**Dashboard and Report Directory**

**Last Updated:** 5/13/2019 2:41 PM by David Yeh

# Excel Reports

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| **Report Name** | **Description** | **Refresh Schedule** |
| [CAC Excel output](https://nextseed.box.com/v/CACexcel) | **Investor/Customer Acquisition Costs (CAC)** = Costs Incurred divided by # of New Investor Accounts (acquired during the Time Period)  **Costs** included in the calculations are: digital ads charges (Facebook, Google, Bing) [refreshed weekly] & other acquisition-related expenses (e.g. event expenses, non-digital spends, etc.) [refreshed/compiled quarterly]  Key information:   * **Costs** – can be sub-categorize between ‘NextSeed’ (brand-focused marketing spend) vs. ‘Issuer’ (issuer-focused marketing spend). * **Costs - Business** – spend dedicated to Issuer Acquisition (sometimes referred to as ‘business development’). * **# of Partial/Full/New Investors (NI)** – number of Users by the Account Stage (Partial Account/Full Account/Investor Account) acquired in the Time Period (based on date/time stamps of Account transition); NI = Users who have made their very 1st investment on NS (1st-time Investors are only categorized as ‘New’ on the specific Deal which they chose to initially invest). * **CAC per NI** – Costs divided by NI. * **CAC per Full Investor** - Costs divided by sum of NI and Full Accounts. * **$ Raised (‘000)** – Investment Amounts (in thousands); can be sub-categorized between Amount Raised from OI (Old Investors) and Amount Raised from NI (New Investors). * **CAC per $100** – Costs divided by every $100 Raised   Report tabs:   * **CAC - Monthly (no-adj)** * **CAC - LTD (no-adj)** * **CAC by Location** – segment the Costs and other figures by State * **CAC by Location Monthly** – segment **CAC by Location** further across Months * **CAC by Campaign/Month/Location** * **Campaign Dashboard** – shows more of the info by Campaign/Offer. | Weekly |
| [LTV](https://nextseed.box.com/v/LTV) | Key information:   1. [**Investor Value** (Average Fees Per Investor) – this has been migrated onto Periscope.](#_Investor_Value) 2. **Life Time Value per Investor** (projections)    1. ~~Projection 1~~ (not actively using)    2. Projection 2 – Based on the assumptions that each Investor actively invests on NextSeed until his/her retirement age (Age 65 for anyone under Age 65; Age 70 for Investors who are Age 65+) & NextSeed collects a blended fee rate of 8.69% on the total lifetime investment amounts projected. Everything is projected at a per-individual basis and average up: - Determine the number of Investment Clusters (Clusters) for each Investor (Investments are in the same Cluster if less than 30 days apart). - Calculate the number of months the Investor has been with NS, in order to estimate Months between Investment Clusters: if an Investor has been w/ NS for less than 13 months, we estimate the number of months it’ll take him/her to invest again, based data from other Investors w/ NS for at least 13 months. - Estimate the # of Investment Clusters until the Investor’s retirement age; check if Investor is considered ‘disengaged’ (been w/ NS for more 1 year, but have only 1 investment) – we do not project if the Investor is ‘disengaged’. - Determine the Investment Amount per Cluster by taking the Total Investments made/reserved divided by Total # of Clusters - Calculate the Total Amount to be invested on NS until retire age by multiplying Investment Amount per Cluster and # of Clusters until the Investor’s retirement age – accounting for SEC’s 12-month investment limit on crowdfunding. - Calculate the lifetime fee by applying the blended fee rate by total lifetime investment amount projected. 3. Churn – we are currently defining churn rate as number of Investors who have either:    1. Made 1 investment and not returned after 12 months    2. Made >1 investments and not returned after an average of 12 months per investment | Monthly |
| [Member Referral Analysis](https://nextseed.box.com/v/MemberReferral) | Referral activities tracked via the ReferralSaaSquatch platform | Monthly |
| [Master Event Tracker](https://nextseed.box.com/v/MasterEventTracker) | Meshing of Eventbrite data and NS Member information | As Necessary |

# Periscope Dashboards

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| **Dashboard Name** | **Description** |
| [Advertising Campaign Summary](https://app.periscopedata.com/app/nextseed/239612/Advertising-Campaign-Summary) | Provides the following details (by Advertising Channel) for each Offer's Advertising Campaign(s): Spend, Number of Investments Driven\*, Investment Amounts\*, Conversions Driven, Visits Driven. Current click-through attribution window = 10 days.  \*Last Ad visited is credited w/ the Investment, when multiple Ads were visited in the attribution window.  Chart List:   1. **Monthly Ad Spend** – shows the Digital Ad Spend by ad platform & purpose for the previous 12 months. 2. **Brand Spending & Business Spending** This chart shows the Ad Spend for the purposes of Brand-awareness and targeting Business Owners. 3. **Ad Campaign Spend by Channel** Shows the Total Ad Campaign Spend for a particular Offer. 4. **Investments & Conversions Driven - Campaign Level** This chart provides the data at the Campaign-level aggregation (Campaign > Ad Group/Set > Ad). The chart is defined to count only Investments in the Offer the Ads are designed to drive, e.g. Peli Peli Investments that are driven by Ads for Peli Peli. 5. **Investments & Conversions Driven - Ad Level** Same data as above, but at the more granular Ad-level (Campaign > Ad Group/Set > Ad). 6. **Other Investments Driven** This chart shows the number of Investments an Ad Campaign indirectly/unintendedly -driven. 7. **Campaign Traffic - # of Sessions** Shows the # of Sessions that have visited the Offering Page.   Working Filter(s):   * Date Range |
| [Channel Info](https://app.periscopedata.com/app/nextseed/248003/Channel-Info) | Designed to be filtered by Offerings, the Charts show the 1st Channel\* used in the Session which the Investment Agreement(s) was signed:  \*‘*Unknown*’ is used when we do not have sufficient data to determine the Channel used.   1. **Number of Investments by Channel** (table and pie chart) 2. **Channel Used by New Investors vs. Old Investors** 3. **‘Other’ Channel Breakout** – shows the Websites that referred the Investors to NextSeed 4. **‘Email’ Channel Breakout** – shows which Email the Investor clicked on that resulted in the Investment 5. **Channel Used by Investor for 1st Visit and Invest Session** – list out Investors of the Offering and show the following key info:    1. Investor Type – if the Investment is the User’s 1st Investment on NS    2. 1st Available Stage – the 1st available User Tracking data we have on the User; ideally ‘Visitor’, which means we have Session data before the User has signed up.    3. 1st Available Channel – the very 1st Channel used to visit NextSeed.com (that we are aware of)    4. Invest Channel – the Channel used to invest in the Offering filtered    5. Investment $ - the $ amount invested by the User in the Offer 6. **Channel Split** – how each Channel is used by New Investors vs. Old Investors   Working Filter(s):   * Offerings |
| [Conversion Analysis (B)](https://app.periscopedata.com/app/nextseed/356847/Conversion-Analysis-B) | Shows how Users enter and progress through the Investor Funnel (the Funnel), as well as the Channel used.  Background information:   * **‘*Normal*’** Conversion/Conversion Speed is defined as the following order: Visitor (V) > Partial Account (P) > Full Account (F) > Investor Account (I) > Re-invest (R) * **’*Accelerated*’** Conversion/Conversion Speed means skip-stage conversions **in the same 24-hour span**, i.e. Visitor to Investor (skipping Partial & Full), Visitor to Full (skipping Partial), or Partial to Investor (skipping Full).   Chart List:   1. **Summary Table** 2 primary Sets of information laid out by the different Conversion Speed.   Set 1: The total number of: All Visitors (inclusive), All Partial Accounts (inclusive of Full & Investor), Full Accounts (inclusive of Investor), and Investor Accounts (broken-out by Closed vs. Live Deals)  Set 2: The number of Users/Visitors by “Funnel Path”, which is in a matrix of **Account Stage** (Visitor/Partial/Full/Investor) by **Conversion Speed** (Immediately\*/Eventually/Never) \*Immediately = within 1 Day   1. **Summary Table (%)** Provides the above Summary Table info, but in percentage terms. 2. **Channel Overview for Visitors** Shows the    * ‘Other’ Channel Breakout    * ‘Email’ Channel Breakout    * ‘Ad’ Channel Breakout    * ‘Referral – Issuer’ Channel Breakout 3. **V to P Conversion** Channel Overview, Conversion Speed, Channel Details for: ‘Other’, ‘Email’, ‘Ad’, and User IDs that went through this Conversion in the Date Range. 4. **P to F Conversion** Channel Overview, Conversion Speed, Channel Details for: ‘Other’, ‘Email’, ‘Ad’, and User IDs that went through this Conversion in the Date Range. 5. **F to I Conversion** Channel Overview, Conversion Speed, Channel Details for: ‘Other’, ‘Email’, ‘Ad’. In addition – Investment Amounts by Channel, Investment Amount Details for ‘Referral - Issuer’, and User IDs that went through this Conversion in the Date Range. 6. **I to R Conversion** (note that ‘R/Re-invest’ is counting # of investMENTS)Channel Overview, Conversion Speed, Channel Details for: ‘Other’, ‘Email’, ‘Ad’. In addition – Re-investment Amounts by Channel, Re-investments by Offerings, and User IDs that Re-invested in the Date Range. 7. ***[Accelerated]* V to F Conversion** Channel Overview, Channel Details for: ‘Other’, ‘Email’, ‘Ad’, and User IDs that went through this Conversion in the Date Range. 8. ***[Accelerated]* V to I Conversion** Channel Overview, Channel Details for: ‘Other’, ‘Email’, ‘Ad’. In addition – Investment Amounts by Channel, Investment Amount Details for ‘Referral - Issuer’, and User IDs that went through this Conversion in the Date Range. 9. ***[Accelerated]* P to I Conversion** Channel Overview, Channel Details for: ‘Other’, ‘Email’, ‘Ad’. In addition – Investment Amounts by Channel, Investment Amount Details for ‘Referral - Issuer’, and User IDs that went through this Conversion in the Date Range.   Working Filter(s):   * Date Range (except the *Summary Tables*, as those are designed to always show platform life-to-date figures) |
| [Account Stats](https://app.periscopedata.com/app/nextseed/181797/Account-Stats) | Shows one of the primary Investor-side KPI -- account growth; the specific stats are:   1. All Members Count 2. Trending of Anonymous Visitors and Partial/Full/Investor Accounts 3. Average Weeks for Account Conversions (WIP)   Working Filter(s):   * Aggregation * Date Range * Investor Role (Investor / IRA / Entity) * Year |
| [Deal Stats](https://app.periscopedata.com/app/nextseed/209052/Deal-Stats) | A Dashboard to see Deal Information and Funding Performance for Closed/Completed and Live Deals.  Chart List:   1. **Investment Amounts - Completed/Live Deals** 2. **Deal Funding Status** – live Deals only 3. **Deal Summary** – for all Deals 4. (For each Live Deals) **Investments per Week** & **Investors per Week** 5. **Issuer Referral Traffic** – ranking of all Issuer Referral codes (i.e. team\_) by their associated site traffic |
| Deal Stats - [ARCHIVE](https://app.periscopedata.com/app/nextseed/252419/Deal-Stats---ARCHIVE) | Investments & Investors per Week for Completed Deals |
| [Campaign Dashboard](https://app.periscopedata.com/app/nextseed/231605/Campaign-Dashboard) | Provides the most comprehensive list of Deal attributes – below are some of the info presented:   1. Date-related – **Launch Date**, **Close Date**, **Number of Days Live** 2. **Offering Type** – TL (Term Loan) or RSL (Revenue Share Loan) 3. **Term**, **Percentage** or **Multiple** (depending on **Offering Type**) 4. Investors count – **Total Investors**, **New Investors (NI)**, **Old Investors (OI)**, etc. 5. Investment amounts (in $) – **Total Investment**, **Average Investment**, **$ Raised from NI**, **$ Raised from OI** 6. Investor and Investment Amount referred by the Issuer (the party who is raising the funds) 7. Campaign Page – **Campaign Views** and **Unique Visitors** 8. Fees we collect – **CrowdFunding (CF) Fee**, **Bank Fee** 9. Fees we pay - **GS Disbursement**, **GoldStar (GS) Payment Fees** (our banking partner/custodian) 10. **Advertising (Ad) Spend** - $ spend on Digital Ads 11. Facts presented about the Offer or the Offer page – **Number of Videos**, **Number of Images**, **Video Quality**, **Number of Leaders Listed**, etc. 12. Issuer demographics – **Woman Co/Owners**, **Minority Co/Owners**, **First-Gen Co/Owners** |
| [Management Dashboard](https://app.periscopedata.com/app/nextseed/214698/Management-Dashboard) | Summary of high-level information and repayment progress by Deals – below are some of the info presented:   * **Total Investment** (in $) * **Expected Payback** (in $) * **Offering Type** – TL (Term Loan) or RSL (Revenue Share Loan) * **Term**, **Percentage** or **Multiple** (depending on **Offering Type**) * **Paid-to-Date** (in $), **Payment Progress** (**Paid-to-Date** divided by **Expected Payback**) * **Month-in-Repayment**, **Month Elapsed** (**Month-in-Repayment** divided by **Term**), **Monthly Payments-to-Date** (months) * **Ahead/(Behind) Schedule** – gauge the alignment between Payment and Term obligation by dividing Payment Progress by Month Elapsed; a negative number indicates behind schedule. * **Est TNAR** (Estimated TNAR) and **Actual TNAR** – for reference only   Additionally,   * # of **All Members, Investor Accounts, Full Accounts** * **Average & Median Investor Age** * **Investment Heatmap** – Investors’ addresses on file * **Weekly Ad Spend** – digital ad spend for the past 8 weeks |
| [Marketing Dashboard](https://app.periscopedata.com/app/nextseed/387995/Marketing-Dashboard) |  |
| [Sales Dashboard](https://app.periscopedata.com/app/nextseed/273005/Sales-Dashboard)  <https://app.periscopedata.com/app/nextseed/273005/Sales-Dashboard> | Background: NextSeed’s Business Application consist of 4 steps/stages: Step 1 is Pre-Qualification (Pre-Qual), and Step 2-4 is Full Application (Full App).  Chart List:   1. **Sales Channel Overview** (WIP – we have estimated the labor hours involved for each Sales Channel, still need to “hardcode” it into the query to produce the cost estimates; we want a monthly chart) – shows the Cost and Results per Sales Channel; specifically Spend (in $), Number of Leads, Number of Pre-Qual Applications, Number of Pre-Qual Applications Passed/Failed, and Number of Full App Submitted. 2. **Lead to Business App Conversion Rates** (4 different time periods) – shows the Conversion Rates through the Sales Funnel as follows:  |  | | --- | | * Conv - Pre-Qual Apps = Pre-Qual App submitted / New Leads contacted * Conv - Pre-Qual Passed = Pre-Qual App passed / New Leads contacted * Conv - Full Apps = Full App submitted / Pre-Qual App submitted * Conv - Offers Made = Offers Made / Full App submitted * Conv - Campaigns Launched = Launched / Offers Made |  1. **Sales Activities Summary** – shows the activity count of the following by Sales Channels (Inbound, Mass Outbound, N/A, Other, Referral, Targeted Outbound):  |  | | --- | | * # Leads (new) Contacted * # of Meetings/Calls * # of Apps Received * # of Full Apps * # Offers Made * # Campaigns – Campaigns/Deals launched * # New Opportunities |   Working Filter: Aggregation, Date Range.   1. **Sales Activities Details** – lists the Activity Details from the Summary view above, such as: Business Name, Business Owner(s), Business Contact, Record Type, NextSeed Contact, and the corresponding Time Period. 2. **Business Application Industry Breakdown** – shows the self-reported Industry composition of the Pre-Qual Applicants. 3. **Period-over-Period Business Applications** – shows the stats for Pre-Qual Applications and Full Applications by Time Period. Working Filter: Aggregation 4. **Business Ad Spending** – list out all Digital Ad Campaigns/Ads targeting Business Owners, with call-to-action being to submit a Business Application.   The key info are:  |  | | --- | | * Status – On = Ad is being delivered * Spend – Cumulative Spend * Channel – Facebook, Google, or Bing * Pre-Qual Driven - # of Pre-Qual App the Ad brought to our site * Pre-Qual Passed - # of Pre-Qual Driven that Passed Pre-Qual * Pre-Qual Failed - # of Pre-Qual Driven that Failed Pre-Qual * Full Apps - # of Full App submission the Ad brought to our site * Visits - # of Visitors (Users and Anonymous Visitors) attributed to the Ad |  1. **Lead Overview** – all Leads we have captured in the CRM, broken out by the Status Sales have assigned to each Lead. ‘Approaching’ is an indicator if Sales has engaged the Lead and he/she is likely to start an Application later. The ‘User Mapped’ column indicates Leads in the CRM who have gone through the Application Process and are linked to a Business User Account. 2. **Opportunity Geo** – the location of the Account that the Opportunity was created for. 3. **Opportunity Overview** – Count of Opportunities and their Expected Revenue, by Opportunity Stage. 4. **Leads by Sales Channel** – Sales Channel composition of Leads charted by the Lead Status. 5. **Leads by Lead Source** – Lead Source and its use is still being clearly defined, but it is related to Sales Channel, for example – we only run Ads [Facebook, Google, Bing ads] to drive the Inbound Sales Channel. 6. **Pipeline Health** – Opportunities’ Expected Revenue by the Close Dates, charted by month. 7. **Pipeline by Sales Channel** – shows the Opportunity by Sales Channel. 8. **Pre-Qual App Visits - Channel Used** – the Channel that was attributed with bringing the Pre-Qual Applicant. 9. **Pre-Qual Confirm Page Visits - Channel Used** – the Channel that was attributed with bringing the Pre-Qual Applicant who finished the Pre-Qual App.   Working Filter(s):   * Aggregation * Date Range * Investor Role (Investor / IRA / Entity) * Year |
| [Events](https://app.periscopedata.com/app/nextseed/240202/Events) | Maps of Investor Addresses by Cities; primarily for any event-planning needs, or to visualize Investor clusters in our key metro area. (currently not working) |
| [New Issuer Dashboard](https://app.periscopedata.com/app/nextseed/208117/New-Issuer-Dashboard) | Dashboard shared to Issuers so they can see the performance of their Fund Raising Campaigns/Offers; each Issuer receives a unique link that filters all the charts to only their respective Campaign/Offer. |
| [Investor Traits](https://app.periscopedata.com/app/nextseed/262622/Investor-Traits) | Comparisons of single-/multiple- investment Investors across various aspects.  Chart List:   1. **# of Investors** and **Investment $** 2. **# of Investors** and **Investment $** – by Age Group 3. **Investment $** – Average and Median 4. **# of Investors** – by Annual Income and Net Worth 5. **# of Investors** – by Lifetime Investment Amount and Current Investment Amount 6. **# of Investors** – by Lifetime Investment Amount (Single vs Multiple Investments) 7. **Offering Page Visits** – by Age Group 8. **1st-avaiable Channel** & **Invest Channel** – the Channel that a User used for his/her 1st visit, and the Channel he/she used for investment(s) 9. **Average $ invested by Month with NS** – broken out by Investors who’ve made a Single investment vs Multiple investments (Closed/Completed Offerings) 10. **Investor and $ Invested Split** – by Investors who’ve made a Single investment vs Multiple investments 11. **Count and % of Investor by Month with NS**  – those who’ve made a Single investment vs Multiple investments 12. **Total $ Investments by Income vs Net Worth**  – total investments pivoted by Annual Income (columns) and Net Worth (rows) as % of Grand Total 13. **NS Users by Income vs Net Worth**  – Investor and IRA Accounts (not Entity) pivoted by Annual Income (columns) and Net Worth (rows) as % of Grand Total |
| [Investor Value](https://app.periscopedata.com/app/nextseed/342355/Investor-Value) | Key charts:   1. **Investor Value** (Average Fees per Investor) – Life-to-Date (LTD) Monthly Average of the Total Fees, which is a combination of Issuer Fees and Investment/Bank Fees. With regards to the Month these Fees are charted: Issuer Fees are charted based on the Investment Date once the Offer has been successfully funded, while Investment/Bank Fees are charted based on the Repayment/Payment Received Date. 2. **Investor Value** (Average Fees per Investor) – in table form; the table shows:    1. Fee Amount (monthly)    2. Fee Amount (LTD)    3. Investors (LTD)    4. Fees per Investor – b divided by c   (other Charts are WIP) |
| [Member Referral](https://app.periscopedata.com/app/nextseed/425512/Member-Referral) | Member Referral activities tracked via the ReferralSaaSquatch platform.  Chart List:   1. **Member Referral Activities –** Referral activities organized by month:  |  | | --- | | * **Month of Year**/Month – the time period that the Referred User signed up for a Partial Account * **Referred Users** – ALL Users who signed-up during the Time Period * **Partial Acct** – Users who signed-up during the Time Period and became only a Partial Acct/User (not including those who proceed to be become Full or Investors) * **Full Acct** - Users who signed-up during the Time Period and became a Full Acct/User (not including those who proceed to be become Investors) * **Investors (by Indiv)** – Users who signed-up & invested during the Time Period Users (ONLY those referred by other Individuals) * **Investors (by NS Prog)** – Users who signed-up & invested during the Time Period Users (ONLY those referred by NextSeed Programs) * **Avg Invest $** - Total $ amount invested divided by the total Investors (by Indiv + by NS Prog); only Investors acquired via the member referral channel during the Time Period. * **CF Fee** – Revenue NS collected through the Investors Crowd * Total Costs * Spend/Revenue |  1. **Member Referral Activities – User Level** – text |
| [CAC – Customer Acquisition Costs](https://app.periscopedata.com/app/nextseed/299434/CAC---Customer-Acquisition-Costs) | (WIP) |
| [Investor RnD – User Scoring and Cohort building](https://app.periscopedata.com/app/nextseed/329754/Investor-RnD---User-Scoring-and-Cohort-building) | (WIP) |
| Dashboard 2 - Visits & Activity | (WIP) |
| Dashboard 3 - Investment Activity | (WIP) |