

Post show analysis for Flood: Abundance (Part 2)

Instance Dates: 11/04/2017 20:00 to 16/04/2017 20:00

Number of Instances: 6

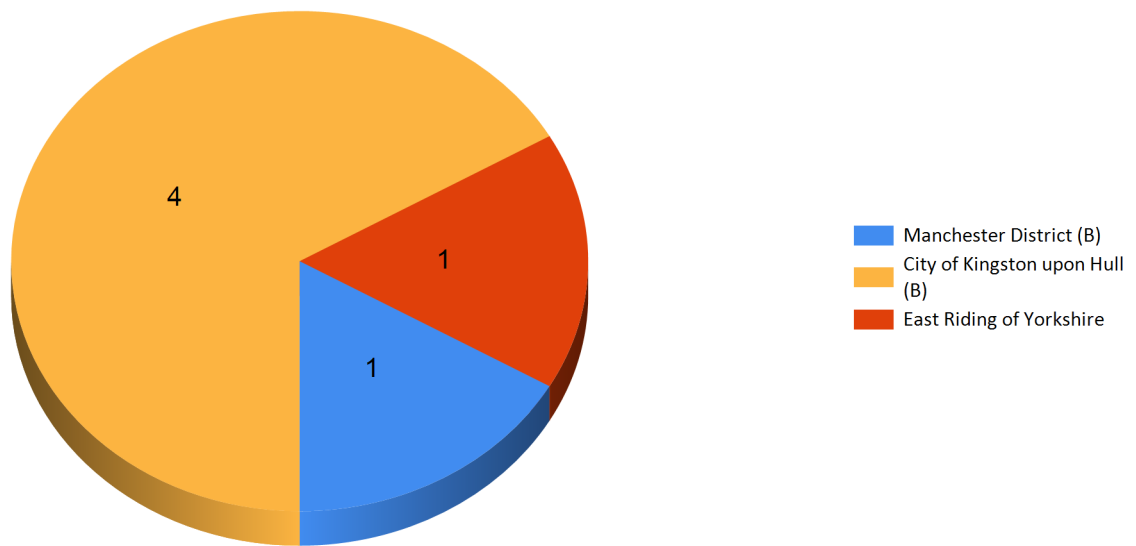
Number of Customers: 7

Customer breakdown by Admin Area

(excluding those where %ge of total is less than 1)

Admin Area	Number of customers	%ge of total
City of Kingston upon Hull (B)	4	57%
Manchester District (B)	1	14%
East Riding of Yorkshire	1	14%

Number of Customers by Admin Area



First Time Visitor Analysis:

Note: orders with no customers attached and free tickets are excluded

	All visitors			First Time visitors					
	No. of visitors	No. of tickets	Value of tickets	No. of visitors	%ge of day's visitors	No. of tickets	%ge of day's tickets	Value of tickets	%ge of day's value
Mondays:	0	0	£0.00	0	NaN	0	NaN	£0.00	#Error
Tuesdays:	2	315	£3,795.00	0	0%	0	0%	£0.00	0%
Wednesdays:	3	361	£4,330.00	1	33%	2	1%	£22.50	1%
Thursdays:	3	421	£5,042.50	1	33%	2	0%	£25.00	0%
Fridays:	4	426	£5,147.50	2	50%	6	1%	£75.00	1%
Saturdays:	3	422	£5,120.00	1	33%	2	0%	£25.00	0%
Sundays:	1	2	£25.00	0	0%	0	0%	£0.00	0%
Total:	7	1,947	£23,460.00	5	71%	12	1%	£147.50	1%

	All visitors	First Time visitors
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	No. of visitors	No. of tickets	Value of tickets	No. of visitors	%ge of channel's visitors	No. of tickets	%ge of channel's tickets	Value of tickets	%ge of channel's value
Web:	1	1,702	£20,400.00	0	0%	0	0%	£0.00	0%
Phone:	0	0	£0.00	0	NaN	0	NaN	£0.00	#Error
Counter:	6	245	£3,060.00	5	83%	12	5%	£147.50	5%
Total:	7	1,947	£23,460.00	5	71%	12	1%	£147.50	1%

	All visitors			First Time visitors					
	No. of visitors	No. of tickets	Value of tickets	No. of visitors	%ge of channel's visitors	No. of tickets	%ge of channel's tickets	Value of tickets	%ge of channel's value
Standard	7	1,947	£23,460.00	5	71%	12	1%	£147.50	1%
Total:	7	1,947	£23,460.00	5	71%	12	1%	£147.50	1%

Performance against target:

	Actual	Target	Max Capacity
Sales	£23,460.00	£0.00	£56,250.00
Seats	2,263	350	4,500
Yield	£10.37	£0.00	£12.50

	By Value			By Quantity			By Yield		
	Revenue	%ge of sales target achieved	%ge of max capacity	Quantity	%ge of target seats achieved	%ge of max capacity	Yield	%ge of target yield achieved	%ge of max capacity
Advance Sales (sold before first instance)	£23,460.00	#Error	42%	2,263	647%	50%	£10.37	Infinity	83%
Remainder	£0.00	#Error	0%	0	0%	0%	NaN	NaN	NaN
Total Sales	£23,460.00	#Error	42%	2,263	647%	50%	£10.37	Infinity	83%

Paid Tickets Breakdown:

Ticket Type	Quantity	%ge of total	Revenue	%ge of total revenue	%ge of target
Concession	351	16%	£3,510.00	15%	#Error
Full Price	1,596	71%	£19,950.00	85%	#Error
Total	1,947	86%	£23,460.00	100%	#Error

Comps Breakdown:

Ticket Type	Quantity	%ge of total
Full Price	316	14%
Total	316	14%

Breakdown by Price Band:

Price Band	Quantity Sold	Total Seats	%ge sold	Revenue	%ge of total revenue	%ge of target	Average Yield	Yield (ex comps)
Standard	2,263	4,500	50%	£23,460.00	100%	#Error	£10.37	£12.05
Total	2,263	4,500	50%	£23,460.00	100%	#Error	£10.37	£12.05