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## Segmentation

In this Screen we can see Rec. Rev and GM based on the Customer Industry Type and Customers.

### 1. Data Table

Industry Type / Customer	Feb-2022				Mar-2022				Total			
	Rec. Rev (\$)	GM (\$)	GM (%)	Rec.Rev (%)	Rec. Rev (\$)	GM (\$)	GM (%)	Rec.Rev (%)	Rec. Rev (\$)	GM (\$)	GM (%)	Rec.Rev (%)
▶ Summary	6,202,499	1,993,011	32	100	7,159,623	2,320,444	32	100	13,362,122	4,313,455	32	100
▶ Finance	1,895,189	625,102	33	31	2,144,356	683,009	32	30	4,039,545	1,308,111	32	30
▶ Health Care	1,250,636	317,638	25	20	1,428,822	380,850	27	20	2,679,458	698,488	26	20
▶ Other	816,799	298,789	37	13	924,780	340,590	37	13	1,741,579	639,379	37	13
▶ Retail	730,594	397,432	54	12	837,394	439,630	52	12	1,567,988	837,062	53	12
▶ Government	284,115	112,695	40	5	354,105	151,627	43	5	638,220	264,322	41	5
▶ Computer Services	277,331	-140,029	-50	4	345,477	-100,881	-29	5	622,808	-240,910	-39	5
▶ Utilities	226,349	106,240	47	4	236,255	98,812	42	3	462,604	205,052	44	3
▶ Education	144,543	83,133	58	2	143,051	77,053	54	2	287,594	160,186	56	2
▶ Manufacturing	122,838	62,829	51	2	132,970	59,817	45	2	255,808	122,646	48	2
▶ Insurance	100,200	32,525	32	2	116,144	38,132	33	2	216,344	70,657	33	2
▶ Media & Ent	79,498	29,272	37	1	93,745	28,959	31	1	173,243	58,231	34	1
▶ Telecommunication	79,851	16,803	21	1	91,220	21,916	24	1	171,071	38,719	23	1

**Industry Type/ Customer:** Here we can view the Industry Type and Customer details.

### Month Wise Details:

**Rec. Rev (\$):** This data is populated from the Gross Margin analysis Sheet

- Fixed & MS Projects: Billing time sheet Hours on project \* Billing rate
- Other Project Types: Billable Approved hrs on project \* Billing rate

Note: For Fixed price projects, revised Contract rate considered based on revenue recognition

**GM (\$):** This data is populated from the Gross Margin analysis Sheet

- Past months: Recognized Revenue - (RDC+ODC) in \$ value
- Current & Future Months: Planned Revenue -(RDC+ODC) in \$

Note: RDC differs for FTE & Contractor as described before

**GM (%):** This data is populated from the Gross Margin analysis Sheet

- Past months: Recognized Revenue - (RDC+ODC) as a % of Recognized Revenue
- Current & Future Months: Planned Revenue -(RDC+ODC) as a % of Planned Revenue

Rec. Rev (%):

$$i. \text{ Rec. Rev (\%)} = (\text{Rec. Rev} / \text{Total Rec. Rev}) * 100$$

**Total:** This is the Sum of the Months selected in the Table and for the percentage it's the average of the months selected.

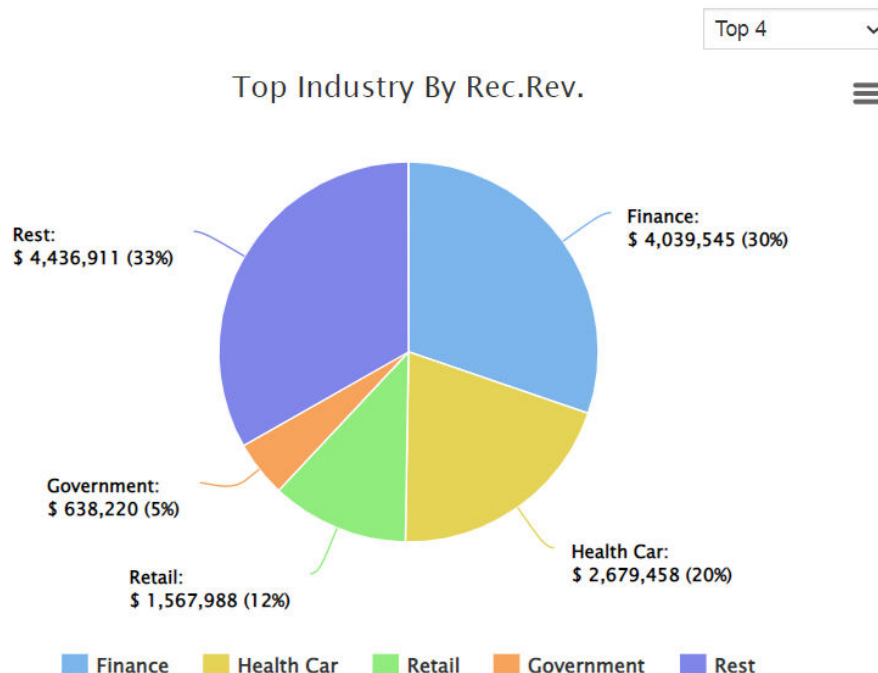
Hierarchy of the Table Industry Type> Customer.

Industry Type / Customer	Feb-2022				Mar-2022				Total			
	Rec. Rev (\$)	GM (\$)	GM (%)	Rec.Rev (%)	Rec. Rev (\$)	GM (\$)	GM (%)	Rec.Rev (%)	Rec. Rev (\$)	GM (\$)	GM (%)	Rec.Rev (%)
Summary	6,202,499	1,993,011	32	100	7,169,623	2,320,444	32	100	13,362,122	4,313,455	32	100
Finance	1,895,189	625,102	33	31	2,144,356	683,009	32	30	4,039,545	1,308,111	32	30
Adelante Software Limited	9,136	5,688	62	0	9,918	6,631	67	0	19,054	12,319	65	0
Allied Irish Bank (UKISSW)	9,136	6,338	69	0	0	0	0	0	9,136	6,338	69	0
Bank of Hawaii, Inc.	41,340	11,888	29	1	73,840	21,601	29	1	115,180	33,489	29	1
ClearAccept Ltd	3,325	2,461	74	0	5,930	3,146	53	0	9,255	5,607	61	0
Clearing House Payments Comp...	9,750	2,155	22	0	9,750	607	6	0	19,500	2,762	14	0
Close Brothers (UKDIRECT)	7,339	7,339	100	0	7,011	7,011	100	0	14,350	14,350	100	0
CNO Financial Group, Inc.	55,632	18,257	33	1	47,463	15,594	33	1	103,095	33,851	33	1
Daymark - Loomis, Sayles and Co.	0	0	0	0	3,370	1,564	46	0	3,370	1,564	46	0
Federal Home Loan Bank	1,500	500	33	0	1,500	500	33	0	3,000	1,000	33	0

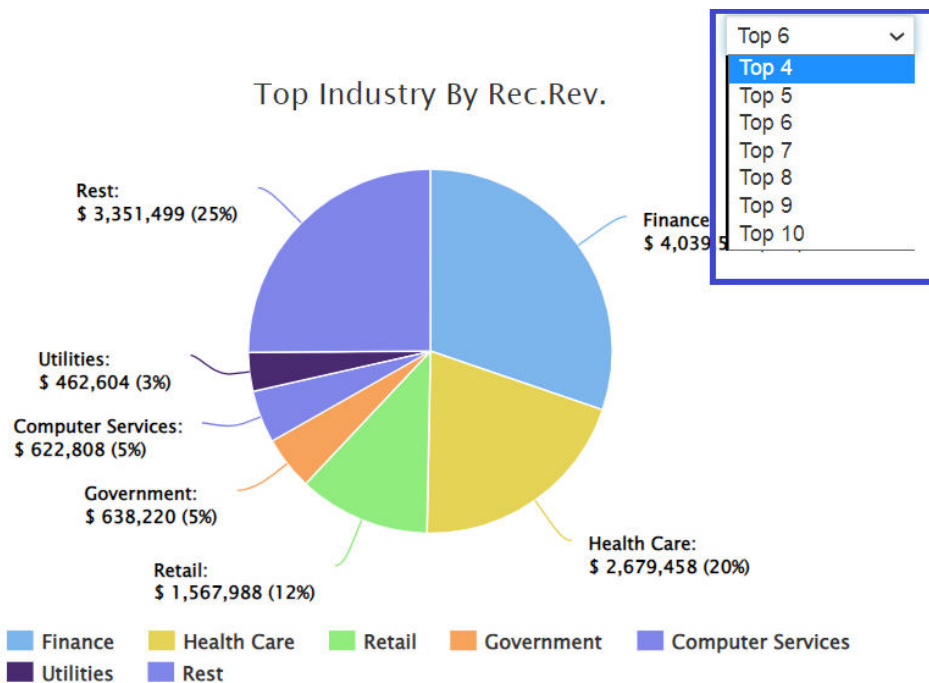
## 2. Graphical Representation

From the data table displayed above some graphical representations were shown below.

### 2a. Top Industry by Rec. Rev

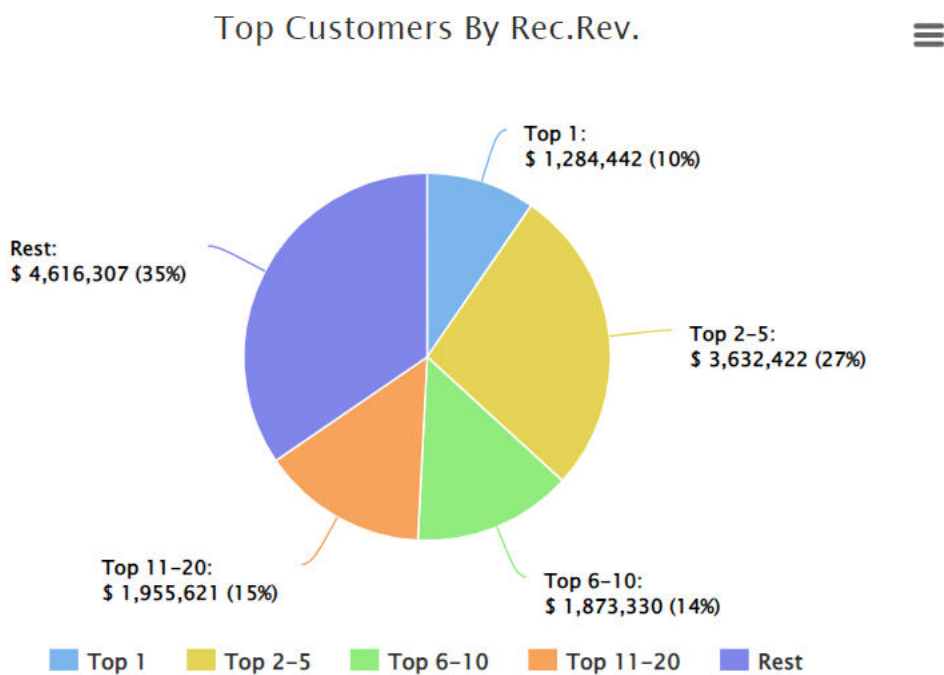


Can also change the graphical view by selecting the list of how many Industries to be selected



## 2b. Top Customers by Rec. Rev

The graph shows them by the Customer details.



## 2c. Top Customer by Rec. Rev Table

Rank	Customer	Rec. Revenue (\$)	GM (\$)	GM (%)	RR (%)
1	FleetCor Technologies, Inc.	1,284,442	421,807	33	10
2	McKesson	1,058,399	268,728	25	8
3	Morgan Stanley	942,748	262,823	28	7
4	Cincinnati Bell Technology Solutions Inc. CBTS	860,629	95,806	11	6
5	Williams-Sonoma Inc.	770,646	361,607	47	6
6	MasterCard	483,417	129,880	27	4
7	DTE Energy Co.	447,936	196,031	44	3
8	State Of Tennessee	340,400	133,430	39	3
9	National Bank of Canada (BNC)	323,247	98,507	30	2
10	IBM - Cloud (Lab Services)	278,330	78,074	28	2
11	Intuitive Surgicals Inc.	262,073	106,675	41	2
12	Hudson Advisors	217,772	112,094	51	2
13	Deloitte LLP	213,846	92,681	43	2
14	ICBC Standard Bank (UK)	204,028	99,233	49	2
15	Tribal Education Limited	192,038	134,253	70	1
16	Humana Inc.	177,446	77,167	43	1
17	JD Sports (UKDIRECT)	174,447	102,024	58	1
18	National Business Center	173,312	91,956	53	1
19	IBM-UK LTD (UKISSW)	171,071	38,719	23	1
20	CIGNA	169,588	37,610	22	1

## 3. Filters

### 3a. Month

Here By selectin the Month the data starting from that month will be displayed only the past months will be available for selection.

Month \*
: Feb-2022

Duration \*
: 2

Year 2022

Jan
Feb
Mar

Apr
May
June

Search

### 3b. Duration

Based on the Month selected the duration Varies based on the duration selected those many months data will be displayed in the table below.

Search Filters

Help ⓘ

Month \* : Feb-2022

Duration \* :

2  
<< Please Select >>  
1  
2

search