

## Problem

Our B2B SaaS platform is preparing to expand into new customer segments. We have sought data-driven recommendations on which industries will present the highest value given their revenue, retention rates, scalability and operational fit.

## Process

A dataset of 1,000,000 accounts was generated across five key industries:

- Tech Startups
- Healthcare Providers
- Law Firms
- Marketing Agencies
- Non-Profits

Key performance indicators — such as net average revenue (revenue - cost to serve), retention rate, expansion potential and strategic fit — were normalized using min-max scaling.

Multiple models were created with varied strategic weighting and composite scores for each performance indicator:

- Balanced
- Revenue Focused
- Expansion Focused
- Retention Focused
- Strategic-Fit Focused

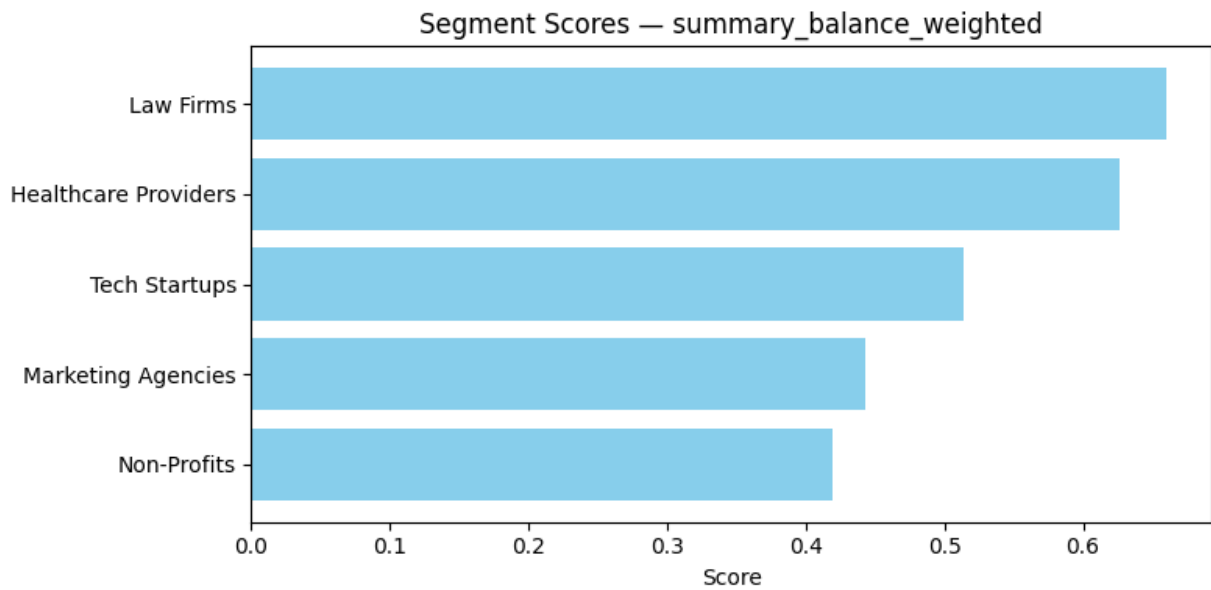
Final scores were visualized to support interpretability and stakeholder discussions.

## Models

Each chart reflects how segments scored under a specific weighting:

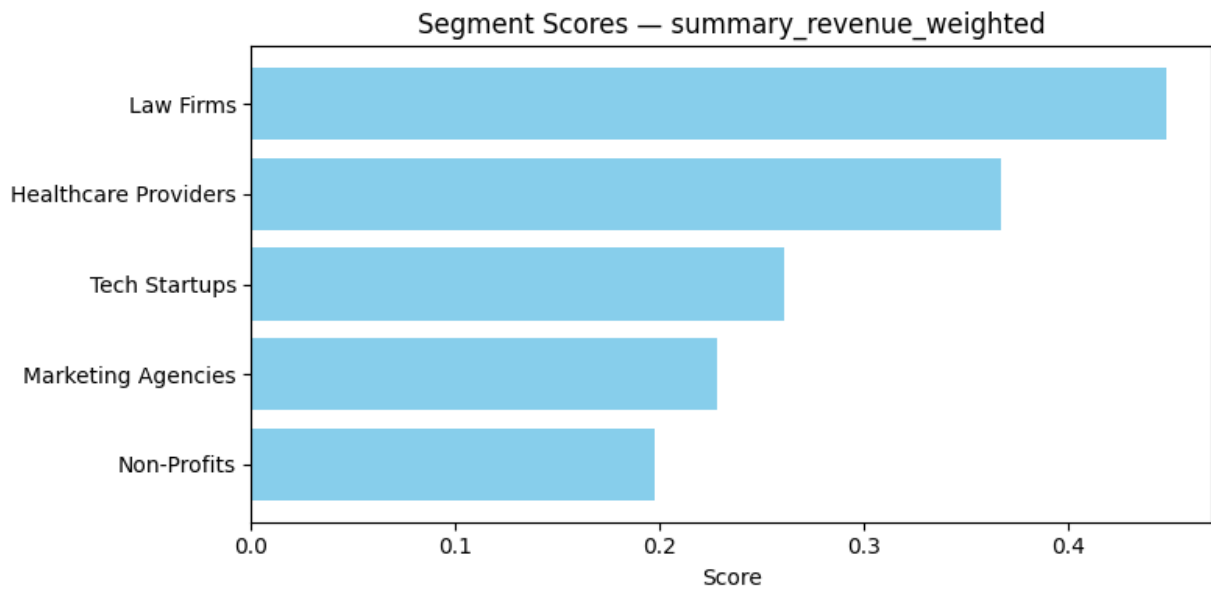
### Balanced

Law Firms and Healthcare Providers lead overall — Non-Profits and Marketing Agencies lag behind



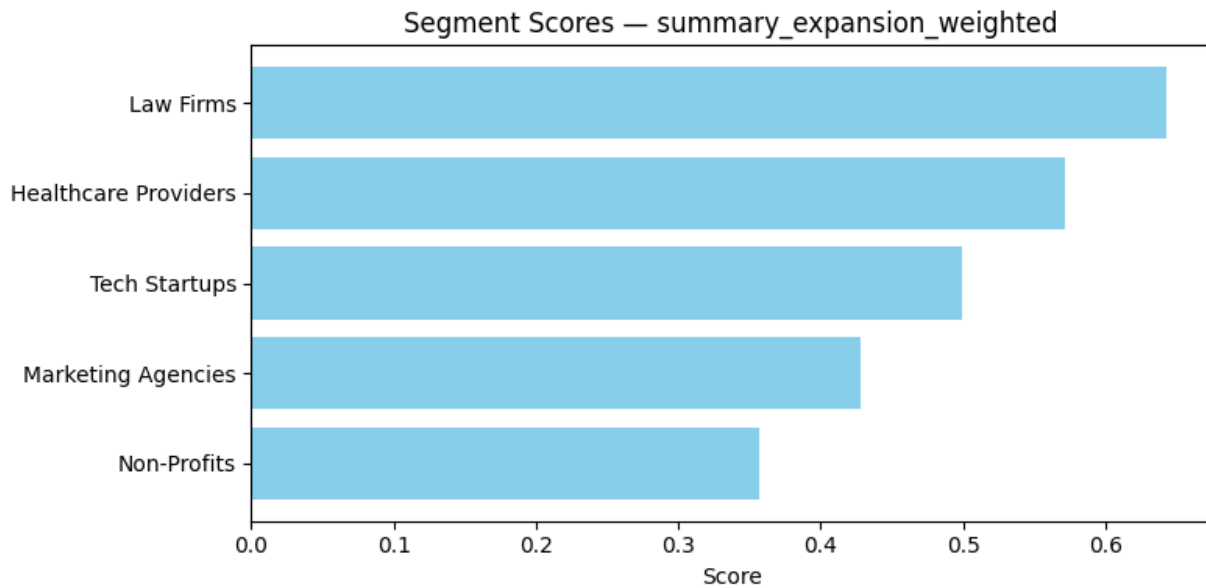
### Revenue Focused

Law Firms dominate — Non-Profits underperform



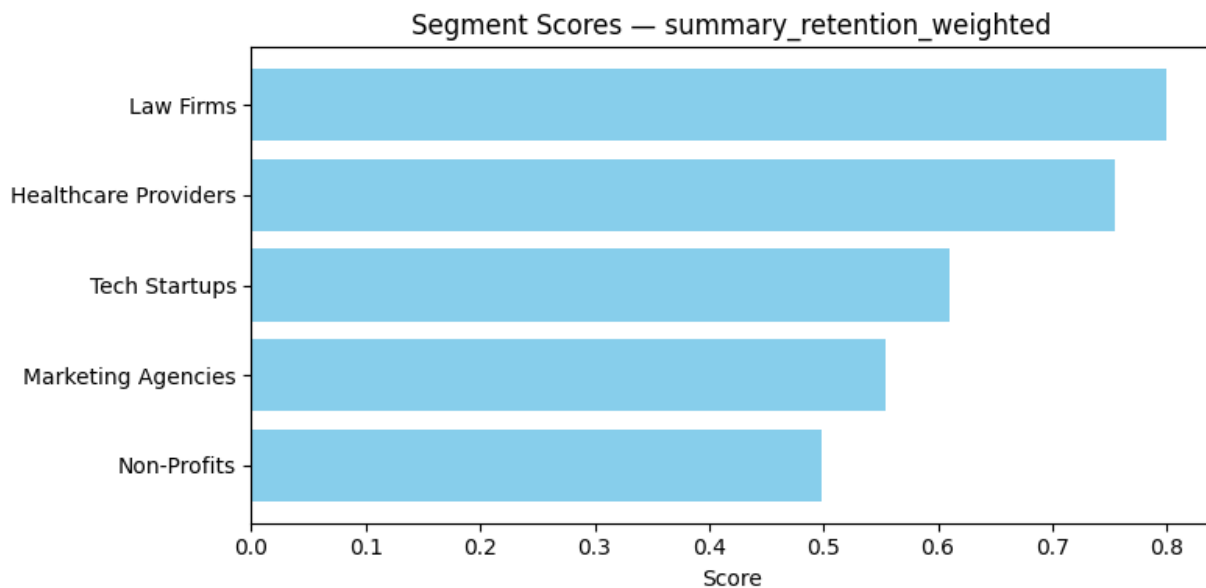
## Expansion Focused

Law Firms and Healthcare Providers are at the top again — Non-Profits are the weakest



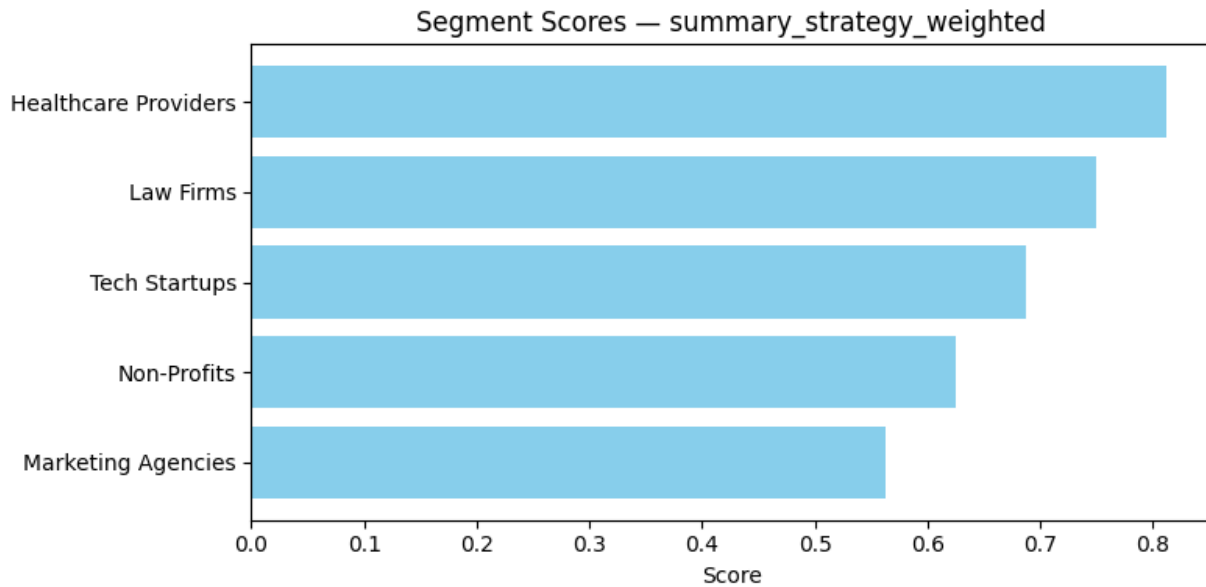
## Retention Focused

Law Firms and Healthcare Providers are the front-runners — Non-Profits linger in the rear



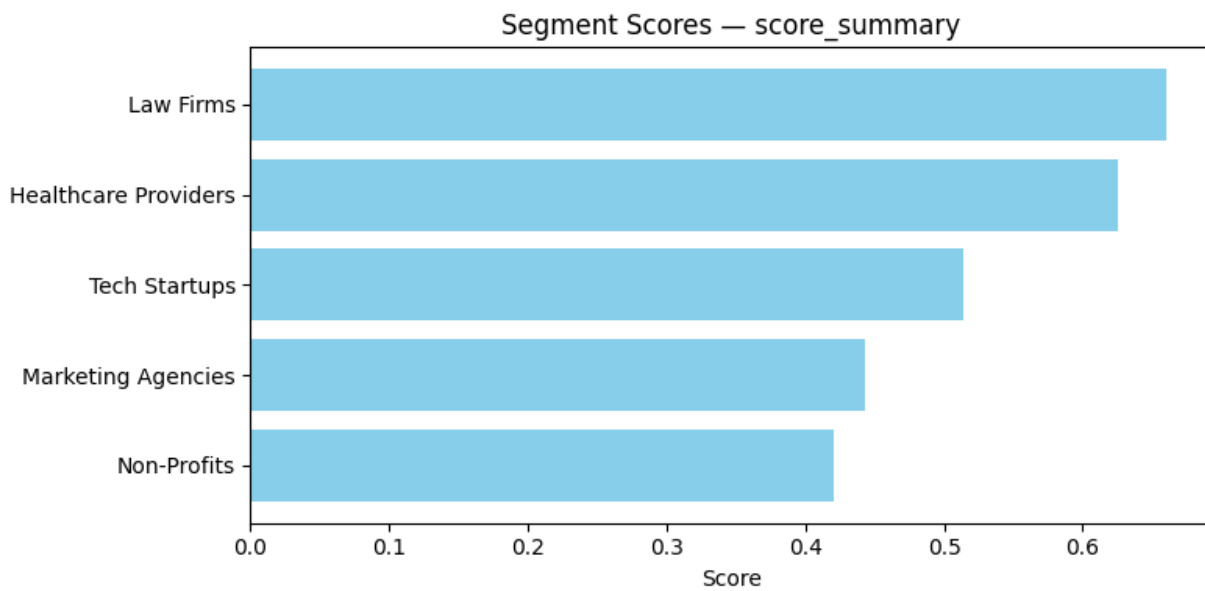
## Strategic-Fit Focused

Healthcare Providers head the list — Marketing Agencies and Non-Profits trail



## Overall Average

Law Firms and Healthcare Providers continue holding the top spot — Non-Profits and Marketing Agencies consistently weak at the bottom



## **Recommendation**

Based on all models, Law Firms and Healthcare Providers emerge as the highest-value segments for strategic focus. They demonstrate strong net revenue, reliable retention, robust expansion potential and alignment with the product roadmap.

I recommend prioritizing outbound efforts, onboarding workflows and product customization for Law Firms and Healthcare Providers. Meanwhile, it may be fruitful to consider divesting from Marketing Agencies and Non-Profits.