

Cloud Security SaaS Provider Gains a Single View of Customer Revenue, Growth, and Churn Across the Full Lifecycle.



THE CHALLENGE

- **No Consolidated Revenue View:** Customer revenue and growth trends scattered across systems with no single analytical source.
- **Untracked Lifecycle Metrics:** New, returning, and churned customers not measured systematically.
- **Limited Actionable Insight:** Little visibility into customer acquisition, retention, and revenue performance.
- **Reporting That Could Not Scale:** No intuitive, self-service solution to support data-driven decisions as data volumes grew.

OUR SOLUTION



Data Warehouse Foundation

ContinuServe implemented Salesforce Order and Subscription reporting models in Azure Databricks and built data warehouse reporting tables to support customer revenue and growth analytics.



Optimized Reporting Datasets

Optimized SQL-based reporting datasets and transformation logic were developed to support customer revenue analytics, alongside finance and revenue accounting reporting covering billing and payment analysis.



Interactive BI Delivery

Maintained data models feed interactive Power BI and Looker dashboards, with pipelines loading data through buckets and API services for accurate, timely, and consistent reporting.

IMPACT

01

Customer Analytics Consolidated: A single reporting foundation for customer revenue and growth trends, replacing fragmented views.

02

Full Lifecycle Visibility: New, returning, and churned customers tracked consistently, with insight into acquisition, retention, and revenue performance.

03

Scalable Self-Service: Intuitive dashboards enable stakeholders to monitor customer performance and revenue trends without added reporting overhead