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

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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

GAGEMENT ↑

AT RISK

High revenue, declining engagement

10%

of accounts | 8% revenue

PRIORITY

Immediate intervention required

TAIL ACCOUNTS

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Low revenue, limited engagement

55%

of accounts | <5% revenue

PRIORITY

Restructure service model

REVENUE CONTRIBUTION →

Strategic implications & next steps

IMMEDIATE

- Protect top 20% accounts with dedicated resources
- Activate risk mitigation for vulnerable high-value accounts

SHORT-TERM

- Implement tiered service model based on account value
- Reallocate resources from low-return accounts

LONG-TERM

- Reduce revenue concentration through portfolio diversification
- Build predictive early-warning system for churn risk