

## Opera Europa 2017 Autumn Conference

Data-mining: getting to know your clients and donors to increase their commitment to your company

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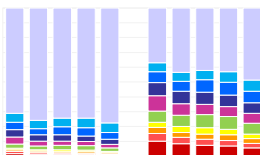
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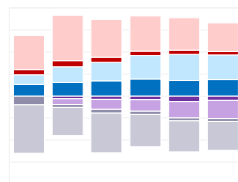
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## Our role at the Royal Opera House

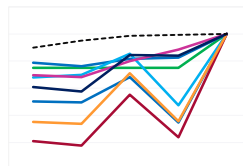
Bookers and Tickets by Frequency



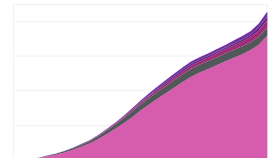
Bookers Churn



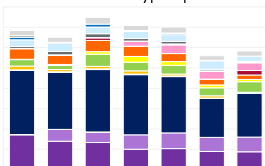
Sales Index



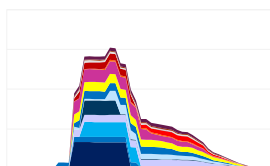
Sales Over Time



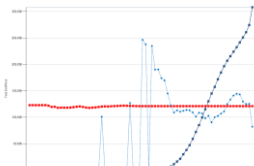
Price Type Uptake



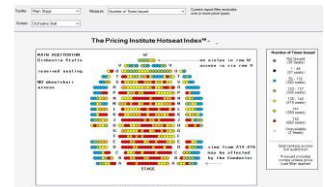
Holds Timeline



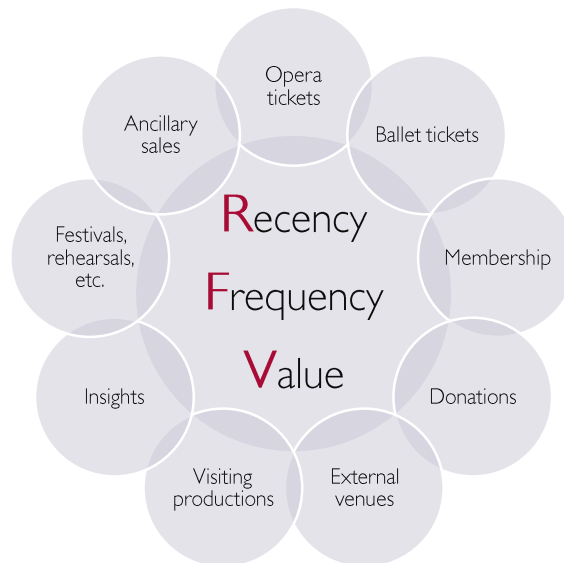
Price Tracker



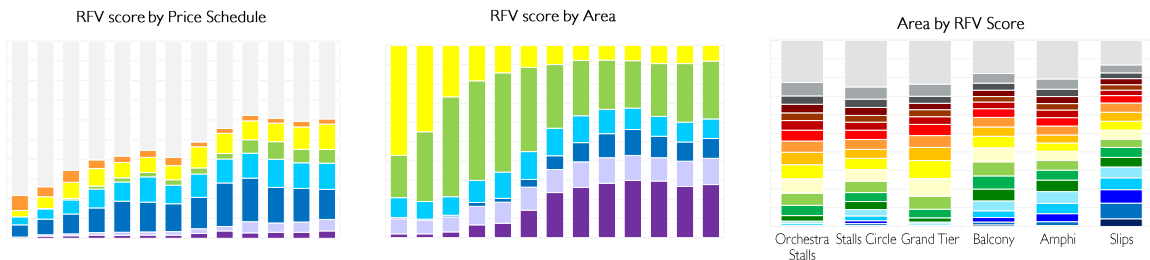
Hotseat™ Index



## Outcomes – Understand customer value to increase engagement

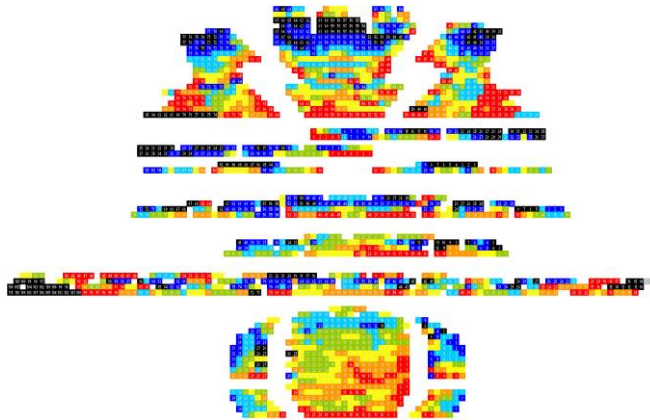


## Outcomes – Understand customer value to increase engagement

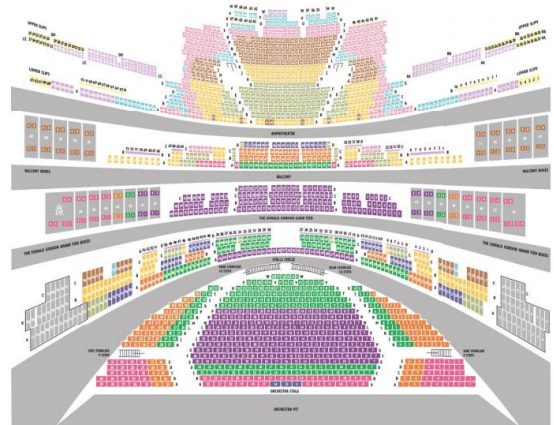


## Outcomes – Respond to demand

Customer Value Hotseat™ Index

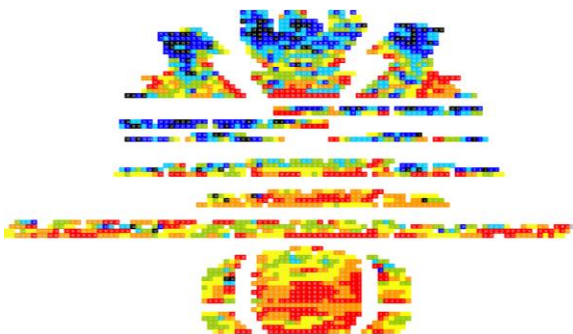


SEATING PLAN AND TICKET PRICES



## Outcome – Beyond ticket purchase...

High-Level Members  
Hotseat™ Index



Low-Level Members  
Hotseat™ Index

