

Revenue Performance Dashboard – Executive Summary

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Tools Used: BigQuery · SQL · Data Modeling · ETL Pipelines · Looker Studio

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Dashboard link: <https://lookerstudio.google.com/reporting/8363d8ae-bc1f-4060-8d2f-6bdb6d5e0c8>

Summary

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 revenues generating football clubs in England

Subscription Products Drive Predictability

Subscription revenue is highly concentrated in premium data-driven offerings:

- Elite Intelligence represents the single largest subscription contributor (48.5% of sub revenue).
- Scouting Suite and Performance Suite complement the segment, providing layered analytical depth and additional monetization levers across clubs.

This demonstrates clear product-market fit at the higher tiers of analytics maturity — elite teams are investing heavily in intelligence-based insights rather than transactional reporting.

Club-Level Economics

Spending distribution is dominated by a small number of high-value organizations:

- Leeds United (\$883K)
- Leicester City (\$722K)
- Arsenal (\$640K)
- Aston Villa (\$586K)
- Liverpool (\$448K)

These top five customers alone account for a significant portion of total revenue, suggesting a whale-based revenue model—with outsized dependency on a top tier of clients. This is strategically advantageous for upsell efficiency, but introduces concentration risk.

Penetration & Opportunity Landscape

Subscription adoption varies significantly by club:

- Leeds United shows ~86% penetration
- Aston Villa ~67%
- Chelsea, Liverpool, Arsenal fall within ~50–60%

However, mid-tier clubs such as Brentford, Brighton, Watford, and Tottenham show significantly lower uptake, highlighting a clear expansion path through targeted success enablement and bundling strategies.

Product Composition Insights

When analyzing subscription product stacks by club, we see:

- Top-tier clubs typically purchase multiple premium packages.
- Mid-tier clubs tend to purchase only Performance Suite or Basic Analytics — or nothing at all.
- There is a meaningful upgrade-path opportunity from entry-level analytics → full intelligence suite.

Strategic Recommendations

1. Focus Growth on Mid-Tier Clubs
Increase subscription penetration from ~20–40% up toward 60%+ using targeted account strategies.
2. Upsell other subscription products to traditionally rich clubs like Manchester United, Chelsea, Liverpool and Arsenal
3. Bundle Expansion Strategy
Offer progressive tiers:
 - Basic → Performance → Scouting → Elite
4. Renewal & Customer Success Focus
Since ARR is strong, retention and upsells have major leverage.
5. Deal Flow Optimization
With a win-rate of ~19%, refining qualification criteria and stage definitions could materially improve conversion efficiency.

Dataset & Methodology

This dashboard is built using a fully synthetic but realistic dataset representing sales and revenue activity for professional Premier League clubs. The data includes:

- Marketing Leads & Attribution
- Sales Deals & Pipeline
- Order Revenue Transactions
- Subscription Contracts & MRR/ARR
- Product Catalog
- Club Master Data (dimensions)

Transformations & Standardization

All data tables were hosted in Google BigQuery. This allowed for efficient joins, scalable queries, and columnar analytical processing.

Before visualization, source tables were harmonized through:

- Normalization of product & category naming
- Consistent date-typed conversion for time series analysis
- Creation of business metrics such as:
 - Total Revenue (one-time + subscription)
 - MRR & ARR
 - Subscription revenue share
 - Deal conversion rate
- Derived fields created via SQL & Looker calculated fields

This ensured every metric is reproducible and traceable to raw inputs.

Visualization Technology

The dashboard was developed in Looker Studio (Google Data Studio), utilizing:

- parameterized filters
- interactive segmentation
- custom computed fields
- dual-axis & stacked visualizations
- color mapping for product consistency

Analytical Approach

The methodology emphasizes:

- executive-level insight rather than chart dumping
- comparative analysis between recurring vs one-time revenue
- customer segmentation by spend and product composition
- sales pipeline efficiency through deal-stage funnels
- identifying upsell targets and subscription expansion potential