

Customer profitability matrix

Net Sales Value of
Customer account

High

Low

Cost-to-serve

~~accountancy~~

@ACCOUNTANT_SHE

accountancy, disrupted.

Customer profitability matrix

Net Sales Value of
Customer account

High

Low

Protect

Cost
Engineer

Build

Danger
Zone

Cost-to-serve

~~accountancy~~

@ACCOUNTANT_SHE

accountancy, disrupted.