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ASSETS UNDER MANAGEMENT & PROFITABILITY

This Tableau Accelerator allows you to:

- Assess your overall performance
 - Ability to grow AuM by driving Net New Money
 - Ability to grow Revenues and Return on Asset
- 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 at Client level of detail

Answer key business questions

- What is the volume of AuM managed?
- How is the AuM distributed by client type?
- What type of client is contributing most to the growth of AuM?
- How have the AuM, NNM, and income evolved in recent months?
- Who are our top clients?
- Which clients contributed significantly to the (in and out) flows?
- How much revenue did we generate, and how did we perform compared to the same period last year?

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)

Flows

- **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)

Revenues

- **Total Income:** Volume of revenues generated by the financial institution through its relationships with its clients (expressed in currency)
- **RoA %:** Return on Asset: Profitability ratio that measures how well a financial institution is generating profits from its Total Assets under Management (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
- **Income** (*numeric*): Income, Revenue