

- MRR Data - Insights

Dashboard 1 – With Respect to ARR

Interesting Pattern

Despite having a significant number of low-performing accounts, the NA region stands as the largest single contributor to ARR. This is because the count of accounts in NA is higher than in all other regions. While NA targets a lower revenue per customer, it compensates with a larger account base, effectively driving substantial overall revenue. This strategy of focusing on volume allows NA to maintain its leadership in ARR contribution despite lower average account performance.

Regional Performance Analysis

APAC + EMEA Region: This combined region has the highest ARR, indicating strong performance.

- **Actionable Insight:** Continue to invest in strategies that are working in APAC and EMEA. Analyze successful accounts in these regions to replicate their success in other regions.

Customer Success Manager (CSM) Performance

- **Ammie:** Leading in ARR contribution by a significant margin.
 - **Actionable Insight:** Analyze Ammie's strategies and methods. Share these best practices with other CSMs to elevate their performance. Consider pairing Ammie with lower-performing CSMs for mentorship.

Dashboard 2 – with Respect to GRR and NRR

Interesting Pattern

From the graphs, it is evident that Gross Revenue Retention (GRR) is a component of Net Revenue Retention (NRR). Therefore, focusing on NRR alone is sufficient, as it provides a comprehensive picture of business performance by including both customer retention and revenue growth (upsells and cross-sells). This makes NRR the vital metric for understanding overall revenue health.

Trends Over Time

- **NRR Trends:** APAC and EMEA show strong growth; NA and APAC + EMEA have room for improvement.
 - **Action:** Implement growth initiatives in NA and APAC + EMEA, leveraging insights from APAC and EMEA successes.

Customer Success Manager (CSM) Impact

- **NRR by CSM:** Ross and Richmond lead in NRR impact.
 - **Action:** Use Ross and Richmond's methods as benchmarks. Encourage other CSMs to adopt similar strategies to boost their performance.