MEMBERSHIP

Analytics Dashboard Guide
October 2016

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1. Overview

This dashboard provides a snapshot of key data for members and memberships, including current season and member pool tabs.

Current tab shows the member statistics for current season. Current season is measured by members who are not expired on the date the report was run.
Member Pool tab shows the member statistics for the whole member pool, including current members and expired members.

Note:
1. The counts and values in this dashboard are rolled up from child organisations if the user runs the report from upper level organisation. For example, if a user runs a report from an org at national level, the figures in the report contains data from state and club level.
2. Deleted and Transferred Out members are excluded

CURRENT

1.1 KEY METRICS

This shows the key metrics of members, and merchandise revenue generated along with membership subscriptions.
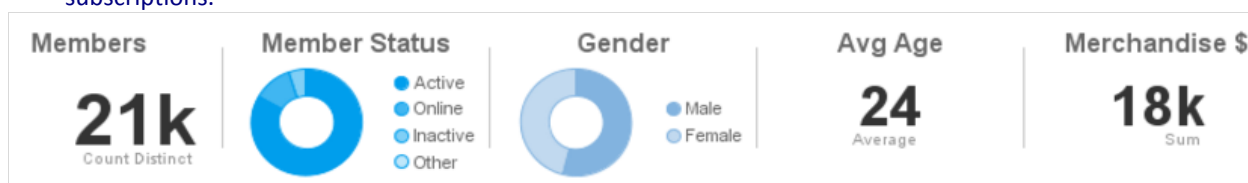
Drill Functionality
Not available

1.2 MEMBER SUMMARY

Summarise and compare the member volume between current and previous year.

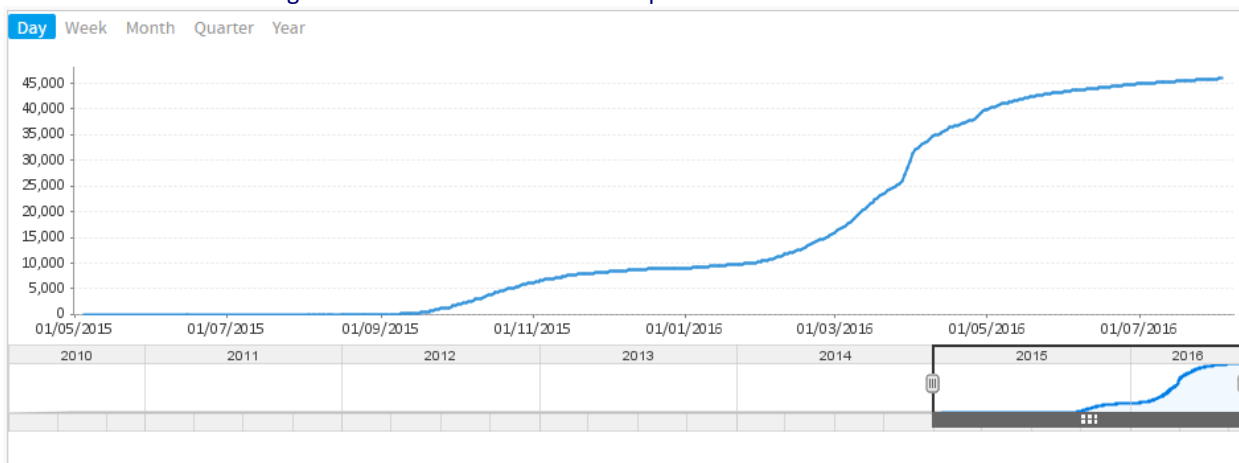| Organisation Name	Members (Current Year)	Members (Prev Year)	% Of Change	Renewed from Prev Year	Retention Rate
	25,421	26,636	-4.56%	15,693	58.92%

Drill Functionality
Not available

1.3 RUNNING MEMBER COUNT

Shows how member grows over the time since subscription starts.

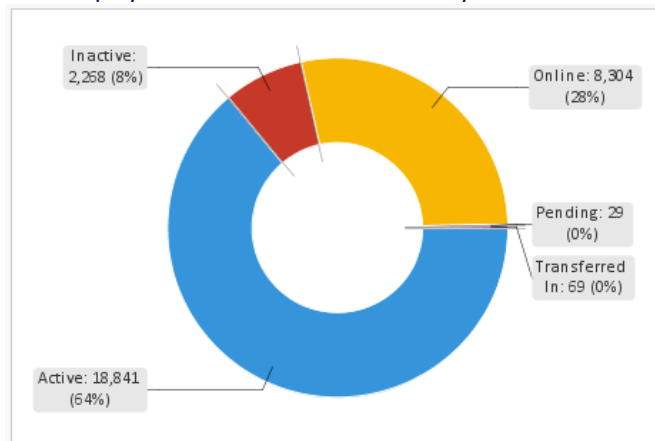1) Units are available for users to select to manipulate to view the data

2) Drag and adjust the Date Slider under the chart allows the user to manipulate to view subsets of the data
Drill Functionality
Not available

1.4 MEMBER STATUS
Displays member volume and ratio by member status

Drill Functionality
Not available

MEMBER POOL
1.5 MEMBER POOL SUMMARY
Summarise the volume and ratio of active (current) and inactive (expired) members.

Organisation Name	Active Members	Active %	Inactive Members	Inactive %	Total
	25,421	45.79%	30,092	54.21%	55,513

Drill Functionality
The following drill-throughs are provided:
- Select Active Members count will link through to Active Member List, which lists the active members with basic information.

Full Name	Date of Birth	Age	Gender	Email Address	No. of Subscriptions	Most Recent Sub Expiry Date
Daniel Smith					1	31/03/2017
Alex Grant					1	31/03/2017
Sarah Milroy					2	31/03/2017

- Then click the Full Name of member to link through to Active Member Subscription Details, which provides the subscription history of the member.

Full Name	Organisation	User Subscription ID	Subscription Name	Subscription Date	Effective Date	Expiry Date	Status	Subscription Amount
Daniel Smith				21/03/2016	21/03/2016	31/03/2017	Paid	120.06

1.6 RENEWED V.S. DISCONTINUED MEMBERS FROM PREVIOUS YEAR
Compares the member volume between renewed and discontinued members
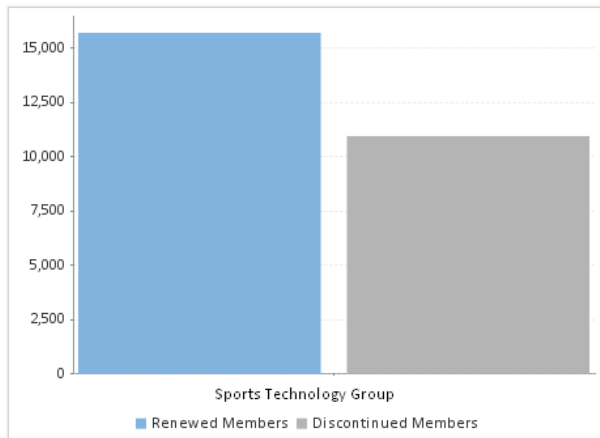
Drill Functionality
Drill through functionality is provided.
Select the number of Renewed Members/Discontinued Members, or click the bar in the chart, will link through to the member List
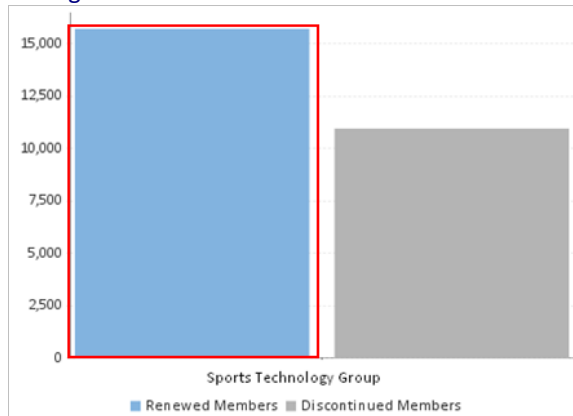
First Name	Last Name	Date of Birth	Age	Gender	Email Address	No. of Subscriptions	Most Recent Sub Expiry Date
Anne						1	31/03/2016
Emmalene						1	31/03/2016
Arianna						1	31/03/2016

1.7 MEMBER STATUS (EXPIRED MEMBERS)
Displays expired member volume and ratio by member status
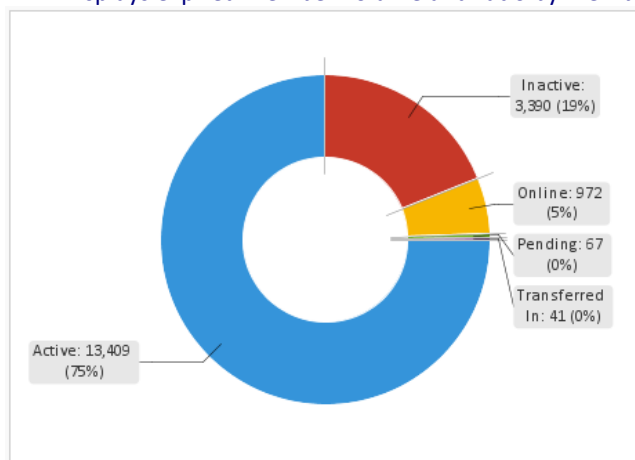
Drill Functionality
Not available

1.8 DUPLICATE ACCOUNTS

Provides a list of users who have more than one user account that with the same "Full Name" + "Date of Birth" combination.

*Note:
1. For example, if the user has 2 user accounts in different organisations which link to the same parent organisation, the user will be listed in this report.
2. Deleted, and Transferred Out accounts are not included.

Full Name	Date of Birth	Email Address	User Accounts
Aaron			2
Aaron			2
Abbi			2

Drill Functionality

Drill through functionality is provided.
Click the number of User Accounts will link through to the Duplicate Accounts List

Full Name	Date of Birth	Email Address	User Accounts
Aaron			2
Aaron			2
Abbi			2

Full Name	Date of Birth	Email Address	Member Status	Org ID	Organisation Name	Member Number
Aaron			Active			2610
Aaron			Active			138622

2. Members

This dashboard provides member demographic analysis, including gender analysis, age analysis, and geographic distribution analysis

Dashboard Filters
- Member Status
- Gender
- Age

Drill Functionality

Drill down functionality is provided across all reports in this dashboard. It allows users to drill the data from upper level organisation to lower lever organisations; or from year to month, then to date.

Level One Org Name	No. of Users	No. of Subscriptions
SportsTG	41,275	52,871

Level Two Org Name	No. of Users	No. of Subscriptions
test org	41,241	52,700
0TimsMid	53	204
Tier 2	1	1

2.1 MEMBERS VOLUME AND VALUE

Provides the active member volume and value

Level One Org Name	No. of Users	No. of Subscriptions	Subscription Value	Avg User Value	Avg Subscription Value
SportsTG	41,247	52,835	6,061,819.49	146.96	114.73

Drill Functionality

Drill down functionality is provided. It allows users to drill the data from upper level organisation to lower lever organisation by clicking "Level One Org Name" column.

2.2 NEW MEMBER VOLUME

Compares the new member volume between current calendar year and the last calendar year
Note: Members imported from old systems are excluded

Drill functionality

The following drill-downs are provided:
1) Drill down from **Level One Org Name**
   Click Level One Org Name will drill down to lower level organisation

No. of Members	Initial Registration Year		
Level One Org Name	2015	2016	Total
SportsTG	21,044	23,179	44,223
Total	21,044	23,179	44,223

No. of Members	Initial Registration Year		
Level Two Org Name	2015	2016	Total
0TimsMid	21,025	22,743	43,768
	38	25	63
Total	21,063	22,768	43,831

2) Drill down from **Initial Registration Year**
   Click Initial Registration Year will drill down from year to month, then from month to date.

No. of Members	Initial Registration Year		
Level One Org Name	2015	2016	Total
SportsTG	21,044	23,179	44,223
Total	21,044	23,179	44,223

| No. of Members	Member Joining Month												
Level One Org Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
SportsTG	139	3,719	7,407	5,602	2,192	1,127	590	336	81	443	190	16	21,842
Total	139	3,719	7,407	5,602	2,192	1,127	590	336	81	443	190	16	21,842

No. of Members	Member Joining Date												
Level One Org Name	01/12/2015	02/12/2015	03/12/2015	04/12/2015	07/12/2015	08/12/2015	09/12/2015	10/12/2015	11/12/2015	13/12/2015	19/12/2015	24/12/2015	Total
SportsTG	2	1	2	1	3	1	1	1	1	1	1	1	16
Total	2	1	2	1	3	1	1	1	1	1	1	1	16

2.3 MEMBERS VOLUME BY GENDER

Shows the member volume and ratio by gender
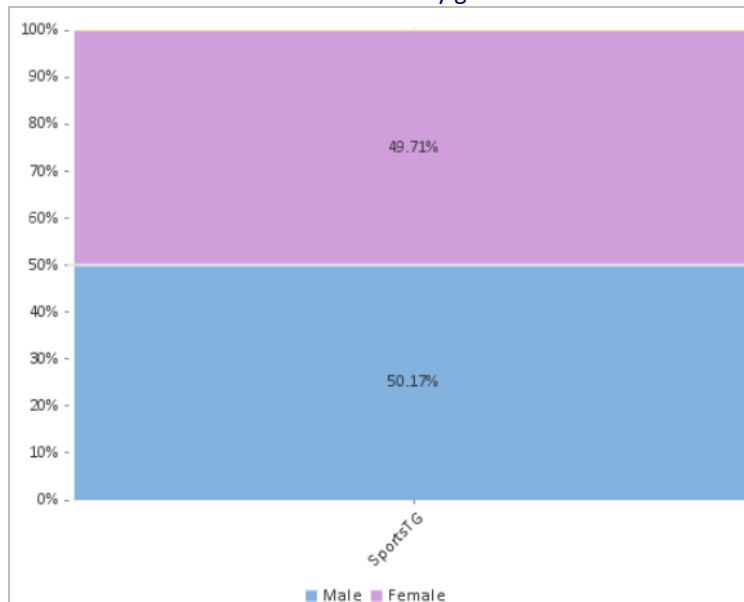
Drill Functionality

Drill down functionality is provided. It allows users to drill the data from upper level organisation to lower lever organisation by clicking the bar in the chart or "Level One Org Name" column in the table. Once drill to next level, the bar will be displayed by sub organisations as below.
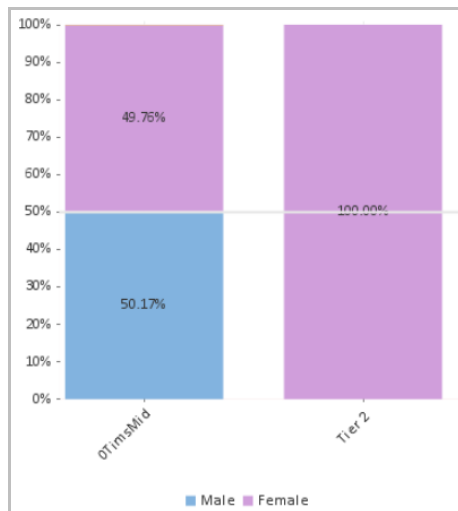
2.4 AGE DISTRIBUTION

This report shows the member distribution by age.

Drill Functionality

Drill down functionality is provided. It allows users to drill the data from upper level organisation to lower lever organisation by clicking the bar in the chart or "Level One Org Name" column in the table. The sub organisation will be displayed as stacked bars per age as below.
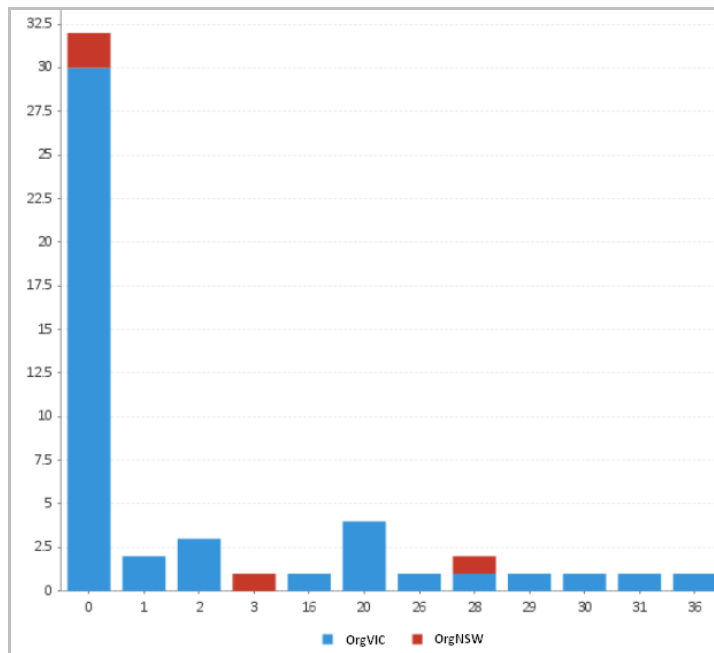
2.5 MEMBER DISTRIBUTION

Shows how members distributed geographically. The flag/bubble on the map indicates the member size against the suburb/postcode.
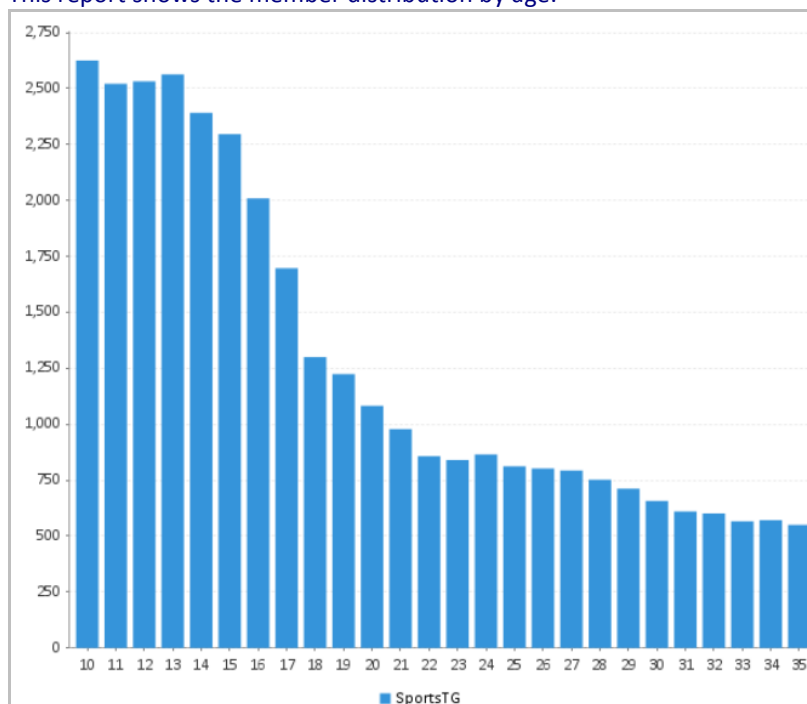

Drill Functionality

Drill down functionality is provided. It allows users to drill the data from upper level organisation to lower lever organisation by clicking the map.

Note: the number in the bubble indicates how many rows of value for that area, not the total count of members

3. Subscriptions

This dashboard provides the subscriptions volume and value for the organisation or organisation chain.

Drill Functionality

Drill down functionality is provided across all reports in this dashboard, except Subscriptions Key Metrics report. It allows users to drill the data from upper level organisation to lower lever organisation. For example, it provides the ability to drill from National, to State, and then to Club.
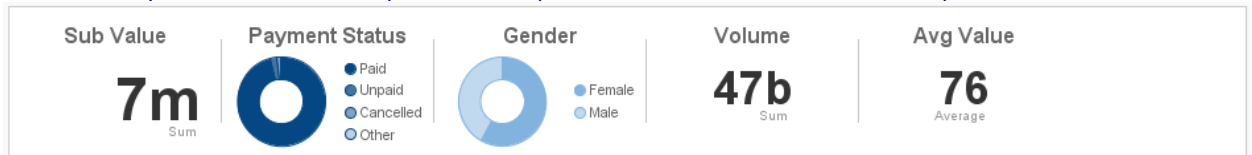
Level One Org Name	Subscription Name	Subscription Status	Volume	Value	Avg Value
SportsTG		Active	3	6,050.00	2,016.67

Level Two Org Name	Subscription Name	Subscription Status	Volume	Value	Avg Value
0TimsMid	0 test 12	Active	1	0.00	0.00

3.1 SUBSCRIPTIONS KEY METRICS

Shows the key metrics of all subscriptions, which provides users an overview of subscriptions

Sub Value	Payment Status	Gender	Volume	Avg Value
7m Sum	● Paid ● Unpaid ○ Cancelled ○ Other	● Female ● Male	**47b** Sum	**76** Average

*Note
1. Subscription volume and value includes cancelled, paid, unpaid, and pending subscriptions.
2. Subscription Value equals base + additional fees. System fee is included if it is not absorbed.

3.2 TOP 10 SUBSCRIPTIONS FOR THIS CALENDAR YEAR

Lists top 10 subscriptions by subscription volume that expired in this calendar year

Rank	Level One Org Name	Subscription Name	Volume	Value
1	SportsTG		7,157	306,495.00
2	SportsTG		7,153	1,260,090.00
3	SportsTG		6,626	374,490.00
4	SportsTG		6,171	480,480.00
5	SportsTG		5,858	460,655.00

Drill Functionality
Drill down functionality is provided. Click Level One Org Name will drill down to the next level.

3.3 SUBSCRIPTION LISTING

This report provides a list of active subscriptions. This also includes subscription types that syndicated from or shared with other organisations within the same organisation chain.

Level One Org Name	Subscription Name	Subscription Status	Volume	Value	Avg Value
SportsTG		Active	3	6,050.00	2,016.67
SportsTG		Active	1	1,618.20	1,618.20
SportsTG		Active	6	8,635.00	1,439.17
SportsTG		Active	1	1,330.00	1,330.00
SportsTG		Active	1	1,273.68	1,273.68

Drill Functionality
Drill down functionality is provided. Click Level One Org Name will drill down to the next level.

3.4 MEMBERS VALUE BY GENDER

Compares the subscription value by gender
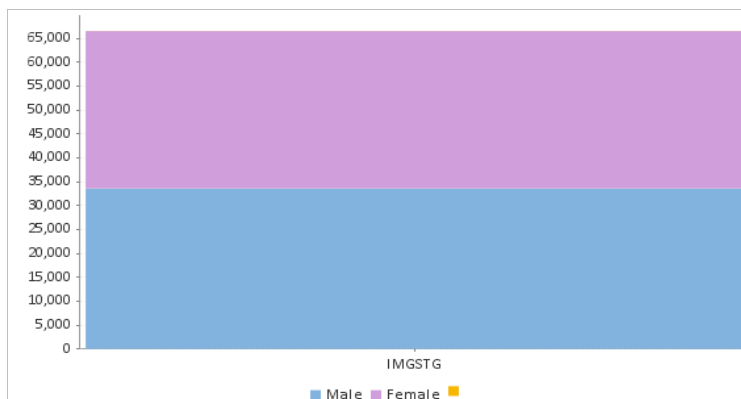
Drill Functionality

Drill down functionality is provided. Click Level One Org Name or click the bar in the chart will drill down to the next level.

4. Payments

This dashboard helps the users to understand how payments received and monitor outstanding payments.

There are 3 sub tabs included in this dashboard:
Overview tab provides an overview of payment volume and amount by payment status, and compares the payment amount and payment type for current year to previous year.
Received Payments tab shows the trend of received payments and lists top 20 recent payments received.
Outstanding Payments tab shows the trend of outstanding payments and lists top 20 oldest payments outstanding

OVERVIEW

4.1 SUBSCRIPTION SPLIT SUMMARY FOR CURRENT YEAR

This report shows the subscription volume, and split amount generated for the organisation in current year. The volume and amount have been categorised by payment status.

Split Org Name	Payment Status	Count	My Split	Ratio	Total Amount
	Paid	3,379	294,120.90	99.54%	358,153.00
	Unpaid	19	1,346.76	0.46%	1,712.24
		3,398	295,467.66	100.00%	359,865.24

Drill Functionality

Drill through functionality is provided.
Select the status of paid/unpaid, or click the pie chart, will link through to the paid/unpaid subscription split listing report

Split Org Name	Payment Status	Count	My Split	Ratio	Total Amount
	Paid	3,379	294,120.90	99.54%	358,153.00
	Unpaid	19	1,346.76	0.46%	1,712.24
		3,398	295,467.66	100.00%	359,865.24

| Full Name	Subscription Name	Expiry Date	Organisation Name	My Split	Total Subscription Value
				271.44	344.52
				281.88	391.50

4.2 SUBSCRIPTION PAYMENT COMPARISON

This report compares the subscription payment amount between this and last calendar year.

There are 2 charts available:
The bar chart shows the total payment amount generated by this and last year.
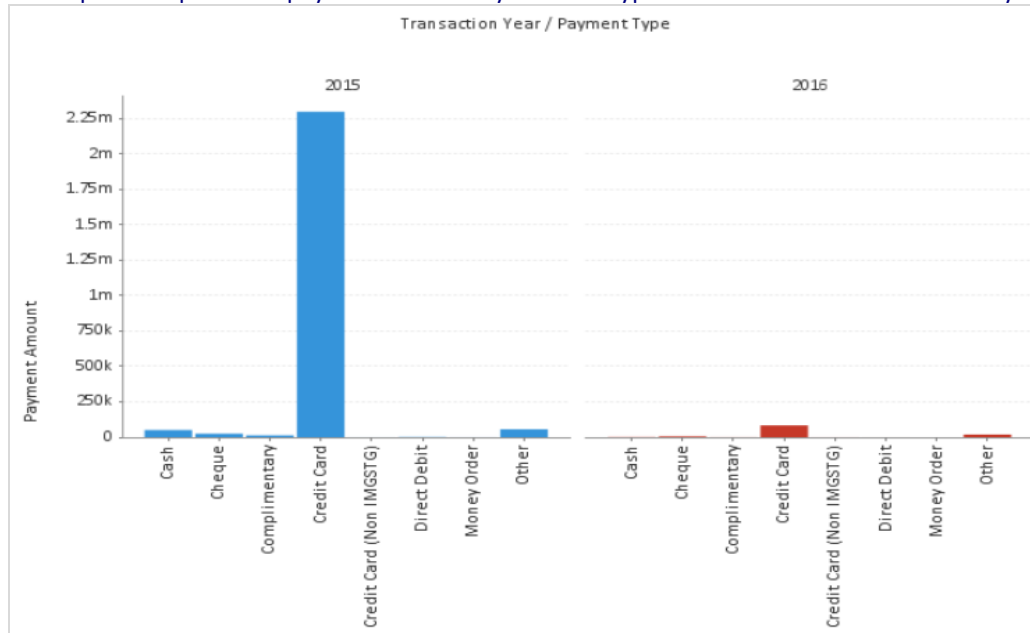The line chart shows the trend of payment received by month.
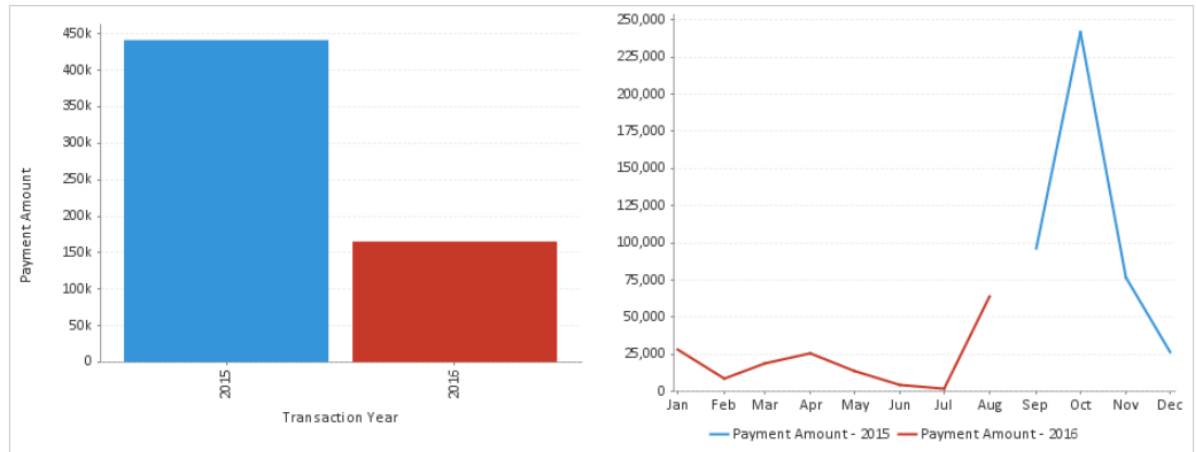
Drill Functionality
Not available

4.3 SUBSCRIPTION PAYMENT TYPE COMPARISON

This report compares the payment amount by member type between this and last calendar year.
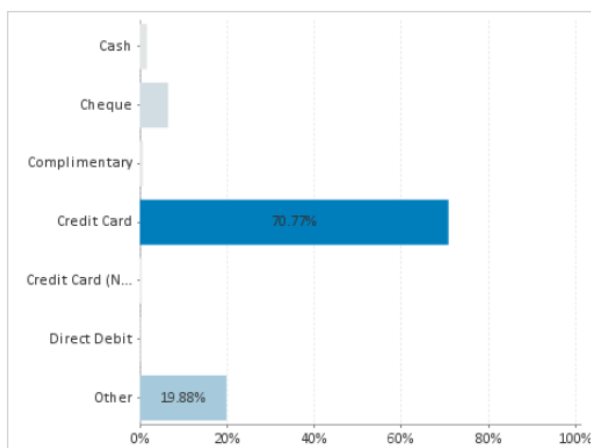

Drill Functionality
Not available

4.4 PAYMENT TYPE

This report lists the ratio of payment amount received by payment type in this calendar year.

Drill Functionality
Not available

4.5 TOP 10 SPENDING SUBURBS

This report provides a list of top 10 suburbs that generate the most payment amount in this calendar year.

| Rank	Suburb	Subscription Count	Payment Amount	Ratio
1	Parkes	771	90,845.62	27.26%
2	Kirwan	367	53,322.85	16.00%
3	Annandale	243	44,412.85	13.33%
4	Mosman	101	25,761.93	7.73%
5	Port Macquarie	129	25,660.08	7.70%
6	Caringbah	108	23,843.63	7.15%
7	DOUGLAS	115	19,447.76	5.84%
8	Burdell	117	18,381.20	5.52%
9	MOUNT LOUISA	109	16,251.12	4.88%
10	TOWNSVILLE	127	15,363.62	4.61%

Drill Functionality
Not available

RECEIVED PAYMENTS

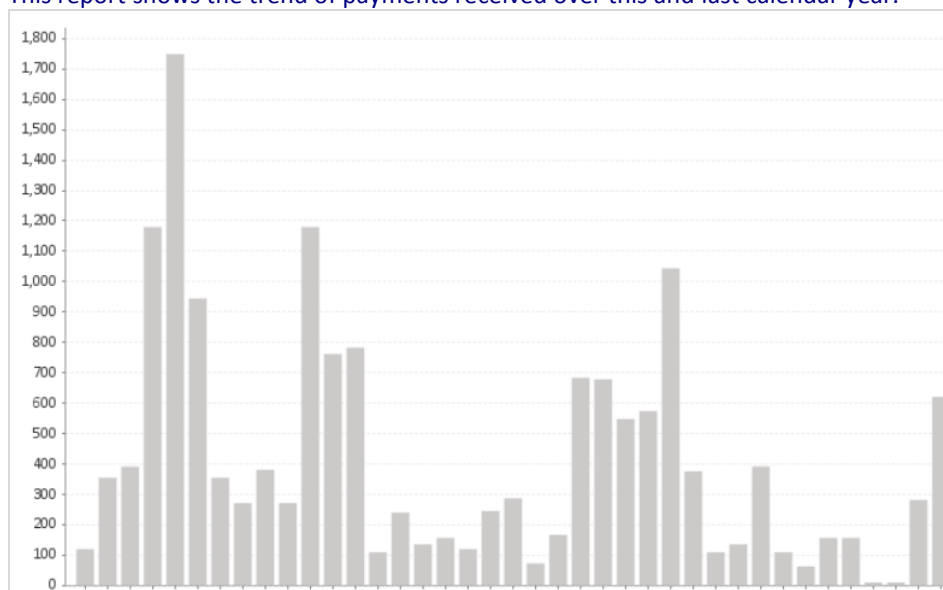## 4.6 SUBSCRIPTION PAYMENTS RECEIVED RUNNING TOTAL TREND

This report shows the trend of cumulative total of payment received from last calendar year to this year.
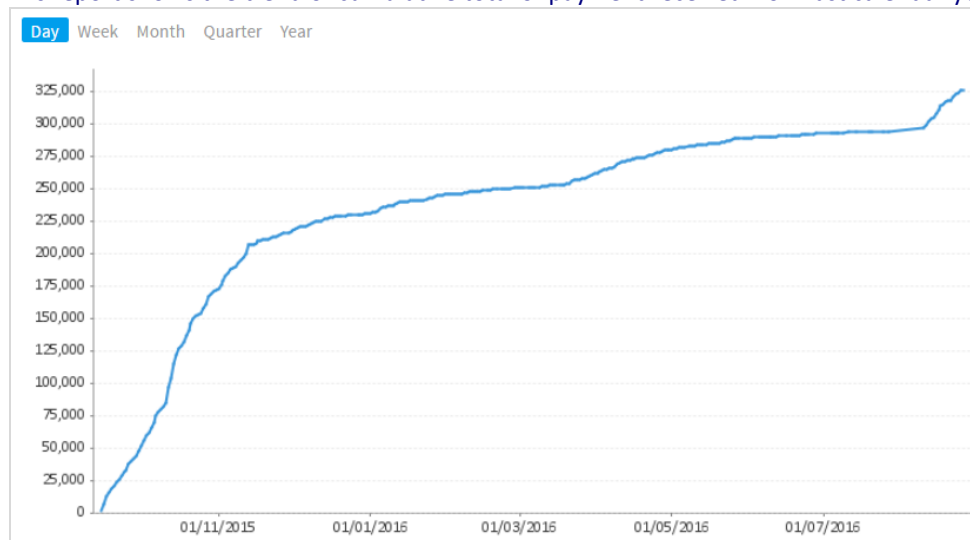
Drill Functionality

Not available

4.7 SUBSCRIPTION PAYMENTS RECEIVED TREND

This report shows the trend of payments received over this and last calendar year.

Drill Functionality

Drill through functionality is provided.

Clicking the bar in the chart will link through to Subscription Payments Received list, which gives you a summary report of received amount for the day you selected, as well as the transaction list.

Received	Payment Type	No. of Subs
798 Sum	● Credit card ● Cheque ● Other	**9** Count Distinct

Transaction Date Time	Full Name	Organisation Name	Subscription Name	Reference	Payment Type	Payment Reference	Amount
25/04/2016 12:59 PM					Credit Card		10.44
25/04/2016 12:59 PM					Credit Card		10.44
25/04/2016 2:44 PM					Credit Card		83.52
25/04/2016 3:53 PM					Other		83.52

4.8 TOP 20 RECENT SUBSCRIPTION PAYMENTS RECEIVED

This report lists top 20 most recent subscription payments received.

Transaction Date Time	Full Name	Organisation Name	Subscription Name	Reference	Payment Type	Payment Reference	Payment Amount
26/08/2016 10:33 AM					Credit Card		146.16
26/08/2016 10:31 AM					Credit Card		146.16
26/08/2016 9:31 AM					Credit Card		146.16

Drill Functionality

Not available

OUTSTANDING PAYMENTS
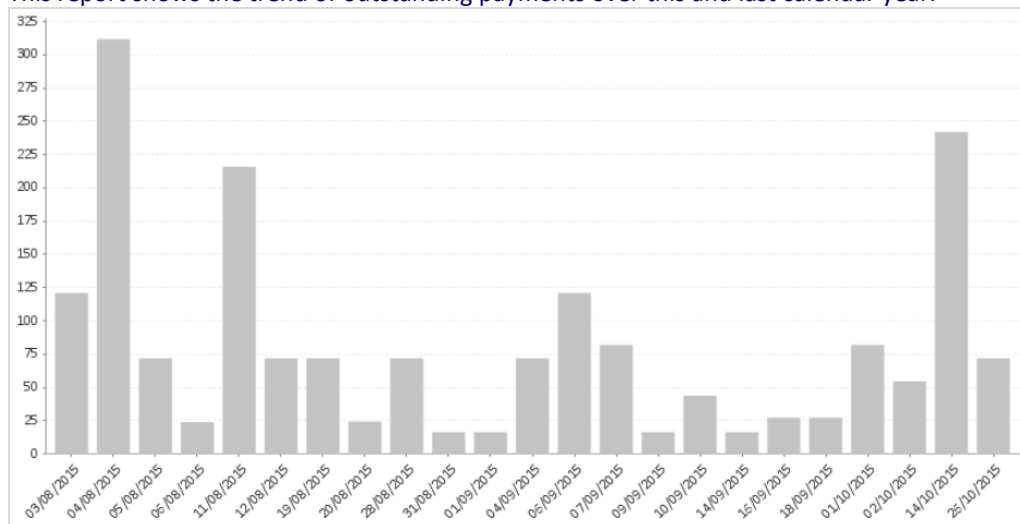
4.9 OUTSTANDING PAYMENT RUNNING TOTAL TREND

This report shows the trend of cumulative total of outstanding payments from last calendar year to this year.
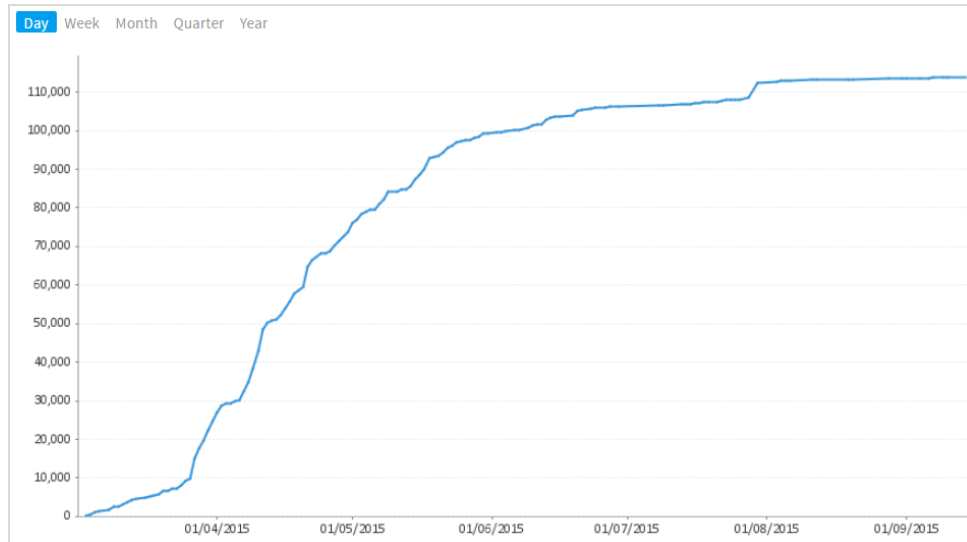
Drill Functionality
Not available

4.10   OUTSTANDING PAYMENT TREND

This report shows the trend of outstanding payments over this and last calendar year.

Drill Functionality
Drill through functionality is provided.
Clicking the bar in the chart will link through to Outstanding Subscription Payments list, which gives you a summary report of outstanding amount for the day you selected, as well as the outstanding payment list.

Outstanding $	Avg Lapse Days	Outstanding #
2k Sum	**181** Average	**22** Count Distinct

Subscription Date	Days Outstanding	Full Name	Subscription Name	Organisation Name	Amount
18/09/2015	343 Day(s)				135.72
09/10/2015	322 Day(s)				135.72
15/10/2015	316 Day(s)				10.44
15/10/2015	316 Day(s)				135.72

4.11   TOP 20 OLDEST SUBSCRIPTION PAYMENTS OUTSTANDING

This report lists top 20 oldest outstanding payments.

Subscription Date	Days Outstanding	Full Name	Subscription Name	Organisation Name	Amount
18/09/2015	343 (Days)				135.72
09/10/2015	322 (Days)				135.72
15/10/2015	316 (Days)				10.44

Drill Functionality

Not available

Melbourne | Sydney | Auckland | Manchester