

Sentric - Junior Insights Analyst

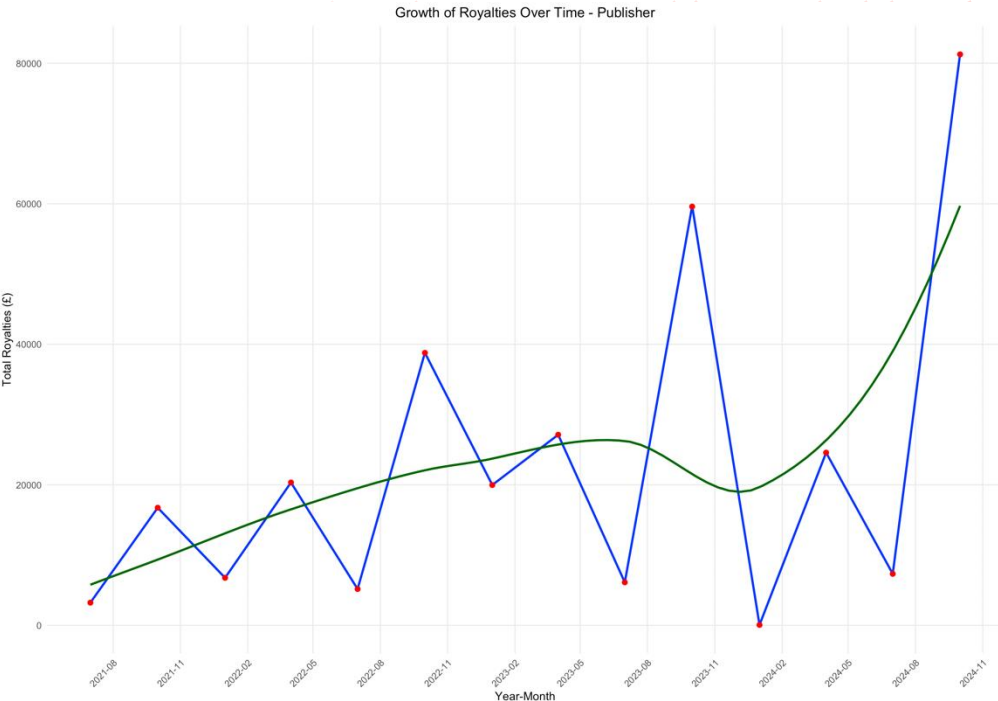
Ethan Judah - https://github.com/ethanjudah/Music_Royalty_Analysis.git

Context

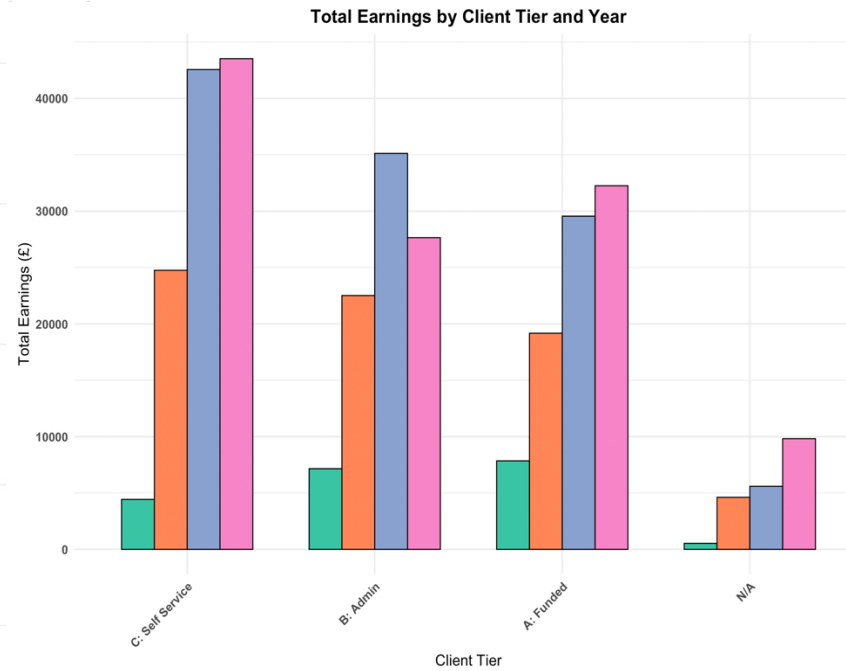
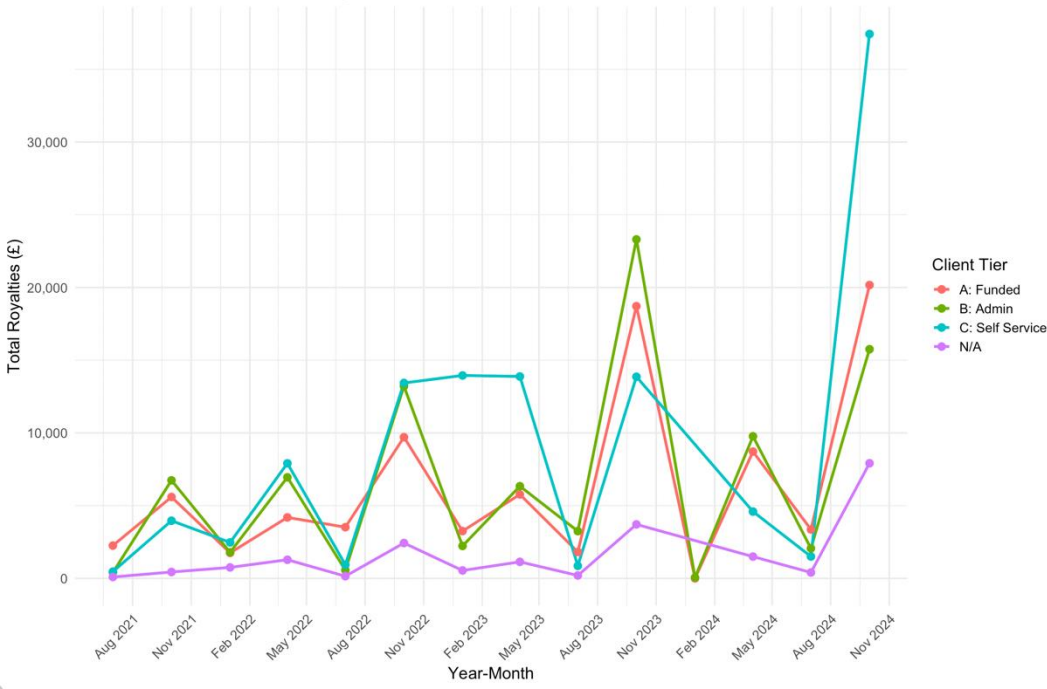
- The board has raised concerns about the lack of detailed insights into **neighbouring rights royalties** and how they have evolved over time. This is a critical area for the company, as it directly impacts the distribution of royalties to clients, territories, and works.

Purpose:

- **Track the growth of royalties over time**
- **Identify where royalties are coming from**
- **Highlight the top earning clients, tiers, and works**
- **Pinpoint potential revenue loss due to suspicious accounts and deactivated works**
- **Provide actionable recommendations**



Growth of Royalties Over Time by Client Tier
Comparing Tiers A: Funded, B: Admin, C: Self Service, and N/A



Growth Analysis

Insight: There is volatility in revenue over time, but client tiers, especially **C: Self Service**, are showing significant growth.

Insight: There is consistent growth over time, though with notable spikes and drops.

Recommendation:

1. Monitor growth patterns, especially in the **Self-Service**,
 1. Adapt marketing and resource allocation strategies to accommodate this growth.
2. Investigate dips in revenue
 1. Analyse and address dips
 2. Adjusting marketing or outreach efforts during low periods.

Client Tier Analysis

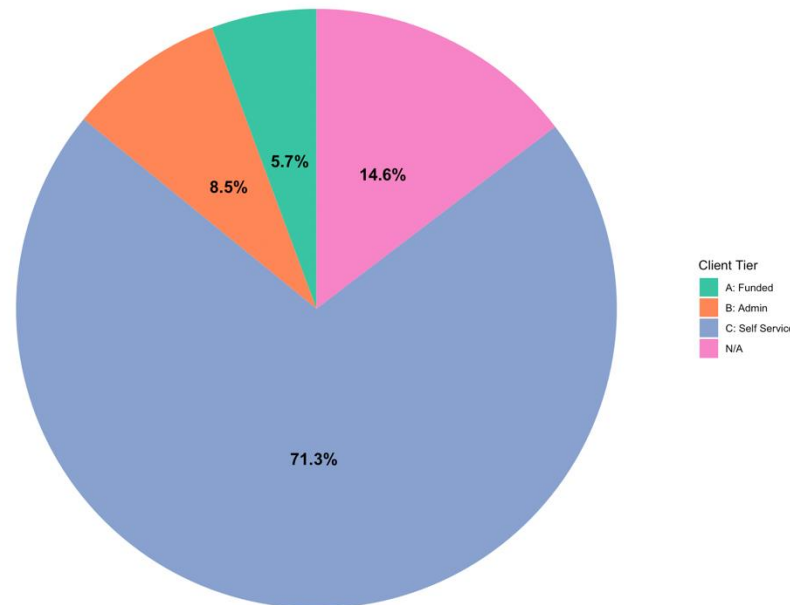
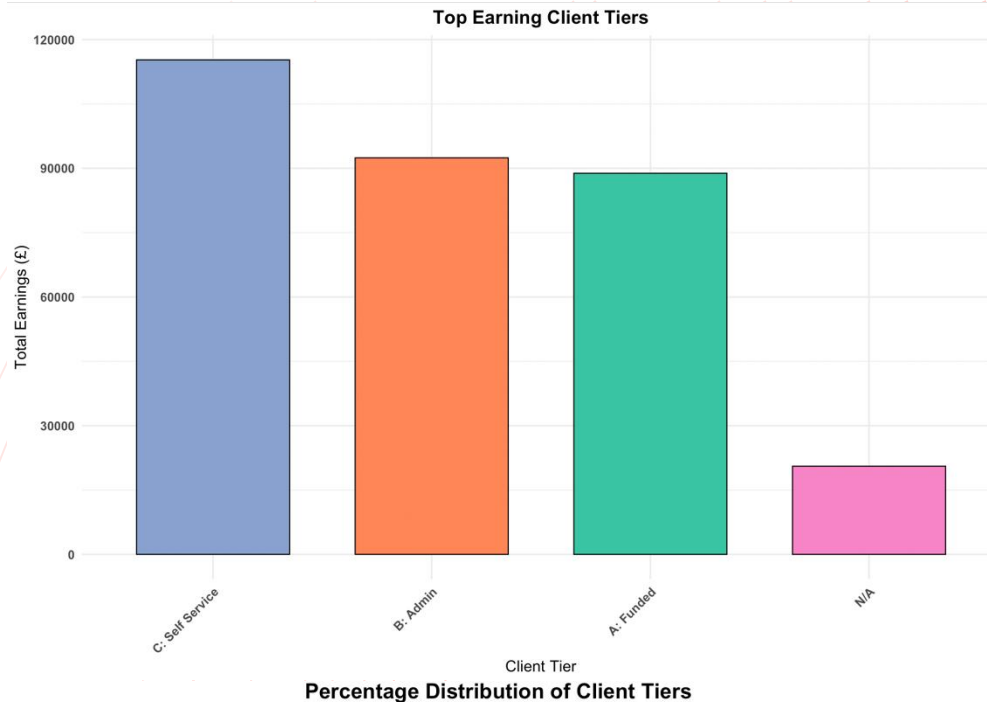
Insight: The Dominance of Self-Service Clients

Insight: High Earnings Potential Across Tiers

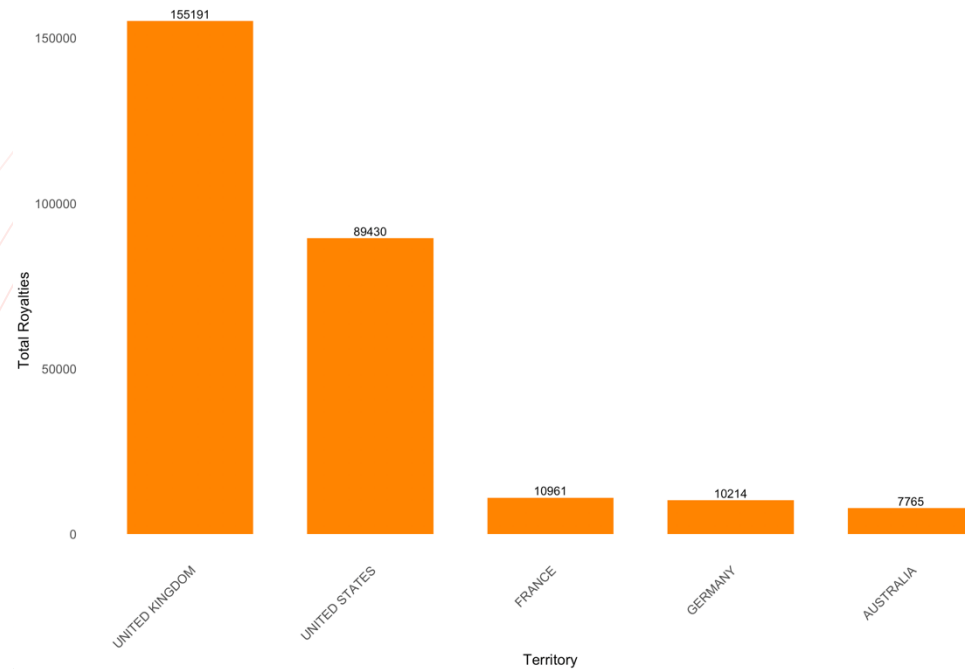
- **Self Service** typically require less direct management but generate high volumes of royalties through self-managed processes.
- **Admin**, despite their smaller numbers, bring in significant revenue, likely due to a more managed and personalized approach, optimized for higher-value clients.
- **Funded**, while smaller in number and proportion, generate substantial revenue, suggesting that funded clients have higher individual contributions on average compared to the self-service tier.

Recommendation:

1. Further Invest in Self Service Client Support
 1. Boost satisfaction, improve retention, and increase revenue.
2. Target Growth in the Admin and Funded Tiers
 1. Exclusive services, enhanced reporting, or premium features could help attract and retain more clients
3. Balance Resource Allocation
 1. balanced approach, investing in both self-service and support for high-tier clients, could maximize overall revenue



Top 5 Territories by Royalties



Geographical Analysis

Insight: **UK** and **US** are the largest sources of royalties, contributing the **77%** revenue.

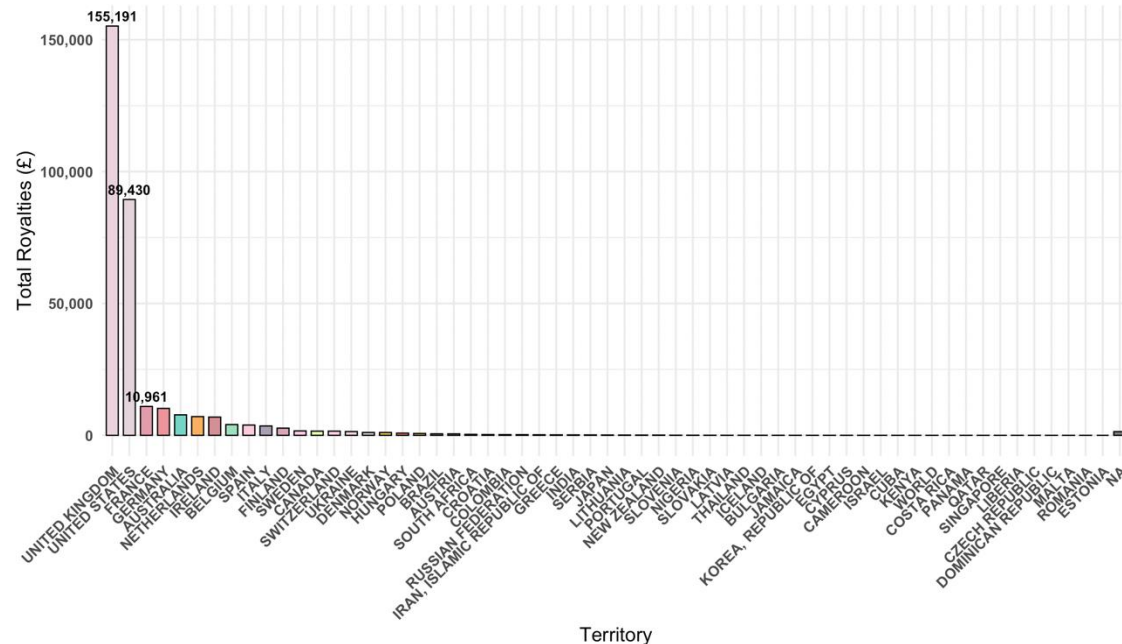
Insight: A small number of territories account for most of the revenue, while many other regions generate very little.

Recommendation:

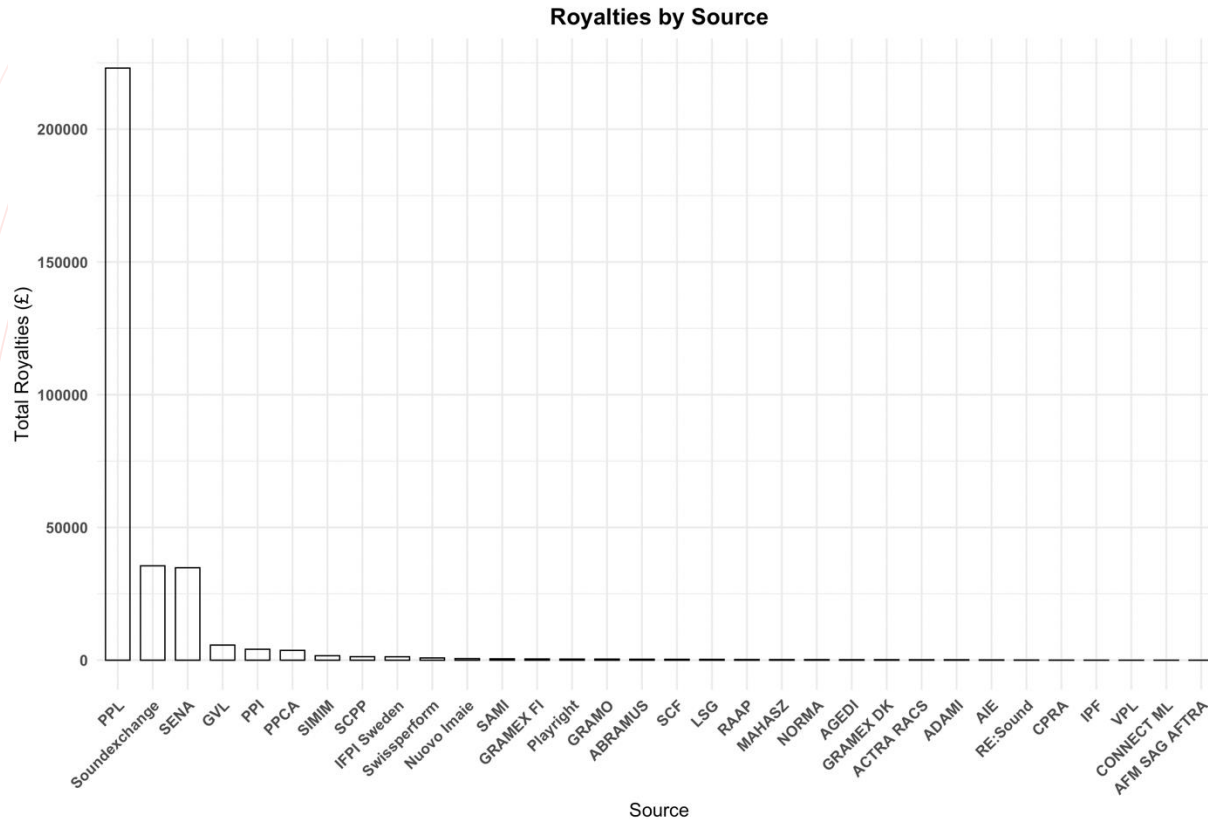
1. Focus on growing in underperforming territories where there may be potential for higher return.
 1. Expanding in **France** and **Germany**.
2. Conduct further analysis to understand why these markets are smaller
 1. Adjust strategies accordingly
3. Evaluate the lower-performing regions.
 1. Cost-benefit analysis to assess investing in growing those regions or focus on the top performers

Royalties by Geography

Total Royalties Generated from Different Territories



Royalty Source Analysis

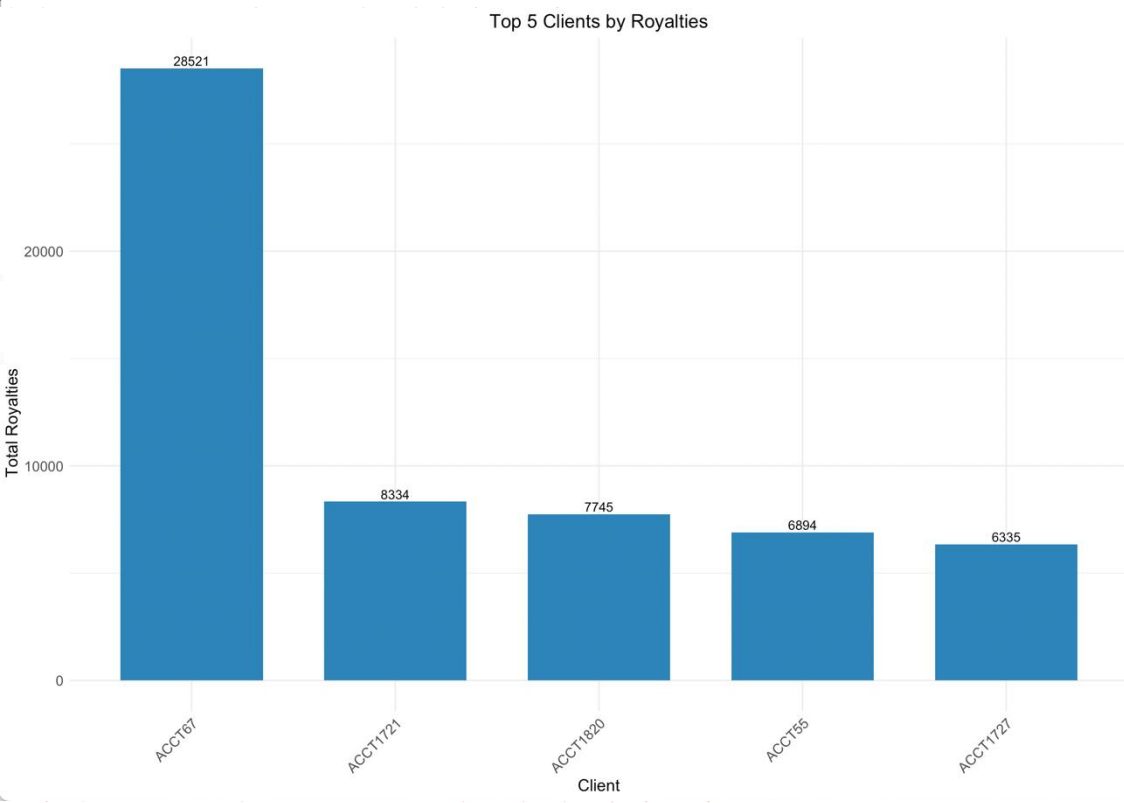
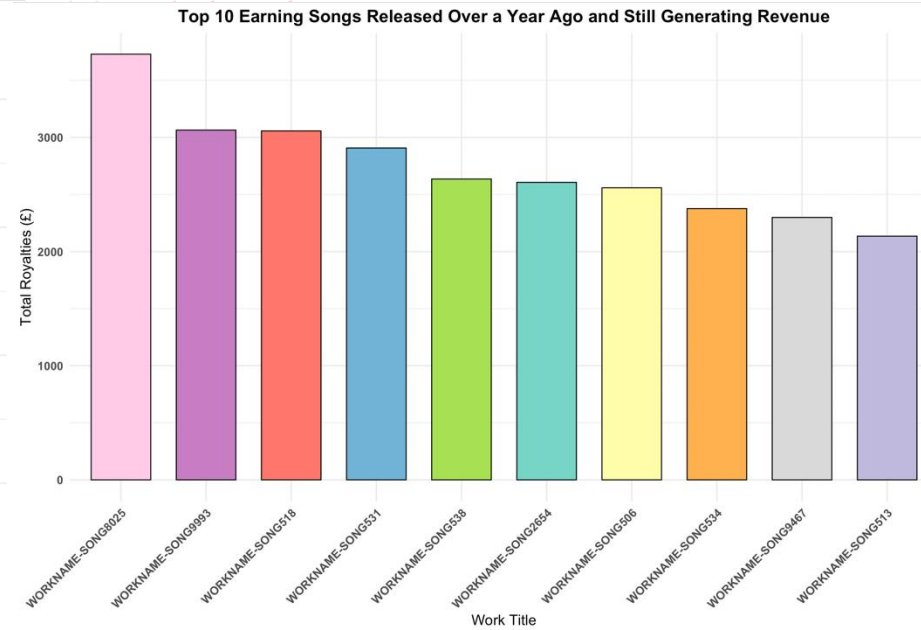
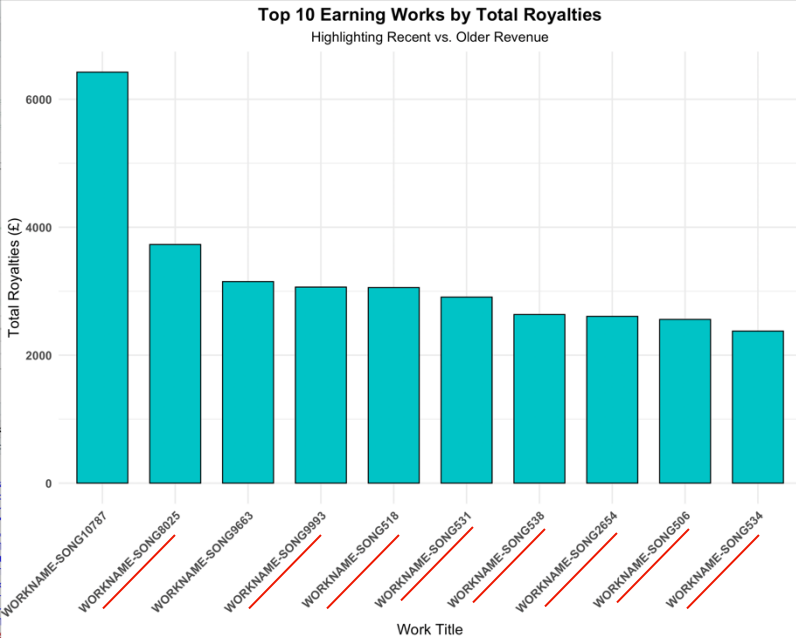


Insight: Majority of royalties are generated from **PPL**.

- Other sources: **SoundExchange** and **SENA** contribute smaller but still significant amounts.

Recommendation:

1. Investigate opportunities to expand revenue from sources that contribute less.
 1. Diversifying income streams by growing underutilized platforms like **SoundExchange** could increase overall revenue.



Top Clients and Works Analysis

Insight: A few clients generate the bulk of the revenue.

- **ACCT67** is a standout, contributing 9% of total, significantly more than other clients.

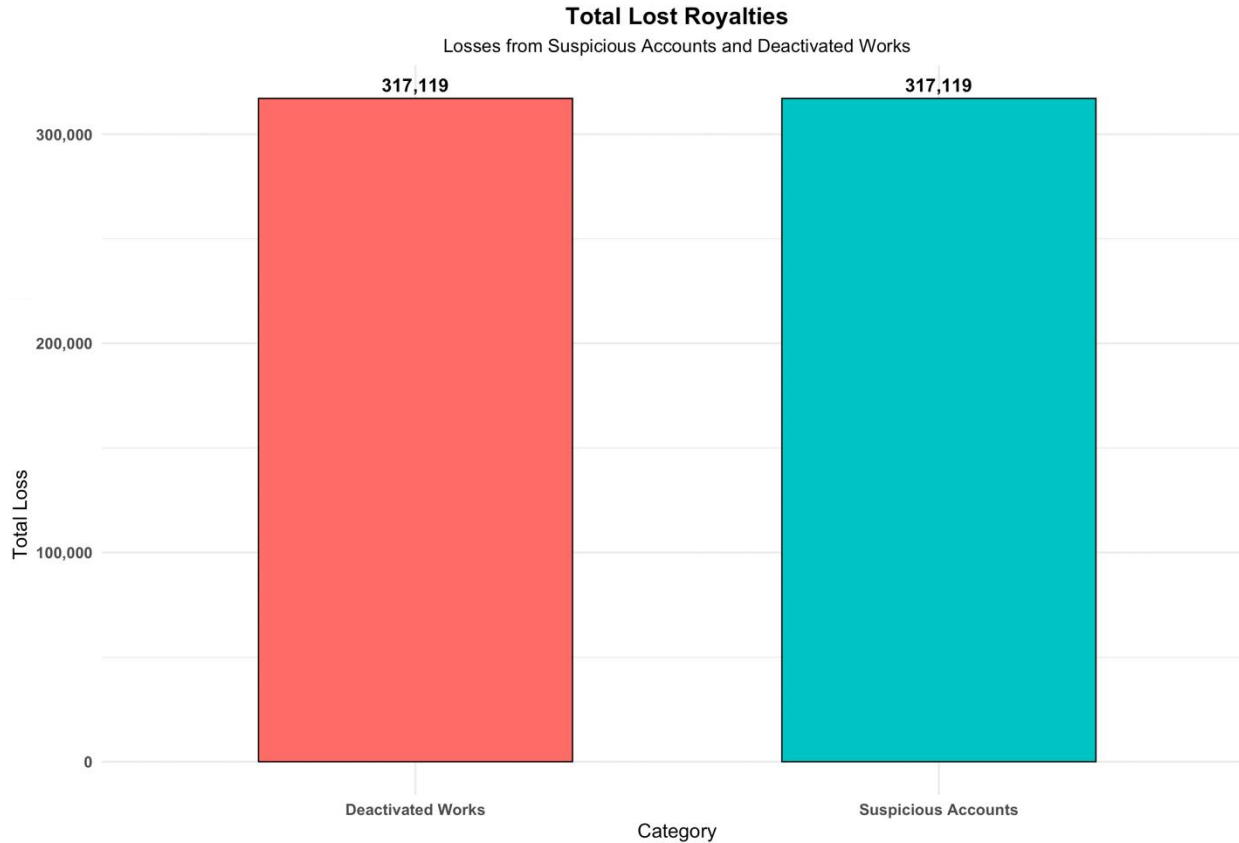
Insight: Some older works still generate substantial revenue, highlighting their long-term earning potential.

- 8/10 top earners were released over a year ago

Recommendation:

1. Prioritize relationship management with these top clients to ensure continued satisfaction and renewals.
 1. Offer premium services or personalised support to maintain their contribution.
2. Songs with longevity should be continuously promoted, as they are proven revenue generators.
 1. Consider if these can be featured in more playlists, compilations, or media channels.

Risk and Losses Analysis



Insight: A substantial amount of royalties (£300,000+) has been lost due to **deactivated works** and **suspicious accounts**.

Recommendation:

1. Implement more stringent fraud detection and account monitoring practices to prevent further loss.
2. Review processes which classify deactivation to minimize legitimate earnings being classified as lost and not false positives.

Recommendations and Strategy

- Grow top-performing regions:**

- Focus efforts on scaling growth in high-revenue territories like the **UK** and the **US**, but also explore new opportunities in regions like **France** and **Germany**.

- Client tier focus:**

- Prioritize growth and retention strategies for **Self Service** clients, while exploring ways to increase the market share of **Admin** and **Funded** tiers.

- Diversify sources:**

- Investigate additional revenue opportunities in underutilized royalty sources, focusing on platforms like **SoundExchange** or others with room for growth.

- Tighten security and minimize loss:**

- Reduce royalty losses through enhanced account monitoring and improved fraud prevention.