

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 Hotspur, which are one of the top revenue generating football clubs in England.

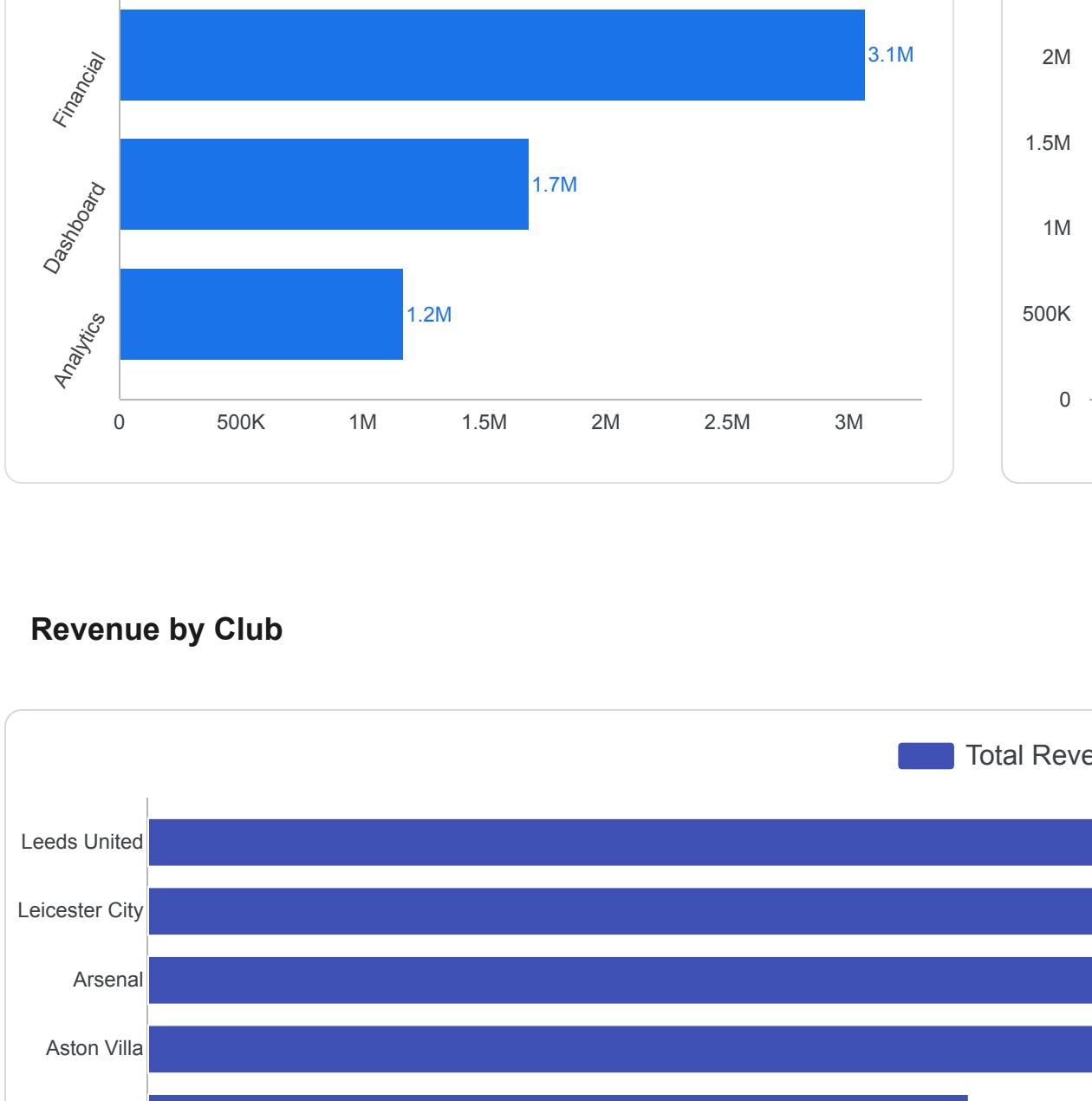
Filters

Select date range	Club	Order Product Category	Subscription Name
Order Product Name	League	Deal Stage	Channel

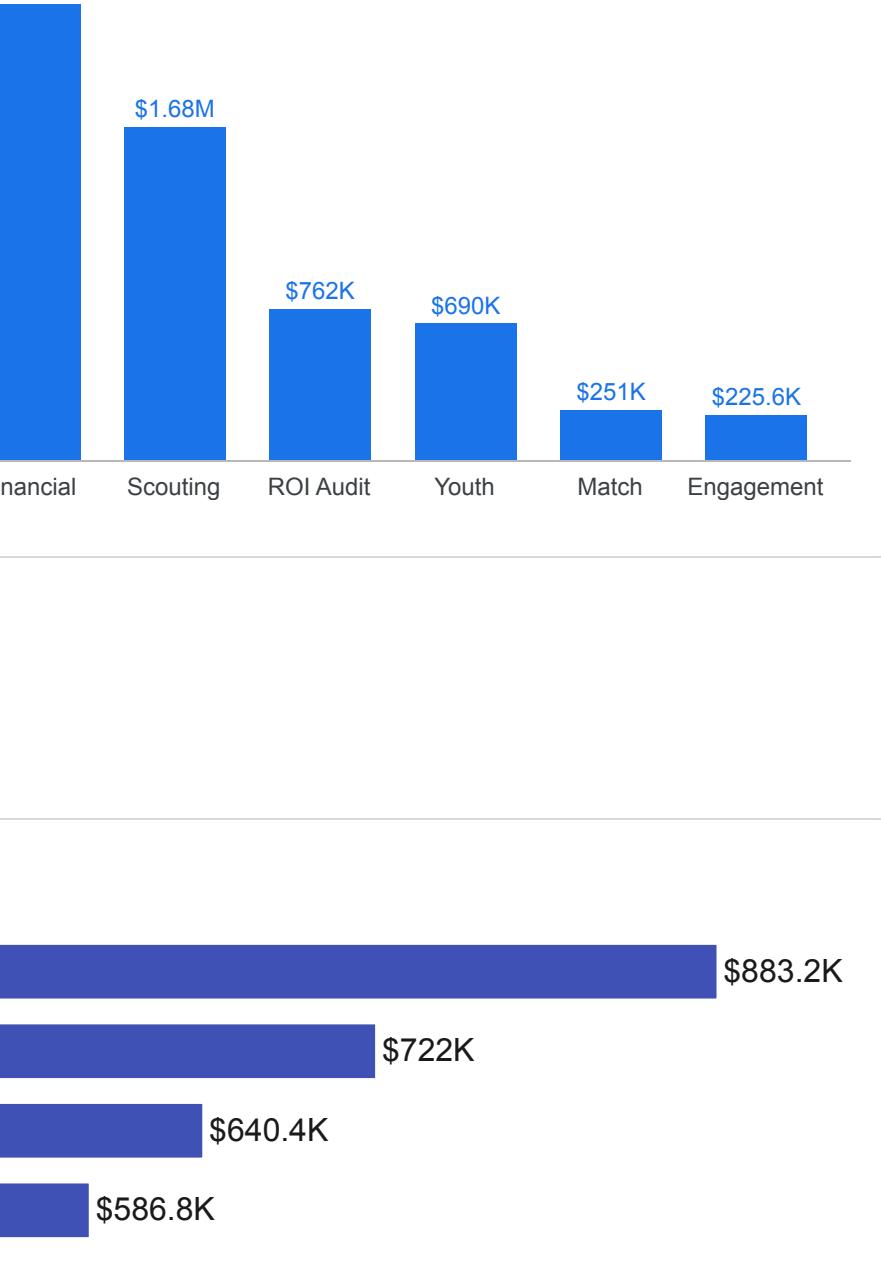
Total Revenue (Orders) Total MRR Total ARR Total Deals Total Orders Deal Win Rate

\$5.92M \$247.40K \$2.97M 132 252 18.9%

Monthly Revenue Trend



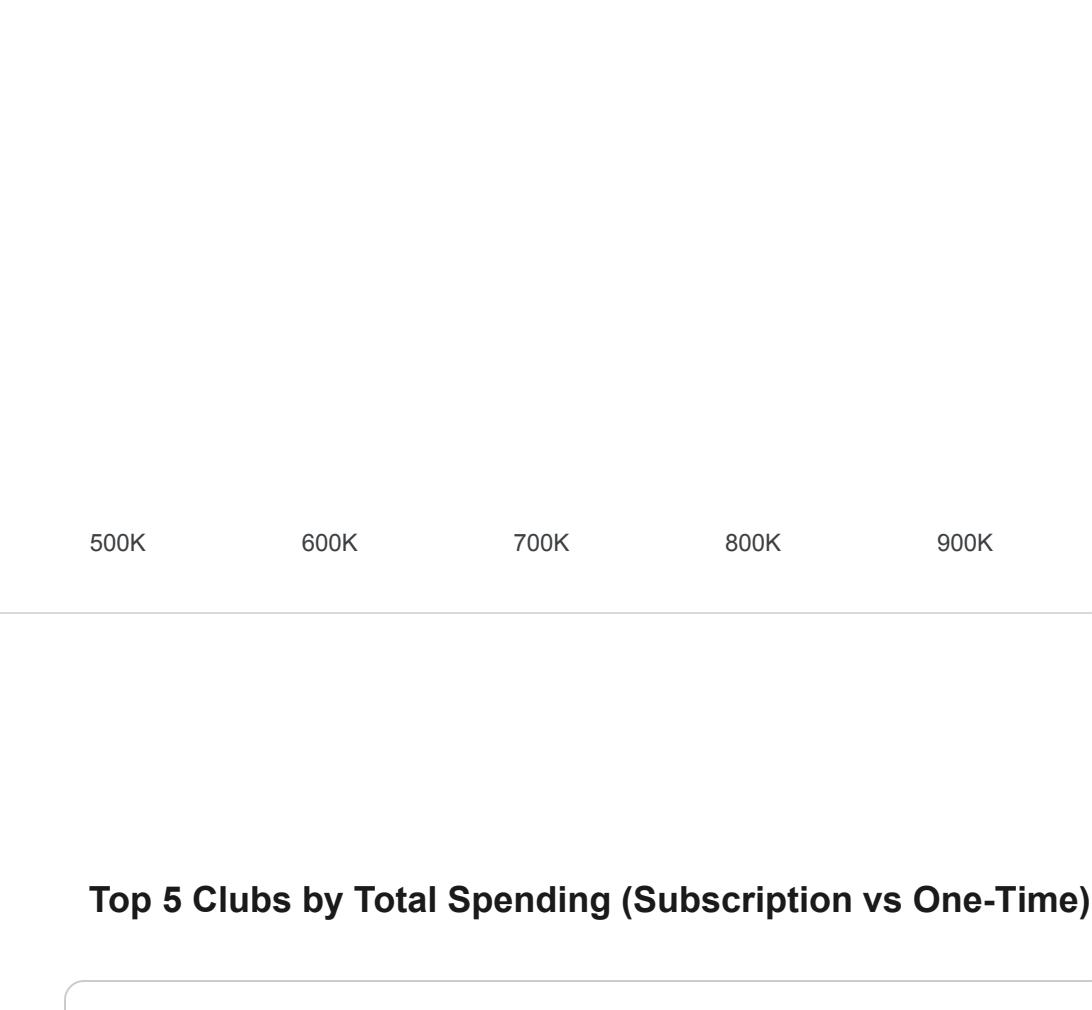
Monthly MRR Trend



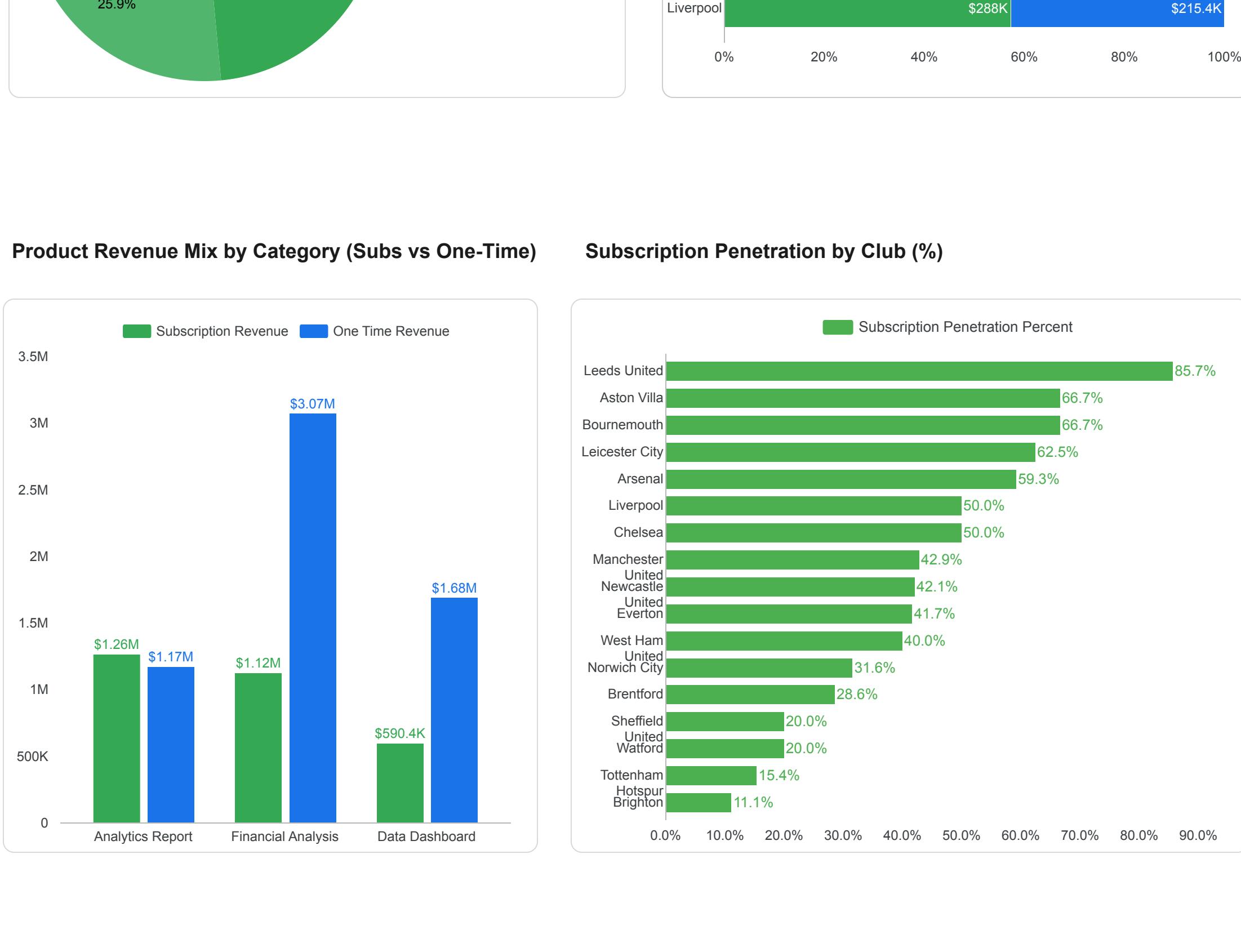
Revenue by Product Category



Revenue by Product Name



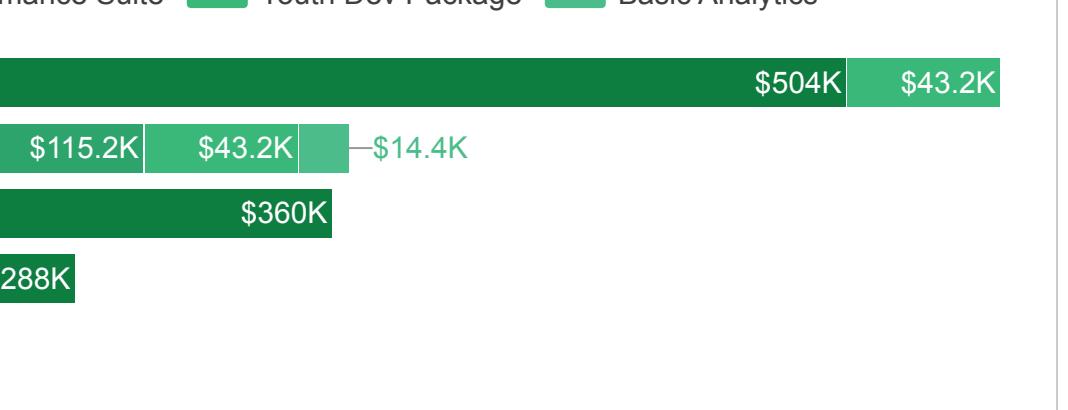
Revenue by Club



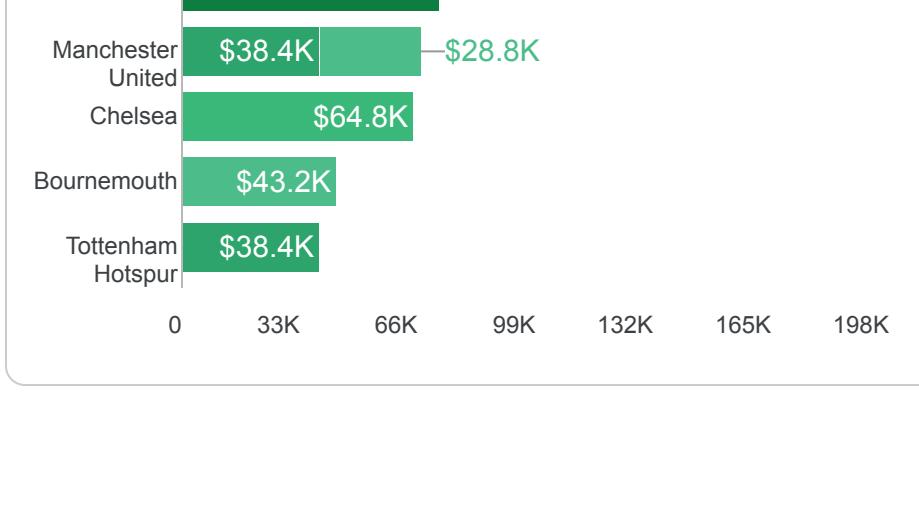
Subscription Revenue Mix



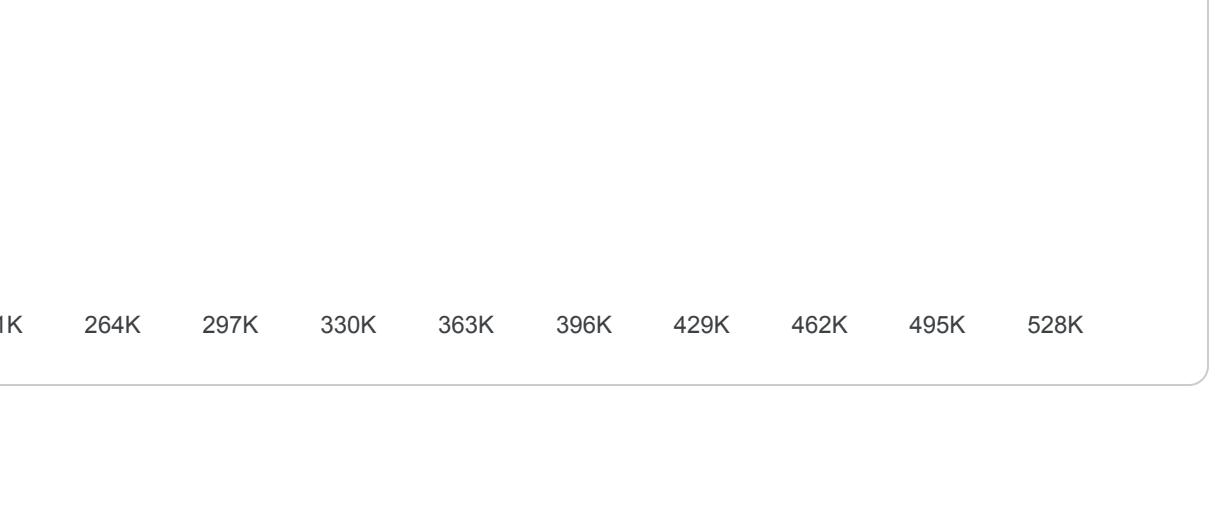
Top 5 Clubs by Total Spending (Subscription vs One-Time)



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



Subscription Penetration by Club (%)



Subscription Product Composition — by Club



Built using BigQuery + Looker. Data modeled with staging and mart layers. DataOrb - Revenue Analytics Dashboard © 2025.