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.

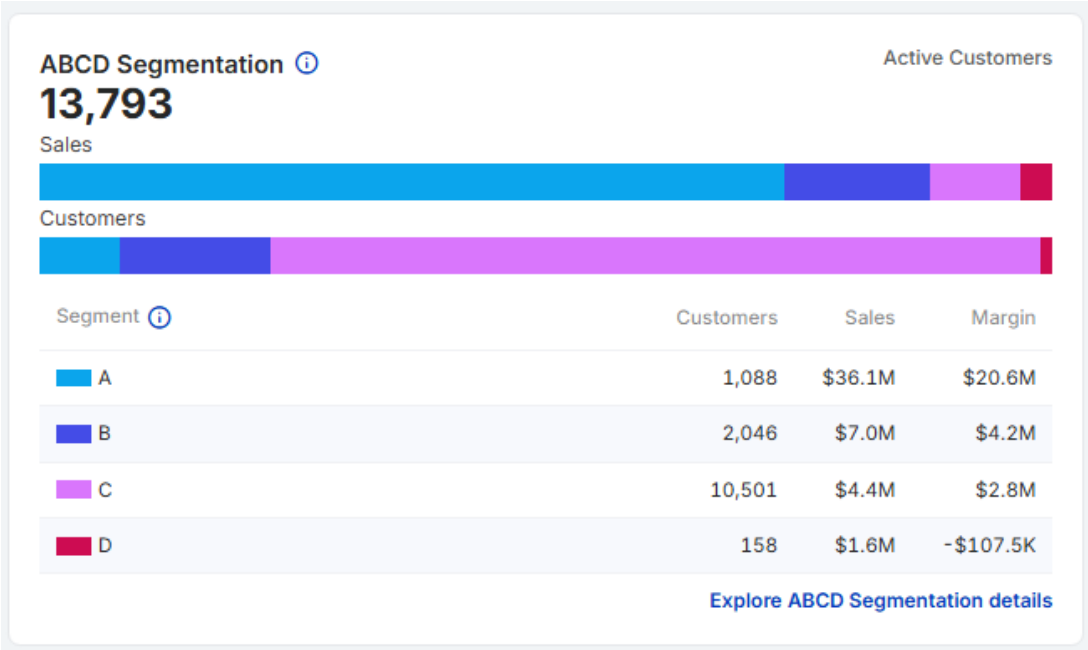| Customer	Customer Number	ABCD Segment ⓘ	Customer Class	Created At	Sales ($)	Sales (#)	Margin (%)	↓ Margin ($)
Van Weedenburg Camping Adventure	VWCA-1088931	A	NATIONAL_ACCOUNT	9/2/2010	7,416,023	451	93.1	6,902,576
Ibert Golf Performance	IGP-1056928	D	NATIONAL_ACCOUNT	3/2/2013	3,421,105	3,132	43.7	1,496,643
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
Karena Outdoor & Camping	KOC-2099008	A	NATIONAL_ACCOUNT	4/19/2006	1,875,158	220	36.1	677,190

Additional Notes

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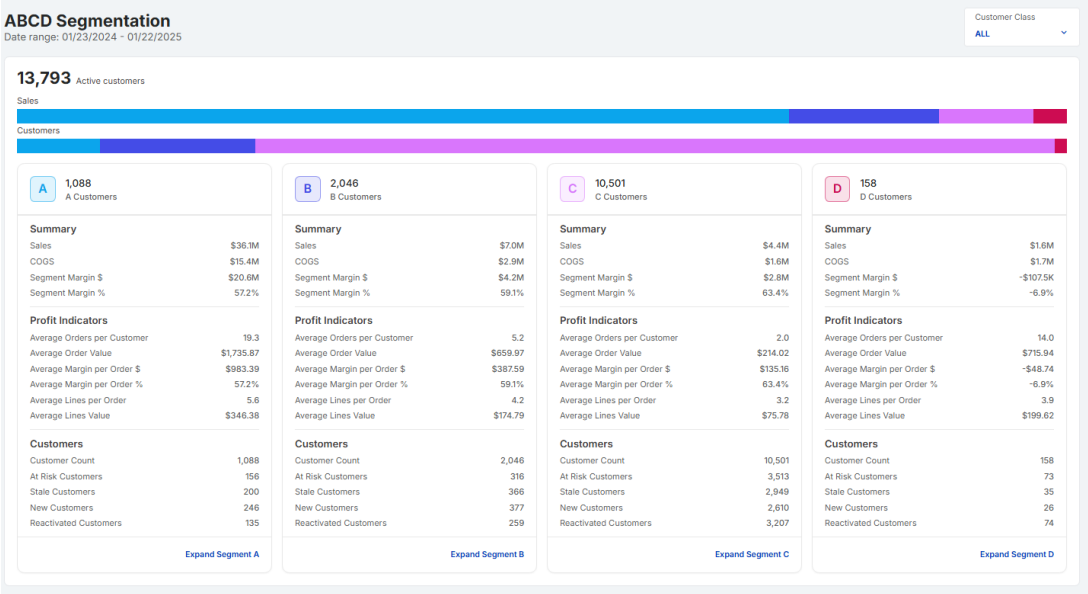
Available ABCD Segment Metrics

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
Profit Indicators	Average Orders Per Customer	The average number of invoices customers in the segment had during the time period
	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 ⓘ
13,793
Active Customers

Sales

Customers

Segment ⓘ	Customers	Sales	Margin
A	1,088	$36.1M	$20.6M
B	2,046	$7.0M	$4.2M
C	10,501	$4.4M	$2.8M
D	158	$1.6M	-$107.5K

Explore ABCD Segmentation details

ABCD Segmentation Screen

ABCD Segmentation
Date range: 01/23/2024 - 01/22/2025

Customer Class
ALL

13,793 Active customers

Sales

Customers

A	1,088 A Customers		B	2,046 B Customers		C	10,501 C Customers		D	158 D Customers	
Summary			**Summary**			**Summary**			**Summary**		
Sales		$36.1M	Sales		$7.0M	Sales		$4.4M	Sales		$1.6M
COGS		$15.4M	COGS		$2.9M	COGS		$1.6M	COGS		$1.7M
Segment Margin $		$20.6M	Segment Margin $		$4.2M	Segment Margin $		$2.8M	Segment Margin $		-$107.5K
Segment Margin %		57.2%	Segment Margin %		59.1%	Segment Margin %		63.4%	Segment Margin %		-6.9%
Profit Indicators			**Profit Indicators**			**Profit Indicators**			**Profit Indicators**		
Average Orders per Customer		19.3	Average Orders per Customer		5.2	Average Orders per Customer		2.0	Average Orders per Customer		14.0
Average Order Value		$1,735.87	Average Order Value		$659.97	Average Order Value		$214.02	Average Order Value		$715.94
Average Margin per Order $		$983.39	Average Margin per Order $		$387.59	Average Margin per Order $		$135.16	Average Margin per Order $		-$48.74
Average Margin per Order %		57.2%	Average Margin per Order %		59.1%	Average Margin per Order %		63.4%	Average Margin per Order %		-6.9%
Average Lines per Order		5.6	Average Lines per Order		4.2	Average Lines per Order		3.2	Average Lines per Order		3.9
Average Lines Value		$346.38	Average Lines Value		$174.79	Average Lines Value		$75.78	Average Lines Value		$199.62
Customers			**Customers**			**Customers**			**Customers**		
Customer Count		1,088	Customer Count		2,046	Customer Count		10,501	Customer Count		158
At Risk Customers		156	At Risk Customers		316	At Risk Customers		3,513	At Risk Customers		73
Stale Customers		200	Stale Customers		366	Stale Customers		2,949	Stale Customers		35
New Customers		246	New Customers		377	New Customers		2,610	New Customers		26
Reactivated Customers		135	Reactivated Customers		259	Reactivated Customers		3,207	Reactivated Customers		74
		Expand Segment A			**Expand Segment B**			**Expand Segment C**			**Expand Segment D**

Segment Detail Screen

Segment Details

Date range: 01/23/2024 - 01/22/2025

Customer Class
ALL ⌄

A Customers ⓘ

1,088 Active customers

| A | B | C | D |

Summary

Sales	$36.1M
COGS	$15.4M
Segment Margin $	$20.6M
Segment Margin %	57.2%

Profit Indicators

Average Orders per Customer	19.3
Average Order Value	$1,735.87
Average Margin per Order $	$983.39
Average Margin per Order %	57.2%
Average Lines per Order	5.6
Average Lines Value	$346.38

Customers

Customer Count	1,088
At Risk Customers	156
Stale Customers	200
New Customers	246
Reactivated Customers	135

Filters   Clear

ABCD Segment ⓘ	Customer	Customer Number	Customer Class	Sales ($)	Sales (#)	Margin (%)	↓ Margin ($)	Days Since Last Inv.
A	Van Weedenburg Camping Adventure	VWCA-1088931	NATIONAL_ACCOUNT	2,133,632.92	248	89.2	1,902,812.65	1
A	Fan Dinnington	FD-32939	NATIONAL_ACCOUNT	1,172,760.21	247	46.9	549,937.73	1
A	Vanezis Golfing	VG-7182788	NATIONAL_ACCOUNT	463,935.55	43	100.0	463,935.55	8
A	Adran Baseball & Softball	ABS-4010199	NATIONAL_ACCOUNT	521,636.78	6,454	76.2	397,474.27	1
A	Zecchini Baseball & Softball	ZBS-3912829	NATIONAL_ACCOUNT	799,820.36	25	43.0	343,606.92	17
A	Frants Fitness	FF-9244332	NATIONAL_ACCOUNT	334,756.68	27	96.0	321,425.43	46
A	Karena Outdoor & Camping	KOC-2099008	NATIONAL_ACCOUNT	772,180.91	81	39.2	302,678.57	6
A	Lindsayhaven Extreme Fishing	LEF-8933652	NATIONAL_ACCOUNT	489,709.25	108	60.8	297,588.41	7
A	Kimberlyville Pro Cycling	KPC-4601380	NATIONAL_ACCOUNT	639,179.17	274	45.2	288,603.88	1
A	Sandi Bettenson	SB-9019507	NATIONAL_ACCOUNT	587,060.07	32	47.3	277,730.23	63