DEMONSTRATION — FICTIONAL DATA — EVERY BUSINESS, CUSTOMER AND FIGURE IS INVENTED

underpin
Helping garment decorators build better businesses.

Customer Growth Assessment

Prepared for Larkhaven Print & Stitch

A fictional DecoNetwork decorator, created to demonstrate the assessment

Report generated: **30 October 2026**
Order history analysed: **2 October 2023 – 28 September 2026** (1092 days)
Data confidence: **Good**

A
Andy
Your Digital Business Analyst, Underpin Central

507	£2.90m	78.9%	5
Customer accounts	Net revenue analysed	Repeat purchase rate	Priority recommendations

Fictional demonstration produced with the same analysis engine and report template as live assessments.

Section 1

Executive summary

Andy analysed **507 customer accounts** and **£2,898,061** of net revenue across **1092 days** of DecoNetwork order history (2 October 2023 to 28 September 2026). Customers are grouped at company level wherever the data allows.

Actual taken directly from your order records

Calculated estimate worked out from those records, with the method shown

Recommendation Andy's suggested action

Headline: Revenue is up 9.8% on the same months of 2025

Comparing only calendar months present in both years (a part year is never compared with a full one): 2023 → 2024: **+11.9%** (3 matching months); 2024 → 2025: **+19.5%** (12 matching months); 2025 → 2026: **+9.8%** (9 matching months). Revenue concentration: the top 102 customers (20% of accounts) generate **60.4%** of net revenue.

ANDY'S TOP-PRIORITY OPPORTUNITY · LAPSED KEY ACCOUNT REACTIVATION

15 customers

15 former key customers have stopped ordering — together about £212,000 a year in their last active year. They bought regularly and in volume, so they are worth a personal approach.

about £212,000 a year before they stopped ordering

Lapsed revenue · Strong evidence

Values are historical. Andy does not forecast future sales; the order of recommendations reflects the size and strength of the evidence. Details and the full list: Recommendation 1 (Section 7) and Appendix A1.

Key figures Actual

Customer accounts **507** Company level where available	Net revenue (refund-adjusted) **£2,898,061** 1092 days of order history	Repeat purchase rate **78.9%** Accounts with 2 or more orders
Top 20% of accounts **60.4%** of revenue, from 102 accounts	Active / Cooling / Dormant **185 / 88 / 228** By days since last order (Section 4); 6 too new to classify	Declining-spend accounts **13** Last 12 months at most 60% of the 12 before

Opportunities at a glance Recommendation

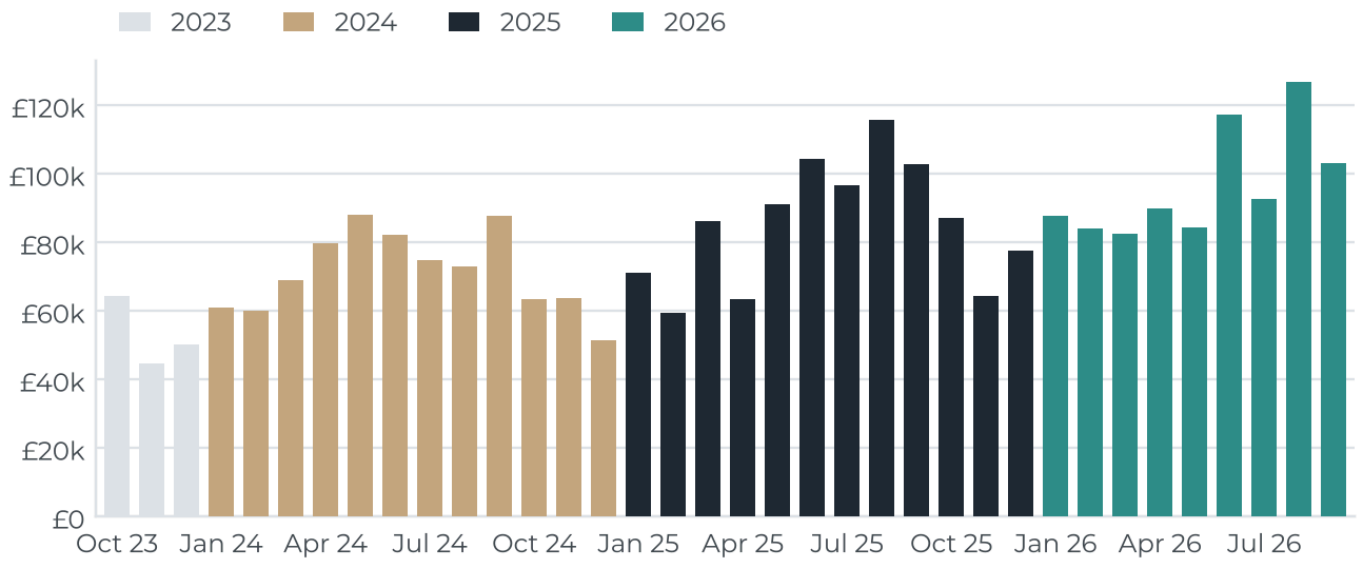
#	Opportunity	Accounts	Timing	Value
1	**Lapsed Key Account Reactivation**	15	Next 4-8 weeks	about £212,000 a year before they stopped ordering Strong evidence
2	**Declining-Spend Account Review**	13	Next 4-6 weeks	about £72,000 a year at risk Mixed evidence
3	**Category Cross-Sell for Active Accounts**	15	Alongside the next order or a seasonal catalogue refresh.	currently about £258,000 a year — growth not estimated Limited evidence
4	**Reorder-Due Win-Back**	15	Now	about £25,000 — one typical purchase each, from past spend Mixed evidence
5	**Mid-Tier Account Growth**	15	Next scheduled order cycle for each account.	currently about £42,000 a year — growth not estimated Limited evidence

Each account appears once, under its strongest action. Values are historical and labelled by type — revenue at risk, lapsed revenue, past purchases, or current spend where growth is not estimated — never forecasts, and never added together. Every account is listed in Appendix A.

Section 2

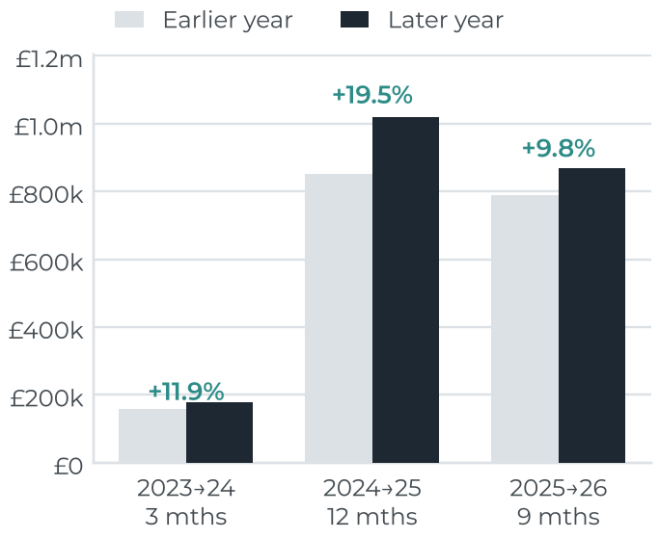
Business performance & revenue trends

Monthly revenue Actual



Net revenue by month across the full order history, shaded by calendar year.

Year-on-year Actual



Each pair compares only the calendar months present in both years.

Seasonal pattern

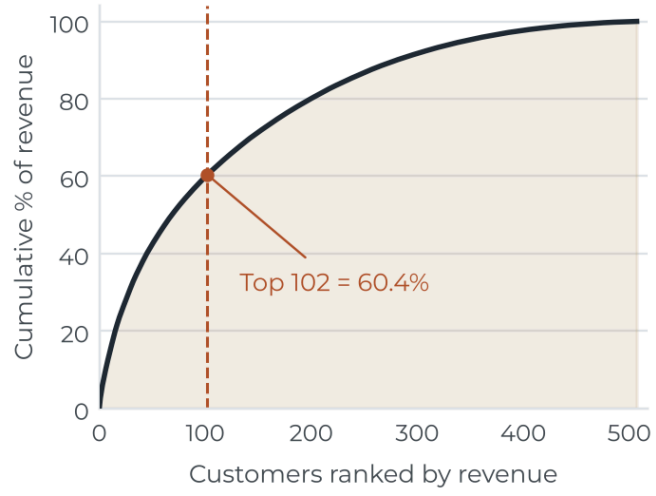
On average, revenue has been highest in August and June across the 3 years with substantial coverage — an observed pattern, not a guaranteed annual cycle. No coverage gaps were detected in this data.

Data confidence: Good

3 calendar years with substantial (9+ months) coverage. Seasonal patterns and year-on-year comparisons are meaningfully supported, though any known coverage gaps should still be read as missing data, not as confirmed quiet periods.

Section 3

Customer portfolio & revenue concentration



Share of total revenue as accounts are added from largest to smallest.

Top 20% of accounts
60.4%
102 accounts

Top 30% of accounts
71.8%
152 accounts

A

Andy's insight

The top 102 accounts (20% of your base) generate 60.4% of net revenue. Your two largest accounts, Rosdale Roofing and Nanwen Joinery, generate £128,001 between them — 4.4% of all revenue analysed. Growing the accounts just below the top tier (Recommendation: Mid-Tier Account Growth, where identified) reduces how much depends on a few customers.

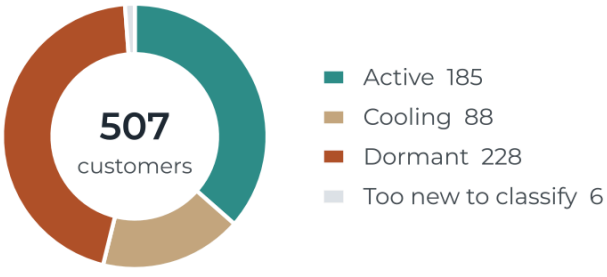
Top 15 customers by net revenue Actual

#	Customer	Orders	Net revenue	Cumulative share	Status
1	Rosdale Roofing	26	£76,865.71	2.6%	Active
2	Nanwen Joinery	15	£51,135.19	4.4%	Cooling
3	Polwick Academy	16	£47,385.46	6.0%	Active
4	Rosmarsh Swim Club	14	£39,424.87	7.4%	Active
5	Oakbrook Electrical	21	£38,310.06	8.7%	Active
6	Bramworth Athletic Club	18	£37,043.44	10.0%	Dormant
7	Highwick Roofing	23	£35,888.34	11.2%	Cooling
8	Porgarth Electrical	8	£33,926.18	12.4%	Active
9	Wrenholme Athletic Club	11	£32,661.24	13.6%	Active
10	Rosgarth Technology	10	£32,446.87	14.7%	Dormant
11	Penleigh Prep School	17	£31,726.89	15.8%	Active
12	Ivyvean Builders	9	£31,602.19	16.9%	Dormant
13	Oakholme Logistics	9	£30,932.18	17.9%	Dormant
14	Wildvean Prep School	9	£30,634.67	19.0%	Active
15	Longmore College	10	£30,327.47	20.0%	Active

Showing the top 15 of 507 accounts.

Section 4

Customer health & retention



Accounts by time since last order

Actual

- **185 active** — ordered within the last 90 days.
- **88 cooling** — last order 90–180 days ago.
- **228 dormant** — no order for over 180 days; together they generated £800,122 over the period.
- **6 too new to classify** — first ordered within the last 45 days.

Repeat purchase rate across the base: **78.9%**.

Declining-spend accounts — 13 accounts Actual

Each account's spend in the last 12 months is compared with its own spend in the 12 months before — both complete periods of your data. An account qualifies when the last 12 months are 60% or less of the 12 before, with at least 2 orders in that earlier year. A drop can reflect a finished project as easily as a cooling relationship, so each one needs a conversation, not an assumption.

Customer	Previous 12 months (revenue / orders)	Last 12 months (revenue / orders)	Last ÷ previous
Goldhayes Groundworks	£3,209.73 (5)	£396.97 (1)	0.12×
Foxgarth Joinery	£4,050.24 (7)	£574.42 (3)	0.14×
Thornleigh Hospice Appeal	£8,466.21 (5)	£1,814.37 (2)	0.21×
Goldvean Netball Club	£3,578.34 (7)	£762.01 (2)	0.21×
Gwelgarth Plumbing & Heating	£5,688.68 (9)	£1,266.81 (3)	0.22×
Halstow Deli	£5,005.94 (7)	£1,516.76 (3)	0.30×
Bosdale High School	£11,354.53 (4)	£3,662.41 (2)	0.32×
Carholme Fun Run	£9,128.79 (3)	£3,091.60 (1)	0.34×
Highwick Roofing	£19,992.48 (12)	£7,804.93 (6)	0.39×
Keshaven High School	£6,327.80 (4)	£2,872.76 (3)	0.45×
Longmore College	£20,696.84 (7)	£9,630.63 (3)	0.47×
Boshaven High School	£10,478.73 (5)	£5,652.62 (4)	0.54×
Longdale Cricket Club	£6,827.68 (8)	£3,756.76 (5)	0.55×

Worth a conversation: Highwick Roofing

Your highest-revenue account in the declining list. In the last 12 months it spent £7,804.93 across 6 orders, against £19,992.48 across 12 orders in the 12 months before (0.39×): **orders down 50.0%** and **average order value down 21.9%** (£1,666.04 → £1,300.82). Ask whether this reflects reduced need, a change of contact or a competitor — rather than assuming any one cause.

Lapsed regular customers — 67 accounts Actual

Cooling or dormant accounts that used to buy on a regular cycle (3+ separate purchases) but have now gone more than 3 times their usual gap without ordering. Together they generated **£440,376**. They're too far past their cycle for a "you're due" reminder, so they're not in the reorder list — a personal approach asking what has changed is more appropriate. **This is every lapsed regular customer.** Andy's Lapsed Key Account Reactivation recommendation (Section 7) is a separate, prioritised list of former key customers, under its own stated test — 15 featured, with 21 more under Additional opportunities. Many accounts appear in both lists. Highest revenue first:

Customer	Revenue	Purchases	Usual gap	Since last order	Status
Rosgarth Technology	£32,446.87	8	42 days	299 days	Dormant
Ivyvean Builders	£31,602.19	6	41 days	564 days	Dormant
Oakholme Logistics	£30,932.18	7	44 days	718 days	Dormant
Rosbrook Primary School	£20,879.66	9	56 days	316 days	Dormant
Wrenwick Groundworks	£16,341.67	3	29 days	512 days	Dormant
Moorridge Academy	£16,089.81	6	52 days	217 days	Dormant
Kenvean Legal LLP	£15,215.42	8	60 days	416 days	Dormant
Cranhayes Logistics	£13,206.56	10	62 days	208 days	Dormant
Lishaven Inn	£13,152.36	6	27 days	803 days	Dormant
Polgarth Roofing	£11,450.12	7	95 days	379 days	Dormant
Gwelgarth Plumbing & Heating	£10,485.63	16	29 days	145 days	Cooling
Stonewick Trust	£8,286.64	11	58 days	174 days	Cooling

Showing 12 of 67; all are listed in Appendix A.

Section 5

Repeat-order opportunities

Accounts due or overdue to reorder Actual

Andy measures each account against **its own** usual gap between purchases. Orders placed within 14 days of the first order in a group are treated as **one purchase** — roughly one decoration job's turnaround — so a size top-up or second order for the same job isn't mistaken for a new reorder cycle. These groups are **inferred from order timing only**; DecoNetwork exports don't record which orders belong to the same project, so a group may occasionally combine two separate jobs, or split one long job. An account needs at least 3 separate purchases to have a cycle. It is flagged once the time since its last order reaches 85% of its usual gap, up to 3 times it. Accounts that ordered in the last 90 days are left out.

57 accounts: 51 overdue and 6 due soon, listed in Andy's priority order — most reliable timing first, then those closest to their usual reorder point.

Customer	Purchases (orders)	Usual gap	Since last order	Status	Confidence
Dunmore Technology	5 (5)	103 days	94 days	Due soon	High
Halleigh RFC	8 (10)	124 days	117 days	Due soon	High
Foxdale Electrical	6 (10)	185 days	195 days	Overdue	High
Nanhaven Swim Club	7 (9)	104 days	117 days	Overdue	High
Lishayes Technology	5 (6)	73 days	99 days	Overdue	High
Kescombe Engineering	10 (11)	65 days	103 days	Overdue	High
Evercombe Logistics	5 (5)	163 days	283 days	Overdue	High
Millbrook Netball Club	6 (7)	78 days	139 days	Overdue	High
Fernwen Garden Centre	6 (6)	111 days	208 days	Overdue	High
Nanwen Joinery	13 (15)	56 days	111 days	Overdue	High
Wilddale Technology	8 (10)	74 days	178 days	Overdue	High
Nanmarsh Joinery	12 (18)	65 days	169 days	Overdue	High
Lanhayes Bakery	6 (6)	107 days	95 days	Due soon	Medium
Kesleigh Financial	4 (5)	139 days	129 days	Due soon	Medium
Brambrook Legal LLP	4 (4)	241 days	227 days	Due soon	Medium

Showing the first 15 of 57; all are listed in Appendix A.

Confidence reflects how many gaps were seen and how consistent they were: high = 4 or more gaps, mostly within half to double the usual gap; medium = 3 such gaps, or 2 that agree closely; low = anything less regular.

Repeat customers not treated as reorder-due Actual

Reason	Accounts	Why
Orders clustered into one purchase	22	3 or more orders, but fewer than 3 separate purchases once orders within 14 days are grouped by timing — not enough to show a repeating cycle.
Lapsed beyond their cycle	67	More than 3 times their usual gap since the last order — they have skipped two or more expected reorders, so they're listed under customer health (Section 4) for a personal win-back approach rather than a reorder reminder.

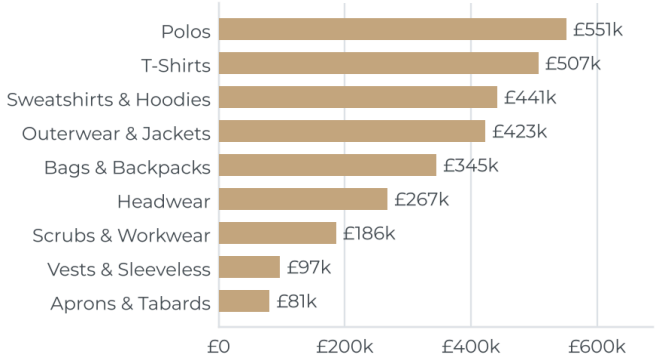
Their order history is unchanged and still counts in every other section. The accounts are named in Appendix A.

Section 6

Cross-selling, upselling & account development

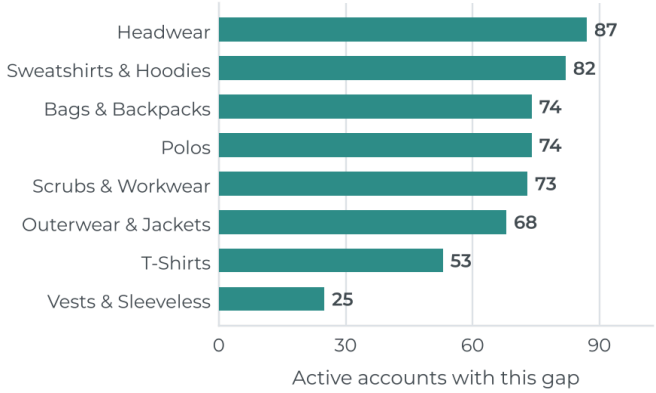
185 active accounts have not bought at least one category that 3 or more other customers already buy. These are actual purchase gaps — no take-up or order value is projected, because the data can't show how many would buy.

What customers buy Actual



Net revenue by product category.

Most common gaps Actual



Active accounts for which each category is one of their suggested gaps.

Accounts with the strongest gaps

Customer	Popular categories not yet bought
Elmfield Landscapes	T-Shirts, Polos, Outerwear & Jackets
Seavean Netball Club	T-Shirts, Polos, Outerwear & Jackets
Crancombe Prep School	T-Shirts, Polos, Outerwear & Jackets
Kesmore Joinery	T-Shirts, Polos, Outerwear & Jackets
Wrenwen Inn	T-Shirts, Polos, Outerwear & Jackets
Brammore Hospice Appeal	T-Shirts, Polos, Outerwear & Jackets
Kenstow Builders	T-Shirts, Polos, Headwear
Roscombe Netball Club	T-Shirts, Polos, Headwear
Evermarsh Running Club	T-Shirts, Polos, Headwear
Wildvean Prep School	T-Shirts, Outerwear & Jackets, Headwear
Westmarsh Deli	T-Shirts, Outerwear & Jackets, Headwear
Nanworth College	T-Shirts, Outerwear & Jackets, Headwear

Showing 12 of 185; all are listed in Appendix A.

A **Andy's insight**
Use these as conversation starters at the next order — for example, suggesting T-Shirts to Elmfield Landscapes. A specific suggestion from someone who knows the account works better than a general mailing.

Account development Actual

Active customers with 2 or more orders in the last 12 months, outside the top 20% by spend, spending at least as much as your typical active customer. 15 featured accounts are in the Mid-Tier Account Growth recommendation (Section 7); a further 7 accounts qualify and are listed under Additional opportunities. Accounts that also meet a stronger test are listed under that action instead. The first 8 featured accounts are shown below.

Customer	Evidence
Bodhayes Netball Club	Currently spends about £3,000 a year across 3 orders. Growth potential is not estimated.
Nanworth College	Currently spends about £2,900 a year across 3 orders. Growth potential is not estimated.
Kenwen Academy	Currently spends about £2,900 a year across 3 orders. Growth potential is not estimated.
Lanridge Engineering	Currently spends about £2,900 a year across 5 orders. Growth potential is not estimated.
Carhaven Netball Club	Currently spends about £2,900 a year across 3 orders. Growth potential is not estimated.
Roshayes Plumbing & Heating	Currently spends about £2,900 a year across 6 orders. Growth potential is not estimated.
Wildworth Groundworks	Currently spends about £2,800 a year across 4 orders. Growth potential is not estimated.
Westmore College	Currently spends about £2,800 a year across 4 orders. Growth potential is not estimated.

Upselling

DecoNetwork order exports don't show which items were standard or premium options, or the margin on each, so this assessment can't size an upselling opportunity without guessing. Use the account development list and the gaps above to decide where to offer better-specification garments or decoration, using your own price list.

Section 7

Andy's prioritised growth recommendations

Each recommendation is built from named customer records that meet a stated test, never from a population average applied to an individual. Andy's five primary recommendations are in order of the size and strength of the evidence, and each account is listed once, under its strongest action. Every value is labelled by type — revenue at risk, lapsed revenue, past purchases, or current spend where growth potential is not estimated. Values are historical. Andy does not forecast future sales; the order of recommendations reflects the size and strength of the evidence. Values are never added together.

1

Lapsed Key Account Reactivation

Recommendation **15** eligible accounts

LAPSED REVENUE
Calculated estimate
about £212,000 a year
before they stopped ordering
Strong evidence

WHY THIS OPPORTUNITY

15 former key customers have stopped ordering — together about £212,000 a year in their last active year. They bought regularly and in volume, so they are worth a personal approach.

WHO IS ELIGIBLE

Customers in the top 30% by lifetime spend, with 2 or more orders, who have not ordered for more than 6 months and last ordered within the past 30 months. Older activity counts for less.

EVIDENCE FROM YOUR RECORDS ACTUAL

Rosgarth Technology — Spent about £32,000 in its last active year; no order for 10 months (10 orders in all).

Ivyvean Builders — Spent about £32,000 in its last active year; no order for 19 months (9 orders in all).

Oakholme Logistics — Spent about £31,000 in its last active year; no order for 24 months (9 orders in all).

12 more listed in Appendix A.

NEXT ACTION

A personal call or email from whoever knew the account best, referencing what they used to order; ask whether needs or contacts have changed.

When: Next 4-8 weeks — most recent first.

What this value means: Lapsed revenue is what these customers spent in the 12 months up to their last order — spend that has already stopped. It is not a forecast of what they would spend if they returned.

2

Declining-Spend Account Review

Recommendation **13** eligible accounts

REVENUE AT RISK
Calculated estimate
about £72,000 a year
at risk
Mixed evidence

WHY THIS OPPORTUNITY

13 accounts are spending much less than before — together about £72,000 a year less. A fall can reflect a finished project as easily as a cooling relationship, so each needs a human check.

WHO IS ELIGIBLE

Active or recently active accounts whose spend in the last 12 months is 60% or less of the 12 months before (with at least 2 orders in that earlier year), or, with under two years of data, a comparable fall across their own order history.

EVIDENCE FROM YOUR RECORDS ACTUAL

Highwick Roofing — Spend down about £12,000 a year: about £7,800 in the last 12 months against about £20,000 in the 12 before (0.39×), 12 → 6 orders.

Longmore College — Spend down about £11,000 a year: about £9,600 in the last 12 months against about £21,000 in the 12 before (0.47×), 7 → 3 orders.

Bosdale High School — Spend down about £7,700 a year: about £3,700 in the last 12 months against about £11,000 in the 12 before (0.32×), 4 → 2 orders.

10 more listed in Appendix A.

NEXT ACTION

Account handler to review each account's history and have a direct conversation about whether the drop reflects reduced need, a lost relationship, or something the business can address.

When: Next 4-6 weeks — a relationship check-in call or email, not a product pitch.

What this value means: Revenue at risk is spend that has already fallen against the account's own past (last 12 months against the 12 before). It is not a forecast of what will be lost or recovered.

3

Category Cross-Sell for Active Accounts

Recommendation **15** eligible accounts

CURRENT SPEND — GROWTH NOT ESTIMATED

Calculated estimate

currently about £258,000 a year

growth not estimated

Limited evidence

WHY THIS OPPORTUNITY

15 active customers don't yet buy categories that many of your other customers do.

WHO IS ELIGIBLE

Active customers (ordered in the last 90 days) with at least one category gap that 3 or more other customers already buy.

EVIDENCE FROM YOUR RECORDS ACTUAL

Rosdale Roofing — Currently spends about £29,000 a year; doesn't yet buy Sweatshirts & Hoodies (bought by 214 other customers), Bags & Backpacks (bought by 201 other customers), Aprons & Tabards (bought by 61 other customers). Growth potential is not estimated.

Polwick Academy — Currently spends about £28,000 a year; doesn't yet buy Headwear (bought by 231 other customers), Sweatshirts & Hoodies (bought by 214 other customers), Scrubs & Workwear (bought by 84 other customers). Growth potential is not estimated.

Wildvean Prep School — Currently spends about £24,000 a year; doesn't yet buy T-Shirts (bought by 301 other customers), Outerwear & Jackets (bought by 249 other customers), Headwear (bought by 231 other customers). Growth potential is not estimated.

12 more listed in Appendix A.

Demand among existing customers Actual

Headwear	231 customers	£267,478
Sweatshirts & Hoodies	214 customers	£441,413
Bags & Backpacks	201 customers	£344,992
Outerwear & Jackets	249 customers	£422,778
Scrubs & Workwear	84 customers	£185,917

NEXT ACTION

Include relevant category examples in the next order confirmation or quote follow-up.

When: Alongside the next order or a seasonal catalogue refresh.

What this value means: Current spend is shown as context for the size of each relationship. Growth potential is not estimated: uptake of a category a customer has never bought can't be predicted from the data.

4 Reorder-Due Win-Back

Recommendation **15** eligible accounts

HISTORICAL REVENUE — TYPICAL PURCHASE

Calculated estimate

about £25,000

one typical purchase each, from past spend

Mixed evidence

WHY THIS OPPORTUNITY

15 customers have an established reorder rhythm and are now due or overdue against it.

WHO IS ELIGIBLE

Customers with at least 3 separate purchases (orders close together are grouped) who have not ordered in the last 90 days and are approaching or past their usual gap between purchases.

Confidence in the timing: 7 high, 7 medium, 1 low (13 overdue, 2 due soon). Low confidence means the account's past gaps were few or irregular, so the timing is a prompt to check in rather than a firm signal.

EVIDENCE FROM YOUR RECORDS ACTUAL

Nanwen Joinery — Usually reorders every 56 days; 111 days since the last order (overdue). Typical purchase about £3,900, from past spend — not a forecast.

Kescombe Engineering — Usually reorders every 65 days; 103 days since the last order (overdue). Typical purchase about £1,900, from past spend — not a forecast.

Wilddale Technology — Usually reorders every 74 days; 178 days since the last order (overdue). Typical purchase about £1,700, from past spend — not a forecast.

12 more listed in Appendix A.

NEXT ACTION

Personal email or call from the account handler referencing their last order and usual products; overdue accounts first.

When: Now — within the next 2-3 weeks.

What this value means: The value is one typical purchase per account, from what each has spent before. It is historical, not a forecast; some of these customers won't reorder.

5 Mid-Tier Account Growth

Recommendation **15** eligible accounts

CURRENT SPEND — GROWTH NOT ESTIMATED

Calculated estimate

currently about £42,000 a year

growth not estimated

Limited evidence

WHY THIS OPPORTUNITY

15 established mid-sized accounts order regularly but sit outside your top 20%. Growing them reduces reliance on your largest customers.

WHO IS ELIGIBLE

Active customers with 2 or more orders in the last 12 months, outside the top 20% by spend, spending at least as much as your typical active customer.

EVIDENCE FROM YOUR RECORDS ACTUAL

Bodhayes Netball Club — Currently spends about £3,000 a year across 3 orders. Growth potential is not estimated.

Nanworth College — Currently spends about £2,900 a year across 3 orders. Growth potential is not estimated.

Kenwen Academy — Currently spends about £2,900 a year across 3 orders. Growth potential is not estimated.

12 more listed in Appendix A.

NEXT ACTION

Account handler to review each account's current mix and propose 1-2 specific additions at the next contact.

When: Next scheduled order cycle for each account.

What this value means: Current spend is shown as context for the size of each relationship. Growth potential is not estimated: there is no evidence of how much each account would add.

Additional opportunities

Outside the five primary recommendations, under the same rules and evidence; each account still appears only once. The accounts are listed in Appendix A.

Opportunity	Accounts	Value	Evidence
Category Cross-Sell for Active Accounts — further accounts	139	currently about £410,000 a year — growth not estimated	Limited evidence
Lapsed Key Account Reactivation — further accounts	21	about £134,000 a year before they stopped ordering	Mixed evidence
Reorder-Due Win-Back — further accounts	33	about £18,000 — one typical purchase each, from past spend	Mixed evidence
High-Value First-Order Reactivation	9	about £27,000 in single orders, not repeated	Limited evidence
Mid-Tier Account Growth — further accounts	7	currently about £18,000 a year — growth not estimated	Limited evidence

DEMONSTRATION

Section 8

Suggested 90-day action plan

Sequenced by urgency and strength of evidence — a prioritisation of effort, not a forecast of results.

Recommendation

Days 1–30
Time-sensitive outreach

- **4. Reorder-Due Win-Back** (15 accounts) — about £25,000 — one typical purchase each, from past spend.

Days 31–60
Relationship recovery

- **1. Lapsed Key Account Reactivation** (15 accounts) — about £212,000 a year before they stopped ordering.
- **2. Declining-Spend Account Review** (13 accounts) — about £72,000 a year at risk.

Days 61–90
Growth & basket expansion

- **3. Category Cross-Sell for Active Accounts** (15 accounts) — currently about £258,000 a year — growth not estimated.
- **5. Mid-Tier Account Growth** (15 accounts) — currently about £42,000 a year — growth not estimated.

Measure what worked

Re-run this assessment in 90 days with a fresh export to see which overdue accounts reordered, whether declining accounts recovered and whether revenue concentration has eased.

Section 9

Optional next steps

Underpin Business Review

Optional

If you'd like help acting on these findings, you can talk them through with Underpin Central in a Business Review — including which recommendations to start with and how to put them into practice in DecoNetwork.

To arrange one, email chris@underpincentral.com.

DecoFlow

Coming soon

DecoFlow is a business growth and management platform being developed for garment decorators. Andy identifies the opportunities. Charlie, our future Campaign Manager, will help turn those findings into campaigns through DecoFlow. Charlie's campaign-management features are coming soon.

To register interest in early access, email chris@underpincentral.com.

A **Andy** — Your Digital Business Analyst. Analyses your DecoNetwork order history and prepares this assessment.

C **Charlie** — future Campaign Manager in DecoFlow (coming soon). Will help turn Andy's findings into managed outreach.

Section 10

About this report

About this demonstration

Larkhaven Print & Stitch and every customer, order and figure in this report are fictional. The report was produced by running a synthetic DecoNetwork order export through the same analysis engine and report template used for live assessments. No real business, person or transaction is represented.

How the analysis works

Order lines from the DecoNetwork Order Items export are rebuilt into orders and grouped by customer — by the company name where one is given, otherwise by store history or the buyer's name. Revenue is net of refunds. Accounts are classed as active, cooling or dormant by days since their last order (90 and 180-day thresholds). Reorder timing (measured between separate purchases; orders placed within 14 days are grouped, inferred from timing rather than confirmed projects), declining spend and cross-sell gaps are each measured against named customers' own records, and the tests are stated where each result appears.

Data-quality notes

- Analysis confidence tier: good. 3 calendar years with substantial (9+ months) coverage. Seasonal patterns and year-on-year comparisons are meaningfully supported, though any known coverage gaps should still be read as missing data, not as confirmed quiet periods.

Customer names to check

Flagged for you to review — nothing has been merged or renamed, and every figure above uses the accounts exactly as they appear in your data. If two entries are the same organisation, their figures would combine in a future assessment once the records are tidied in DecoNetwork.

Check	Accounts	Why it's flagged
Personal name	Carl Abbott	No company name on its orders, so grouped under the buyer's name
Personal name	Holly Thorne	No company name on its orders, so grouped under the buyer's name
Personal name	Tara Keane	No company name on its orders, so grouped under the buyer's name
Personal name	Rosie Clegg	No company name on its orders, so grouped under the buyer's name
Personal name	Jess Ivey	No company name on its orders, so grouped under the buyer's name

Your data and privacy

In a live assessment, this is how a decorator's data is handled: Your DecoNetwork export is uploaded to Underpin Central's server and analysed there by Andy's analysis engine. No external AI service is used. The uploaded file is held in server memory while it is processed and is not saved to disk or to a database. The results — including your customer names and figures — are kept in server memory for about 30 minutes so you can view your dashboard and download this report, then deleted automatically — or straight away if you choose Delete my results now on your dashboard (they are also

cleared if the server restarts). While this PDF is created, temporary working files are written to the server and deleted as soon as it is finished, whether or not it succeeds; if the server stopped unexpectedly part-way through, automated clean-up deletes those files within about 90 minutes. Our application logs record operational information only, such as row counts, processing times and error types — not your customer names or figures. This report is yours to keep; Underpin Central does not keep a copy once your results have expired or been deleted.

Appendix A

Account lists for each recommendation

Every account behind each recommendation, in the same order as Section 7; counts match the executive summary and Section 7. Use these as call lists.

A1. Lapsed Key Account Reactivation — 15 accounts

Value: what each spent in the year before it stopped ordering; historical, not a forecast. Evidence: strong evidence.

- Rosgarth Technology £32,000
- Ivyvean Builders £32,000
- Oakholme Logistics £31,000
- Wrenwick Groundworks £16,000
- Bramworth Athletic Club £13,000
- Moorridge Academy £11,000
- Rosbrook Primary School £11,000
- Bramstow High School £10,000
- Kenvean Legal LLP £9,700
- Westvean Football Club £7,500
- Glenleigh Hotel £6,700
- Lishaven Inn £13,000
- Belhayes Plumbing & Heating £6,300
- Goldholme Festival £5,900
- Westgarth Prep School £5,800

A2. Declining-Spend Account Review — 13 accounts

Value: spend a year at risk — the last 12 months against the 12 before; historical, not a forecast. Evidence: strong evidence unless marked.

- Highwick Roofing £12,000
- Longmore College £11,000
- Bosdale High School £7,700
- Thornleigh Hospice Appeal £6,700
- Boshaven High School £4,800
- Gwelgarth Plumbing & Heating £4,400
- Carholme Fun Run £6,000 · moderate
- Halstow Deli £3,500
- Foxgarth Joinery £3,500
- Keshaven High School £3,500
- Longdale Cricket Club £3,100
- Goldvean Netball Club £2,800
- Goldhayes Groundworks £2,800 · moderate

A3. Category Cross-Sell for Active Accounts — 15 accounts

Value: current spend a year — growth not estimated; historical, not a forecast. Evidence: limited evidence.

- Rosdale Roofing £29,000
- Polwick Academy £28,000
- Wildvean Prep School £24,000
- Milldale High School £22,000
- Lanworth College £21,000
- Rosmarsh Swim Club £20,000
- Oakbrook Electrical £16,000
- Penleigh Prep School £14,000
- Porgarth Electrical £14,000
- Highfield Electrical £13,000
- Ashstow Inn £12,000
- Penwick Primary School £12,000
- Treworth Prep School £12,000
- Hartworth Prep School £11,000
- Tolleigh Groundworks £11,000

A4. Reorder-Due Win-Back — 15 accounts

Value: one typical purchase, from past spend; historical, not a forecast. Evidence: strong evidence unless marked.

- Nanwen Joinery £3,900 · overdue
- Kescombe Engineering £1,900 · overdue
- Wilddale Technology £1,700 · overdue
- Bodmarsh Technology £2,300 · overdue, moderate
- Dunmore Technology £1,600 · due soon
- Gwelholme Football Club £2,100 · overdue, moderate
- Gwelwick Swim Club £1,700 · overdue, moderate
- Toldale Netball Club £1,600 · overdue, moderate
- Kesleigh Financial £1,600 · due soon, moderate
- Lishayes Technology £1,100 · overdue
- Foxdale Electrical £920 · overdue

DEMONSTRATION

Nanhaven Swim Club £720 · overdue
Crandale Legal LLP £960 · overdue, moderate
Brookdale Engineering £1,700 · overdue, limited
Moorfield Festival £910 · overdue, moderate

A5. Mid-Tier Account Growth — 15 accounts

Value: current spend a year — growth not estimated; historical, not a forecast. Evidence: limited evidence.

Bodhayes Netball Club £3,000
Nanworth College £2,900
Kenwen Academy £2,900
Lanridge Engineering £2,900
Carhaven Netball Club £2,900
Roshayes Plumbing & Heating £2,900
Wildworth Groundworks £2,800
Westmore College £2,800
Porholme Landscapes £2,800
Thornvean Legal LLP £2,800
Woodwen Hospice Appeal £2,800
Cranbrook Landscapes £2,800
Bramleigh Coffee House £2,800
Northhaven Legal LLP £2,700
Seacombe Legal LLP £2,700

A6. Additional — Category Cross-Sell for Active Accounts — further accounts — 139 accounts

Value: current spend a year — growth not estimated; historical, not a forecast. Evidence: limited evidence.

Tremarsh Builders £11,000
Glenwen Engineering £10,000
Highmore Financial £9,900
Polmarsh Coffee House £9,300
Tregarth Foundation £8,700
Pordale Prep School £8,200
Wrenholme Athletic Club £8,100
Bramgarth Netball Club £7,800
Tolridge Roofing £7,800
Stonegarth Consulting £7,700
Fernhayes Inn £7,400
Hartvean Cricket Club £7,200
Lanfield College £7,000
Glengarth Engineering £7,000
Ashbrook Groundworks £6,900
Polvean Joinery £6,500
Elmbrook Landscapes £6,400
Harthayes Prep School £6,300
Carvean College £6,300
Northridge Financial £5,600
Foxhayes Engineering £5,500
Fernholme High School £5,500
Millwick Cricket Club £5,500
Bosstow Estates £5,300
Cranwen Netball Club £5,300
Fernbrook Football Club £4,800
Sandhaven Hotel £4,600
Goldridge Inn £4,500
Bodwick Swim Club £4,400
Sandworth Logistics £4,300
Polbrook Primary School £4,300
Stonehaven Cricket Club £3,900
Gwelhayes College £3,900
Belleigh Technology £3,900
Northgarth Academy £3,700
Hartbrook Netball Club £3,700
Polstow Deli £3,700
Dunridge Running Club £3,700
Kenridge Builders £3,700
Foxworth Joinery £3,600
Elmcombe Athletic Club £3,500
Lismore Brewery £3,500
Bodholme RFC £3,400
Overvean Engineering £3,400
Seamarsh RFC £3,300
Tolstow Foundation £3,300
Overhaven Roofing £3,100
Rosmore Bakery £3,100
Treholme Financial £3,000
Woodleigh Roofing £3,000
Wildmore Athletic Club £2,400
Keswen Joinery £2,400
Nanwick High School £2,400
Kesbrook Netball Club £2,400
Porwick Roofing £2,400
Cranwick Athletic Club £2,400
Tredale Deli £2,300
Crangarth Hospice Appeal £2,300
Lanstow Landscapes £2,300
Gwelwen Deli £2,300
Haldale Prep School £2,300
Lisworth Running Club £2,300
Clayridge Athletic Club £2,300
Bosridge Brewery £2,200
Polleigh Cricket Club £2,200
Sandbrook Hotel £2,200
Stonemore Running Club £2,200
Wrenwen Inn £2,200
Bodworth RFC £2,100
Bramwick Landscapes £2,100
Goldmore Cricket Club £2,100
Brookholme Swim Club £2,100
Longhayes Roofing £2,100
Ivyridge Roofing £2,000
Claywick Groundworks £2,000
Millworth Plumbing & Heating £2,000
Clayleigh Plumbing & Heating £2,000
Pormore Landscapes £1,900
Stonedale Fun Run £1,900
Bodfield Groundworks £1,900
Roscombe Netball Club £1,900
Thorndale Landscapes £1,900
Fernwick Estates £1,900
Coldvean Joinery £1,900
Moorhayes Netball Club £1,800
Fernfield Coffee House £1,800
Clayfield Landscapes £1,800
Brookwen Joinery £1,700

DEMONSTRATION

- Cranstow Prep School £1,700
- Westleigh Garden Centre £1,700
- Holly Thorne £1,700
- Gwelstow Estates £1,600
- Penfield Athletic Club £1,600
- Nanhayes Cricket Club £1,500
- Fernhaven Financial £1,500
- Kesdale Roofing £1,500
- Dunstow Logistics £1,500
- Bosworth Garden Centre £1,500
- Ashhaven Prep School £1,500
- Kenmore Netball Club £1,500
- Longridge High School £1,400
- Highdale Roofing £1,400
- Bodleigh Football Club £1,400
- Sandwick Electrical £1,400
- Bodstow Electrical £1,400
- Evermarsh Running Club £1,300
- Wrenhayes Academy £1,300
- Sandgarth Groundworks £1,300
- Kenhayes Deli £1,300
- Nanmore Running Club £1,300
- Northmarsh High School £1,200
- Brammore Hospice Appeal £1,200
- Pencombe Builders £1,100
- Cargarth Coffee House £1,100
- Kenstow Builders £1,100
- Evervean Electrical £1,000
- Gweldale Roofing £1,000
- Bosmore Estates £1,000
- Millfield Groundworks £990
- Tolhayes Electrical £980
- Goldhaven Netball Club £970
- Moorholme Food Bank £930
- Ashfield Cricket Club £930
- Highvean RFC £770
- Seaholme Landscapes £760
- Gwelvean Hospice Appeal £750
- Fernmarsh Builders £750
- Kesmore Joinery £700
- Elmfield Landscapes £690
- Wrengarth Plumbing & Heating £620
- Seavean Netball Club £540
- Ashcombe Garden Centre £520
- Northvean Primary School £520
- Wrenmore Swim Club £510
- Thornmarsh Festival £430
- Wrenmarsh Landscapes £420
- Hartfield Netball Club £280
- Westmarsh Deli £280
- Oakleigh Inn £250

A7. Additional — Lapsed Key Account Reactivation — further accounts — 21 accounts

Value: what each spent in the year before it stopped ordering; historical, not a forecast. Evidence: strong evidence unless marked.

- Halhaven Primary School £12,000 · moderate
- Cranhayes Logistics £5,400
- Everholme Joinery £7,500 · moderate
- Evercombe Logistics £5,000
- Belvean Legal LLP £4,800
- Tolfield Engineering £6,900
- Penwen Coffee House £6,800
- Polgarth Roofing £4,800
- Ashhayes Builders £6,500
- Oakhayes Consulting £4,000
- Ashmore Electrical £5,700
- Tolworth Academy £3,500
- Foxhaven Groundworks £11,000 · limited
- Elmworth Cricket Club £5,700
- Everhaven Deli £5,700
- Halgarth Prep School £7,000 · limited
- Woodfield Estates £3,800
- Dungarth Financial £6,900 · moderate
- Westcombe Landscapes £6,500 · moderate
- Northdale RFC £8,400 · limited
- Polwen Football Club £6,800 · limited

A8. Additional — Reorder-Due Win-Back — further accounts — 33 accounts

Value: one typical purchase, from past spend; historical, not a forecast. Evidence: moderate evidence unless marked.

- Brambrook Legal LLP £870 · due soon
- Lanvean Academy £760 · overdue
- Hartmarsh Financial £750 · overdue
- Nanmarsh Joinery £520 · overdue, strong
- Millbrook Netball Club £510 · overdue, strong
- Fernmore RFC £720 · overdue
- Halleigh RFC £500 · due soon, strong
- Nanstow Joinery £690 · overdue
- Ivybrook Swim Club £670 · overdue
- Gwelfield Cricket Club £640 · overdue
- Coldwen RFC £640 · overdue
- Porworth Athletic Club £630 · overdue
- Coldmarsh Cricket Club £580 · overdue
- Wildgarth Logistics £570 · overdue
- Elmwick Estates £560 · overdue
- Brookridge Festival £930 · overdue, limited
- Fernwen Garden Centre £370 · overdue, strong
- Lisstow Inn £520 · overdue
- Bosmarsh Joinery £500 · overdue
- Duncombe RFC £480 · overdue
- Cranhaven Logistics £470 · overdue
- Boshayes Joinery £450 · overdue
- Goldbrook Garden Centre £770 · overdue, limited

DEMONSTRATION

- Lanhayes Bakery £430 · due soon
- Glenmarsh Hotel £430 · overdue
- Halfield Coffee House £410 · overdue
- Bramfield Deli £380 · overdue
- Lancombe Deli £370 · overdue
- Nanridge Brewery £370 · overdue
- Ashdale Plumbing & Heating £600 · overdue, limited
- Lanholme Garden Centre £280 · due soon
- Rosleigh Joinery £470 · overdue, limited
- Oakworth Coffee House £310 · overdue, limited

A9. Additional — High-Value First-Order Reactivation — 9 accounts

Value: a single order, not repeated; historical, not a forecast. Evidence: limited evidence.

- Bodwen Logistics £4,100
- Penholme Engineering £3,500
- Moorworth Roofing £5,500
- Ashvean Athletic Club £2,500
- Bramridge Academy £2,400
- Polworth Bakery £2,300
- Rosholme Landscapes £2,400
- Woodvean Landscapes £2,100
- Tolhaven Academy £2,000

A10. Additional — Mid-Tier Account Growth — further accounts — 7 accounts

Value: current spend a year — growth not estimated; historical, not a forecast. Evidence: limited evidence.

- Stonehayes Food Bank £2,600
- Liswen Logistics £2,600
- Thornwick Plumbing & Heating £2,600
- Ivywick College £2,600
- Millgarth Prep School £2,500
- Crancombe Prep School £2,500
- Foxholme Prep School £2,500

Repeat customers not treated as reorder-due

Shown for completeness (Section 5 explains why). They are not part of any recommendation's count.

Orders grouped (by timing) into fewer than 3 separate purchases (22):

- Foxstow Consulting (5 orders, 2 purchases)
- Bosleigh Fun Run (3 orders, 1 purchase)
- Highwen Engineering (3 orders, 1 purchase)
- Nangarth Joinery (3 orders, 2 purchases)
- Glenmore Netball Club (3 orders, 2 purchases)
- Longvean Groundworks (3 orders, 1 purchase)
- Thornhaven Primary School (3 orders, 2 purchases)
- Westhaven College (3 orders, 2 purchases)
- Foxbrook Athletic Club (3 orders, 2 purchases)
- Claydale Legal LLP (3 orders, 1 purchase)
- Elmhaven Consulting (3 orders, 1 purchase)
- Dunholme Consulting (3 orders, 2 purchases)
- Halhaven Primary School (3 orders, 2 purchases)
- Sandhayes Electrical (3 orders, 1 purchase)
- Porbrook Garden Centre (3 orders, 2 purchases)
- Stoneridge Roofing (3 orders, 1 purchase)
- Foxwen Swim Club (3 orders, 1 purchase)
- Kenwick Plumbing & Heating (3 orders, 2 purchases)
- Everholme Joinery (3 orders, 1 purchase)
- Ashleigh Hotel (3 orders, 1 purchase)
- Foxmore Brewery (3 orders, 2 purchases)
- Halbrook Consulting (3 orders, 2 purchases)

Lapsed beyond 3× their usual gap (67):

- Rosgarth Technology (7.1×)
- Ivyvean Builders (13.8×)
- Oakholme Logistics (16.3×)
- Rosbrook Primary School (5.7×)
- Wrenwick Groundworks (17.7×)
- Moorridge Academy (4.2×)
- Kenvean Legal LLP (6.9×)
- Cranhayes Logistics (3.4×)
- Lishaven Inn (29.7×)
- Polgarth Roofing (4.0×)
- Gwelgarth Plumbing & Heating (5.0×)
- Stonewick Trust (3.0×)
- Ashhayes Builders (10.2×)
- Bodridge Technology (38.0×)
- Goldholme Festival (7.4×)
- Westvean Football Club (7.3×)
- Tolfield Engineering (7.1×)
- Dungarth Financial (5.0×)
- Penwen Coffee House (8.4×)
- Westcombe Landscapes (17.9×)
- Belhayes Plumbing & Heating (4.1×)
- Westgarth Prep School (6.6×)
- Penvean Legal LLP (3.1×)
- Elmworth Cricket Club (19.5×)
- Ashmore Electrical (10.1×)
- Everhaven Deli (18.7×)
- Goldcombe Joinery (5.0×)
- Tolworth Academy (3.2×)
- Highstow Trust (10.6×)
- Sandvean Trust (5.7×)
- Dunfield Legal LLP (7.0×)

DEMONSTRATION

- Carridge Technology (3.2×)
- Ivyleigh Joinery (4.4×)
- Belridge Netball Club (13.8×)
- Moormarsh Food Bank (3.1×)
- Longcombe Financial (3.6×)
- Northcombe Football Club (6.7×)
- Belfield Garden Centre (7.1×)
- Northstow Legal LLP (19.8×)
- Moorbrook Running Club (12.1×)
- Highholme College (7.4×)
- Gwelridge Athletic Club (5.2×)
- Everdale Football Club (7.7×)
- Porhayes Groundworks (8.0×)
- Glendale Builders (4.6×)
- Millwen Deli (12.6×)
- Brookhayes Inn (9.3×)
- Elmwen Academy (13.0×)
- Rosfield Running Club (8.0×)
- Liscombe Fun Run (5.0×)
- Brookmore Joinery (5.1×)
- Thornworth Cricket Club (3.2×)
- Ivyhaven Swim Club (3.6×)
- Seahayes Logistics (8.4×)
- Cardale Builders (3.4×)
- Harthaven Athletic Club (4.9×)
- Seabrook Cricket Club (9.1×)
- Brookbrook Financial (27.7×)
- Brookstow Netball Club (3.2×)
- Hartwen Cricket Club (6.8×)
- Claybrook Joinery (5.4×)
- Ashwick Joinery (4.6×)
- Elmhayes Swim Club (32.2×)
- Longworth Plumbing & Heating (3.8×)
- Elmmarsh Roofing (3.0×)
- Roswen Plumbing & Heating (11.9×)
- Overgarth Brewery (16.4×)

DEMONSTRATION