

Company Name

Customer Profitability Analysis

Date

Gray cells will be calculated for you. You do not need to enter anything into them.

Customer Activity:	Segment Name 1	Segment Name 2	Segment Name 3	Overall
Number of active customers—Beginning of period	5	8	8	21
Number of customers added	2	4	4	10
Number of customers lost/terminated	(1)	(2)	(2)	(5)
Number of active customers—End of period	6	10	10	26

Profitability Analysis:	Segment Name 1	Segment Name 2	Segment Name 3	Overall
Revenue per segment	\$15,00,000.00	\$18,00,000.00	\$25,00,000.00	\$58,00,000.00
Weighting	26%	31%	43%	100%

Cost of sales:	Segment Name 1	Segment Name 2	Segment Name 3	Overall
Ongoing service and support costs	\$10,00,000.00	\$14,00,000.00	\$14,00,000.00	\$38,00,000.00
Other direct customer costs	\$2,00,000.00	\$1,00,000.00	\$1,00,000.00	\$4,00,000.00
Total cost of sales	\$12,00,000.00	\$15,00,000.00	\$15,00,000.00	\$42,00,000.00
Gross margin	\$3,00,000.00	\$3,00,000.00	\$10,00,000.00	\$16,00,000.00
Weighting	19%	19%	63%	100%

Other costs:	Segment Name 1	Segment Name 2	Segment Name 3	Overall
Customer acquisition	\$1,05,000.00	\$1,20,000.00	\$2,35,000.00	\$4,60,000.00
Customer marketing	\$1,50,000.00	\$1,25,000.00	\$2,75,000.00	\$5,50,000.00
Customer termination	\$80,000.00	\$1,90,000.00	\$1,40,000.00	\$4,10,000.00
Total other customer costs	\$3,35,000.00	\$4,35,000.00	\$6,50,000.00	\$14,20,000.00
Customer profit by segment	(\$35,000.00)	(\$1,35,000.00)	\$3,50,000.00	\$1,80,000.00
Weighting	0%	0%	100%	100%