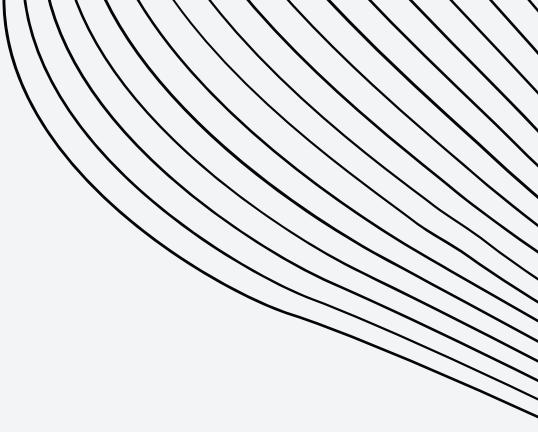




REVENUE METRICS PROJECT

AGENDA

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- 01** PROJECT OVERVIEW
 - 02** TECHNOLOGY TOOLS
 - 03** KEY METRICS
 - 04** PROJECT TIMELINE
 - 05** KEY INSIGHTS
 - 06** RECOMMENDATIONS
 - 07** PROJECT CHALLENGES
AND SKILLS GAINED

PROJECT OVERVIEW



Description: The Revenue Metrics Analysis Dashboard is designed to track key revenue indicators, identify trends, and analyze factors influencing revenue generation.



Objective: The main goal of the project is to develop a dynamic dashboard for analyzing revenue metrics.

Purpose: The dashboard will empower stakeholders with actionable insights derived from comprehensive data analysis.



TECHNOLOGY TOOLS

DBeaver

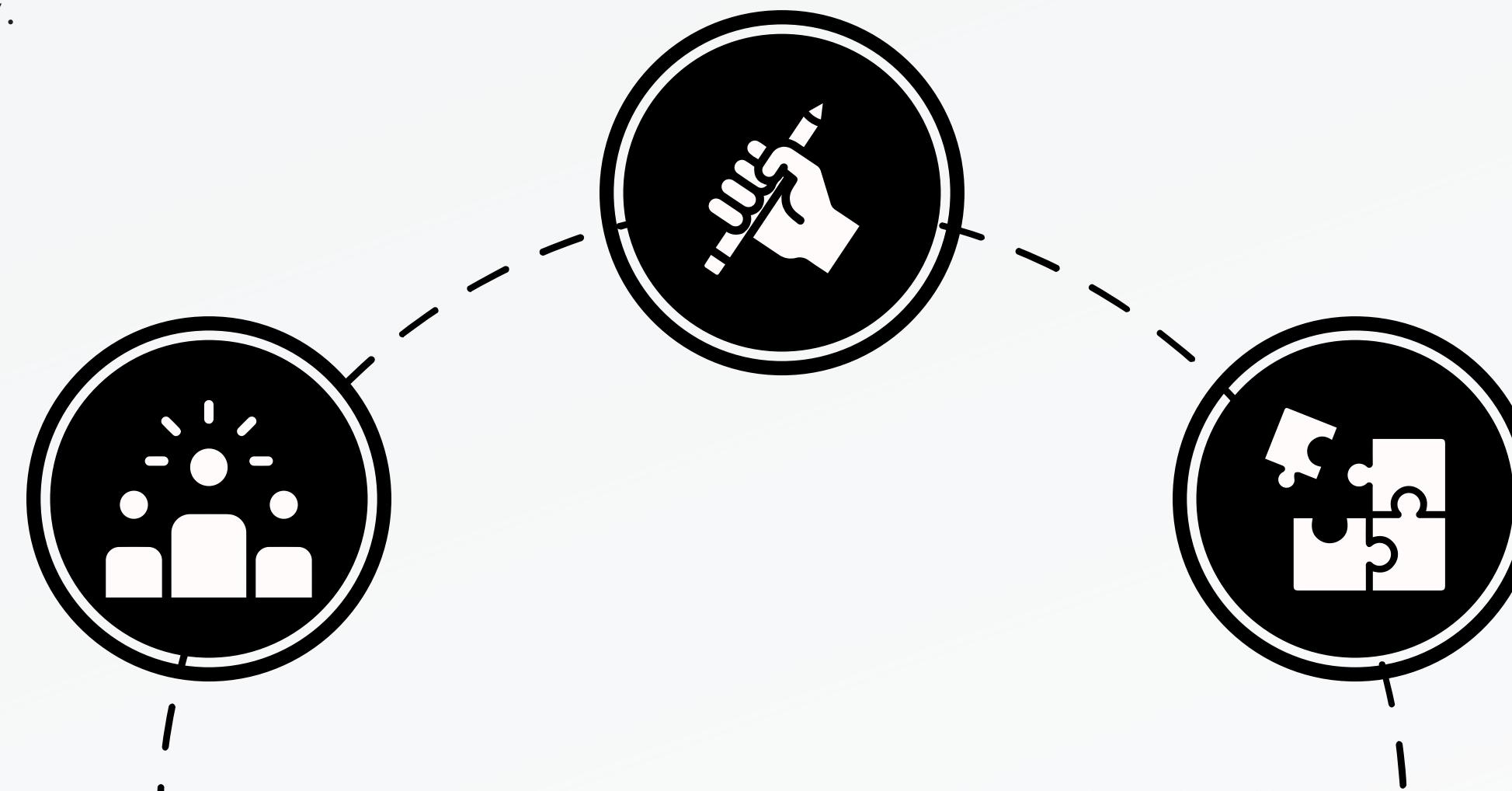
Managed PostgreSQL databases using DBeaver to ensure data integrity and accessibility.

PostgreSQL

Implemented complex SQL queries to extract insights on monthly recurring revenue (MRR), paid users, and other metrics, contributing to comprehensive revenue analysis.

Tableau Public

Utilized Tableau Public to develop visually engaging dashboards showcasing revenue metrics and trends.



KEY METRICS

DBeaver

- **MRR** – Sum of `revenue_amount_usd` for each month where `revenue_amount_usd > 0`, grouped by month.
- **New MRR** – Sum of `revenue_amount_usd` for New Paid Users each month.
- **Paid Users** – Count of unique `user_id` for each month where `revenue_amount_usd > 0`.
- **New Paid Users** – Count of unique `user_id` appearing for the first time in the current month.
- **Churned Users** – Count of unique `user_id` from the previous month that are absent in the current month.
- **Churned Revenue** – Sum of `revenue_amount_usd` for Churned Users from the previous month.
- **Expansion MRR** – Increase in MRR in the current month compared to the previous month due to users who increased their payments.
- **Contraction MRR** – Decrease in MRR in the current month compared to the previous month due to users who decreased their payments.

Tableau Public

- **ARPPU** – MRR divided by Paid Users for each month.
- **Churn Rate** – Churned Users divided by Paid Users of the previous month.
- **Revenue Churn Rate** – Churned Revenue divided by MRR of the previous month.
- **Customer Lifetime (LT)** – Average number of months between the first and last payment for each `user_id`.
- **Customer Lifetime Value (LTV)** – Average sum of `revenue_amount_usd` over the entire period for each `user_id`.

PROJECT TIMELINE

The project started on April 15, 2024, and is scheduled to be completed by April 29, 2024.

KEY INSIGHTS

MRR

MRR exhibited fluctuating patterns over the observed months, reaching its peak in October 2022 at \$9,344 and experiencing a slight decline in subsequent months.

PAID USERS

The number of paid users gradually increased from March to October, peaking at 199 users in October. However, a significant drop occurred in December, possibly due to churn.

NEW PAID USERS

New paid users were consistently onboarded each month, contributing to MRR growth. Notably, July and August saw a spike in new paid users, coinciding with expansions in MRR.

BACK FROM CHURN USERS

November and December witnessed significant numbers of users coming back from churn, positively impacting MRR.

CHURN ANALYSIS

Churned users and churned revenue increased over time, indicating a proportion of users discontinuing their subscriptions. December witnessed a notable churn event, leading to a substantial negative impact on MRR.

EXPANSION

CONTRACTION MRR

Despite fluctuations, expansion MRR outpaced contraction MRR in most months, contributing positively to overall revenue growth.

ARPPU

Despite fluctuations in other metrics, ARPPU remained consistent throughout the observed period, indicating stable revenue generation from each paying user.

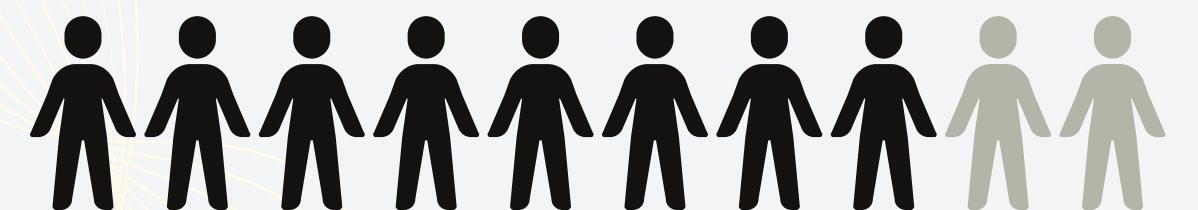
LT & LTV

LT ranged from 6.6 months in April to 2.6 months in November, indicating fluctuations in customer engagement duration. Correspondingly, LTV showed a general decreasing trend, suggesting potential challenges in retaining high-value customers over time.

STATISTICS

The data reveals fluctuations in Monthly Recurring Revenue and Paid Users, with intermittent growth and declines. Average Revenue Per Paid User remains stable, while Churned Users and Revenue fluctuate, indicating periods of customer attrition and revenue loss.

Churn Rate	Avg Lifetime	Avg LTV
24.9%	4 months	\$180
Paid Users	Total MRR	ARPPU
383	\$63 141	\$44,76



RECOMMENDATIONS

Leverage predictive modeling to analyze how user language preferences impact revenue generation in the game. Tailor marketing efforts and in-game content based on language demographics to optimize monetization strategies.

LANGUAGE-DRIVEN REVENUE FORECASTS

Integrate user age data into predictive models to forecast revenue trends across different age groups. By understanding age-related spending behaviors, optimize game features and promotions to cater to diverse player demographics.

AGE-BASED REVENUE PROJECTIONS

Develop predictive models that factor in game name and its popularity to anticipate revenue fluctuations. By analyzing player engagement with specific game titles, refine marketing tactics and content updates to drive sustained revenue growth.

GAME-SPECIFIC PREDICTIVE ANALYTICS

PROJECT CHALLENGES

- In designing the dashboard, I focused on creating a clear and intuitive layout that would allow product managers to quickly identify key trends and insights.
- I tried to create a user-friendly dashboard layout using bar charts, line graphs, and combined diagrams.
- One challenge was accurately calculating churned users and revenue, which required precise analysis to track changes over time.
- Additionally, visualizing these metrics effectively proved challenging, balancing depth with clarity to convey revenue trends accurately.



HARD SKILLS GAINED



This project deepened my understanding of recurring revenue metrics and their significance in evaluating the potential growth of product. I learned how to calculate and interpret metrics such as MRR, ARPPU, churn rates, and customer lifetime value, which are crucial for making informed business decisions.

CALCULATING PRODUCT METRICS



Additionally, I improved my skills in data manipulation and transformation using SQL, as well as data visualization techniques in Tableau. I gained experience in creating interactive dashboards that allow users to explore data from multiple perspectives and extract meaningful insights.

DATA MANIPULATION SKILLS



Overall, this project provided me with a practical opportunity to apply my knowledge of data analysis, SQL, and data visualization to a real-world business scenario, preparing me for future challenges in the field of data analytics and product management.

VISUALIZATION TECHNIQUES

OUR TEAM



Ira
Safonik
Junior Data
Analyst



Yulia
Malyovana
Technical Expert



Yulia
Volkova
Client Manager

THANK'S FOR KNOWLEDGE

