

Customer Segment Sales Breakdown

Document Date: 2024-06-20

Reporting Period: Q1 2024

Sales by Customer Segment

Segment	Number of Customers	Total Sales (\$)	% of Total Sales
Enterprise	25	230,000	46%
SMB	110	180,000	36%
Individual	350	90,000	18%
Total	485	500,000	100%

Key Highlights

- Enterprise segment contributed nearly half of total sales despite fewer customers.
- SMBs represent a significant portion of the customer base and sales revenue.
- Individual customers account for the highest volume but lower cumulative sales.

Important Notes

- This document analyzes sales performance across defined customer segments for a specific period.
- Accurate segmentation is essential for reliable breakdowns and meaningful insights.
- Used data should be current, complete, and verified before reporting results.
- Breakdowns can reveal revenue concentration and areas for targeted strategy or improvement.
- Review and update customer segments regularly to reflect market changes.