

Customer Segmentation

See also the BW page on [Customer Segmentation](#)

General Notes

The [Customer](#) dataset contains multiple segmentations. There is a **corporate** level segmentations which is standardized across all GBUs and is primarily used for cross-GBU reporting. There are also **GBU-specific segmentations** which are used for more day-to-day operations and analysis within the GBUs and which are more directly related to the GBU's products and applications.

Reference:

[Customer Segmentation](#)

Corporate Customer Segmentation

At Group level, GBU segmentations are consolidating into one **Group segmentation**, mainly for performance monitoring purpose, according to 2 elements:

- Per ExCom decision, a selection of accounts have been elevated to **Group Strategic Key Accounts (GSKAs)** status at Group level given their importance and stake for Solvay overall (see GSKA workstream playbook). **All GSKAs are segmented as SKA at the GBU-level.**
- **All other accounts are consolidated into the Group segmentation being either a Distributor (KD or SD) or considering their highest segments (SKA > KA > CA > SA)** in case of cross-GBU accounts with different segment allocation per GBU

GBU Customer Segmentations

Customer segmentation is being defined at GBU level, allocating accounts to one of the **5 following** segments:

(For details on the GBU customer segmentation assignment look into the slides 12 and 13 in the playbook above)

- **Strategic Key Accounts (SKAs)**
- **Key Accounts (KAs)**
- **Critical Accounts (CAs)**
- **Standard Accounts (SAs)**
- **Key and Standard Distributors (KDs and Ds)**