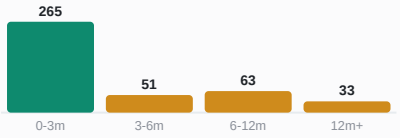
Customer Analysis

Month ending 31 August 2026

Source **order history, Jan 2024 to Aug 2026** **412** customers analysed Generated **1 September 2026**

147	£611,400	38	71%
NO ORDER IN 6 MONTHS	REVENUE ATTACHED	STILL INSIDE THE WINDOW	REVENUE FROM REPEAT BUYERS

TIME SINCE LAST ORDER



147 accounts past six months.

REVENUE ATTACHED, BY AREA MANAGER



£ in the last 12 months of trading.

CUSTOMERS ORDERING EACH MONTH



Down 20% over twelve months.

Customers who stopped buying

Top 8 by value · 147 in full report

CUSTOMER	LOCATION	LAST ORDER	MONTHS QUIET	VALUE, LAST 12M	AREA MANAGER
[illegible]	[illegible]	14 Mar 2026	5.8	£48,200	Priya [illegible]
[illegible]	[illegible]	02 Apr 2026	5.2	£36,750	Owen [illegible]
[illegible]	[illegible]	21 Feb 2026	6.5	£31,400	Craig [illegible]
[illegible]	[illegible]	08 Apr 2026	5.0	£29,880	Nadia [illegible]
[illegible]	[illegible]	19 Mar 2026	5.6	£27,310	Craig [illegible]
[illegible]	[illegible]	27 Mar 2026	5.3	£24,960	Eleanor [illegible]
[illegible]	[illegible]	11 Feb 2026	6.8	£22,140	Sam [illegible]
[illegible]	[illegible]	05 Apr 2026	5.1	£19,470	Marcus [illegible]

Ordering less than they were

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CUSTOMER	LOCATION	PREV 12M	LAST 12M	CHANGE	AREA MANAGER
[illegible]	[illegible]	£62,300	£38,900	-38%	Owen [illegible]
[illegible]	[illegible]	£44,100	£29,600	-33%	Nadia [illegible]
[illegible]	[illegible]	£38,500	£27,200	-29%	Nadia [illegible]
[illegible]	[illegible]	£26,700	£19,800	-26%	Eleanor [illegible]
[illegible]	[illegible]	£31,200	£23,900	-23%	Owen [illegible]
[illegible]	[illegible]	£22,400	£17,600	-21%	Marcus [illegible]

Worth a call this month

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These accounts stopped inside the last six months, which is the window where a call still tends to land. Past that point re-engagement drops away sharply.

CUSTOMER	QUIET FOR	VALUE, LAST 12M	WHAT THE HISTORY SHOWS
Millbury Trade	5.1 months	£19,470	Ordered every 6 to 8 weeks for two years, then stopped. No complaint logged.
Dwarfield Building Supplies	5.0 months	£29,880	Branch manager changed in March. Nobody has been in since.
Pentland Heating & Plumbing	5.6 months	£27,310	Last three orders were smaller than usual before stopping altogether.

Where the quiet accounts sit

By area manager

AREA MANAGER	QUIET ACCOUNTS	REVENUE ATTACHED	INSIDE WINDOW
Owen Doyle	27	£118,600	8
Nadia Beckett	24	£101,250	6
Craig Holmes	22	£94,880	7

END OF SAMPLE

The full report continues with the remaining area managers and the complete visit log. Company, customer and surname details are obscured in this sample.