

Follow us on Youtube for latest Accelerator videos: @TableauAccelerators

RECURRING REVENUE

This Tableau Accelerator allows you to:

- **Assess & Improve your Sales performance:** Recurring Revenue & One-Time Fees
- **Explain effects of the dynamics in our customer base:** acquisition of new accounts, account churn, business growth/decline at existing accounts...
- **Grow our account base**
- **Identify contracts that need to be renewed**
- **Deep-dive at the lowest level of detail:** Business Line, Product, Account
- **Drill-back at 'Contract #' level of detail, directly in your Sales Application and take immediate actions**

Answer key business questions

- How is our revenue composed ?
- How has the evolution of my Product Group base impacted our Total Revenue?
- How is our customer base growing?
- What are our top-performing Products / Accounts?

Monitor and improve KPIs

Revenues

- **Total Revenue:** Total Revenue over the period (One Time Fee + Recurring Revenue) (expressed in currency)
- **One-Time Fees (OTF):** Total amount of one time fees (non-recurring) over the period (expressed in currency)
- **Total Recurring Revenue:** Total recurring revenue over the period (expressed in currency)
- **Recurring Revenue %:** Share of Recurring Revenue on Total Revenue (expressed in %)
- **ARR (Annual Recurring Revenue):** Annualized Recurring Revenue of all active contracts at the end of the period (expressed in currency)
- **MRR (Monthly Recurring Revenue):** Total Monthly Recurring Revenue at the end of the period (expressed in currency)

Accounts

- **Active Accounts #:** Number of active accounts over the period
- **New Active Accounts #:** Number of new accounts (first sales transaction over the period)
- **Revenue by Account:** Average Revenue amount by Account over the period: On-time Fees + Recurring Revenue (expressed in currency)

Contracts

- **Active Contracts #:** Number of active contracts over the period
- **Contract Term Length (in months):** Average duration of contract between Start and End Date (expressed in months)

Required attributes

The dataset is a monthly snapshot for each contract (if you have sold a contract over 12 months, the dataset requires a record for each month of this contract).

- **Contract Month** (*date*): When the sales happened
- **Contract Id** (*string*): Contract Unique Identifier
- **Account** (*string*): Name of the account
- **Product** (*string*): Product sold
- **Business Line** (*string*): The way you regroup items: product line, business line etc.
- **Contract Start Date** (*date*): Start date of the contract
- **Contract End Date** (*date*): End date of the contract
- **Monthly Recurring Revenue** (*numeric*): Monthly Recurring Revenue as defined in the contract for the month defined in [Contract Month]
- **One Time Fee** (*numeric*): Amount of non-recurring revenues such as Implementation Fees, Onboarding Fees, Training...