



[Knowledgebase](#) > [Profit Max Platform \(fka Profit Analytics\)](#) > [Profit Max Platform Documentation](#) > [Major Features](#) > [ABCD Segmentation](#)

ABCD Segmentation

Product Development - 2025-07-01 - [Major Features](#)

Overview

The ABCD Segmentation feature enables users to classify and analyze customers in four distinct groups—A, B, C, and D—based on either Sales or Margin dollar amounts. This segmentation provides insights into customer value and profitability across different Profit Max Platform application sections.

Segmentation Criteria

- **Group A:** Customers contributing to the top 75% (default value) of total Sales or Margin.
- **Group B:** Customers contributing to the next 15% (default value) of total Sales or Margin.
- **Group C:** Remaining customers with positive Margin.
- **Group D:** Customers contributing to a negative Margin.

Configurations

- Segmentation calculations can be configured to be based on either Sales or Margin.
- The percentage thresholds for Group A (75%) and Group B (15%) are configurable.

Integration Points

The ABCD column is integrated into the Customer and Document-related grids throughout the PMP application. This feature is available for sorting and provides an additional layer of data analysis.

Filters

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Customer	Customer Number	ABCD Segment ⓘ	Customer Class	Created At	Sales (\$)	Sales (#)	Margin (%)	↓ Margin (\$)
Van Weedenburg Camping Adventure	VWCA-1088931	A	NATIONAL_ACCOUNT	9/2/2010	7,416,023	451	93.1	6,902,576
Ibert Golf Performance	IGP-1056928	D	NATIONAL_ACCOUNT	3/2/2013	3,421,105	3,132	43.7	1,496,643
Fan Dinnington	FD-32939	A	NATIONAL_ACCOUNT	3/12/2021	2,137,203	526	47.8	1,022,169
Corrin Racquet Sports	CRS-4071495	A	NATIONAL_ACCOUNT	3/3/2004	1,669,650	211	53.6	895,296
Adran Baseball & Softball	ABS-4010199	A	NATIONAL_ACCOUNT	8/20/2020	1,109,182	14,354	72.9	809,114
Cramp Fishing Pro	CFP-7489417	A	NATIONAL_ACCOUNT	12/2/2021	1,516,456	50	48.1	729,460
Karana Outdoor & Camping	KOC-2099008	A	NATIONAL_ACCOUNT	4/19/2006	1,875,158	220	36.1	877,190

Additional Notes

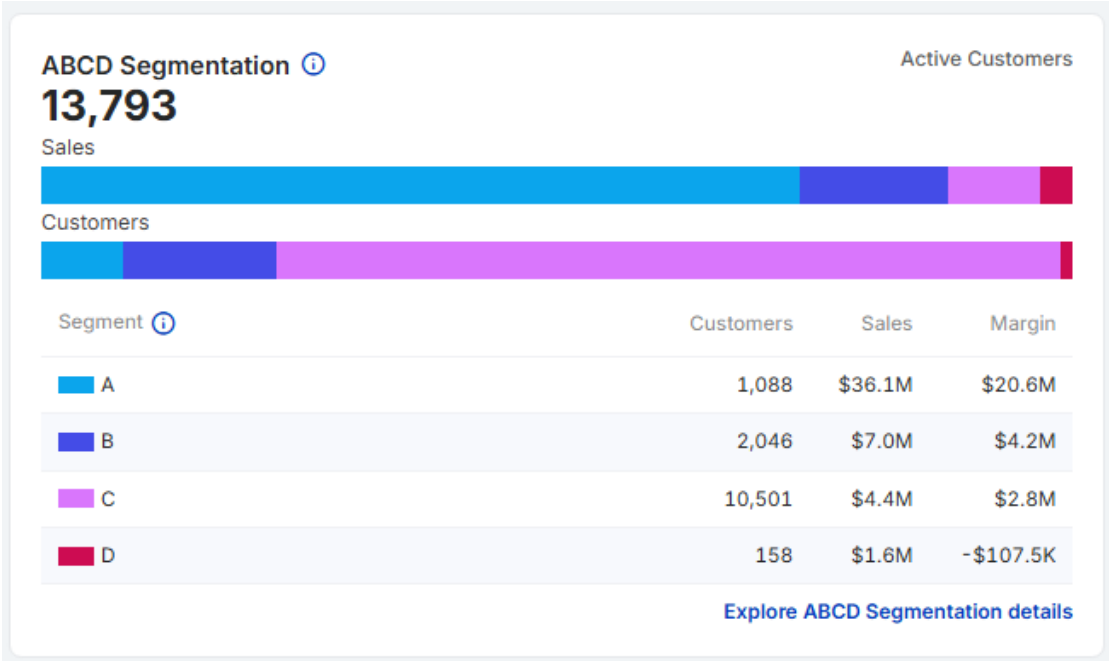
- Margin-based ABCD calculations adhere to configurable cost settings, ensuring alignment with organizational financial strategies.

Available ABCD Segment Metrics

Section	Metric	Description
Summary	Sales	The overall sales \$ for all invoices in the time period for all customers in the segment
	COGS	The overall COGS \$ for all invoices in the time period for all customers in the segment
	Segment Margin \$	The overall margin \$ for all invoices in the time period for all customers in the segment
	Segment Margin %	The overall margin % for all invoices in the time period for all customers in the segment
	Average Orders Per Customer	The average number of invoices customers in the segment had during the time period
Profit Indicators	Average Order Value	The average margin \$ per invoice based on all invoices in the time period for customers in the segment
	Average Margin Per Order (\$)	The average margin \$ per invoice based on all invoices in the time period for customers in the segment
	Average Margin Per Order (%)	The average margin % for all invoices in the time period for all customers in the segment
	Average Line Items Per Order	The average number of lines per invoice based on all invoices in the time period for customers in the segment
	Average Line Value	The average sales \$ per sales line based on all invoices in the time period for customers in the segment
Customers	Customer Count	The count of customers in the segment
	Stale Customers	The count of customers in the segment that are currently flagged as Stale
	At Risk Customers	The count of customers in the segment that are currently flagged as At Risk
	New Customers	The number of customers in the segment that had their first invoice in the time period
	Reactivated Customers	The number of customers in the segment that were churned before the time period began, and reactivated during the time period.

ACBD Screens

ABCD Segmentation Widget



ABCD Segmentation Screen

