

# Customer Segment Sales Performance Document

## Reporting Period: Q1 2024

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### Sales Performance by Customer Segment

Customer Segment	Number of Customers	Total Sales (\$)	Growth vs. Last Qtr	Share of Revenue	Key Observations
Enterprise	37	1,200,000	+13%	53%	High engagement, increased contract renewals
SMB	120	600,000	+6%	27%	Steady growth, potential for upselling
Startups	86	210,000	+22%	10%	Significant new customer acquisition
Retail	55	150,000	-2%	7%	Seasonal decline, focus on retention
Others	30	98,000	+5%	3%	Mixed results across niche segments

### Performance Summary

Total Sales Revenue	\$2,258,000
Total Customers	328
Average Deal Size	\$6,888
Overall Segment Growth	+10.4%

### Important Notes

- Segment definitions should be reviewed and updated regularly for accuracy.
- Quarterly comparisons are dependent on consistent data categorization.
- This document supports strategic decision-making in marketing and resource allocation.
- Data privacy must be maintained when sharing customer details.
- Key observations may involve qualitative analysis from the sales team.