Customer Value vs Upselling Opportunity

Bubble size represents number of customers in segment

Quadrant Analysis:
Top Right: High Value + High Upselling
Top Left: Low Value + High Upselling
Bottom Right: High Value + Low Upselling
Bottom Left: Low Value + Low Upselling

Upselling Success Rate (%)

Average Revenue per Customer (€)

1 contracts
2 contracts
3 contracts
4 contracts
5 contracts
6 contracts
7 contracts