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CLIENT ASSETS, LIABILITIES & PROFITABILITY

This Tableau Accelerator allows you to:

- Assess and improve the profitability of your client's assets and liabilities
 - Ability to grow AuM by driving Net New Money
 - Ability to grow Lending Stock by driving Net New Lending
 - Ability to grow Revenues and Return on CAL (=Clients Assets and Liabilities)
- Identify most impactful Business Lines
- Review your Client Portfolio and identify outliers
- Understand the composition of your Client base
- Determine the dynamics of (in/out)flows across mandates and pinpoint what are the drivers
- Deep-dive to Client level of detail

Answer key business questions

- What is our volume of AuM? Evolution of NNM?
- What is our volume of lending stock? Evolution of NNL?
- How profitable are we?
- How much revenue did we generate?
- Who are the clients contributing the most to income?

Monitor and improve KPIs

Assets under Management

- **Total AuM:** Assets under Management: Total market value of the investments that a financial institution manages on behalf of clients (expressed in currency)
- **Total Market Effect:** Change in the valuation of Assets under Management due to changes in market prices (stock valuation change for instance)
- **Total Inflows:** Volume of assets entering a financial institution (expressed in currency)
- **Total Outflows:** Volume of assets leaving a financial institution (expressed in currency)
- **NNM (Net New Money):** Net New Money: Net amount of assets entering or leaving a financial institution (expressed in currency)

Lending Stock

- **Total Lending Stock:** Total volume of money lent by a financial institution to its clients (expressed in currency)
- **Total Inflows (Lending):** Volume of client liabilities entering a financial institution (expressed in currency)
- **Total Outflows (Lending):** Volume of client liabilities leaving a financial institution (expressed in currency)
- **NNL (Net New Lending):** Net New Lending: Net amount of client liabilities entering or leaving a financial institution (expressed in currency)

Client Assets and Liabilities

- **Total CAL:** Total market value of AuM and Lending Stock that a financial institution manages on behalf of clients (expressed in currency)

Revenues

- **Total Income:** Volume of revenues generated by the financial institution through its relationships with its clients (expressed in currency)
- **Return on CAL %:** Return on Client Assets & Liabilities: Profitability ratio that measures how well a financial institution is generating profits from its Total Client Assets & Liabilities (expressed in %)

Clients

- **Nb of Clients:** Number of active clients over the period
- **Lost Clients:** Number of clients lost (last client position during the analyzed period)
- **New Clients:** Number of new clients acquired (first client position during the analyzed period)
- **AuM per Client:** Average volume of Asset under Management per Client (expressed in currency)

Required attributes

- **Month** (*date*): Date
- **Business Line** (*string*): Business Line, Team...
- **Relationship Manager** (*string*): RM, Account Manager, Banker...
- **Client** (*string*): Client, Portfolio holder...
- **Mandate** (*string*): DPM, Advisory, Execution Only...
- **Inflows** (*numeric*): Incoming money
- **Outflows** (*numeric*): Outgoing money (negative values expected)
- **Market Effect** (*numeric*): Market Effect
- **AuM** (*numeric*): Assets under Management
- **Inflows** (Lending) (*numeric*): Inflows for Lending Stock
- **Outflows** (Lending) (*numeric*): Outflows for Lending Stock (negative values expected)
- **Lending Stock** (*numeric*): Lending Stock
- **Income** (*numeric*): Income, Revenue