

Account Portfolio & Revenue Decision Support

EXECUTIVE SUMMARY

C-Suite Decision Brief

DECISION SUPPORTED

Account prioritisation and revenue risk management

KEY INSIGHT

Revenue is highly concentrated in a small number of accounts

RECOMMENDED ACTION

Focus effort on high-value accounts and address early risk signals

80%
of revenue from top 20% of accounts

High
concentration risk in portfolio

35%
of accounts deliver limited return

3:1
value ratio: strategic vs. tail accounts

Portfolio segmentation framework

STRATEGIC PARTNERS

High revenue, strong engagement

20%
of accounts | 80% revenue

PRIORITY

Protect & expand relationship



GROWTH POTENTIAL

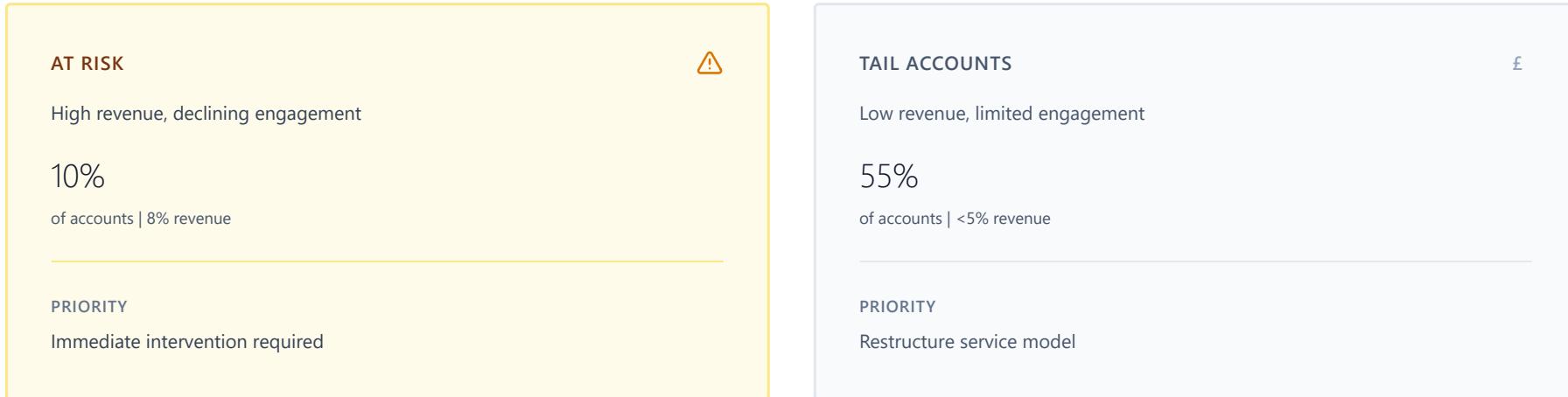
Moderate revenue, high engagement

15%
of accounts | 12% revenue



PRIORITY

Invest in relationship development



REVENUE CONTRIBUTION →

