	Account Payment					Web
16:23	\$173.00	19-IQ-0D9F	web	Kenneth Foster	Account Payment					Web
17:59	\$103.00	19-IQ-0D9G	spektrix\kennethf	Kenneth Foster	Cash Payment	Register : Register 1				Counter
18:00	\$86.50	19-IQ-0D9H	web	Kenneth Foster	Account Payment					Web
<b>Thursday, August 15, 2019</b>										
10:39	\$90.00	19-IT-0D9I	web	Kenneth Foster	Account Payment					Web
13:52	\$78.00	19-IT-0D9J	web	Kenneth Foster	Account Payment					Web

## Analysis of events between Fri 05 Apr 2019 and Sun 23 Jun 2019

Note: All Amounts are Gross

### Breakdown by Sales Channel

Channel	Amount	%ge	Tickets	%ge
Counter	\$3,497.50	76 %	70	72 %
Phone	\$855.50	19 %	21	22 %
Web	\$230.00	5 %	6	6 %
	\$4,583.00		97	



### Breakdown by Delivery Method

Channel	Amount	%ge	Tickets	%ge
Cobo Delivery	\$3,093.00	67 %	76	78 %
Print At Home Delivery	\$1,410.00	31 %	19	20 %
Postal Delivery	\$80.00	2 %	2	2 %
	\$4,583.00		97	



### Breakdown by Sales Operator

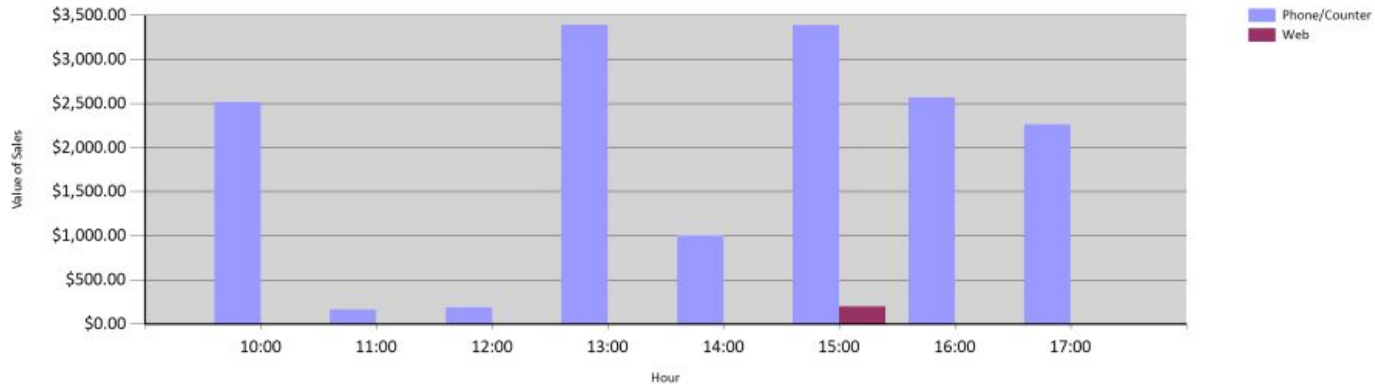
Operator	Amount	%ge	Tickets	%ge
spektrix\kennethf	\$3,218.00	70 %	78	80 %
spektrix\nellr	\$1,275.00	28 %	17	18 %

## Booking Behaviour Analysis

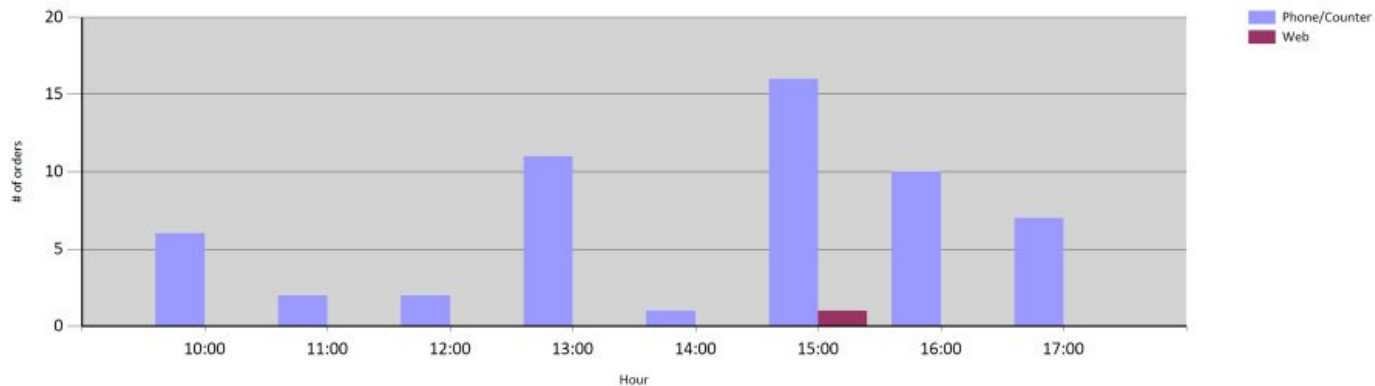
Transactions Between 04 March 2019 and 29 March 2019

### Data by Hour of Sale

Value of Sales by Hour



# of Orders by Hour

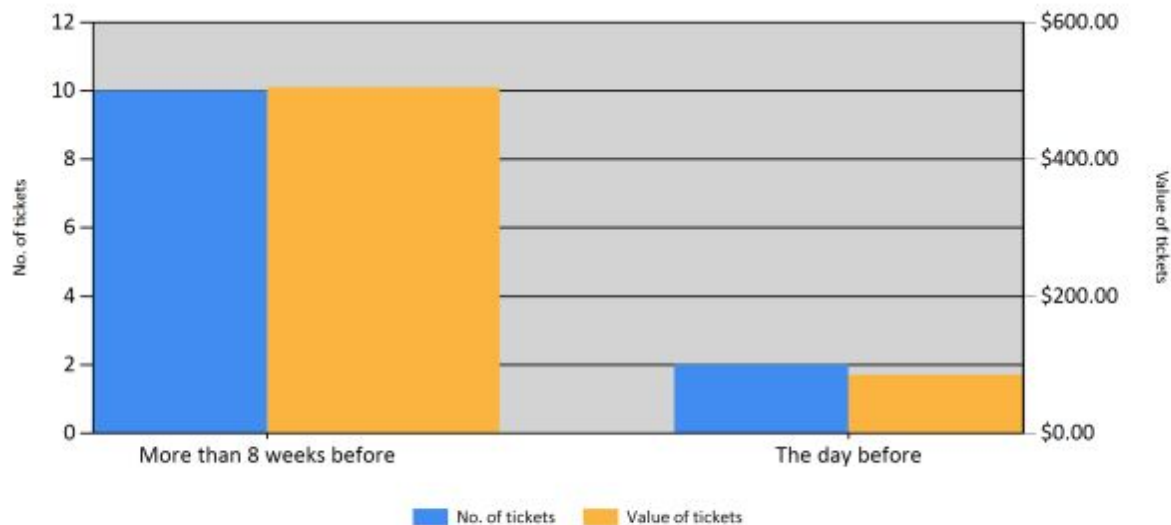


## Customer Behaviour Analysis

Total Customers Included: 4

How long did customers book in advance?

Period in Advance	Value	%ge of total value	Quantity	%ge of total quantity
More than 8 weeks before	\$505.00	85.6%	10	83.3%
The day before	\$85.00	14.4%	2	16.7%



Through what sales channel did customers book?

Sales Channel	Value	%ge of total value	Quantity	%ge of total quantity
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1

**EVENT SALES REPORTS**

2

**ANALYSIS REPORTS**

3

**PAYMENT REPORTS**

4

**DONATIONS REPORTS**



# Event Sales Report - Summary

Including data for 152 instances of 34 events

Event	First Instance	Sales & Reservations								Capacity & Targets								
		# Instances	# Sold	Value Sold	%ge Capacity Sold	# Res'd	Value Res'd	# Sold & Res'd	Value Sold & Res'd	%ge Capacity Sold & Res'd	Avg. Price	Capacity	# Available	Financial Capacity	Seats Target	%age Seats Target Sold	Financial Target	%age Financial Target Sold
Don Giovanni	6/5/2019 8:00 PM	3	197	\$11,175.25	5.79 %	13	\$550.00	210	\$11,725.25	6.17 %	\$56.73	3,405	3,106	\$221,550.00	No Target	No Target	No Target	No Target
Elektra	6/21/2019 8:00 PM	3	38	\$1,784.50	1.12 %	0	\$0.00	38	\$1,784.50	1.12 %	\$46.96	3,405	3,290	\$151,365.00	No Target	No Target	No Target	No Target
The Prom!	7/5/2019 7:00 PM	1	0	\$0.00	0.00 %	0	\$0.00	0	\$0.00	0.00 %	\$0.00	177	177	\$3,388.00	No Target	No Target	No Target	No Target
Les Miz!	7/7/2019 7:00 PM	1	0	\$0.00	0.00 %	0	\$0.00	0	\$0.00	0.00 %	\$0.00	145	145	\$9,025.00	1,000	0.00 %	\$10,000.00	0.00 %
The Barber Of Seville	7/19/2019 7:00 PM	3	116	\$4,820.00	3.41 %	0	\$0.00	116	\$4,820.00	3.41 %	\$41.55	3,405	3,212	\$151,365.00	No Target	No Target	No Target	No Target
Hadestown!	8/2/2019 7:00 PM	1	0	\$0.00	0.00 %	0	\$0.00	0	\$0.00	0.00 %	\$0.00	167	167	\$3,340.00	No Target	No Target	\$100,000.00	0.00 %
The End of Longing	8/5/2019 7:00 PM	1	6	\$120.00	1.60 %	0	\$0.00	6	\$120.00	1.60 %	\$20.00	376	354	\$7,496.00	No Target	No Target	No Target	No Target
Flight	8/16/2019 8:00 PM	3	30	\$1,140.00	0.88 %	0	\$0.00	30	\$1,140.00	0.88 %	\$38.00	3,405	3,298	\$149,655.00	No Target	No Target	No Target	No Target
Fancy Nancy the Musical	8/31/2019 2:00 PM	1	20	\$293.00	14.29 %	0	\$0.00	20	\$293.00	14.29 %	\$14.65	140	107	\$11,900.00	No Target	No Target	No Target	No Target
American Hero	9/1/2019 7:00 PM	1	101	\$9,270.00	69.66 %	0	\$0.00	101	\$9,270.00	69.66 %	\$91.78	145	44	\$14,500.00	No Target	No Target	No Target	No Target
Macbeth!	9/2/2019 7:00 PM	1	0	\$0.00	0.00 %	0	\$0.00	0	\$0.00	0.00 %	\$0.00	167	167	\$12,190.00	10,000	0.00 %	\$100,000.00	0.00 %
Rock of Ages	9/15/2019 8:00 PM	2	110	\$8,831.20	31.07 %	0	\$0.00	110	\$8,831.20	31.07 %	\$80.28	354	104	\$6,871.00	2,000	5.50 %	\$10,000.00	88.31 %
La Cage	9/19/2019 7:30 PM	38	0	\$0.00	0.00 %	0	\$0.00	0	\$0.00	0.00 %	\$0.00	6,726	6,726	\$401,850.00	No Target	No Target	No Target	No Target
Living History Tours	9/30/2019 12:00 PM	3	1	\$25.00	1.11 %	0	\$0.00	1	\$25.00	1.11 %	\$25.00	90	52	\$2,250.00	No Target	No Target	No Target	No Target

## Event Sales Report - Detailed

Including data for 40 instances of Dear Evan Hansen!

### Sales Report for Dear Evan Hansen! (overall summary for 40 instances)

Capacity:	5,800	
Gross Financial Capacity:	\$292,566.00	
Capacity: 5,800	# Sold	%age
Total Sold	121	2.1 %
Sold (Direct)	121	2.1 %
Sold (API)	0	0.0 %
Reserved	0	0.0 %
Available	5,667	97.7 %
Locked	12	0.2 %

Summary Excluding Reserves	
Number Sold	121
As %age of Total	2.1 %
Gross Yield	\$6,587.00
As %age of Financial Capacity	2.3 %
Average Yield per Ticket	\$54.44
As %age of Full Price	107.9 %

Summary Including Reserves	
----------------------------	--

Sales by Sales Channel				
Sales Channel	#	%	\$	%
Counter	116	95.9 %	\$6,447.00	97.9 %
Phone	5	4.1 %	\$140.00	2.1 %

Sales by Ticket Type				
Ticket Type	#	%	\$	%
Adult	120	99.2 %	\$6,527.00	99.1 %
Student	1	0.8 %	\$60.00	0.9 %

Sales by Price Band				
Price Band	#	%	\$	%
Band C	10	8.3 %	\$136.00	2.1 %
Band A	89	73.6 %	\$5,395.00	81.9 %
Band B	22	18.2 %	\$1,056.00	16.0 %

Sales by Seating Area				
Area	#	%	\$	%
Curious Theatre	121	100.0 %	\$6,587.00	100.0 %

1

**EVENT SALES REPORTS**

2

**ANALYSIS REPORTS**

3

**PAYMENT REPORTS**

4

**DONATIONS REPORTS**



Number of times reports have been run in the UK



**CUSTOMER BEHAVIOUR ANALYSIS**



**CUSTOMER & HOUSEHOLD ANALYSIS**

## Customer & Household Analysis

Including information for 20352 Customers from 20349 Households  
Report Generated on 8/19/2019 6:53 PM

### Customer statistics

Statistic	No. of Customers	%ge of all Customers
Total Customers	20352	100.0 %
Customers who are Individuals	20343	100.0 %
Customers who are Organizations	9	0.0 %
Total Households	20349	100.0 %
Customers with a membership	7	0.0 %
Individuals who have previously booked	8727	42.9 %
Individuals who have never booked	11625	57.1 %
Individuals with potential duplicate records	20042	98.5 %



## Customer & Household Analysis

Including information for 20352 Customers from 20349 Households  
Report Generated on 8/19/2019 6:53 PM

### Customer statistics

Statistic	No. of Customers	%ge of all Customers
Total Customers	20352	100.0 %
Customers who are Individuals	20343	100.0 %
Customers who are Organizations	9	0.0 %
Total Households	20349	100.0 %
Customers with a membership	7	0.0 %
Individuals who have previously booked	8727	42.9 %
Individuals who have never booked	11625	57.1 %
Individuals with potential duplicate records	20042	98.5 %

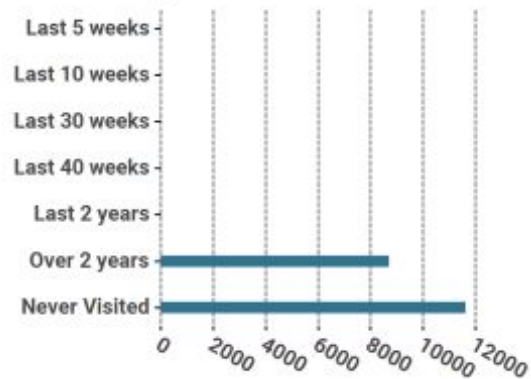


### Customer and Household contact statistics

Statistic	No. of Customers	%ge of all Customers	No. of Households	%ge of all Households
Agreed to be contacted through one or more methods	20323	99.9 %	20320	99.9 %
Agreed to be contacted by partner companies through one or more methods	0	0.0 %	0	0.0 %
Have phone number, email, or mailing address recorded	20340	99.9 %	20339	100.0 %
Have phone number recorded	20284	99.7 %	20284	99.7 %
Have email address recorded	20323	99.9 %	20323	99.9 %
Have mailing address recorded	20060	98.6 %	20059	98.6 %
No contact info available	12	0.1 %	12	0.1 %

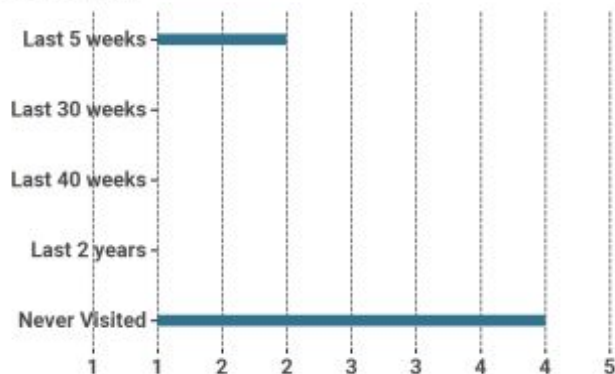
### Breakdown of when Individuals last visited who do not have a future booking

When individual last visited	No. of Individuals	%ge of all Individuals
Last 5 weeks	3	0.0 %
Last 10 weeks	1	0.0 %
Last 30 weeks	5	0.0 %
Last 40 weeks	3	0.0 %
Last 2 years	3	0.0 %
Over 2 years	8708	42.8 %
Never Visited	11620	57.1 %
<b>Total</b>	<b>20343</b>	<b>100.0 %</b>



### Breakdown of when Individuals last visited who do have a future booking

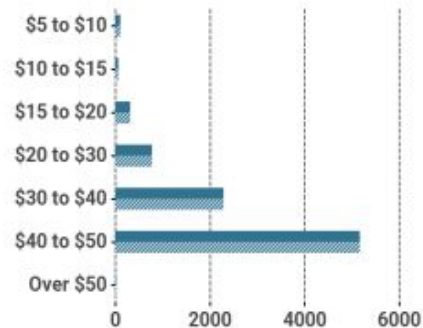
When individual last visited	No. of Individuals	%ge of all Individuals
Last 5 weeks	2	0.0 %
Last 30 weeks	1	0.0 %
Last 40 weeks	1	0.0 %
Last 2 years	1	0.0 %
Never Visited	4	0.0 %
<b>Total</b>	<b>9</b>	<b>0.0 %</b>





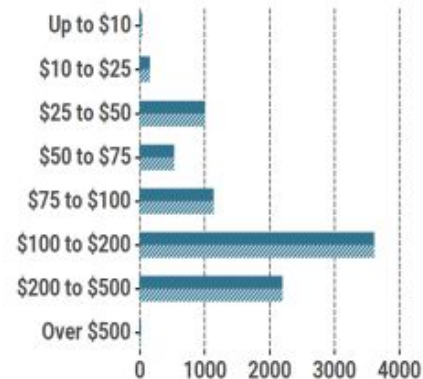
#### Average spend per ticket per Individual and Household

Avg spend per ticket	No. of Individuals	%ge of all Individuals	No. of Households	%ge of all Households
\$5 to \$10	102	0.5 %	102	0.5 %
\$10 to \$15	57	0.3 %	57	0.3 %
\$15 to \$20	317	1.6 %	317	1.6 %
\$20 to \$30	776	3.8 %	776	3.8 %
\$30 to \$40	2288	11.2 %	2288	11.2 %
\$40 to \$50	5168	25.4 %	5168	25.4 %
Over \$50	19	0.1 %	19	0.1 %
<b>Total</b>	<b>8727</b>	<b>42.9 %</b>	<b>8725</b>	<b>42.9 %</b>



#### Average spend per order per Individual and Household

Avg spend per order	No. of Individuals	%ge of all Individuals	No. of Households	%ge of all Households
Up to \$10	37	0.2 %	37	0.2 %
\$10 to \$25	157	0.8 %	157	0.8 %
\$25 to \$50	1008	5.0 %	1008	5.0 %
\$50 to \$75	537	2.6 %	537	2.6 %
\$75 to \$100	1144	5.6 %	1144	5.6 %
\$100 to \$200	3620	17.8 %	3620	17.8 %
\$200 to \$500	2205	10.8 %	2204	10.8 %
Over \$500	19	0.1 %	19	0.1 %
<b>Total</b>	<b>8727</b>	<b>42.9 %</b>	<b>8725</b>	<b>42.9 %</b>



# New Reports

# Seating Plan Report

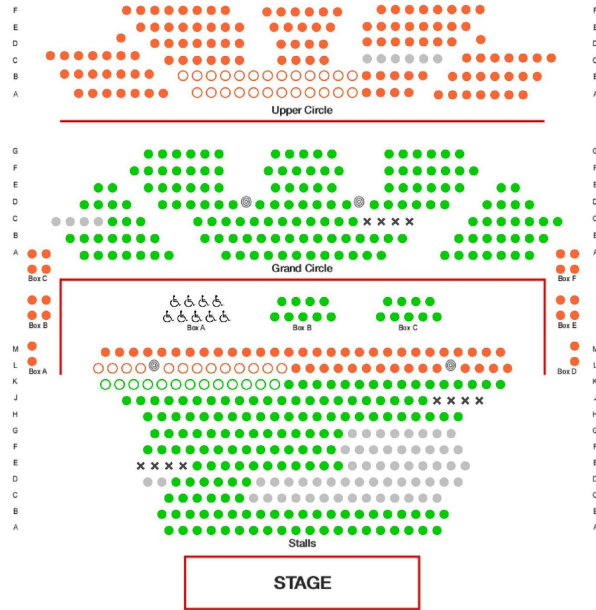
# Front of House Report

Event Information	
Event Name:	Spektrix Hubs 2022
Instance Date:	30/06/2022 at 12:30 PM
Total Capacity:	660
Sold:	67
Reserved:	51
Locked:	21
Available:	521

Key	
●	Available - Price Band A (£25.00)
●	Available - Price Band B (£20.00)
○	Reserved - Price Band A (£25.00)
○	Reserved - Price Band B (£20.00)
●	Sold
x	Locked

## The LYCEUM

Royal Lyceum Theatre Edinburgh









## Front of House Report

### Event Information

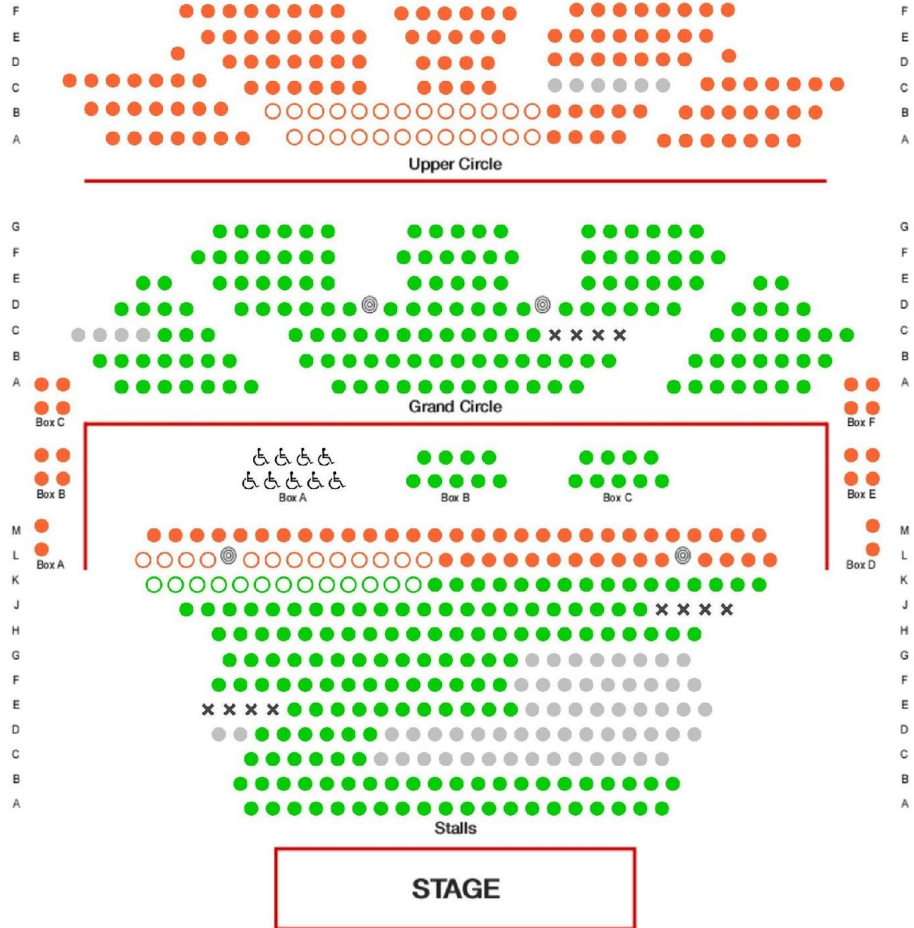
<b>Event Name:</b>	Spektrix Hubs 2022
<b>Instance Date:</b>	30/06/2022 at 12:30 PM
<b>Total Capacity:</b>	660
<b>Sold:</b>	67
<b>Reserved:</b>	51
<b>Locked:</b>	21
<b>Available:</b>	521

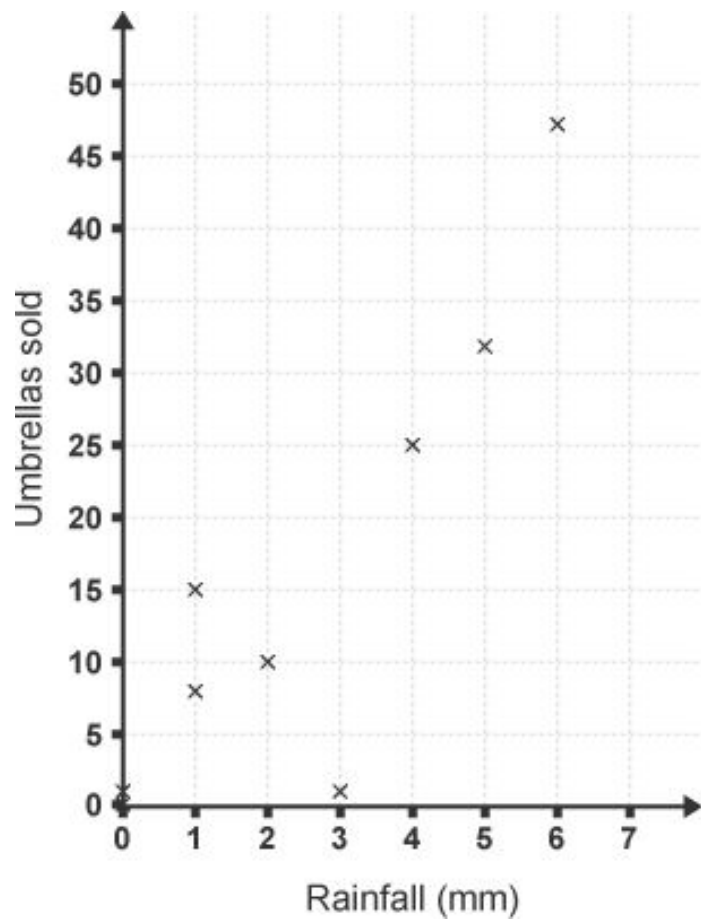
### Key

-  Available - Price Band A (£25.00)
-  Available - Price Band B (£20.00)
-  Reserved - Price Band A (£25.00)
-  Reserved - Price Band B (£20.00)
-  Sold
-  Locked

# The LYCEUM

Royal Lyceum Theatre Edinburgh





X Coordinate



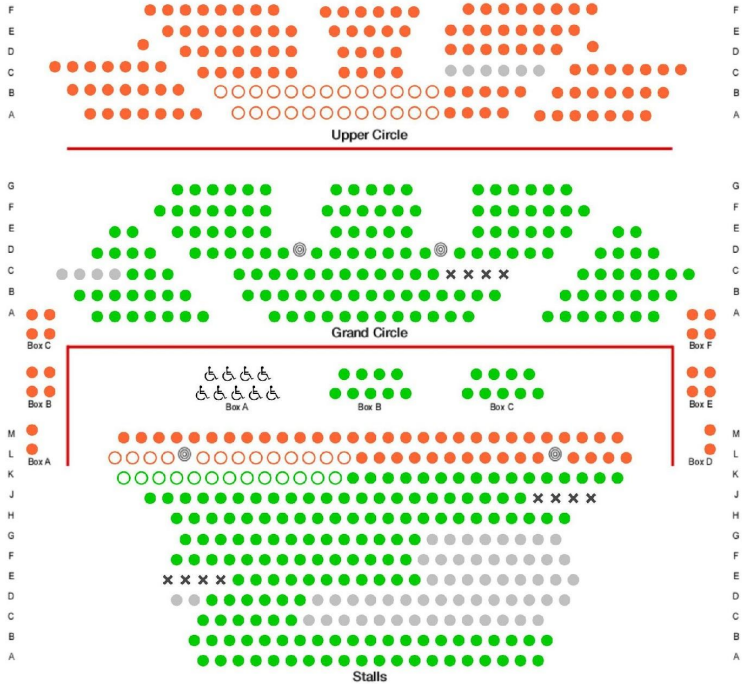
Y Coordinate



# REPORT

## The LYCEUM

Royal Lyceum Theatre Edinburgh

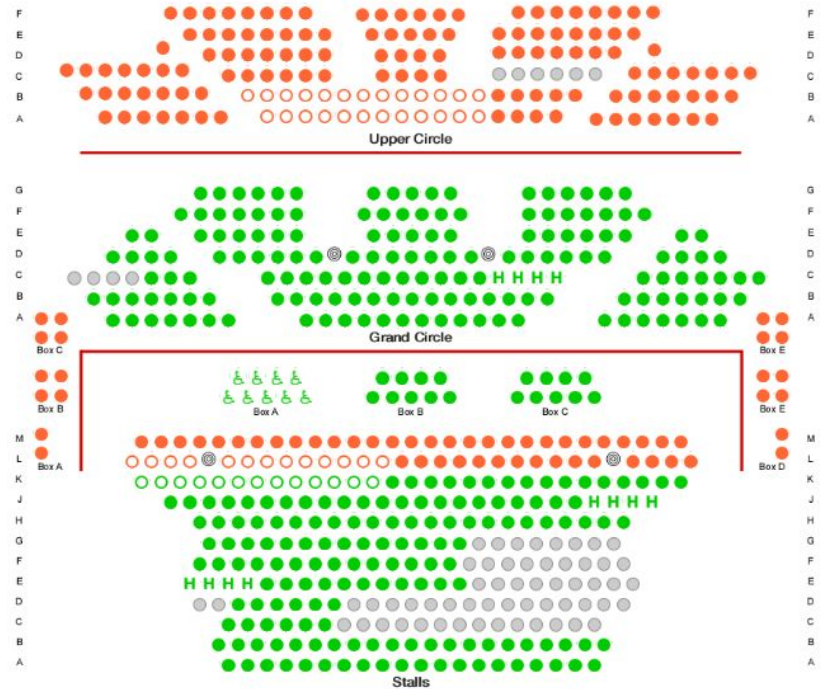


STAGE

# SALES INTERFACE

## The LYCEUM

Royal Lyceum Theatre Edinburgh



STAGE



# Prospecting Report

# Prospecting Report

Transactions between 07/02/2012 and 16/06/2022 | Report Generated on 16/06/2022 17:59

Customer ID	Title	First Name	Last Name	City	Total Giving	Number of Gifts	Years Giving	Average Gift
I-JF22-5HNB	Miss	Rebecca	Kirby	Edinburgh	£10.00	1	1	£10.00
I-RB00-0100	Mr	Matt	Akers	London	£5,090.00	4	3	£1,272.50
I-3P22-7YXV		Mark	Beards	Manchester	£873.00	6	2	£145.50
I-JB22-3RH3		Lauren	Watson	New York	£9,980.00	3	1	£3,326.67
I-RB22-5LJ4		Ruth	Brown	Edinburgh	£23.00	2	1	£11.50
I-MC22-2FGZ		Martin	Counter	Manchester	£23,500.00	4	1	£5,875.00
I-DG22-5MPK		Miriam	Wright	Edinburgh	£5,586.00	13	3	£429.69



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Latest Gift Amount	Latest Gift Date	Largest Gift	Largest Gift Date	Upcoming Event Booked	Upcoming Event Date	Last Event Booked	Last Event Date
£10.00	23/01/2019	£10.00	23/01/2019	All About Books	05/10/2022	Dinosaurs on Tour	27/11/2019
£80.00	14/04/2020	£5,000.00	17/09/2013			Macbeth	01/04/2022
£10.00	21/04/2022	£500.00	23/03/2022	The Lion King	25/12/2022		
£4,600.00	10/03/2017	£4,980.00	07/03/2017			Craig's Back On Top	22/03/2017
£3.00	10/02/2020	£20.00	31/01/2020	The Standard Event	18/06/2022	The Terrible Tale of Goose Luckins	21/12/2020
£4,000.00	20/02/2015	£10,000.00	20/02/2015			Bach's Third Symphony	14/03/2015
£20.00	12/01/2021	£5,000.00	19/10/2019			Captain Marvellous and his Dog, Scott	25/03/2021



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£10.00	21/04/2022	£500.00	23/03/2022	The Lion King	25/12/2022		
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Questions?



SPEKTRIX

**Thank  
You**

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