

Revenue Analytics Dashboard

A unified view across marketing, sales, orders, subscriptions, and club performance.

Our revenue engine is driven primarily by annual subscription products, contributing ~\$2.97M ARR and \$247K MRR. Elite Intelligence and Scouting Suite dominate category revenue, while Leeds United, Leicester City, Arsenal, Aston Villa, and Liverpool represent our highest-value clubs. Despite ~19% deal-win-conversion, penetration opportunities remain across major clubs like Chelsea, Manchester United and Tottenham Hotspurs, which are one of the top revenue generating football clubs in England.

Filters

Select date range

Club

Order Product Category

Subscription Name

Order Product Name

League

Deal Stage

Channel

Total Revenue (Orders)

\$5.92M

Total MRR

\$247.40K

Total ARR

\$2.97M

Total Deals

132

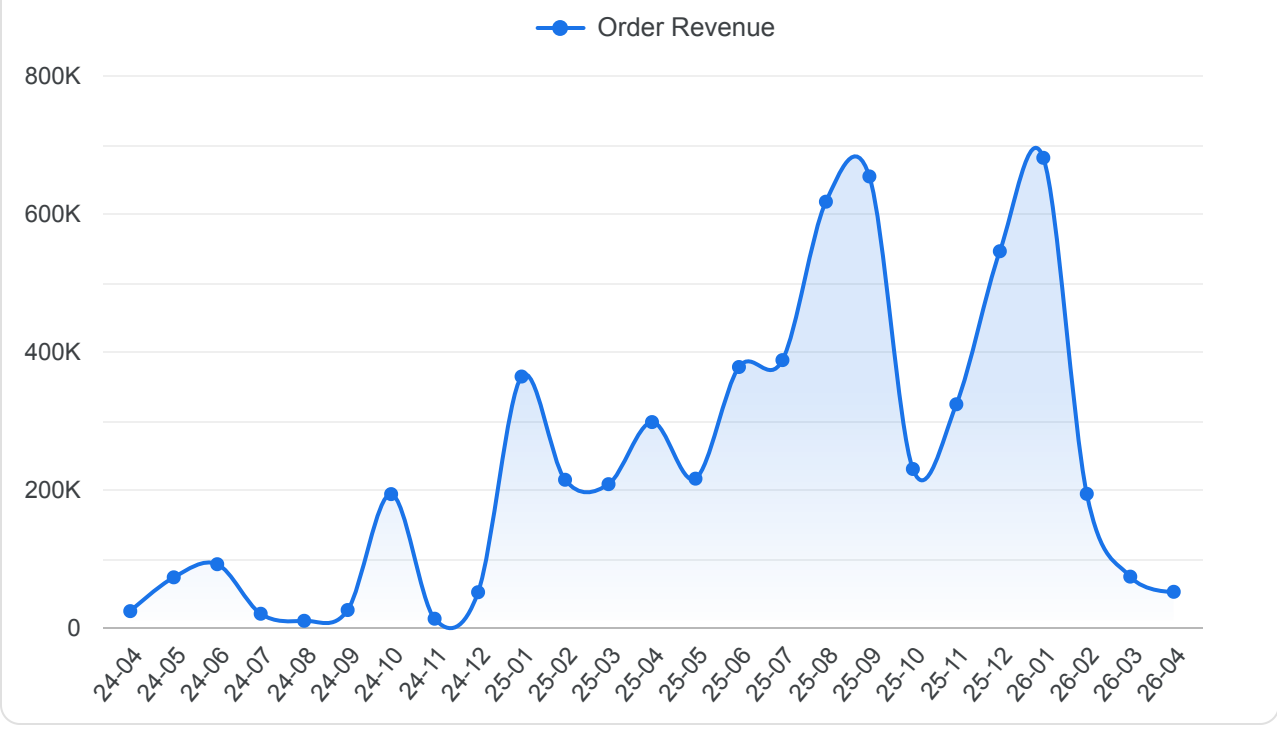
Total Orders

252

Deal Win Rate

18.9%

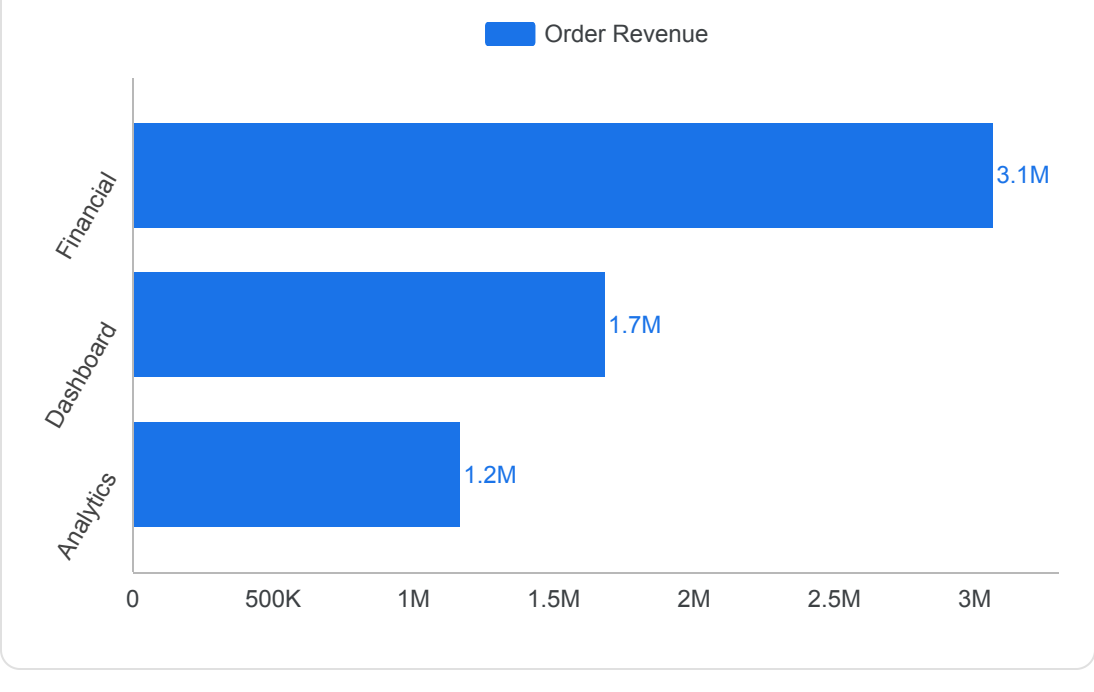
Monthly Revenue Trend



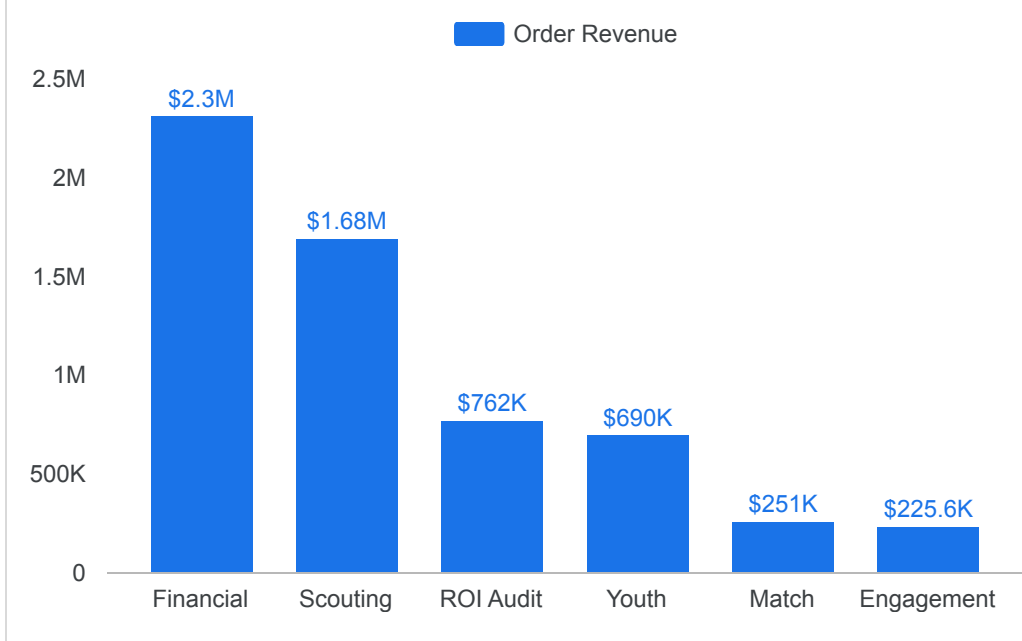
Monthly MRR Trend



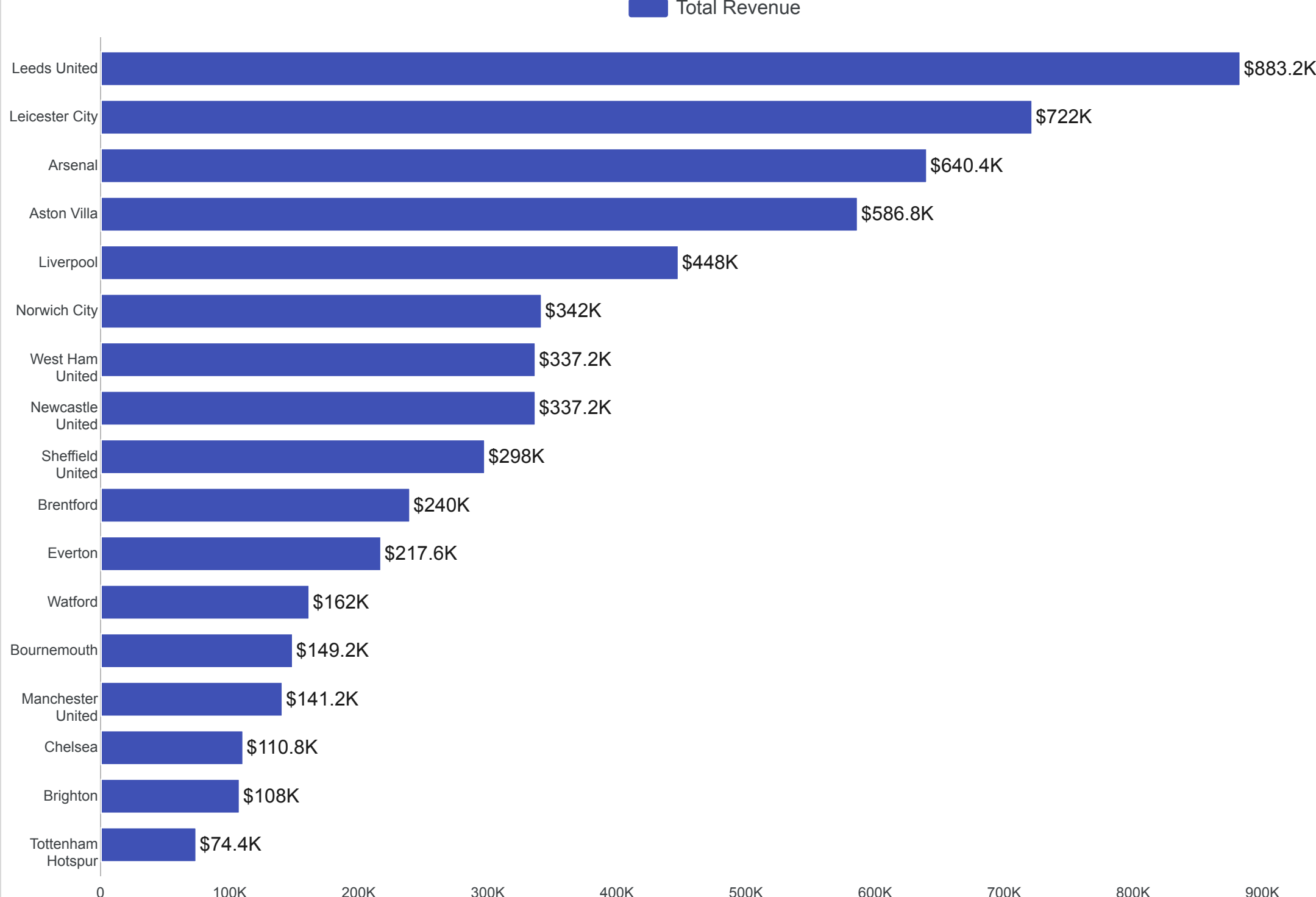
Revenue by Product Category



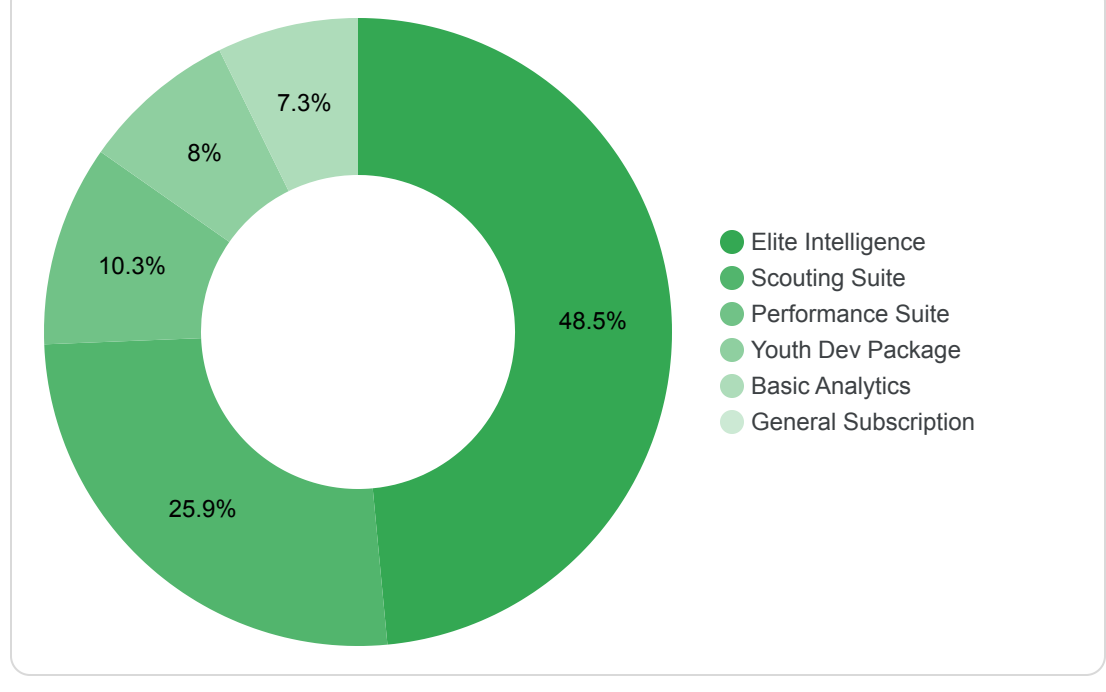
Revenue by Product Name



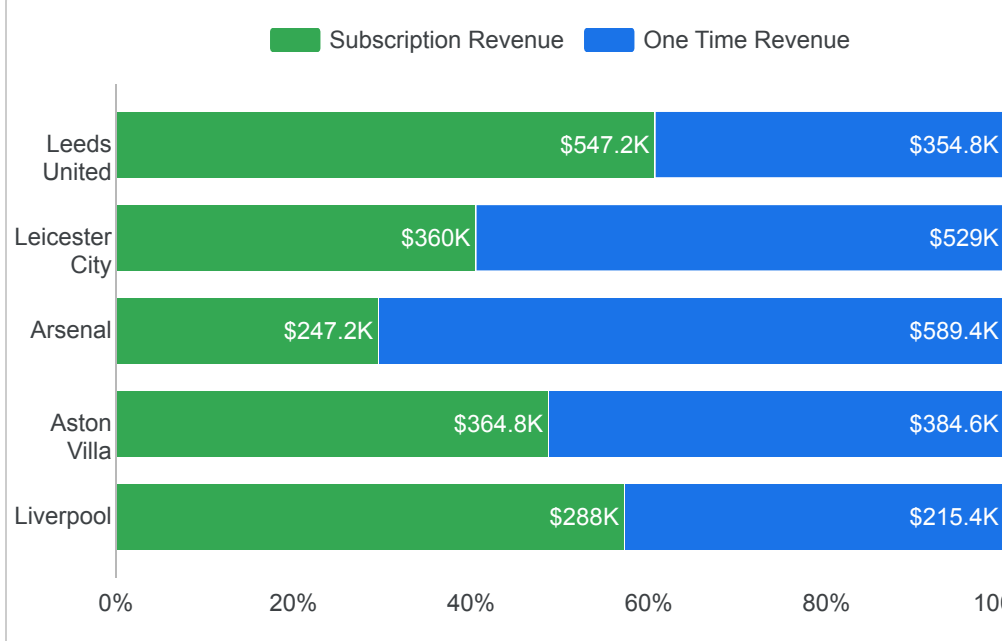
Revenue by Club



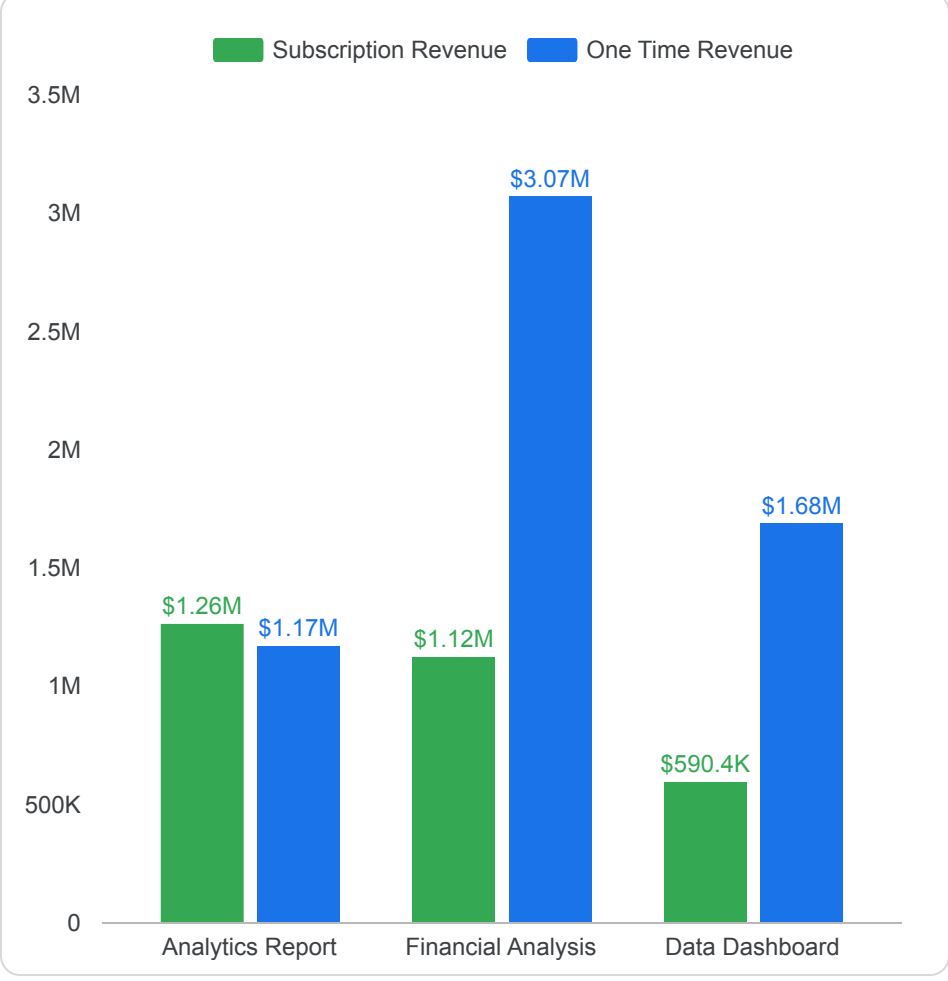
Subscription Revenue Mix



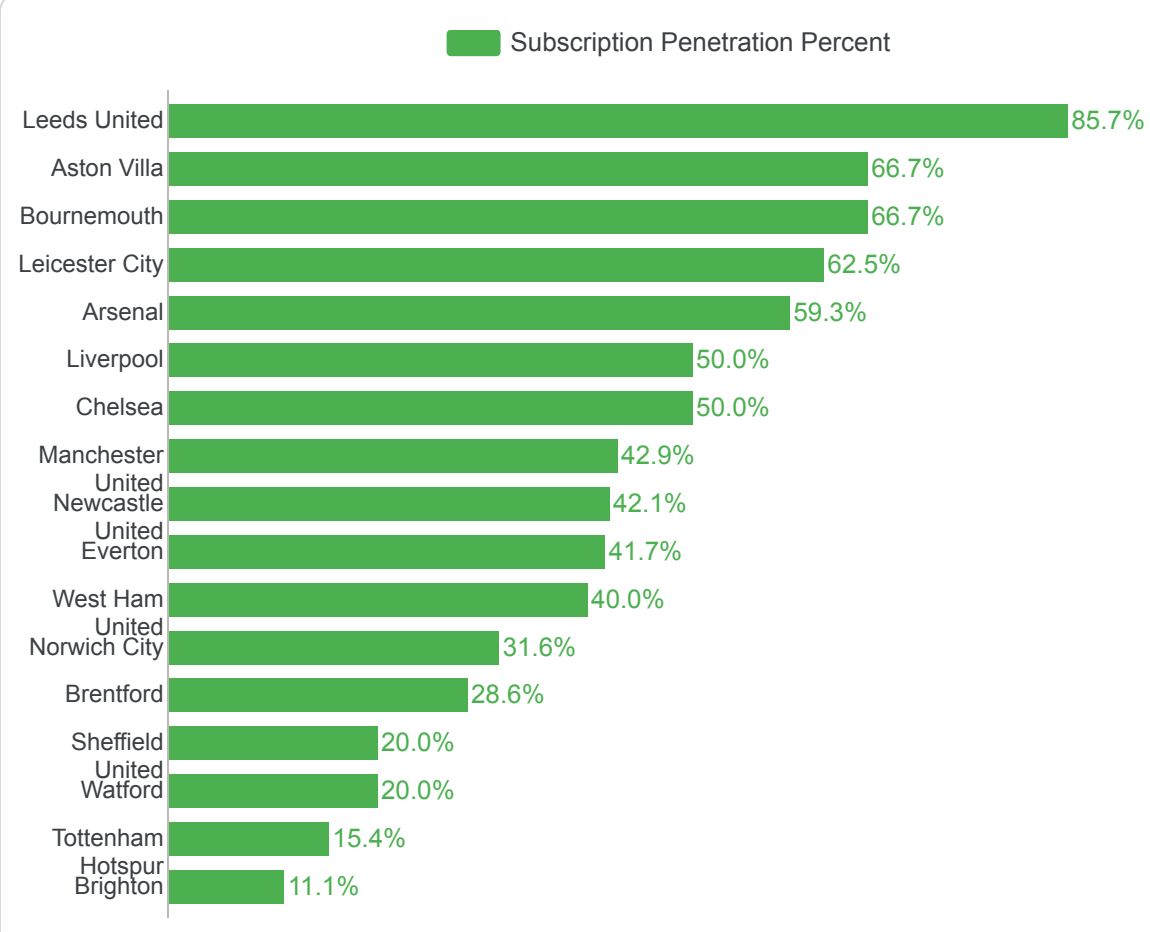
Top 5 Clubs by Total Spending (Subscription vs One-Time)



Product Revenue Mix by Category (Subs vs One-Time)



Subscription Penetration by Club (%)



Subscription Product Composition — by Club

