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CLIENT ASSETS & LIABILITIES

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
- 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?
- What is our volume of lending stock?
- What is the volume of NNM? Who are our top contributors?
- What is the volume of NNL? Who are our top contributors?
- What is the composition of our client base?
- How many clients did we acquire, and what was the impact on our NNM?
- How many clients did we lose, and what was the impact on our NNM?

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)

Other

- **Total CAL (Client Assets & Liabilities, also known as Product under Management)**: Total market value of AuM and Lending Stock that a financial institution manages on behalf of clients (expressed in currency)
- **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