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

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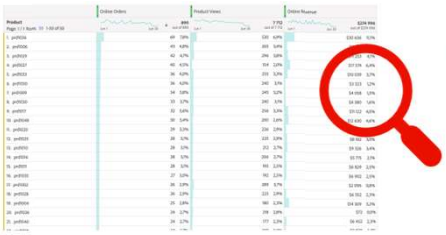
The everyday problem: Which data should we care about… really?



”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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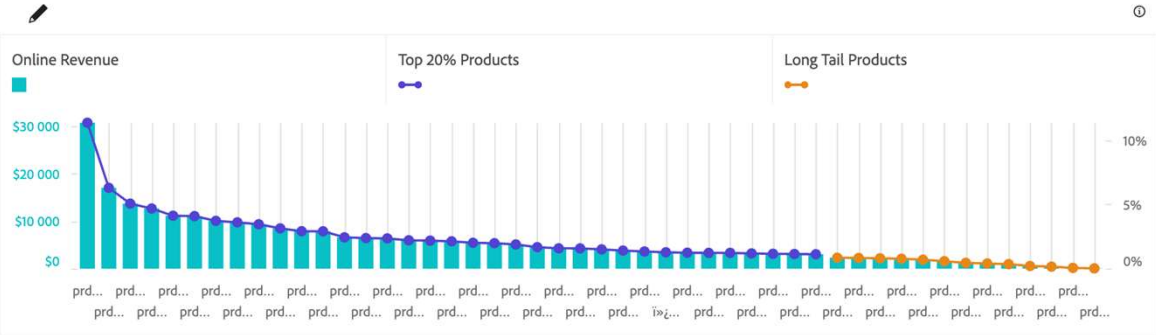
Let's borrow this idea

- **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 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%

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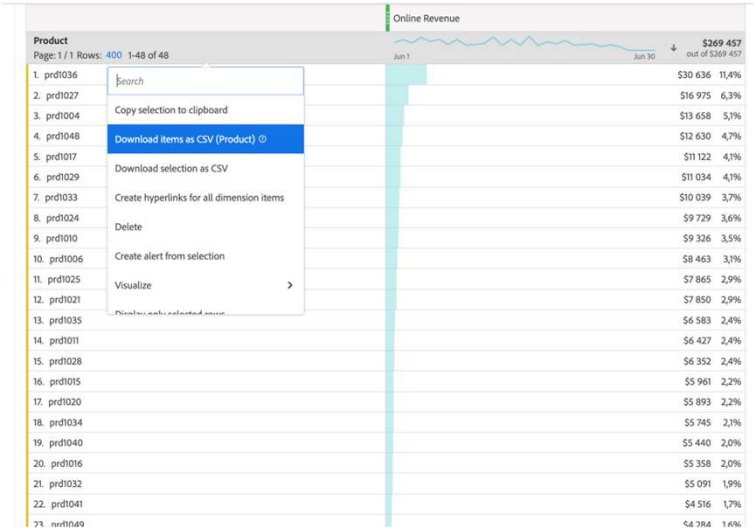
Export this data (from table or report builder)



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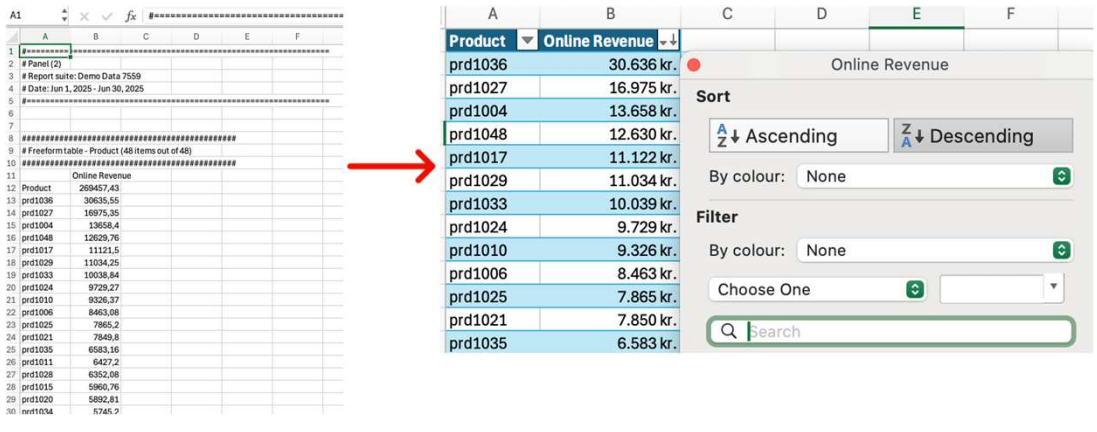
Have fun in Excel with some formatting



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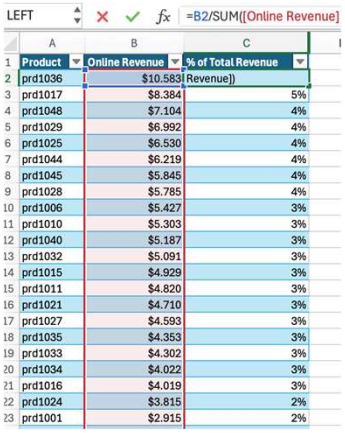
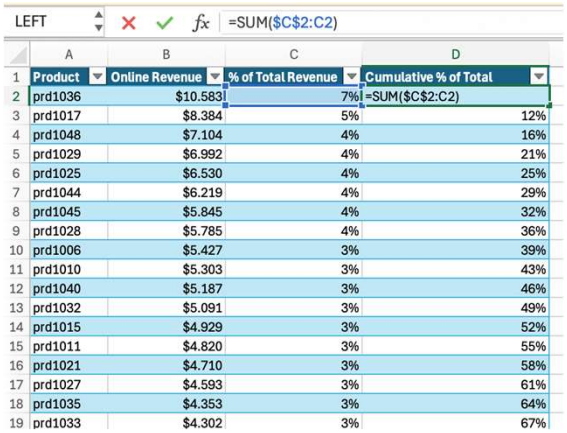
Calculate % of total revenue and cumulative % of totals

% of Total Revenue



	A	B	C
1	Product	Online Revenue	% of Total Revenue
2	prd1036	$10.583	Revenue])
3	prd1017	$8.384	5%
4	prd1048	$7.104	4%
5	prd1029	$6.992	4%
6	prd1025	$6.530	4%
7	prd1044	$6.219	4%
8	prd1045	$5.845	4%
9	prd1028	$5.785	4%
10	prd1006	$5.427	3%
11	prd1010	$5.303	3%
12	prd1040	$5.187	3%
13	prd1032	$5.091	3%
14	prd1015	$4.929	3%
15	prd1011	$4.820	3%
16	prd1021	$4.710	3%
17	prd1027	$4.593	3%
18	prd1035	$4.353	3%
19	prd1033	$4.302	3%
20	prd1034	$4.022	3%
21	prd1016	$4.019	3%
22	prd1024	$3.815	2%
23	prd1001	$2.915	2%

Cumulative % of Total



	A	B	C	D
1	Product	Online Revenue	% of Total Revenue	Cumulative % of Total
2	prd1036	$10.583	7%	=SUM(C2:C2)
3	prd1017	$8.384	5%	12%
4	prd1048	$7.104	4%	16%
5	prd1029	$6.992	4%	21%
6	prd1025	$6.530	4%	25%
7	prd1044	$6.219	4%	29%
8	prd1045	$5.845	4%	32%
9	prd1028	$5.785	4%	36%
10	prd1006	$5.427	3%	39%
11	prd1010	$5.303	3%	43%
12	prd1040	$5.187	3%	46%
13	prd1032	$5.091	3%	49%
14	prd1015	$4.929	3%	52%
15	prd1011	$4.820	3%	55%
16	prd1021	$4.710	3%	58%
17	prd1027	$4.593	3%	61%
18	prd1035	$4.353	3%	64%
19	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

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

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Throw the metrics into a table with revenue metric

	Online Revenue		Top 20% Products	Long Tail Products
20. prd1016	$5 358	2,0%	2%	
21. prd1032	$5 091	1,9%	2%	
22. prd1041	$4 516	1,7%	2%	
23. prd1049	$4 284	1,6%	2%	
24. prd1030	$4 263	1,6%	2%	
25. prd1009	$4 058	1,5%	2%	
26. prd1019	$3 801	1,4%	1%	
27. prd1018	$3 619	1,3%	1%	
28. i»¿prd1001	$3 445	1,3%	1%	
29. prd1007	$3 358	1,2%	1%	
30. prd1045	$3 321	1,2%	1%	
31. prd1047	$3 320	1,2%	1%	
32. prd1044	$3 203	1,2%	1%	
33. prd1050	$3 133	1,2%	1%	
34. prd1039	$3 087	1,1%	1%	
35. prd1043	$3 039	1,1%	1%	
36. prd1038	$2 309	0,9%		1%
37. prd1012	$2 254	0,8%		1%
38. prd1023	$2 180	0,8%		1%
39. prd1002	$2 096	0,8%		1%
40. prd1003	$1 889	0,7%		1%
41. prd1031	$1 570	0,6%		1%
42. prd1022	$1 227	0,5%		0%
43. prd1008	$1 095	0,4%		0%
44. prd1046	$961	0,4%		0%

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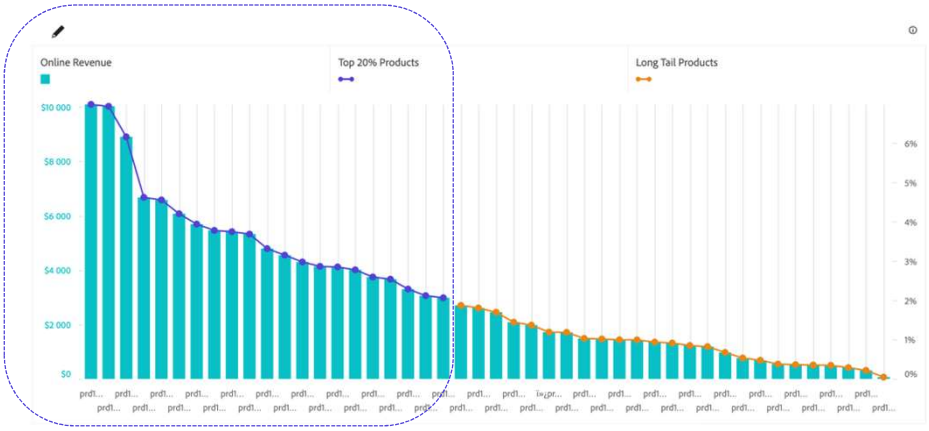
Use the combo chart

Top 20 %



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

B2B: Hi-Tech Product Ca Page: 1 / 1 Rows: 50 1-8	Top 20 % products Visits Apr 4 ↓ 2 142 out of 2 142	Long tail products Visits Apr 4 1 705 out of 1 705
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

Segments Page: 1 / 1 Rows: 50 1-2 of 2	Visits Apr 4 ↓ 3 847	Average Time on Site Apr 4 00:09:44	Conversion Rate Apr 4 28,07%	Bounce Rate Apr 4 9,06%
1. Top 20 % products	2 142 55,7%	00:04:51 49,9%	16,11%	4,48%
2. Long tail products	1 705 44,3%	00:04:53 50,1%	11,96%	4,57%

Day of week

Day of Week ↑ Page: 1 / 1 Rows: 50 1-6 of 6	Top 20 % products Online Orders Apr 4 Apr 9 345 out of 345	Long tail products Online Orders Apr 4 Apr 9 204 out of 204
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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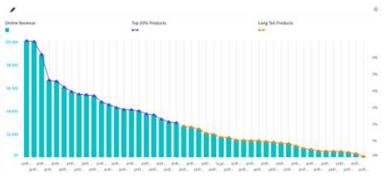
Why it's **powerful**

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 produts"*

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