



# Revenue Pacing Analysis on DOMO

## Digital Media & Broadcasting Company

Built a Consolidated DOMO Dashboard to provide visibility into the sales performance / estimated Revenue for 06 Lines of Business' (LOBs) based on the stage of opportunities (from Salesforce and Non-Salesforce sources)

# Pacing analysis support for a digital media company

## Situation

- Client was forecasting the revenue for the financial year using inputs from various sources. The inputs were based on the forecasts provided by CRM tool (i.e., based on the stage of the deal and probability of conversion to final stage) and inputs from individual LOB stakeholders were not captured in the CRM tool. The client was consolidating the data and tracking the forecasts in Excel that involved manual processes and was prone to errors.
- Partnered with the client to streamline and automate the integration of the data from different sources (CRM, Manual inputs) and to build DOMO dashboard to forecast the revenue.

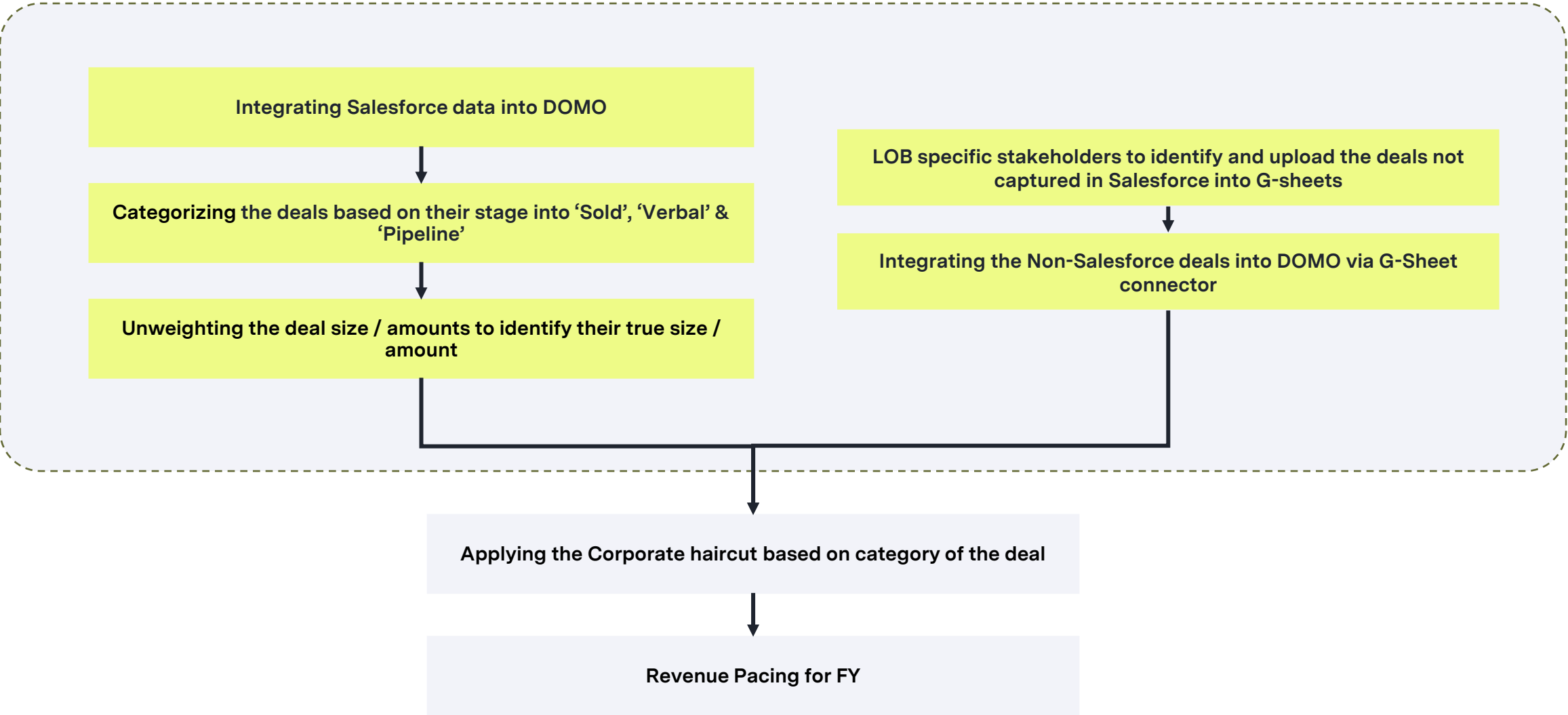
## Accordion Value Add

- Developed data pipelines to ingest incremental data weekly from CRM to DOMO ETL platforms.
- Enabled the incorporating manual data inputs from LOB stakeholders by providing individual G-Sheets (connected to DOMO ETL platform). The manual inputs are fed into the G-Sheets which flow into the final forecasts on DOMO.
- Built a data transformation flow to cleanse and combine data using Domo's integrated SQL editor. Performed necessary data transformations using SQL to estimate revenue based on deal stages and appropriate conversion factors considering corporate haircut.
- Deployed consolidated dashboards to capture the quarterly / yearly revenue forecasts at LOB & region levels. The dashboard provides visibility into forecasts, budgets & actuals that help the FP&A team monitor company performance against the targets.

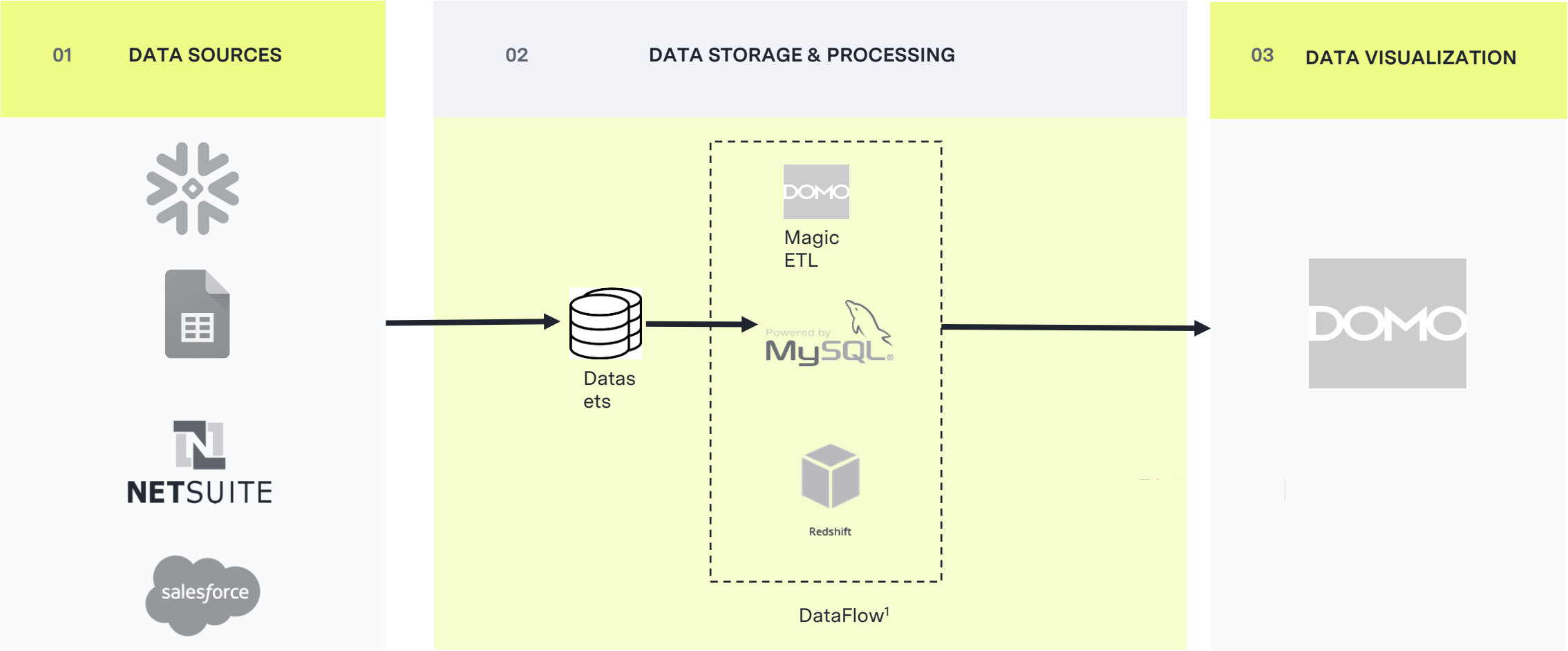
## Impact

- Provided real-time visibility into their performance of sales deals and provide real-time inputs to forecast the revenue
- Reduced the effort to maintain the reports by over 70% for the corporate team by minimizing the manual activities for weekly refresh of the report

# Methodology/ Approach



# Domo BI architecture



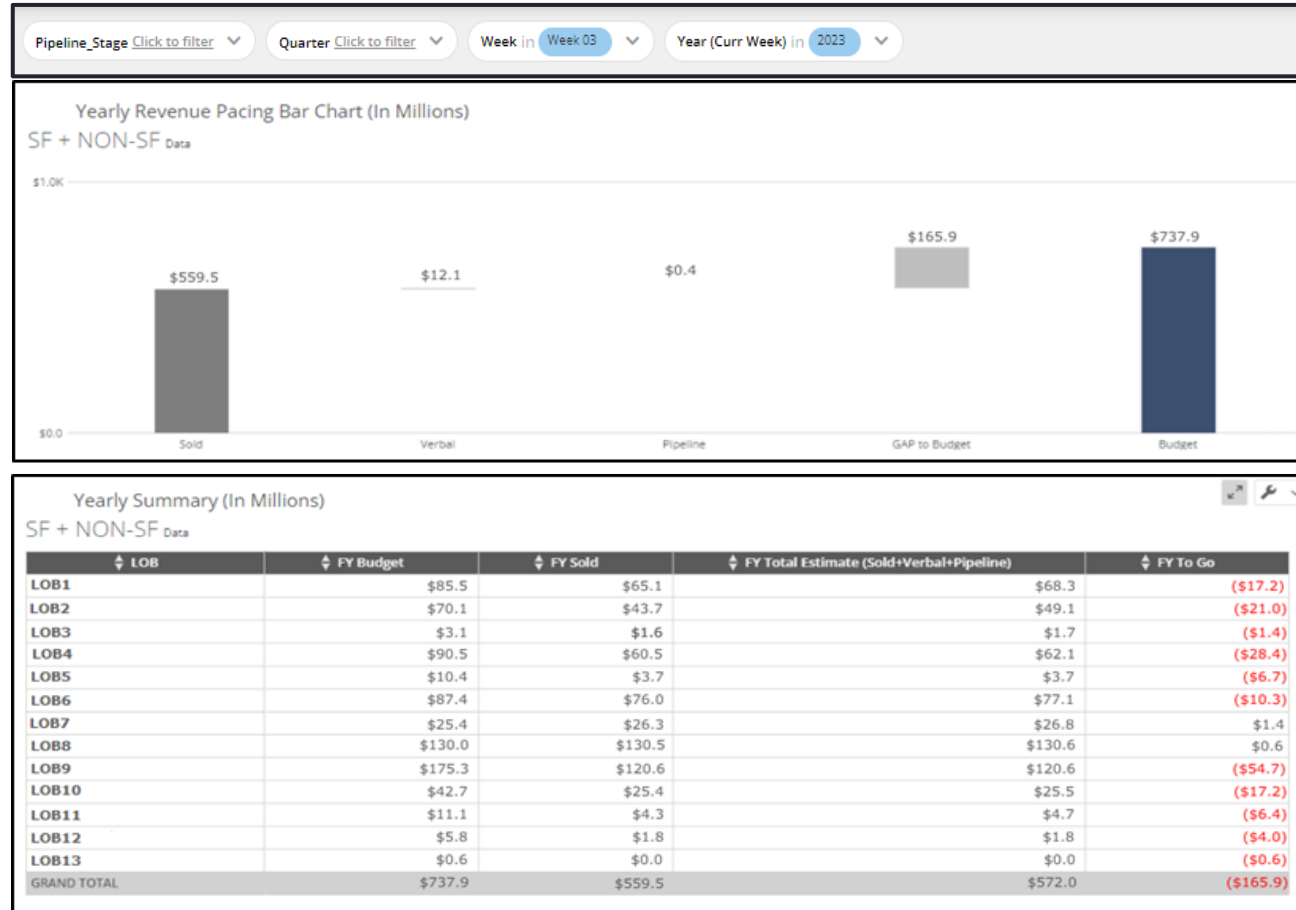
Clean, combine and transform datasets using Magic ETL / MySQL, Redshift to create DataFlow

# Yearly revenue summary and comparison with budget

Dashboard Page



View of different elements in the Domo page



Provided flexibility to see the performance for FY, Quarters and ability to see the performance as of week (#)

Performance by category

Comparison of sales performance against budgets

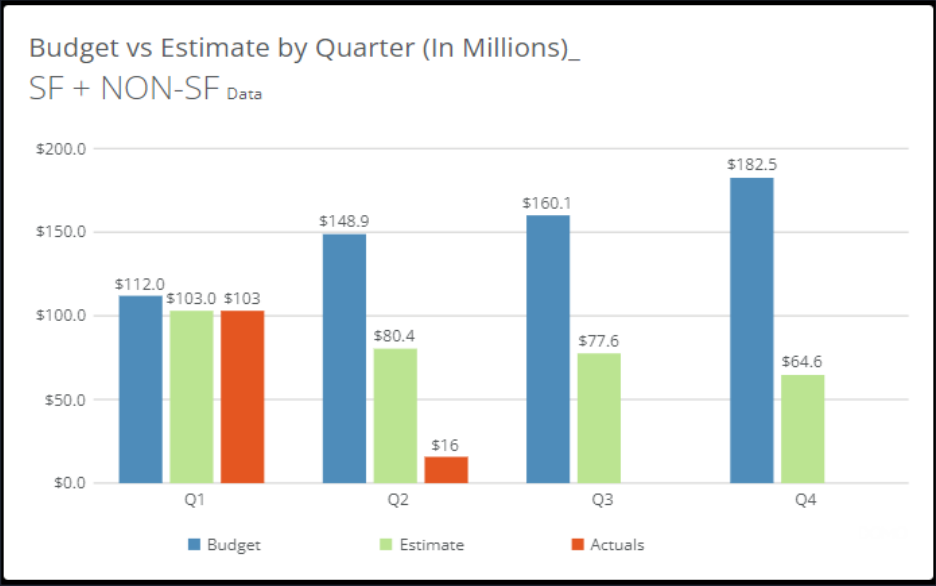
Flexibility to track the performance at LOB level

# Revenue summary and comparison with budget

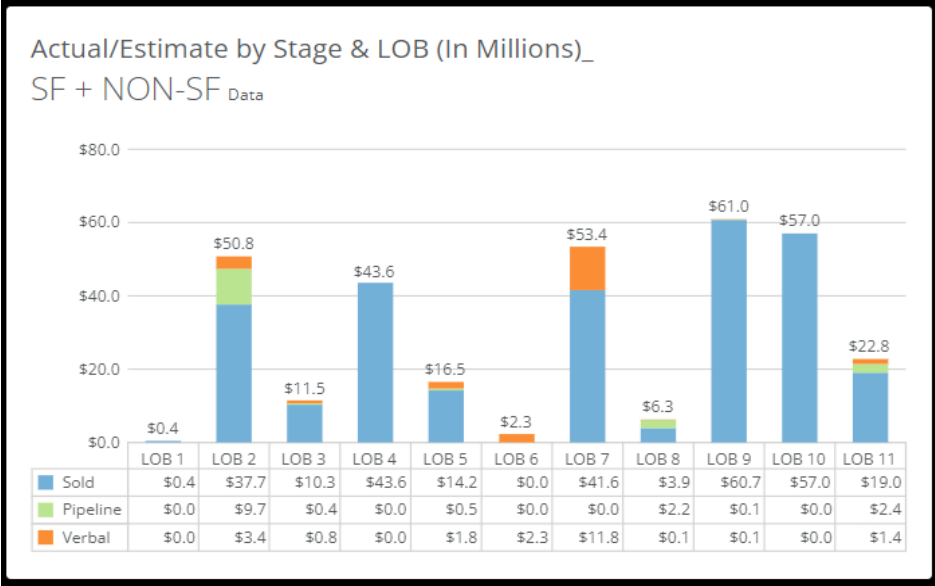
Dashboard Page



View of different elements in the Domo page



Comparison of sales performance against budgets



Flexibility to track the sales performance at LOB level

# Yearly revenue pacing (as of week 1 vs. Week 0)

Dashboard Page



View of different elements in the Domo page

Weekly Estimates (Drilldown to see Estimates at Opportunity level)										
Jan 1 - Dec 1										
Week Stage Quarter LOB	— Sold				— Week 01		— Verbal		— Pipeline	
	SOLD TOTAL				VERBAL TOTAL		PIPELINE TOTAL		WEEK 01 TOTAL	
	Q4 Estimates	Q1 Estimates	Q2 Estimates	Q3 Estimates	Q4 Estimates	Q4 Estimates	Q4 Estimates	Q4 Estimates	Q4 Estimates	Q4 Estimates
LOB1	\$17.7	\$21.0	\$23.8	\$21.8	\$84.3	\$0.0	\$0.0	\$0.0	\$0.0	\$84.3
LOB2	\$0.8	\$1.9	\$1.7	\$0.5	\$4.8	\$0.0	\$0.0	\$0.0	\$0.0	\$4.8
LOB4	\$1.6	\$0.1	\$0.1	\$0.1	\$1.8	\$0.0	\$0.0	\$0.0	\$0.0	\$1.8
LOB5	\$20.9	\$17.1	\$17.7	\$63.3	\$119.0	\$1.1	\$1.1	\$0.0	\$0.0	\$120.1
LOB6	\$6.0	\$2.5	\$5.1	\$6.8	\$20.4	\$0.5	\$0.5	\$0.3	\$0.3	\$21.1
LOB7	\$10.8	\$21.8	\$15.5	\$15.0	\$63.1	\$0.3	\$0.3	\$0.1	\$0.1	\$63.5
LOB8	\$1.1	\$1.7	\$9.7	\$8.6	\$21.0	\$0.0	\$0.0	\$0.0	\$0.0	\$21.0
LOBX	\$73.3	\$48.7	\$66.4	\$68.1	\$256.5	\$3.8	\$3.8	\$0.0	\$0.0	\$260.3
GRAND TOTAL	\$132.2	\$114.8	\$139.9	\$184.0	\$570.9	\$5.7	\$5.7	\$0.4	\$0.4	\$577.0

Prior_Week_Number Stage Quarter LOB	— Sold				— Week 0		— Verbal		— Pipeline	
	SOLD TOTAL				VERBAL TOTAL		PIPELINE TOTAL		WEEK 0 TOTAL	
	Q4 Estimate	Q1 Estimate	Q2 Estimate	Q3 Estimate	Q4 Estimate	Q4 Estimate	Q4 Estimate	Q4 Estimate	Q4 Estimate	Q4 Estimate
LOB1	\$17.9	\$21.0	\$23.8	\$21.8	\$84.6	\$0.0	\$0.0	\$0.0	\$0.0	\$84.6
LOB2	\$0.6	\$1.9	\$1.7	\$0.5	\$4.7	\$0.0	\$0.0	\$0.0	\$0.0	\$4.7
LOB4	\$1.7	\$0.1	\$0.1	\$0.1	\$1.9	\$0.0	\$0.0	\$0.0	\$0.0	\$1.9
LOB5	\$15.5	\$17.1	\$17.7	\$63.3	\$113.5	\$7.0	\$7.0	\$0.0	\$0.0	\$120.6
LOB6	\$6.1	\$2.5	\$5.1	\$6.8	\$20.5	\$0.5	\$0.5	\$1.3	\$1.3	\$22.2
LOB7	\$10.6	\$21.8	\$15.5	\$15.0	\$62.9	\$0.9	\$0.9	\$0.1	\$0.1	\$63.8
LOB8	\$1.7	\$1.7	\$9.7	\$8.6	\$21.6	\$0.0	\$0.0	\$0.0	\$0.0	\$21.6
LOBX	\$74.5	\$48.7	\$66.4	\$68.1	\$257.7	\$3.9	\$3.9	\$0.0	\$0.0	\$261.6
GRAND TOTAL	\$128.6	\$114.8	\$139.9	\$184.0	\$567.4	\$12.2	\$12.2	\$1.4	\$1.4	\$581.0

Tracking the performance as of selected week and comparison of the same against previous week and providing visibility into the deals changed