



SportsTG

Events Analytics Dashboard Guide

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1. EVENTS OVERVIEW

This dashboard provides a snapshot of key data for events between the last 2 years to the next 1 year, including event listing, event value and size analysis, top 10 events, and top 10 event entries.

Dashboard Filters

- **Event Start Date**
Default from the last 2 years to the next 1 year

1.1 EVENT SUMMARY

Shows the key metrics of events.

Total Value	Entry \$	Merchandise \$	Events \$	Events	Entrants
9k Sum	8k Sum	562 Sum	520 Sum	12 Count Distinct	563 Sum

Drill Functionality

Not available

1.2 EVENT LISTING (UNARCHIVED)

Provide a list of unarchived events and the number of entrants against each event.

Event Name	Entrants	Entry Amount	Merchandise Amount	Total
ONE DOLLAR EVENT	10	\$10.00	\$0.00	\$10.00
ONE DOLLAR USD	3	\$4.00	\$0.00	\$4.00
2	13	\$14.00	\$0.00	\$14.00

Drill Functionality

The following drill-throughs are provided:

- Selecting the Event Name will link through to two reports. The first report “Event Entry Summary” provides the details of each event entry. The second report “Entrant and Merchandise Export” is a list of entrant details with merchandise items.
E.g. Select the ONE DOLLAR USD event and click on “Drill Through: Event Entry Summary”, the report will link to event entry report.

Event Name	Entrants	Entry Amount
ONE DOLLAR EVENT	20	20.00
ONE DOLLAR USD	3	4.00
2	23	24.00



Event Name	Event Entry Type	Entry Type Display Status	Entrants	Entry Amount	Merchandise Amount	Total
ONE DOLLAR USD	1 used event type	Online	2	\$2.00	\$0.00	\$2.00
			2	\$2.00	\$0.00	\$2.00

Select ONE DOLLAR USD event and click on “Drill Through: Entrant and Merchandise Export” report, the report will link to entrant details

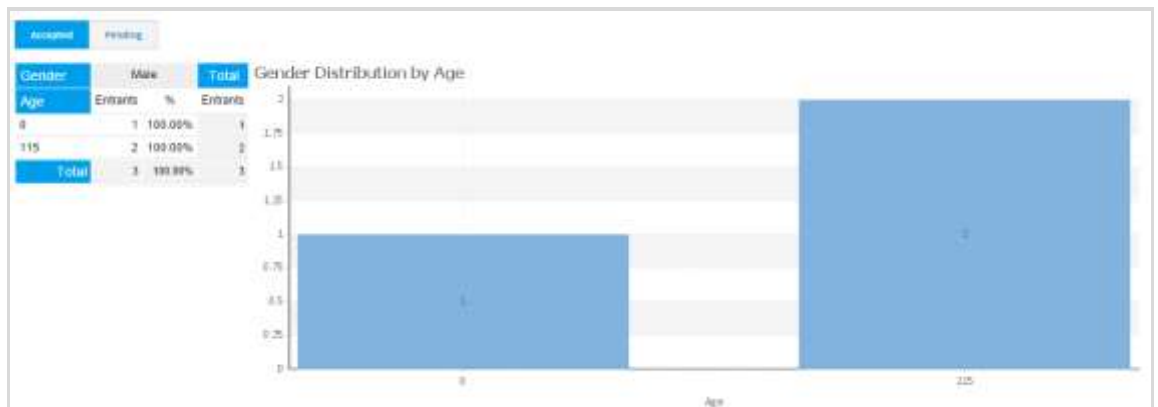
Event Name: ONE DOLLAR EVENT								
Event Entry Type	Registration ID	Entry Date Time	First Name	Last Name	Date of Birth	Gender	Mobile Number	Email Address
ONE DOLLAR EVENT	10582	22/05/2015 4:53 PM				Male		
	10639	26/05/2015 4:53 PM				Male		

- Selecting the number of entrants will link through to two reports. The first report will provide gender distribution by age, and the second is a geographic distribution report.
E.g. Select the number of entrants and drill through to the gender and geographic distribution reports.

Event Listing (Unarchived)			
Event Name	Entrants		
ONE DOLLAR EVENT			\$10.00
ONE DOLLAR USD	3		\$4.00
	2	13	\$14.00

Select Drill To Report:

- [Drill Through: Gender Distribution by Age](#)
- [Drill Through: Geographic Distribution](#)



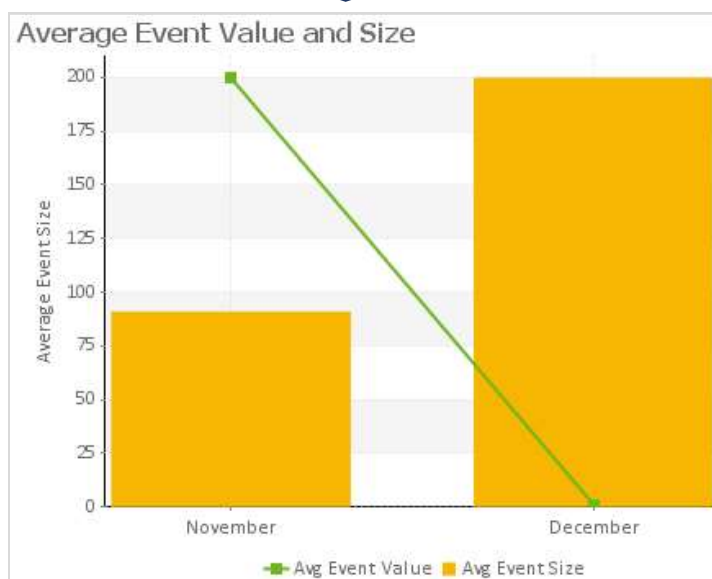
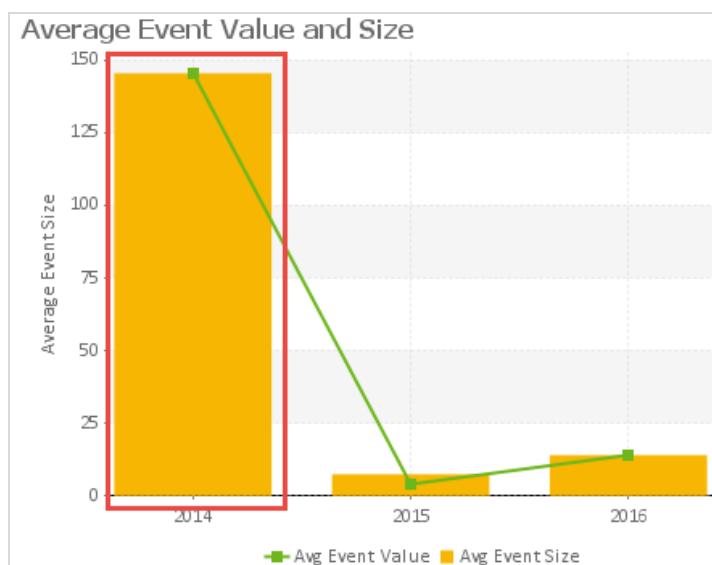
1.3 EVENT VALUE AND SIZE

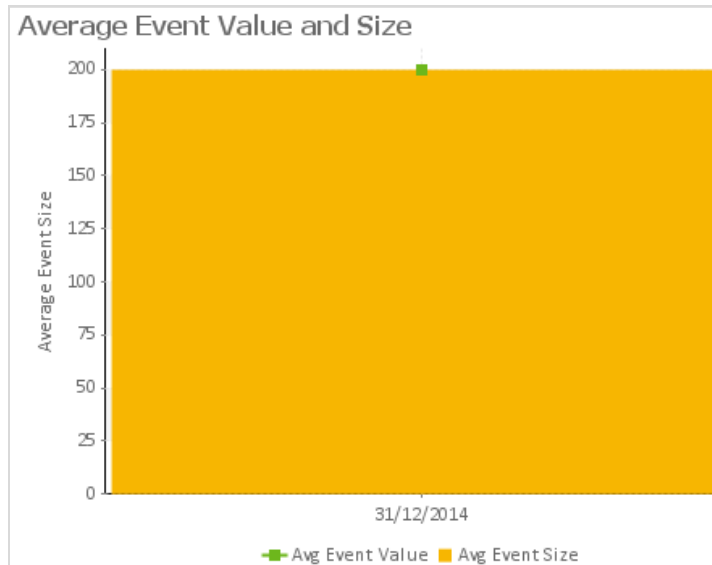
Provides a year on year trend comparison by event value and size

Drill Functionality

Drill down functionality is provided across all charts in this report. It allows users to drill the data from year to month to date.

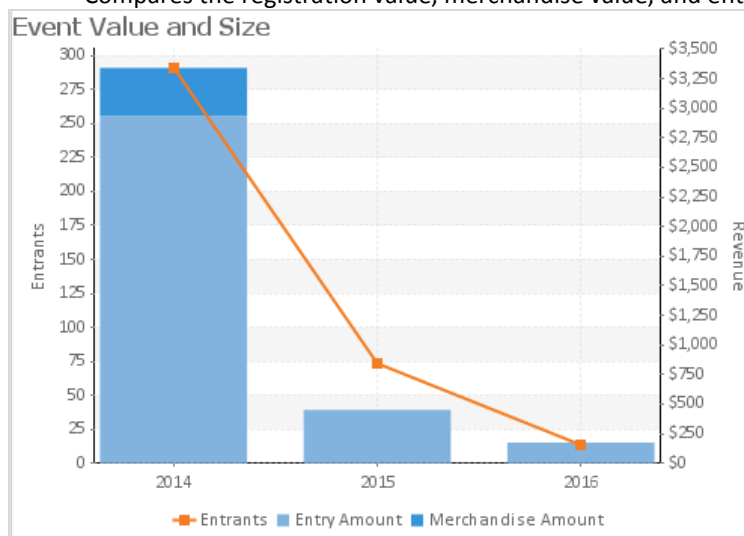
E.g. Click 2014 to drill from year to month; click December to drill from month to date





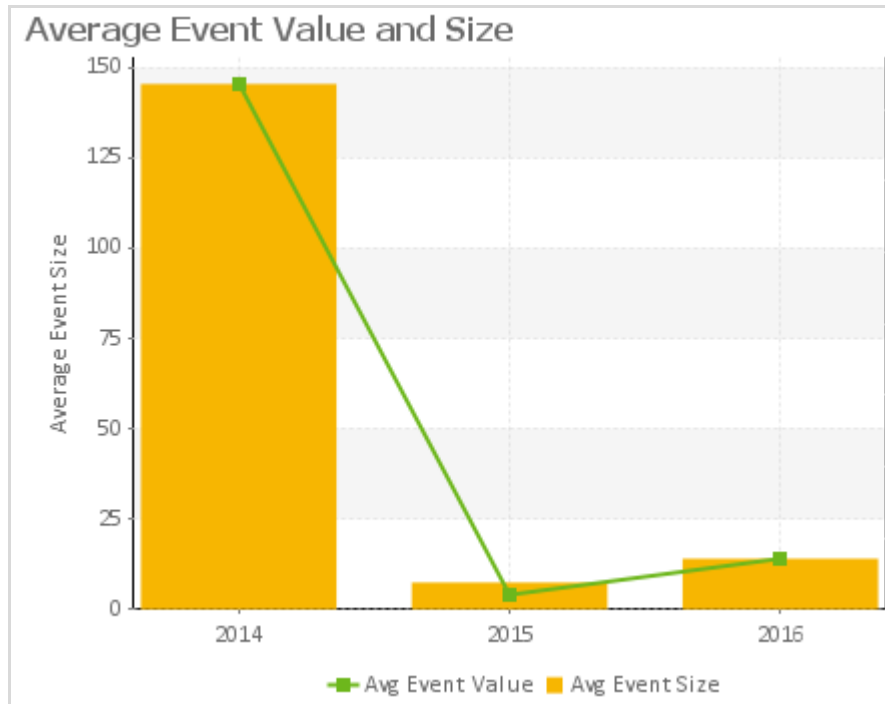
1.3.1 EVENT VALUE AND SIZE

Compares the registration value, merchandise value, and entrant volume by year.



1.3.2 AVERAGE EVENT VALUE AND SIZE

Compares the average event value and entrant volume by year.



1.4 EVENT MERCHANDISE SUMMARY

Provides a list of products that the entrant purchased when registering for an event.

Product Name	Product Price	Stock on Hand	Sold Quantity	Value
All Over Print T-Shirt GST INCL	\$100.00	333	1	\$100.00
Cap	\$1.00	3,307	6	\$49.90
cups	\$10.00	9,959	3	\$24.00
cups	\$10.00	9,991	6	\$30.00
Shirt - 2	\$11.00	254	8	\$78.70
		23,844	24	\$282.60

Drill Functionality

Drill through functionality is provided. It allows users to drill the data from product to event, and then from event to entrant.

E.g. Click "Cap" to drill from product to event; click "Timathletics" to drill from event to entrant list.

Product Name	Product Price	Stock on Hand	Sold Quantity	Value
All Over Print T-Shirt GST INCL	\$100.00	333	1	\$100.00
Cap	\$1.00	3,307	6	\$49.90
cups	\$10.00	9,991	6	\$30.00
cups	\$10.00	9,959	3	\$24.00
Shirt - 2	\$11.00	254	8	\$78.70
		23,844	24	\$282.60



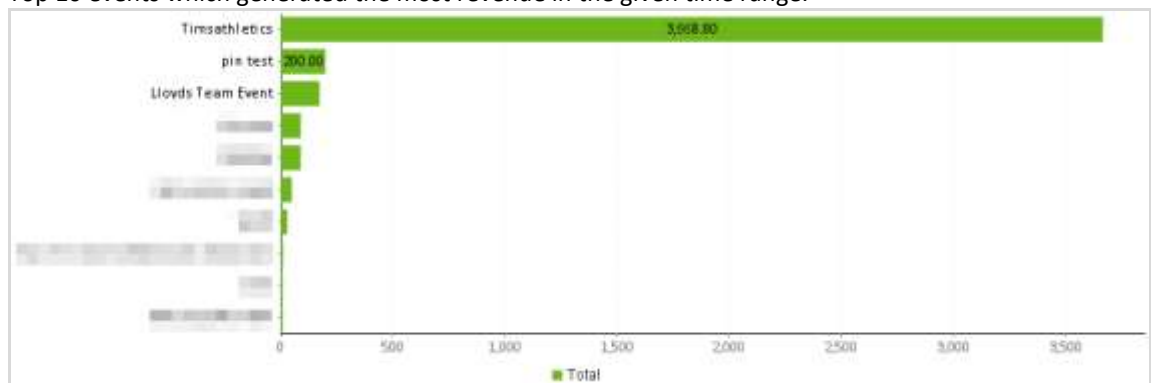
Product Name: Cap		
Event Name	Quantity	Value
Timathletics	6	\$49.90
	6	\$49.90



Product Name: Cap						
Event Name: Timsathletics						
Registration ID	Registration Date	First Name	Last Name	Email Address	Quantity	Value
6994	23/02/2015				1	\$7.00
9073	16/04/2015				1	\$7.00
9354	23/04/2015				1	\$1.00
13420	14/07/2015				1	\$1.00
47046	08/10/2015				1	\$10.90
47042	08/10/2015				1	\$23.00
6					6	\$49.90

1.5 TOP 10 EVENTS

Top 10 events which generated the most revenue in the given time range.



Drill Functionality

Not available

2. ENTRANT TREND

This dashboard summaries the order trend for the last year.

Dashboard Filters

- Event Start Date
- Entry Date
- Event Name

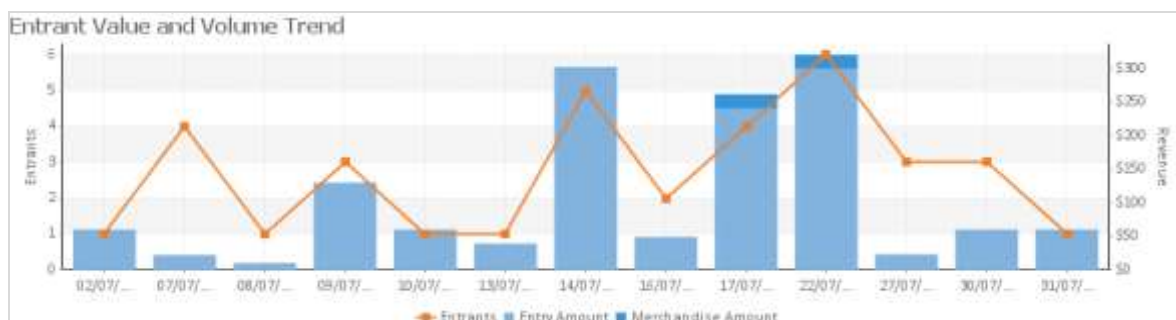
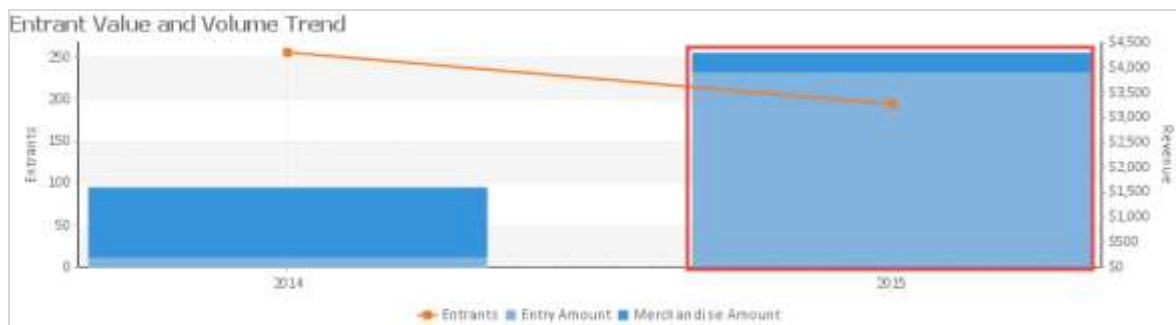
2.1 ENTRANT VALUE AND VOLUME

Shows the trend of entrants value and volume during the given time range. Drill down functionality is provided, allowing users to drill from year to month, month to date.

Drill Functionality

Drill down functionality is provided across all charts in this report. It allows users to drill the data from year to month to date.

E.g. Click 2015 to drill from year to month; click July to drill from month to date.



2.2 ENTRANT REGISTRATION TREND

This report compares the entrant volume and value for the last year, including 2 charts listed below:

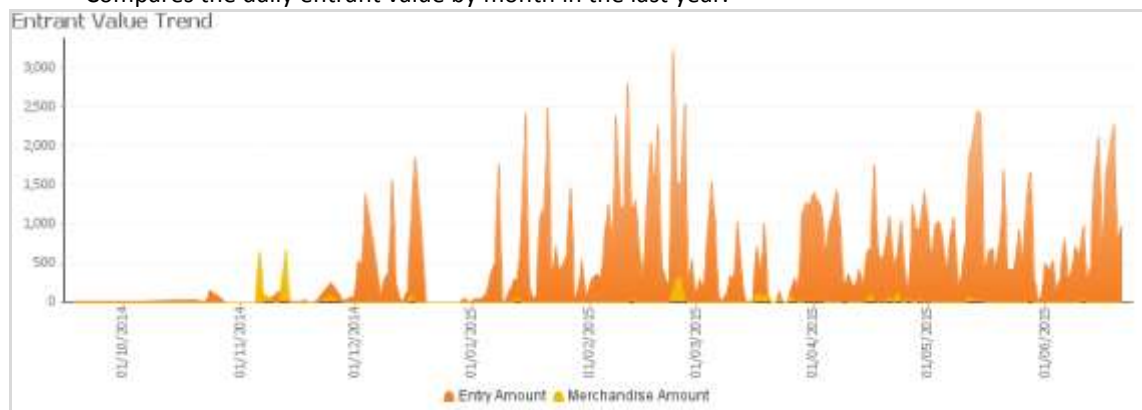
- Entrant Value Trend
- Entrant Volume Trend

Drill Functionality

Not available

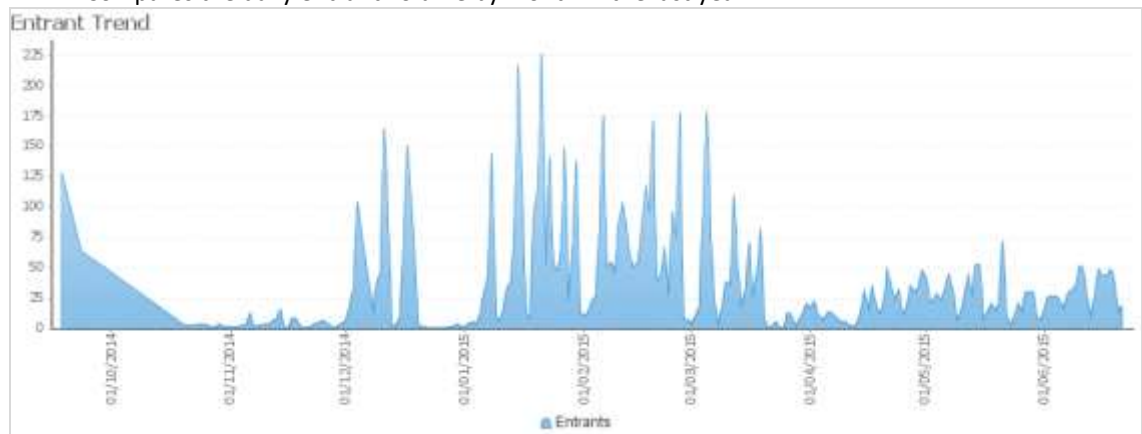
2.2.1 ENTRANT VALUE

Compares the daily entrant value by month in the last year.



2.2.2 ENTRANT VOLUME

Compares the daily entrant volume by month in the last year.



2.3 REPEAT ENTRANTS

Lists the entrants who registered for more than one event during the given time range.

Drill Functionality

Drill through functionality is provided.

Selecting the number of events will link through to the repeat entrants list, containing the details of registered event by entrant.

E.g. Select the ONE DOLLAR USE event and the report will link to event entry report.

User ID	Full Name	Email Address	Events
117740	Tim Kuzmisky	tim.kuzmisky@unimelb.edu.au	10
33	Sarah Miroy	sarah.miroy@unimelb.edu.au	7



Full Name: Sarah Milroy Email Address: sarah.milroy@sportstg.com.au							
Event Name	Event Entry Type	Entry Date	Registration ID	Registration Status	Entry Type Fees	Merchandise Amount	Total
Triathlon	Entry Type 1	01/06/2015	10849	Pending			\$0.00
National Track and Field Championships	Enter Event (Entry Type)	22/09/2014	5	Imported	\$10.00	\$0.00	\$10.00
Lloyds Team Event	50km	24/05/2015	10667	Pending			\$0.00
Interclub Meet 1	20km	13/05/2015	10211	Withdrawn	\$2.00	\$0.00	\$2.00

3. EVENT COMPARISON

This dashboard allows the user to compare selected events. Further analysis is provided as following:

- Entrant Trend
- Registration Status
- Event Value
- Gender Distribution
- Geographic Distribution
- Age Distribution

Dashboard Filters

- Event Year
- Event Month
- Event Name

3.1 EVENT COMPARISON

Provides a list of selected events with details.

Event Name	Entrants	Entry Amount	Merchandise Amount	Total
ONE POUND EVENT	6	\$6.00	\$0.00	\$6.00
ONE DOLLAR USD	3	\$4.00	\$0.00	\$4.00

Drill Functionality

- Selecting the Event Name will link through to the event entry list containing the details of each event entry. Select the number of entrants in the drill-through report will provide further analysis on gender distribution by age and geographic distribution.
E.g. Select the ONE DOLLAR USE event and the report will link to event entry report.

Event Name	Entrants	Entry Amount	Merchandise Amount	Total
ONE POUND EVENT	6	\$6.00	\$0.00	\$6.00
ONE DOLLAR USD	3	\$4.00	\$0.00	\$4.00



Accepted Pending						
Event Name	Event Entry Type	Entry Type Display Status	Entrants	Entry Amount	Merchandise Amount	Total
ONE DOLLAR USD	1 used event type	Online	2	\$2.00	\$0.00	\$2.00
			1	\$2.00	\$0.00	\$2.00

- Selecting the number of entrants will link through to two reports. The first report will provide gender distribution by age, and the second is a geographic distribution report.
E.g. Select the number of entrants and drill through to the gender and geographic distribution reports.

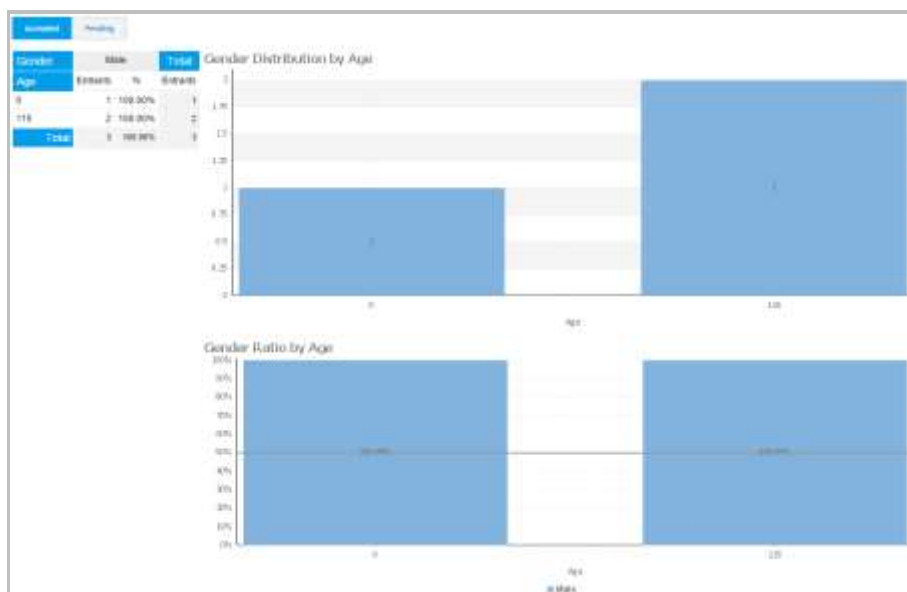
Event Comparison

Event Name	Entrants
ONE POUND EVENT	
ONE DOLLAR USD	3

Select Drill To Report:

- Drill Through: Gender Distribution by Age
- Drill Through: Geographic Distribution





3.2 EVENT COMPARISON: ENTRANT TREND

The chart shows the volume of accepted entrants by selected event during the certain time range. Users can manipulate the data presented by adjusting the Date Slider below the chart.

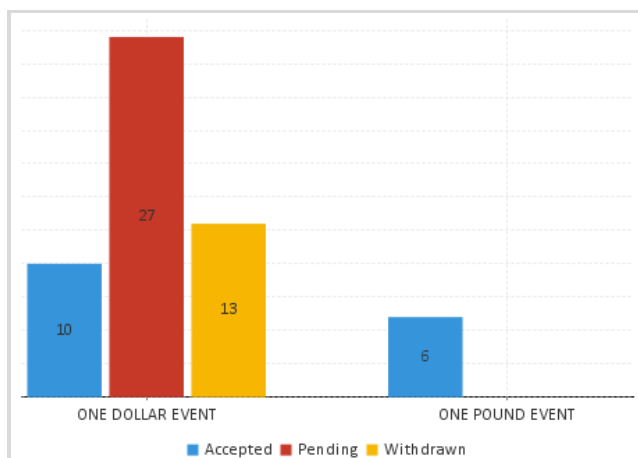


Drill Functionality

Not available

3.3 EVENT COMPARISON: ENTRANTS BY REGISTRATION STATUS

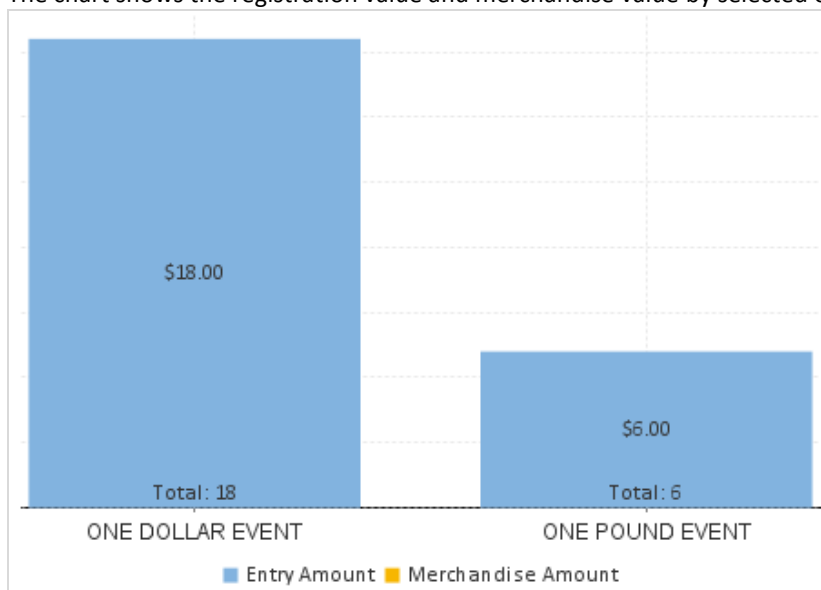
The chart shows the numbers of entrants by registration status by selected events.



Drill Functionality
Not available

3.4 EVENT COMPARISON: EVENT VALUE

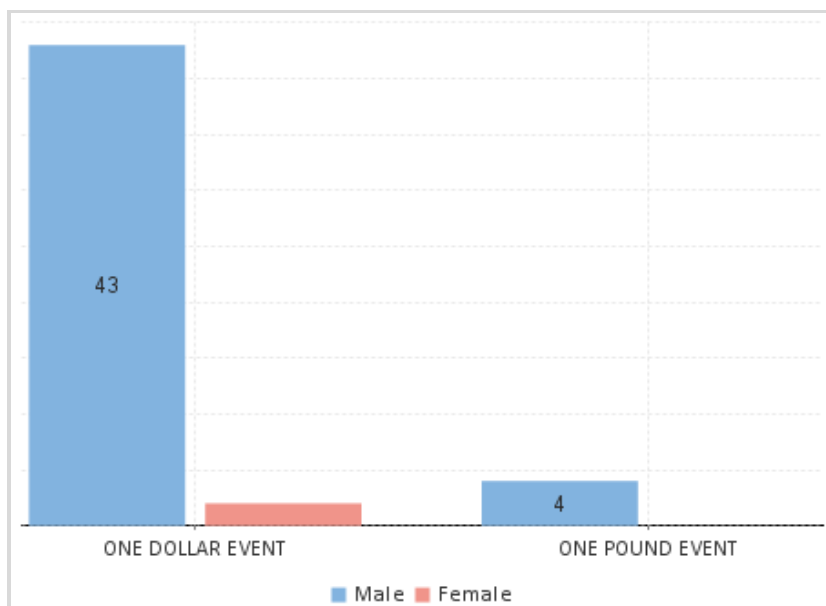
The chart shows the registration value and merchandise value by selected events.



Drill Functionality
Not available

3.5 EVENT COMPARISON: GENDER

The chart shows the gender distribution by selected events.

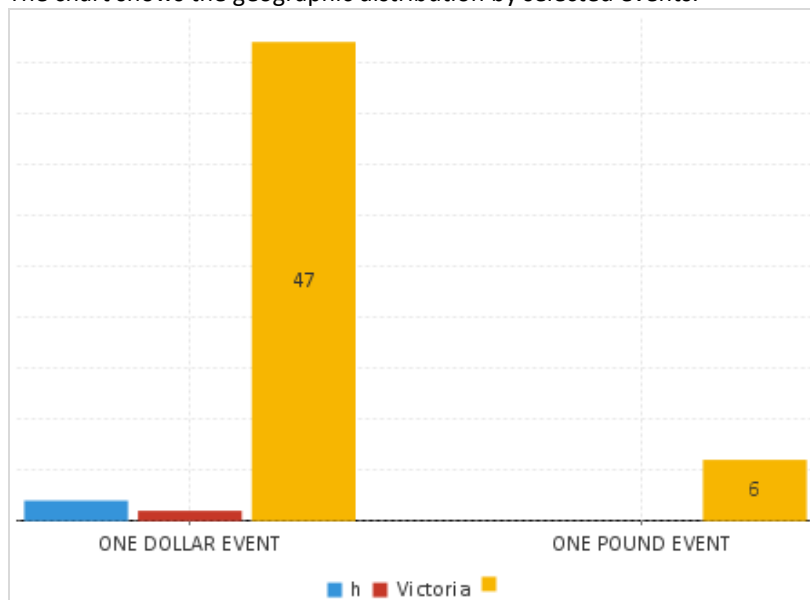


Drill Functionality

Not available

3.6 EVENT COMPARISON: GEOGRAPHY

The chart shows the geographic distribution by selected events.

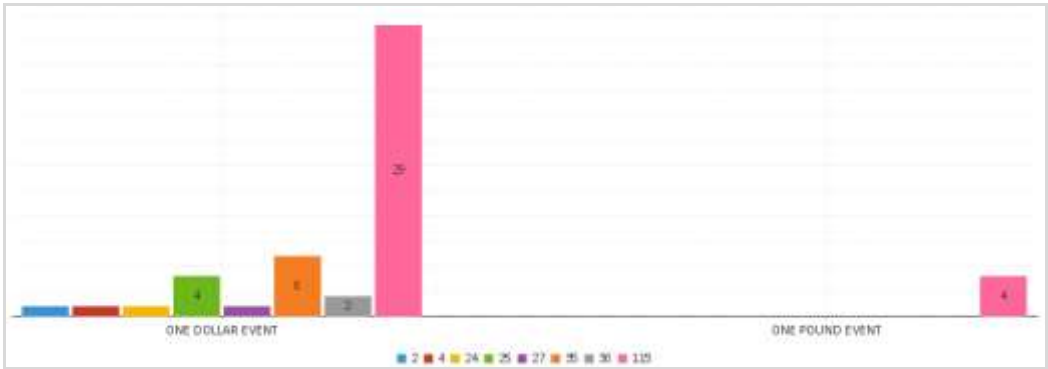


Drill Functionality

Not available

3.7 EVENT COMPARISON: AGE

The chart shows the age distribution by selected events.



Drill Functionality
Not available