Product Clusters: Profit Margin and Sales Volume
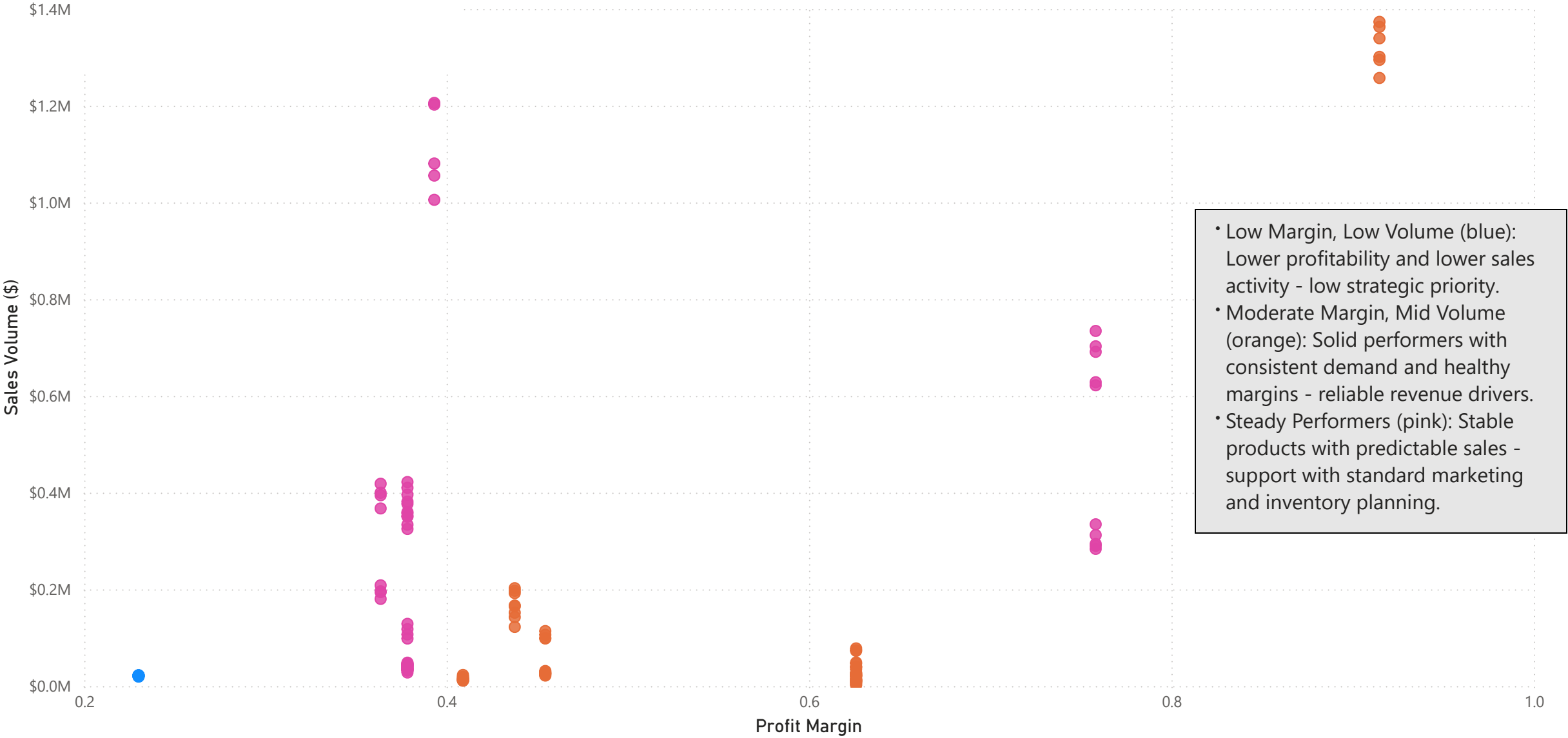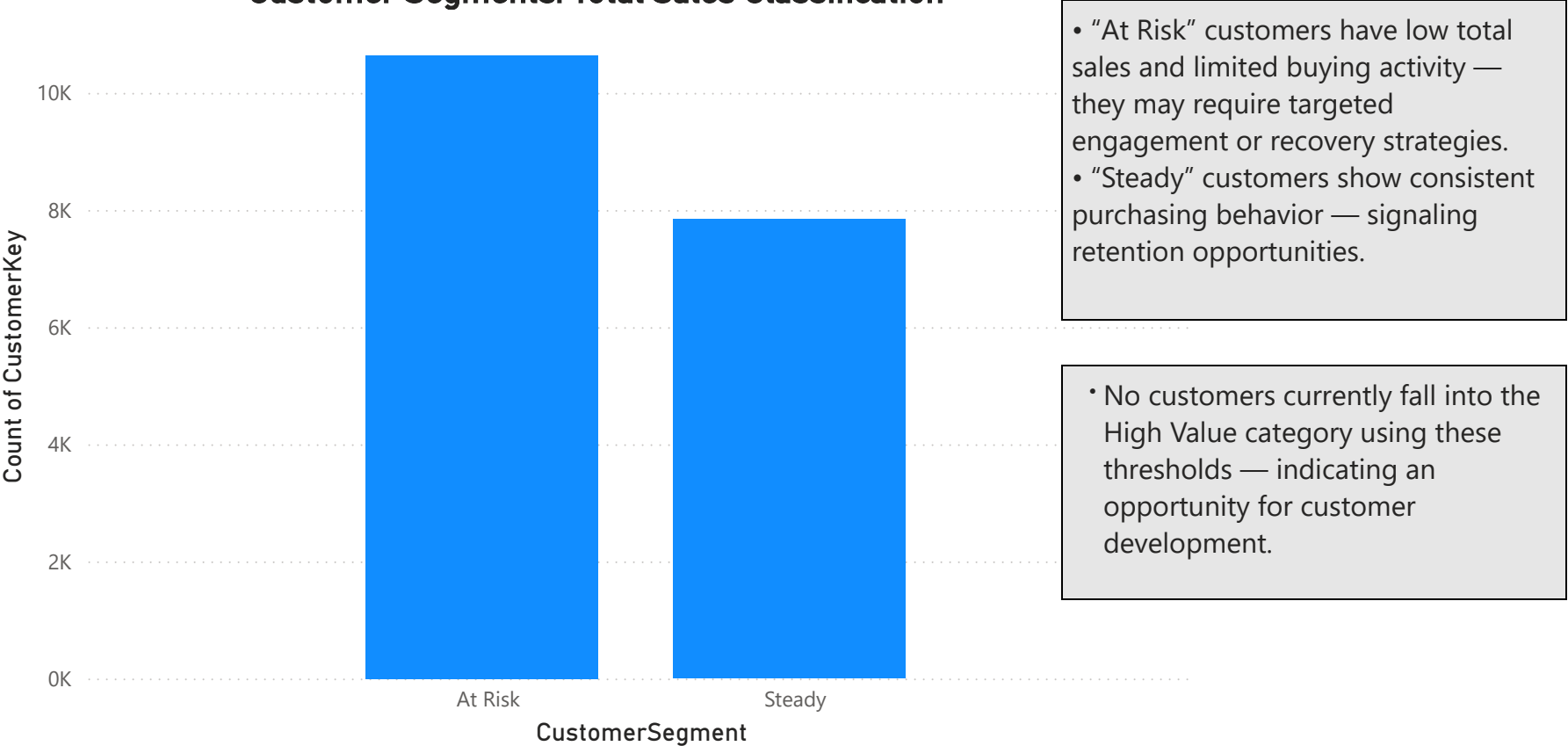
ProductClusterLabel ● Low Margin, Low Volume ● Moderate Margin, Mid Volume ● Steady Performers

- Low Margin, Low Volume (blue): Lower profitability and lower sales activity - low strategic priority.
- Moderate Margin, Mid Volume (orange): Solid performers with consistent demand and healthy margins - reliable revenue drivers.
- Steady Performers (pink): Stable products with predictable sales - support with standard marketing and inventory planning.

Customer Segments: Total Sales Classification

• "At Risk" customers have low total sales and limited buying activity — they may require targeted engagement or recovery strategies.
• "Steady" customers show consistent purchasing behavior — signaling retention opportunities.

• No customers currently fall into the High Value category using these thresholds — indicating an opportunity for customer development.

Predictive Insights Summary

Products:
 • Clustering shows clear groups: Low Margin–Low Volume, Moderate Margin–Mid Volume, and Steady Performers.
 • Steady Performers show predictable demand and healthy margins — reliable revenue drivers.

Customers:
 • Current customer distribution shows only "At Risk" and "Steady" segments.
 • No customers meet the "High Value" threshold — indicating an opportunity to grow stronger customer relationships.

Strategic Recommendations:
 • Increase focus on Steady customers to protect reliable revenue.
 • Review At Risk customers for re-engagement opportunities (discounts, email outreach, rep follow-up).
 • Evaluate whether High Value thresholds should be reset or whether the business needs new premium products or customer tiers.