

Customer-Product Profitability Analysis



		Customers			
		C ₁	C ₂	C ₃	
Products	P ₁	+	+	+	Highly profitable product
	P ₂	+			Profitable product
	P ₃		-	-	Losing product
	P ₄	+		-	Mixed-bag product
		High-profit customer	Mixed-bag customer	Losing customer	