



Software Industry Analysis & Financial Modeling

Learn the financial essentials of software industry analysis, including customer retention metrics, software-specific accounting issues, and software company modeling. You'll build a sample software company model to show how customer analysis and retention metrics integrate into a three-statement financial model.

WHAT YOU WILL LEARN

- Excel Best Practices and Efficiencies
- Build a software industry financial model
- Software industry accounting
- Customer retention metrics



(704) 927-9688
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We unlock career potential

COURSE DETAILS

Software Industry Analysis & Financial Modeling Course

WHO IS THIS COURSE FOR?

- Firms that need to get small groups or individuals up to speed on the software industry (new, lateral, or off-cycle hires)
- Financial services professionals looking to learn the intricacies of the software industry
- Those looking to transition into the software industry and seeking a better understanding of how to model and understand the software industry

PREREQUISITES

Fundamental knowledge of financial accounting: TTS recommends our self-study book, [Fundamentals of Financial Accounting and Analysis](#).

SCHEDULE

9:00 am to 5:00 pm each day with an hour lunch around noon and shorter breaks throughout the day.

LEARNING OPTIONS

This course is available in-person and virtually.

COURSE PRICING

Early Registration: \$2,300 (2 days)*

Standard Registration: \$2,500

** register at least 30 days in advance*

Additional discounts offered to existing clients

Group rates available



COURSE CALENDAR

Course syllabus on next page



SYLLABUS

Software Industry Analysis & Financial Modeling Course

Day 1

Software Industry Analysis

Key Fundamental Software Industry Topics:

- Overview of software income statement analysis and the importance of understanding unit economics beyond consolidated group performance
- Discuss and evaluate ACV and MRR and discuss key software KPIs including logo, gross dollar and net dollar retention
- Build customer-level cohort analysis including cleaning, filtering, and analyzing data using text functions, Pivot tables and Logic+math functions (SUMIF, COUNTIF, ROUNDUP and complex Nested IFs) in Excel
- Review Lookup functions including VLOOKUP, HLOOKUP, LOOKUP, INDEX, and MATCH
- Build complex nested statements to calculate churn, retention, upsell analysis

Day 2

Software Industry Financial Modeling

Key Software Industry Financial Modeling Topics:

- Introduce LTV and CAC analysis and calculate metrics using both pen-and-paper and Excel exercises
- Differentiate between bookings, billings and revenue and discuss the importance of deferred revenue and deferred compensation expenses in accrual accounting
- Discuss capitalization of certain costs including internal- and external-use software and certain customer acquisition costs (CAC)
- Build the "World's Easiest Software Company" model to show how customer analysis and retention metrics integrate into three-statement financial model