

Account Segmentation & Revenue Team Structuring Exercise

Goal

Create an account segmentation for the accounts included in the sample data set and propose how a revenue team should be structured to cover each segment.

Data Set Detail

- **Location:** Geographical location of distributor
 - **Vertical:** The vertical inside food distribution that the distributor belongs to
 - **Annual Sales Range:** Companies annual sales number
 - **ARR band:** Annual recurring revenue that companies in this segment are spending on Pepper, at the start of the time period
 - **# of product:** # of Pepper product company is subscribed to at the start of the time period
 - **Starting MRR:** Total monthly recurring revenue that company is spending on Pepper, at the start of the time period
 - **Ending MRR:** Total monthly recurring revenue that company is spending on Pepper, at the end of the time period
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Presentation

- Summarize your findings into a presentation and be prepared to walk the team through it during your workshop.

- Share your presentation with:
 - Chowkas: chowkas@usepepper.com
 - Julianna: julianna@usepepper.com
 - Choose any presentation medium you are most comfortable with (e.g., slides, written memo, etc.).
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Tips

- Approach from a **revenue perspective**: the goal is to **maximize net revenue growth across all segments**.
- **Ignore new customer acquisition**: Assume the entire universe consists only of existing customers, and the task is to grow them.
- You are free to **make assumptions**—just clearly specify them.
- For questions or clarifications, reach out to: chowkas@usepepper.com (571-201-4875)