

Criteria for robust scatterplot customer classification

- 1. Sound GtM, StA modelling outcomes**
- 2. Optimal CV and PV**
- 3. Shape of curve**
 - 1. CV**
 - 2. PV**
 - 3. SoW**
- 4. Cost of sales & Cost to serve (CoV)**
- 5. Principle of homogeneity - spatial concentrations**
- 6. Defendable Salesteam Productivity & RoI modelling**