

⚠️ DEMONSTRATION REPORT - SYNTHETIC DATA

This report was generated using synthetic example data for demonstration purposes only. All figures, metrics, and insights are illustrative and do not represent any real company or actual business performance.

January 14, 2026

Trading & Revenue Analysis - Clean Metrics Studio

Trading & Revenue Analysis

Sterling Capital Partners - Detailed Trading Metrics & Fee Revenue | FY 2025

Revenue Breakdown

£70.5M

TOTAL FEE REVENUE

£9.0M

COMMISSION REVENUE

£57.1M

FX CONVERSION FEES

£4.1M

STAMP DUTY COLLECTED

Monthly Trading Volume

Month	Trade Volume	Trades	Avg Trade	Fees	MoM Growth
2025-01	£3.05B	60,179	£50,606	£7.12M	-
2025-02	£2.28B	45,240	£50,375	£5.32M	-25.2%
2025-03	£2.61B	51,071	£51,121	£5.91M	+14.6%

2025-04	£3.15B	61,284	£51,412	£7.34M	+20.7%
2025-05	£2.34B	45,881	£50,959	£5.43M	-25.8%
2025-06	£2.13B	42,028	£50,650	£4.96M	-9.0%
2025-07	£2.21B	43,697	£50,667	£5.20M	+4.0%
2025-08	£1.95B	38,286	£50,998	£4.54M	-11.8%
2025-09	£2.70B	53,410	£50,514	£6.25M	+38.2%
2025-10	£3.01B	60,067	£50,189	£7.01M	+11.7%
2025-11	£2.50B	49,134	£50,975	£5.80M	-16.9%
2025-12	£2.42B	47,793	£50,700	£5.63M	-3.3%

Trading Insights

- **ISA Deadline Surge:** April showed highest volume as clients maximized ISA allowances
- **Summer Lull:** July-August volumes down ~15% as European markets quiet
- **Q4 Recovery:** Earnings season and year-end positioning drove strong finish
- **Fee Yield:** 0.232% average fee yield on executed volume

Platform Performance

Platform	Trade Volume	Trades	Avg Trade	Fees	Share
Web Platform	£10.67B	209,521	£50,938	£24.71M	35.2%
Mobile App	£9.10B	179,589	£50,685	£21.20M	30.0%

Desktop Pro	£6.05B	119,453	£50,677	£14.07M	19.9%
API/Algo	£3.01B	59,477	£50,652	£6.97M	9.9%
Phone Dealing	£1.52B	30,030	£50,560	£3.56M	5.0%

Order Type Analysis

Order Type	Trade Volume	Orders	Fill Rate
Market Order	£14.84B	292,937	92.1%
Limit Order	£11.52B	227,303	92.0%
Stop Loss	£3.28B	64,944	91.8%
Stop Limit	£1.65B	32,450	91.7%
Trailing Stop	£0.99B	19,422	91.9%
OCO	£0.67B	12,944	92.0%

Account Type Distribution

Account Type	Trade Volume	Trades	Clients	Avg Trade
General Investment Account	£12.13B	239,272	44,266	£50,690
Stocks & Shares ISA	£9.14B	179,767	43,183	£50,819
SIPP	£4.55B	90,066	36,972	£50,571
Corporate Account	£2.12B	41,565	25,785	£51,098

Professional Account	£1.51B	29,666	20,868	£50,844
JISA	£0.91B	17,734	14,212	£51,216

Revenue Optimization Opportunities

- **Mobile Growth:** Mobile app now 30% of trades - invest in advanced features
- **API/Algo:** 10% of volume but highest avg trade size - expand professional offering
- **ISA Wrapper:** 30% of accounts use ISA - promote tax-efficient investing
- **SIPP Growth:** Pension accounts showing 25% YoY growth - retirement market opportunity