'Summary of analysis'

Data classified into 4 Account classes:

Name	Count of accounts
0	42
A	9
B	17
C	29

There are three main factors that affect account classification:

1- 'Service1OrderCountlastyear'
2- 'Historical Revenue'
3- 'Service2OrderCountlastyear'

Account Classes & Last Year Growth Indicator:

- Classes 'A' , 'B' have accounts with increasing indicator growth last year more than decreasing.

- Class 'C' has accounts with decreasing indicator growth last year more than increasing.

- Account class '0' doesn't have any information about last year growth 'Lost'.

Account Classes & Revenue:

Class A contributed more to historical revenue and last year's revenue '>60%'.

Account Classes & Profitability:

Profitability % values are close across all account classes despite differences in Historical Revenue and Last year's Revenue. The most value was in Class A.

Account Classes & Open Opportunities:

Class B has more open opportunities than Class A, although Class A contributed more to Historical Revenue and Last year's Revenue.

Revenue & Services:

- High correlation between Historical Revenue, last year revenue and count of service 1,2,3 orders.

- High correlation between Historical Revenue, last year revenue and count of weekly, monthly, quarterly orders.

Account Classes & Services:

- Class A orders made up the majority of all services ordered last year.

- Service1 is the most dominant service ordered across all account classes.

- Service 3 has been ordered more than service 2 across all account classes last year.

- Class 0 has no data for weekly, monthly, or quarterly order counts last year.

- Classes A, B, C have the highest variance at weekly order counts and lower variance at monthly order counts and almost no variance at quarterly order counts last year.