



Applying the 80/20 Rule With Adobe + Excel and Segmenting Top Revenue Drivers from the Long Tail

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The everyday problem: Which data should we care about... really?

22. prod018
23. prod015
24. prod031
25. prod007
26. prod024
27. prod021
28. prod034
29. prod039
30. prod038
31. prod032
32. prod045
33. prod019
34. prod041
35. prod003
36. prod022
37. prod023
38. prod005
39. prod044
40. prod043
41. prod049
42. prod047
43. prod012
44. prod008
45. prod037
46. prod046
47. prod014



Product	Order Index	Product Index	Order Revenue
1. prod018	40	40	100
2. prod015	40	40	100
3. prod031	40	40	100
4. prod007	40	40	100
5. prod024	40	40	100
6. prod021	40	40	100
7. prod034	40	40	100
8. prod039	40	40	100
9. prod038	40	40	100
10. prod032	40	40	100
11. prod045	40	40	100
12. prod019	40	40	100
13. prod041	40	40	100
14. prod003	40	40	100
15. prod022	40	40	100
16. prod023	40	40	100
17. prod005	40	40	100
18. prod044	40	40	100
19. prod043	40	40	100
20. prod049	40	40	100
21. prod047	40	40	100
22. prod012	40	40	100
23. prod008	40	40	100
24. prod037	40	40	100
25. prod046	40	40	100
26. prod014	40	40	100



"As an analyst I want to be able to identify which customer segments or products that drive the most revenue"

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We need to cut through the noise



Which metrics are actually answering my question?

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80% of the results come from 20% of the effort

Pareto Principle aka "the 80/20 rule"

It was discovered by Vilfredo Pareto in 1896 and became a model later in the next century.



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Why It's Interesting

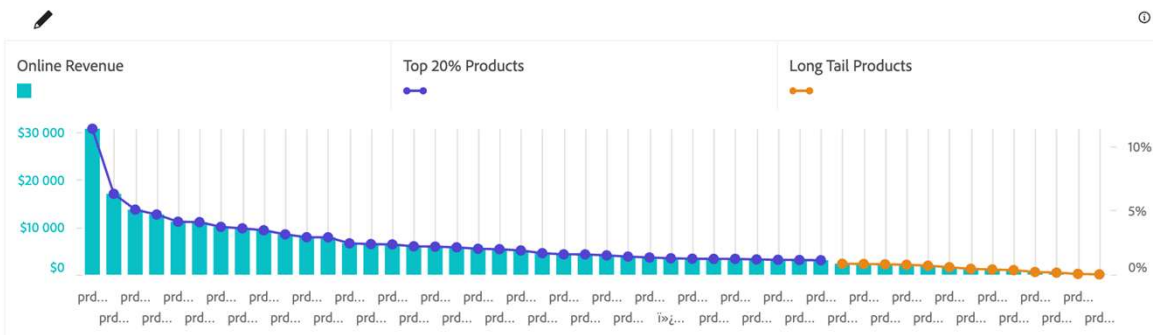
- ✓ Shows that a few products likely drive the bulk of revenue
- ✓ Creates an easy way of categorizing products
- ✓ Helps us focus on high-value segments for personalization or promotions

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Let's borrow this idea

- Which products (or customers) drive the most revenue?




"As an analyst I want to be able to identify which products that drive the most revenue"

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Start with a revenue table in AA

- Freeform table

Product		Online Revenue	
Page: 1 / 1 Rows: 400 1-48 of 48			
		↓ \$269 457 out of \$269 457	
1.	prd1036		\$30 636 11,4%
2.	prd1027		\$16 975 6,3%
3.	prd1004		\$13 658 5,1%
4.	prd1048		\$12 630 4,7%
5.	prd1017		\$11 122 4,1%
6.	prd1029		\$11 034 4,1%
7.	prd1033		\$10 039 3,7%
8.	prd1024		\$9 729 3,6%
9.	prd1010		\$9 326 3,5%
10.	prd1006		\$8 463 3,1%
11.	prd1025		\$7 865 2,9%
12.	prd1021		\$7 850 2,9%
13.	prd1035		\$6 583 2,4%
14.	prd1011		\$6 427 2,4%
15.	prd1028		\$6 352 2,4%

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Export this data (from table or report builder)

Product

Page: 1 / 1 Rows: 400 1-48 of 48

Online Revenue

Jun 1 Jun 30 \$269 457 out of \$269 457

1. prd1036		\$30 636	11,4%
2. prd1027		\$16 975	6,3%
3. prd1004		\$13 658	5,1%
4. prd1048		\$12 630	4,7%
5. prd1017		\$11 122	4,1%
6. prd1029		\$11 034	4,1%
7. prd1033		\$10 039	3,7%
8. prd1024		\$9 729	3,6%
9. prd1010		\$9 326	3,5%
10. prd1006		\$8 463	3,1%
11. prd1025		\$7 865	2,9%
12. prd1021		\$7 850	2,9%
13. prd1035		\$6 583	2,4%
14. prd1011		\$6 427	2,4%
15. prd1028		\$6 352	2,4%
16. prd1015		\$5 961	2,2%
17. prd1020		\$5 893	2,2%
18. prd1034		\$5 745	2,1%
19. prd1040		\$5 440	2,0%
20. prd1016		\$5 358	2,0%
21. prd1032		\$5 091	1,9%
22. prd1041		\$4 516	1,7%
23. prd1049		\$4 384	1,6%

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Have fun in Excel with some formatting

A1

Product

Online Revenue

Product	Online Revenue
prd1036	30.636 kr.
prd1027	16.975 kr.
prd1004	13.658 kr.
prd1048	12.630 kr.
prd1017	11.122 kr.
prd1029	11.034 kr.
prd1033	10.039 kr.
prd1024	9.729 kr.
prd1010	9.326 kr.
prd1006	8.463 kr.
prd1025	7.865 kr.
prd1021	7.850 kr.
prd1035	6.583 kr.

Sort

A Z ↓ Ascending Z A ↓ Descending

By colour: None

Filter

By colour: None

Choose One

Search

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Calculate % of total revenue and cumulative % of totals

% of Total Revenue

Product	Online Revenue	% of Total Revenue
prd1036	\$10.583	7%
prd1017	\$8.384	5%
prd1048	\$7.104	4%
prd1029	\$6.992	4%
prd1025	\$6.530	4%
prd1044	\$6.219	4%
prd1045	\$5.845	4%
prd1028	\$5.785	4%
prd1006	\$5.427	3%
prd1010	\$5.303	3%
prd1040	\$5.187	3%
prd1032	\$5.091	3%
prd1015	\$4.929	3%
prd1011	\$4.820	3%
prd1021	\$4.710	3%
prd1027	\$4.593	3%
prd1035	\$4.353	3%
prd1033	\$4.302	3%
prd1034	\$4.022	3%
prd1016	\$4.019	3%
prd1024	\$3.815	2%
prd1001	\$2.915	2%

Cumulative % of Total

Product	Online Revenue	% of Total Revenue	Cumulative % of Total
prd1036	\$10.583	7%	7%
prd1017	\$8.384	5%	12%
prd1048	\$7.104	4%	16%
prd1029	\$6.992	4%	21%
prd1025	\$6.530	4%	25%
prd1044	\$6.219	4%	29%
prd1045	\$5.845	4%	32%
prd1028	\$5.785	4%	36%
prd1006	\$5.427	3%	39%
prd1010	\$5.303	3%	43%
prd1040	\$5.187	3%	46%
prd1032	\$5.091	3%	49%
prd1015	\$4.929	3%	52%
prd1011	\$4.820	3%	55%
prd1021	\$4.710	3%	58%
prd1027	\$4.593	3%	61%
prd1035	\$4.353	3%	64%
prd1033	\$4.302	3%	67%

"How much of the total revenue has been accumulated up to and including this product."

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Calculate % of total revenue and cumulative % of totals

prd1034	\$4.022	3%	69% Top 20 %
prd1016	\$4.019	3%	72% Top 20 %
prd1024	\$3.815	2%	74% Top 20 %
prd1001	\$2.915	2%	76% Top 20 %
prd1018	\$2.854	2%	78% Top 20 %
prd1004	\$2.818	2%	79% Top 20 %
prd1041	\$2.803	2%	81% Long Tail
prd1049	\$2.608	2%	83% Long Tail
prd1039	\$2.503	2%	84% Long Tail

Now we know the minimum revenue for the products that contribute to 80% of revenue

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Back to Adobe Analytics

The screenshot shows the 'Create metric' dialog in Adobe Analytics. The formula is set to: $\text{IF}(\text{logical_test}, \text{value_if_true}, \text{value_if_false})$. The logical test is configured as: $\text{metric_X} \geq \text{metric_Y}$. Metric X is 'Online Revenue' and Metric Y is '2018'. The value_if_true is 'Online Revenue' and the value_if_false is '0'.

Create metrics in Analytics:

If the product revenue is greater than or equal to the revenue at the 80% mark, then it can be categorized as **Top 20 % Products**

prd1034	\$4.022	3%	69% Top 20 %
prd1016	\$4.019	3%	72% Top 20 %
prd1024	\$3.815	2%	74% Top 20 %
prd1001	\$2.915	2%	76% Top 20 %
prd1018	\$2.854	2%	78% Top 20 %
prd1004	\$2.818	2%	79% Top 20 %
prd1041	\$2.803	2%	81% Long Tail
prd1049	\$2.608	2%	83% Long Tail
prd1039	\$2.503	2%	84% Long Tail

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Then we create the metric for Long Tail Products

The screenshot shows the 'Create metric' dialog in Adobe Analytics. The formula is set to: $\text{IF}(\text{logical_test}, \text{value_if_true}, \text{value_if_false})$. The logical test is configured as: $\text{metric_X} < \text{metric_Y}$. Metric X is 'Online Revenue' and Metric Y is '2803'. The value_if_true is 'Online Revenue' and the value_if_false is '0'.

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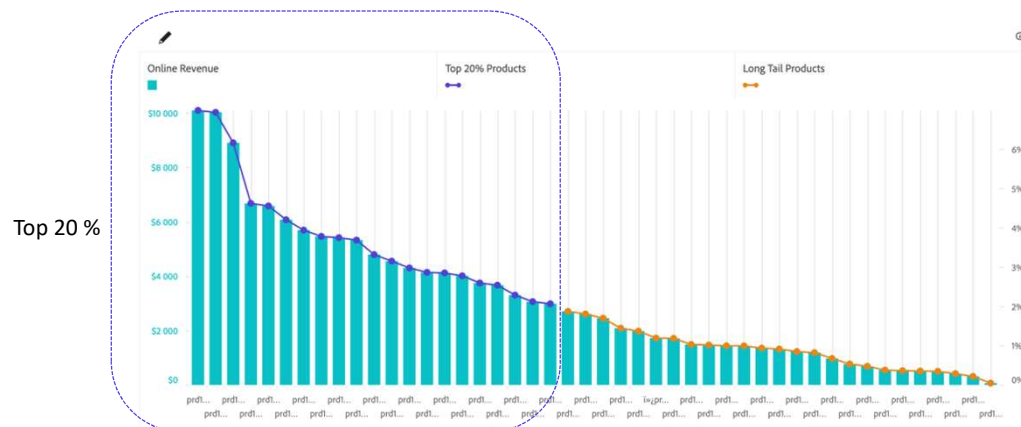
Throw the metrics into a table with revenue metric

	Online Revenue	Top 20% Products	Long Tail Products
20. prod1016	\$5,258	2,07%	2%
21. prod1032	\$5,091	1,9%	2%
22. prod1041	\$4,516	1,7%	2%
23. prod1049	\$4,284	1,6%	2%
24. prod1030	\$4,263	1,6%	2%
25. prod1009	\$4,058	1,5%	2%
26. prod1019	\$3,801	1,4%	1%
27. prod1018	\$3,619	1,3%	1%
28. prod1001	\$3,445	1,3%	1%
29. prod1007	\$3,358	1,2%	1%
30. prod1045	\$3,321	1,2%	1%
31. prod1047	\$3,320	1,2%	1%
32. prod1044	\$3,203	1,2%	1%
33. prod1050	\$3,133	1,2%	1%
34. prod1039	\$3,087	1,1%	1%
35. prod1043	\$3,039	1,1%	1%
36. prod1038	\$2,309	0,9%	1%
37. prod1012	\$2,254	0,8%	1%
38. prod1023	\$2,180	0,8%	1%
39. prod1002	\$2,096	0,8%	1%
40. prod1003	\$1,889	0,7%	1%
41. prod1031	\$1,570	0,6%	1%
42. prod1022	\$1,227	0,5%	0%
43. prod1008	\$1,095	0,4%	0%
44. prod1046	\$961	0,4%	0%

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Use the combo chart



Actions:

- Create a segment with those top products to use in personalization or promo targeting.
- Analyze the long tail products, do they perform differently in areas like conversion, time spent, entry source and many other dimensions

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Use Top 20% Products and Long Tail Products as segments

Product Categories

	Top 20 % products	Long tail products
Visits	2 142	1 705
B2B: Hi-Tech Product C:	2 142 out of 2 142	1 705 out of 1 705
Page: 1 / 1 Rows: 50 1-8	Apr 4	Apr 4
1. Desktops	896 41,8%	606 35,5%
2. Laptops	703 32,8%	169 9,9%
3. Workstations	326 15,2%	283 16,6%
4. Server	272 12,7%	299 17,5%
5. Peripherals	224 10,5%	331 19,4%
6. Storage	142 6,6%	271 15,9%
7. Mobile	91 4,2%	37 2,2%
8. Unspecified	5 0,2%	63 3,7%

Engagement

	Visits	Average Time on Site	Conversion Rate	Bounce Rate
Segments	3 847	00:09:44	28,07%	9,04%
Page: 1 / 1 Rows: 50 1-2 of	Apr 4	Apr 4	Apr 4	Apr 4
1. Top 20 % products	2 142 55,7%	00:04:51 49,9%	16,11%	4,62%
2. Long tail products	1 705 44,3%	00:04:53 50,1%	11,96%	4,57%

Day of week

	Top 20 % products	Long tail products
Online Orders	345	204
Day of Week	Apr 4	Apr 9
Page: 1 / 1 Rows: 50 1-6 of 6	Apr 4	Apr 9
1. Sunday	55 15,9%	31 15,2%
2. Monday	54 15,7%	31 15,2%
3. Tuesday	61 17,7%	33 16,2%
4. Wednesday	60 17,4%	33 16,2%
5. Friday	61 17,7%	48 23,5%
6. Saturday	54 15,7%	28 13,7%

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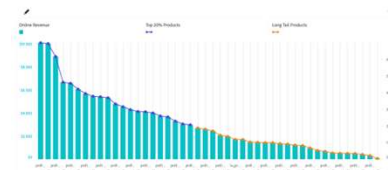
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Why it's powerful

1 Focus on **impact**

"Here's where 80% of our revenue comes from - and here's how the rest behaves differently."

2 Clear **narrative**



3 Actionable simplicity

"Let's change our marketing effort for some of the long tail products"

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