



Welcome to the new Daxko Performance Analytics!

While you are transitioning to the new version, we wanted to call out some changes in definitions as well as the reasons behinds some comparative differences you may see.

In addition to improving the visuals within the new product, we have made improvements within the data we are surfacing.

- Check-Ins – When reviewing this dashboard, you may see a very slight shift in numbers on a day-to-day basis. In the new dashboard we are adjusting the time stamp to be based on the time zone where the check-in occurred.
- Child Care & Camps – Child Care & Camps now have their own dashboard. The data shown represents the child care and camp registrations FOR programs within the date range; now with the ability to look forward in time. Only programs that start within the date range are counted.
- Discounts – A single dashboard now contains both Discounted Unit as well as Discounted Amounts.
- Members – The member definition is the same; the total number of unique members on the date selected. Each person in a unit is counted in this member count. Additional counts of Board Members, Fundraising Donor, Campaign Prospects, and Volunteers is also provided.
- Pledges – This new dashboard provides insights to your associations Pledges.
- Registrations – Registrations and Program Sessions is now reported independently of Child Care & Camps. Registrations shows the count of active registrations during the date range selected. Programs shows the number of program sessions offered during the date range. If a session is active on any day during the date range selected, the program and registration counts will be included throughout the dashboard. This dashboard can also look forward in time.
- Revenue – ARPU data is now shown within the Revenue Dashboard.
- Unit Growth – There are no changes in definitions.

It is important to note that the data currently being shown is reflective as of the end of the previous day. There is a small change in the timing of when the data is being pulled daily. This may cause a slight change in reported numbers when comparing the old and new versions of Performance Analytics and the filters are inclusive of the previous day.

We hope you like the new and improved dashboards. If you have any issues or concerns, please email data-labs-implementation@daxko.com.