REVENUE INTELLIGENCE ENHANCEMENT PROJECT

CEU Business Analytics MSc – Capstone

03rd of April 2025

BROKER CHOOSER

CEU CENTRAL EUROPEAN UNIVERSITY

RECAP | This capstone project aims to create dashboards that help BC better understand and monitor revenue performance.

Problem Statement

The primary objective of this project is to support BrokerChooser (BC) in understanding and accelerating its revenue growth by enhancing measurement methods. The student is expected to contribute by building dashboards and visualizations to better track key performance indicators, analysing results, and providing actionable insights to support data-driven decision-making across the business.

Data & Tools

In line with the previously agreed-upon and requested data usage practices, the dashboards will be built using Metabase tables provided by BrokerChooser. Among the various available data sources, the primary ones will include the End-to-End (E2E) Event dataset and the Traffic Exclusion Partition dataset. The dashboards will be developed directly within BC's Metabase platform, using SQL as the primary querying language.
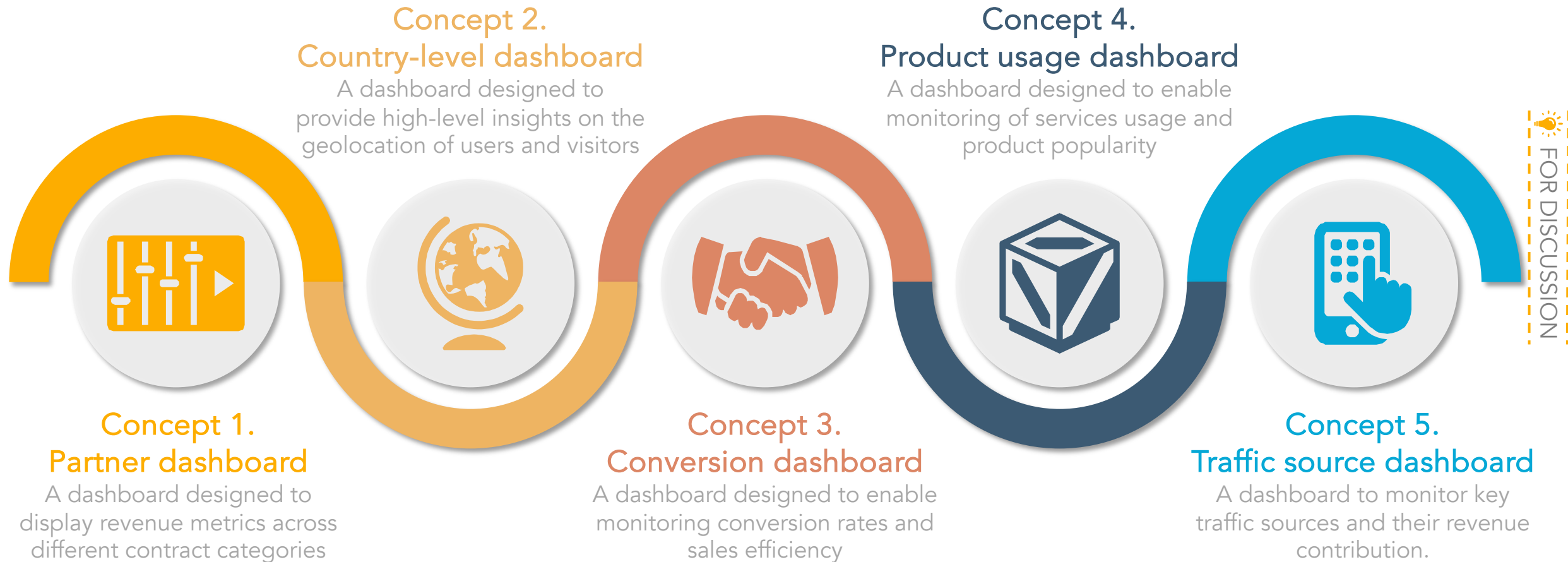
CONCEPT 1. | A partner-level dashboard could help BC to identify top-performing partners and support better strategic decisions

Description

The dashboard would intend to provide a comprehensive view of revenue performance by partners, segmented by contract type. By aggregating and visualizing the revenue generated by each partner over time, could enable BC to identify top-performing partners within specific contract categories. Besides, it would be suitable for comparison and ranking of partners both within and across contract types.

Expected benefit for BrokerChooser

- Identify top-performing partners and contract types based on revenue contribution
- Support data-driven decisions for optimizing and renegotiating partnerships
- Improve transparency and alignment across teams through clear performance tracking
- Enable smarter resource allocation by focusing on high-impact partners

Key Metrics & Data Points

- Partner (broker) contract mapping
- Partner names and details
- Revenue metrics
- Event names, dates and conversion metrics
- Product usage and user logs

Expected layout & features

Filters:
- Time period
- Partners and/or contract category

Features:
- Key revenue metrics (max. 5)
- Revenue timeline across contract groups
- Aggregate revenue breakdown and growth from earlier period by contract categories
- Conversion rates by contract categories
- List of top10 brokers and generated revenue

FOR DISCUSSION

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CONCEPT 2. | A country-level dashboard could help BC identify top-performing markets and allocate resources more efficiently

Description

The dashboard would provide a comprehensive view of revenue performance by country, based on user location. By aggregating and visualizing revenue across different markets over time, it would enable BC to identify high-performing countries and uncovered regional trends. Additionally, the dashboard would support comparison and ranking of countries, helping to highlight where growth is strongest and where there may be untapped potential.

Expected benefit for BrokerChooser

- Identify high-performing markets based on user-generated revenue across countries
- Show regional trends and patterns to guide market-specific strategies
- Enable data-driven prioritization of marketing, sales, and expansion efforts
- Support more effective resource allocation by focusing on top-revenue locations

Key Metrics & Data Points

- Country flag from event logs
- Revenue metrics
- Event names, dates and conversion metrics
- Product usage and user logs
- *Additional location metrics if available*

Expected layout & features

Filters:
- Time period
- Country and or continent

Features:
- Key revenue metrics (max. 5)
- Revenue timeline across top countries/continents
- Aggregate revenue breakdown and growth from earlier period by top countries/continents
- Conversion rates by top countries
- List of top10 countries and generated revenue

FOR DISCUSSION

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CONCEPT 3. | A conversion rate dashboard could help BC track performance and spot opportunities to boost conversions

Description

The dashboard would provide a comprehensive view of user conversion rates, focusing on both made investments and page visits across all user logs. By aggregating and visualizing conversion behaviour over time, it would enable BC to identify channels, locations and devices convert most effectively. Additionally, the dashboard would support comparison and benchmarking of conversion rates across different brokers, pages, or time periods.

Expected benefit for BrokerChooser

- Track overall conversion performance for both investments and page visits over time
- Identify high- and low-performing pages based on conversion efficiency
- Support optimization of content and user flow to improve conversion outcomes
- Enable data-driven evaluation of conversion trends across the full traffic funnel

Key Metrics & Data Points

- User logs
- Revenue metrics
- Event names, dates and conversion metrics
- Product usage and user logs
- Traffic source flags

Expected layout & features

Filters:
- Time period
- Traffic source

Features:
- Key revenue metrics (max. 5)
- Country-level conversion rate breakdown
- Revenue generated by different conversions
- Conversion rates by devices
- Conversion rates by traffic source flags
- List of top10 partners by conversion rate

FOR DISCUSSION

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CONCEPT 4. | A product usage dashboard could help BC identify the most engaged platform areas and guide feature development

Description

The dashboard would provide a comprehensive view of product usage across different sites and services on the platform. By aggregating and visualizing visitor counts and user logs over time, it would enable BC to monitor how various parts of the platform are being used. Additionally, the dashboard would support comparison and ranking of sites and services based on usage levels, helping to highlight the most and least engaged areas.

Expected benefit for BrokerChooser

- Track usage trends across different sites and services on the platform
- Identify high- and low-engagement areas to prioritize improvements
- Support data-driven decisions on content and feature development
- Monitor platform performance based on visitor activity and user interactions

Key Metrics & Data Points

- User logs
- Product usage metrics
- Revenue metrics
- Event names, dates and conversion metrics
- Traffic source flags

Expected layout & features

Filters:
- Time period
- Product usage

Features:
- Key revenue metrics (max. 5)
- Country-level product usage
- Product usage by devices
- Conversion rates by top countries
- Conversion rates by traffic source flags
- List of top10 partners by conversion rate

FOR DISCUSSION

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CONCEPT 5. | A traffic source dashboard could help BC identify top-performing channels and optimize resource allocation

Description

The dashboard would provide a comprehensive view of revenue performance across different traffic sources. By aggregating and visualizing revenue metrics over time, it would enable BC to identify which traffic routes contribute most to revenue. Additionally, the dashboard would support comparison and benchmarking of traffic sources, helping to highlight the most effective acquisition channels.

Expected benefit for BrokerChooser

- Monitor revenue performance across all major traffic sources
- Identify high-performing channels driving the most revenue
- Support optimization of marketing efforts based on traffic efficiency
- Enable data-driven decisions for acquisition strategy and budget allocation

Key Metrics & Data Points

- Traffic source flags
- User logs
- Product usage metrics
- Revenue metrics
- Event names, dates and conversion metrics
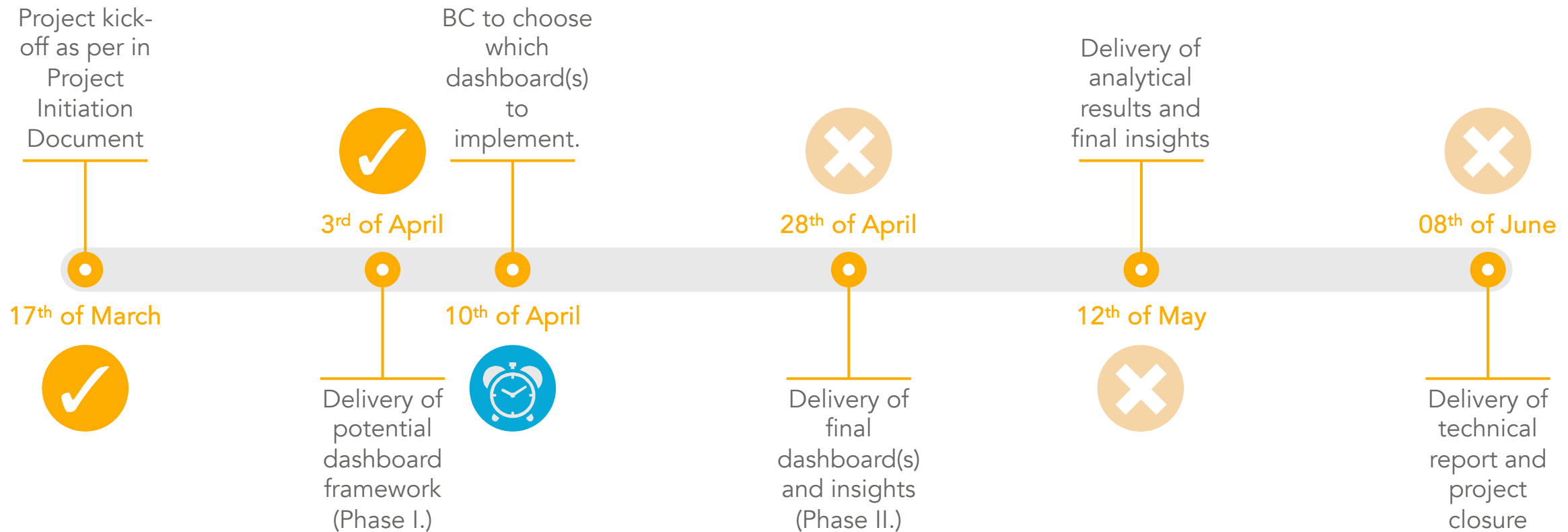
Expected layout & features

Filters:
- Time period
- Country and or continent

Features:
- Key revenue metrics (max. 5)
- Revenue timeline across top traffic sources
- Aggregate revenue breakdown and growth from earlier period by top traffic sources
- Revenue sources by top traffic sources and devices

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EXPECTED TIMELINE | As direct next step, BrokerChooser should decide on which dashboard(s) to implement by 10th of April

Project kick-off as per in Project Initiation Document

BC to choose which dashboard(s) to implement.

Delivery of analytical results and final insights

3rd of April

28th of April

08th of June

FOR DISCUSSION

17th of March

10th of April

12th of May

Delivery of potential dashboard framework (Phase I.)

Delivery of final dashboard(s) and insights (Phase II.)

Delivery of technical report and project closure

✓ - Finished | ⏰ - Direct next step | ✕ - Not started

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