INTRODUCTION AND PROJECT BACKGROUND

Background
CLA is a professional services firm delivering integrated wealth advisory, outsourcing, audit, tax, and consulting services.

Project Goal
Help CLA improve its methodology for predicting recurring revenue streams for leadership and planning purposes

Importance
Predict revenue to understand how much reinvestment should be made and where in the company. In addition, our leaders will better be able to better track our progress.

RESEARCH METHODOLOGY

❖ Utilized RStudio to create train and test data to assess and describe CLA revenue streams.
❖ Used the CLA time and billing database along with dplyr/dbplyr to transform and extract data that could be used to assess relationship between time/wip and fees.
❖ Employed traditional forecasting (ARIMA, ets, etc.) time series models where applicable to forecast future (recurring) revenue
❖ Used other methods of forecasting such as random forests, boosting, and resampling based methods.

FUTURE GOALS

❖ Increase Data Set: Increase the number of geographies, service groups, and industry groups to make the training data frame larger and have the model be more accurate
❖ Reliable, Yearly Forecasting Engine: Combine the work we have done in both semesters to create a model that uses external and internal factors of CLA information and employee breakdown to create an engine used in yearly planning and for leadership
❖ Complete The R Package: Create additional functionality and methods that also run and help leadership when the standard R tasks are run for CLA systems

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