💰 Revenue Metrics Report

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📍 Project: Revenue Analysis

1️⃣ Introduction

This report presents an in-depth analysis of revenue distribution across different regions and products. The goal is to identify key revenue drivers, track changes over time, and suggest strategic improvements for business growth.

🔹 Data sources: Internal transaction database, customer purchase logs

🔹 Time period analyzed: June 2022 - May 2023

🔹 Tools used: Tableau, SQL, Python (Pandas, Matplotlib), Excel

2️⃣ Methodology

We applied the following methods for revenue analysis:

✔ SQL queries to extract revenue data from the database

✔ Cohort analysis to track revenue trends over time

✔ ARPPU calculation to assess average revenue per paying user

✔ Tableau visualizations for trend identification

3️⃣ Key Findings

1. Revenue by Region

USA remains the top revenue generator, but its share has decreased by 6% YoY.

APAC & EMEA show strong growth, with revenue increasing by 14% in the last quarter.

📊 Tableau Visualization: Revenue trends across regions

2. ARPPU (Average Revenue Per Paying User)

ARPPU has dropped from $56 to $48 (-14%) over the last 6 months.

APAC users spend less per transaction but purchase more frequently.

📊 Graph: ARPPU trend by region

3. Product Performance

Main App & Customer Success generate the highest revenue.

Publishing is the weakest performer, contributing only 5% of total revenue.

📊 Chart: Revenue share by product

4️⃣ Recommendations

✔ Develop premium pricing strategies for APAC & EMEA markets.

✔ Increase high-value product offerings to boost ARPPU.

✔ Implement targeted promotions in slow revenue months.

5️⃣ Conclusion

This report highlights key revenue trends, regional variations, and product performance insights. The next steps involve implementing strategic recommendations to optimize revenue streams and improve overall profitability.

📌 Appendix

🔗 Tableau Dashboard (https://public.tableau.com/app/profile/iryna.marinchuk/viz/Revenuemetrics/Dashboard1)