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AuM - Assets under Management

This Tableau Accelerator allows you to:

- **Assess your overall performance**
- Appraise your ability to grow AuM by driving Net New Money
- 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 our volume of AuM?
- What contributed positively/negatively in the growth/decrease of AuM?
- What are the results split by business line?
- How did NNM and market effects evolve during the last months?

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)

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