**SaaS Revenue Analytics**

**🎯 Project Overview**

**Technical Task**: Create a comprehensive analytics dashboard using PostgreSQL database "project" schema data to analyze cash flow dynamics. Product managers will use this dashboard to monitor revenue changes and perform factor analysis.

**📋 Project Requirements**

**✅ Mandatory Metrics (13/10 Required)**

* Monthly Recurring Revenue (MRR)
* Paid Users
* Average Revenue Per Paid User (ARPPU)
* New Paid Users
* New MRR
* Churned Users
* Churn Rate
* Churned Revenue
* Revenue Churn Rate
* Expansion MRR
* Contraction MRR
* Customer Lifetime (LT)
* Customer Lifetime Value (LTV)

**✅ Dashboard Structure Requirements**

* **Minimum 5 Charts** (8 charts implemented)
* **3 Filters** (Date, Language, Age)
* **2+ Change Factor Charts** (MRR Components & User Components)

**✅ Visual Design Principles**

* 5-Second Rule
* Important Information Placement
* Metric and Label Display
* Consistent Color Scheme

**🗃️ SQL Queries:**  
 Project\_2\_Revenue\_Analytics.sql  
 Project\_2\_Tableau\_Data\_Extract.sql

**🔍 Tableau Data Extract Query**

[Project\_2\_Tableau\_Data\_Extract.sql](https://sql/Project_2_Tableau_Data_Extract.sql)

**Data Source:** This SQL query was used to extract and connect the data directly to Tableau for building all visualizations.

**Exported Dataset:** revenue\_dashboard\_data.csv

**📊 Tableau Sheets**

1. MRR Trend: <https://public.tableau.com/app/profile/derya.k.z.lyar/viz/MRRTrend/MRRTrend?publish=yes>
2. Paid Users Trend: <https://public.tableau.com/app/profile/derya.k.z.lyar/viz/PaidUsersTrend/PaidUsersTrend?publish=yes>
3. MRR Change Components: <https://public.tableau.com/app/profile/derya.k.z.lyar/viz/MRRChangeComponents/MRRChangeComponents?publish=yes>
4. User Change Components: <https://public.tableau.com/app/profile/derya.k.z.lyar/viz/UserChangeComponents/UserChangeComponents?publish=yes>
5. Churn Analysis: <https://public.tableau.com/app/profile/derya.k.z.lyar/viz/ChurnAnalysis_17606511827510/ChurnAnalysis?publish=yes>
6. ARPPU Trend: <https://public.tableau.com/app/profile/derya.k.z.lyar/viz/ARPPUTrend/ARPPUTrend?publish=yes>
7. LTV Analysis: <https://public.tableau.com/app/profile/derya.k.z.lyar/viz/LTVAnalysis_17606512807250/LTVANALYSIS?publish=yes>
8. Language Distribution: <https://public.tableau.com/app/profile/derya.k.z.lyar/viz/LanguageDistribution_17606513355330/LANGUAGEDISTRIBUTION?publish=yes>
9. Total MRR: <https://public.tableau.com/app/profile/derya.k.z.lyar/viz/TotalMRR_17606513880040/TotalMRR?publish=yes>
10. Paid Users: <https://public.tableau.com/app/profile/derya.k.z.lyar/viz/PaidUsers_17606514361980/PaidUsers?publish=yes>
11. ARPPU: <https://public.tableau.com/app/profile/derya.k.z.lyar/viz/ARPPU_17606514933400/ARPPU?publish=yes>
12. Churn Rate: <https://public.tableau.com/app/profile/derya.k.z.lyar/viz/ChurnRate_17606515355080/ChurnRate?publish=yes>
13. New Users: <https://public.tableau.com/app/profile/derya.k.z.lyar/viz/NewUsers_17606515894220/NewUsers?publish=yes>
14. Expansion MRR: <https://public.tableau.com/app/profile/derya.k.z.lyar/viz/ExpansionMRR/ExpansionMRR?publish=yes>
15. Net MRR Change: <https://public.tableau.com/app/profile/derya.k.z.lyar/viz/NetMRRChange/NetMRRChange?publish=yes>
16. LTV: <https://public.tableau.com/app/profile/derya.k.z.lyar/viz/LTV_17606517446640/CustomerLTV?publish=yes>
17. LT: <https://public.tableau.com/app/profile/derya.k.z.lyar/viz/LT_17606517895750/CustomerLifetime?publish=yes>

**🔗 Tableau Dashboard Link**

[**https://public.tableau.com/app/profile/derya.k.z.lyar/viz/Revenue\_Analytics\_17606435545030/RevenueAnalyticsDashboard?publish=yes**](https://public.tableau.com/app/profile/derya.k.z.lyar/viz/Revenue_Analytics_17606435545030/RevenueAnalyticsDashboard?publish=yes)

**📱 Dashboard Features:**

* ✅ Online accessible to all users
* ✅ Responsive design
* ✅ Fast loading (<3 seconds)
* ✅ Interactive filters
* ✅ Professional color scheme