

WILLKOMMEN! BIENVENUE! WELCOME!

to the world of

MagicWorkbooks®

ABCAnalyserS(ales)

This is a **Magic**Workbook: a controlling tool in the form of a Microsoft Excel file.

No macros, no write protection. All formulas used are visible.

All formats used are standard Excel which transform into your country's Excel formats.

You can import your DATA from any source that supports MS Excel.

You can also add your own worksheets as you see fit.

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System requirements

Platform: Windows 98 or later operating system
Microsoft Excel Version: 2007 or later
(You need a xls format (excel 2003) – send us a short information after you placed the order – support@magicworkbooks.com - we'll send you the ordered xls MagicWorkbook by email)

Product Survey

state-of-the-art
revenue analysis
with

ABC AnalyzerS

**Find out which products / services are
of key importance to your company!**

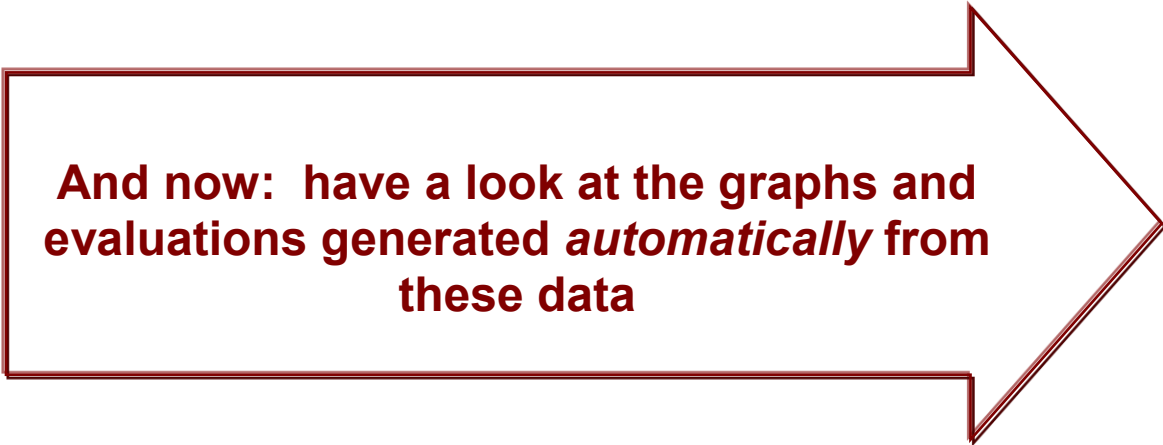
**See which customers form the
backbone of your company!**

**Have excellent support for your future
market penetration!**

**Keep your company on track in
regard to customers and
products!**

ABC AnalyzerS needs these data to work:

- ✓ **period revenue**
- ✓ **period revenue per customer**
- ✓ **price and revenue per product**
- ✓ **your individual classification of A, B, and C products and customers**




And now: have a look at the graphs and evaluations generated *automatically* from these data

Do the Hustle!

Contents

ABC Analyser S

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WELCOME		Introduction	
DATA	Spreadsheet	DATA INPUT	
DEMO DATA	Spreadsheet	Demo Data for easy reference	
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Products	Spreadsheet	ABC analysis products	
ProductVolume	Spreadsheet	ABC analysis product volumes	
ProductCalc	Spreadsheet	Revenue changes resulting from price changes	
ABC Customers	graph	ABC Survey Customers	
ABC Products	graph	ABC Survey Products	
ABC Volumes	graph	ABC Survey Product Volumes	
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0163-01 ABCAnalyzerS

ABC analysis CUSTOMERS
Allman & Sons

Year 2025

Currency US \$

No.	Customer	Revenue	% of Total	% cumulative	ABC evaluation
1	Customer 1	865.000	25%	25%	A Customer
2	Customer 2	740.000	21%	46%	A Customer
3	Customer 3	528.000	15%	61%	A Customer
4	Customer 4	357.000	10%	71%	A Customer
5	Customer 5	320.000	9%	80%	B Customer
6	Customer 6	95.000	3%	83%	B Customer
7	Customer 7	94.000	3%	86%	B Customer
8	Customer 8	89.000	3%	88%	B Customer
9	Customer 9	75.000	2%	90%	B Customer
10	Customer 10	63.000	2%	92%	B Customer
11	Customer 11	35.000	1%	93%	B Customer
12	Customer 12	24.500	1%	94%	B Customer
13	Customer 13	12.000	0%	94%	B Customer
14	Customer 14	11.800	0%	95%	B Customer
15	Customer 15	8.900	0%	95%	B Customer
16	Customer 16	8.800	0%	95%	C Customer
17	Customer 17	8.300	0%	95%	C Customer
18	Customer 18	6.500	0%	95%	C Customer
19	Customer 19	5.300	0%	96%	C Customer
20	Customer 20	5.000	0%	96%	C Customer
21	Customer 21	4.600	0%	96%	C Customer
22	Customer 22	4.100	0%	96%	C Customer
23	Customer 23	3.700	0%	96%	C Customer
24	Customer 24	3.500	0%	96%	C Customer
25	Customer 25	3.000	0%	96%	C Customer
26	0	0	0%	96%	C Customer
27	0	0	0%	96%	C Customer
28	0	0	0%	96%	C Customer
29	0	0	0%	96%	C Customer
30	0	0	0%	96%	C Customer
31	0	0	0%	96%	C Customer
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44	0	0	0%	96%	C Customer
45	0	0	0%	96%	C Customer
46	0	0	0%	96%	C Customer
47	0	0	0%	96%	C Customer
48	0	0	0%	96%	C Customer
49	0	0	0%	96%	C Customer
50	0	0	0%	96%	C Customer
51	others	129.000	4%	100%	C Customer
	Total	3.500.000	100%		

0163-01 ABCAnalyzerS

ABC Analysis Product Volume
Allman & Sons

Year 2025

Currency US \$

No.	Product name	price per unit	units sold	Revenue	% of Total	% cumulative	ABC evaluation	% of total units
1	Product 1	117,78	6.351	747.993	21%	21%	A Product	1%
2	Product 2	55,13	9.976	549.976	16%	37%	A Product	1%
3	Product 3	49,57	10.490	519.993	15%	52%	A Product	1%
4	Product 4	43,18	9.495	409.985	12%	64%	A Product	1%
5	Product 5	35,77	8.639	309.013	9%	72%	A Product	1%
6	Product 6	32,25	6.978	225.033	6%	79%	A Product	1%
7	Product 7	29,07	3.920	113.954	3%	82%	B Product	0%
8	Product 8	3,23	27.578	89.076	3%	85%	B Product	3%
9	Product 9	2,78	26.980	75.005	2%	87%	B Product	3%
10	Product 10	5,54	11.369	62.986	2%	89%	B Product	1%
11	Product 11	5,22	10.530	54.967	2%	90%	B Product	1%
12	Product 12	7,88	6.280	49.486	1%	92%	B Product	1%
13	Product 13	3,66	11.476	42.002	1%	93%	B Product	1%
14	Product 14	1,12	37.329	41.808	1%	94%	B Product	4%
15	Product 15	1,37	28.394	38.900	1%	95%	C Product	3%
16	Product 16	1,89	20.531	38.804	1%	96%	C Product	2%
17	Product 17	1,77	21.638	38.300	1%	97%	C Product	2%
18	Product 18	1,25	29.200	36.500	1%	98%	C Product	3%
19	Product 19	2,56	2.070	5.299	0%	99%	C Product	0%
20	Product 20	2,34	2.140	5.008	0%	99%	C Product	0%
21	Product 21	6,54	700	4.578	0%	99%	C Product	0%
22	Product 22	7,18	570	4.093	0%	99%	C Product	0%
23	Product 23	0,23	16.090	3.701	0%	99%	C Product	2%
24	Product 24	0,44	7.950	3.498	0%	99%	C Product	1%
25	Product 25	1,65	1.820	3.003	0%	99%	C Product	0%
26	0	0	0	0	0%	99%	C Product	0%
27	0	0	0	0	0%	99%	C Product	0%
28	0	0	0	0	0%	99%	C Product	0%
29	0	0	0	0	0%	99%	C Product	0%
30	0	0	0	0	0%	99%	C Product	0%
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34	0	0	0	0	0%	99%	C Product	0%
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46	0	0	0	0	0%	99%	C Product	0%
47	0	0	0	0	0%	99%	C Product	0%
48	0	0	0	0	0%	99%	C Product	0%
49	0	0	0	0	0%	99%	C Product	0%
50	0	0	0	0	0%	99%	C Product	0%
51	others	0,0481	561.966	27.040	1%	100%	C Product	64%
Total			880.460	3.500.000	100%			100%

A products units	51.928	6%
B products units	135.462	15%
C products units	693.070	79%

0163-01 ABCAnalyzerS

Effects of Price changes in the order of:

-1%

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Year 2025

Currency US \$

No.	Product name	price per unit	units sold	Revenue	% of Total	% cumulative	ABC evaluation	new price	new revenue	loss of revenue	% of total
1	Product 1	117,78	6.351	747.993	21%	21%	A Product	116,60	740.514	-7.480	21%
2	Product 2	55,13	9.976	549.976	16%	37%	A Product	54,58	544.476	-5.500	16%
3	Product 3	49,57	10.490	519.993	15%	52%	A Product	49,07	514.793	-5.200	15%
4	Product 4	43,18	9.495	409.985	12%	64%	A Product	42,75	405.885	-4.100	12%
5	Product 5	35,77	8.639	309.013	9%	72%	A Product	35,41	305.923	-3.090	9%
6	Product 6	32,25	6.978	225.033	6%	79%	A Product	31,93	222.782	-2.250	6%
7	Product 7	29,07	3.920	113.954	3%	82%	B Product	28,78	112.815	-1.140	3%
8	Product 8	3,23	27.578	89.076	3%	85%	B Product	3,20	88.185	-891	3%
9	Product 9	2,78	26.980	75.005	2%	87%	B Product	2,75	74.255	-750	2%
10	Product 10	5,54	11.369	62.986	2%	89%	B Product	5,48	62.356	-630	2%
11	Product 11	5,22	10.530	54.967	2%	90%	B Product	5,17	54.417	-550	2%
12	Product 12	7,88	6.280	49.486	1%	92%	B Product	7,80	48.992	-495	1%
13	Product 13	3,66	11.476	42.002	1%	93%	B Product	3,62	41.582	-420	1%
14	Product 14	1,12	37.329	41.808	1%	94%	B Product	1,11	41.390	-418	1%
15	Product 15	1,37	28.394	38.900	1%	95%	C Product	1,36	38.511	-389	1%
16	Product 16	1,89	20.531	38.804	1%	96%	C Product	1,87	38.416	-388	1%
17	Product 17	1,77	21.638	38.300	1%	97%	C Product	1,75	37.917	-383	1%
18	Product 18	1,25	29.200	36.500	1%	98%	C Product	1,24	36.135	-365	1%
19	Product 19	2,56	2.070	5.299	0%	99%	C Product	2,53	5.246	-53	0%
20	Product 20	2,34	2.140	5.008	0%	99%	C Product	2,32	4.958	-50	0%
21	Product 21	6,54	700	4.578	0%	99%	C Product	6,47	4.532	-46	0%
22	Product 22	7,18	570	4.093	0%	99%	C Product	7,11	4.052	-41	0%
23	Product 23	0,23	16.090	3.701	0%	99%	C Product	0,23	3.664	-37	0%
24	Product 24	0,44	7.950	3.498	0%	99%	C Product	0,44	3.463	-35	0%
25	Product 25	1,65	1.820	3.003	0%	99%	C Product	1,63	2.973	-30	0%
26	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
27	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
28	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
29	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
30	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
31	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
32	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
33	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
34	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
35	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
36	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
37	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
38	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
39	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
40	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
41	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
42	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
43	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
44	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
45	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
46	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
47	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
48	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
49	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
50	0	0	0	0	0%	99%	C Product	0,00	0	0	0%
51	others	0,0481	561.966	27.040	1%	100%	C Product	0,05	26.770	-270	1%
Total				3.500.000	100%				3.465.000	-35.000	100%

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ABC Survey Customers

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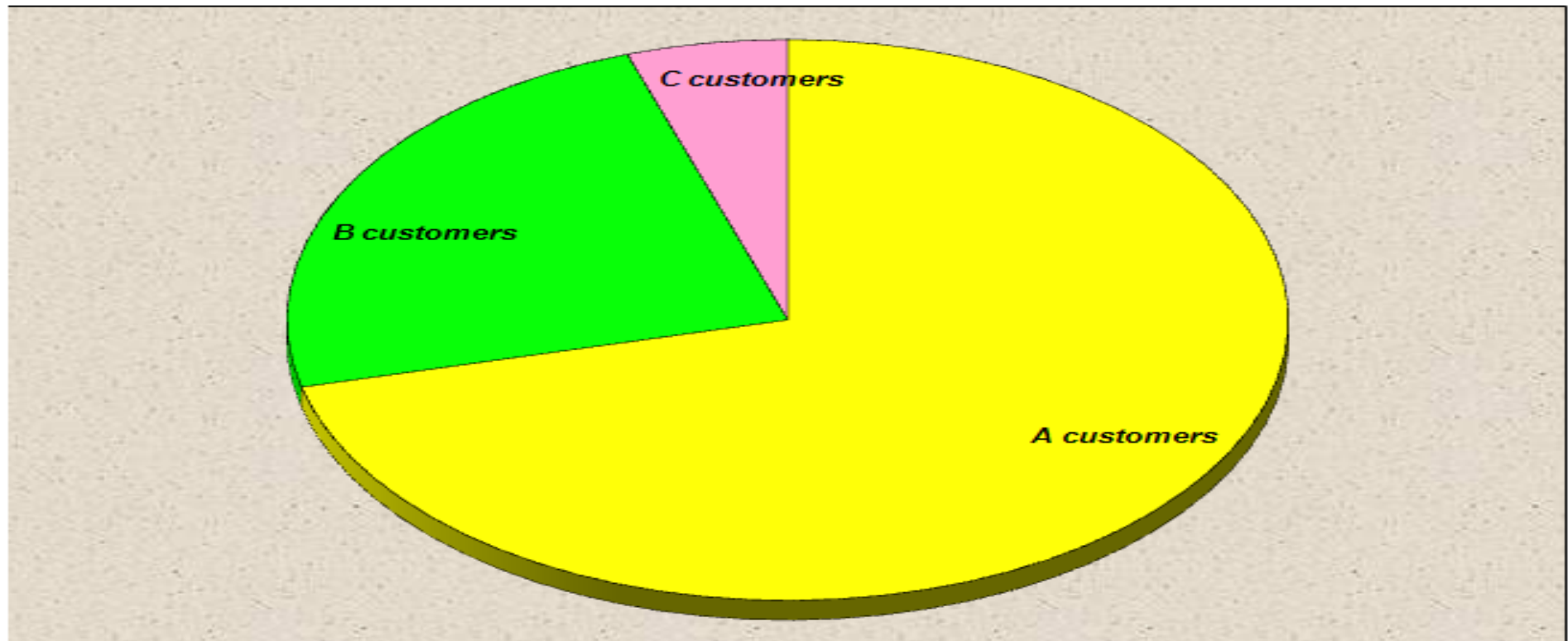
Year

2025

Currency

US \$

		Revenue	%	% cumulative
A customers		2.490.000	71%	71%
B customers		828.200	24%	95%
C customers		181.800	5%	100%
Total		3.500.000	100%	



0163-01 ABCAnalyzerS

ABC Product Survey

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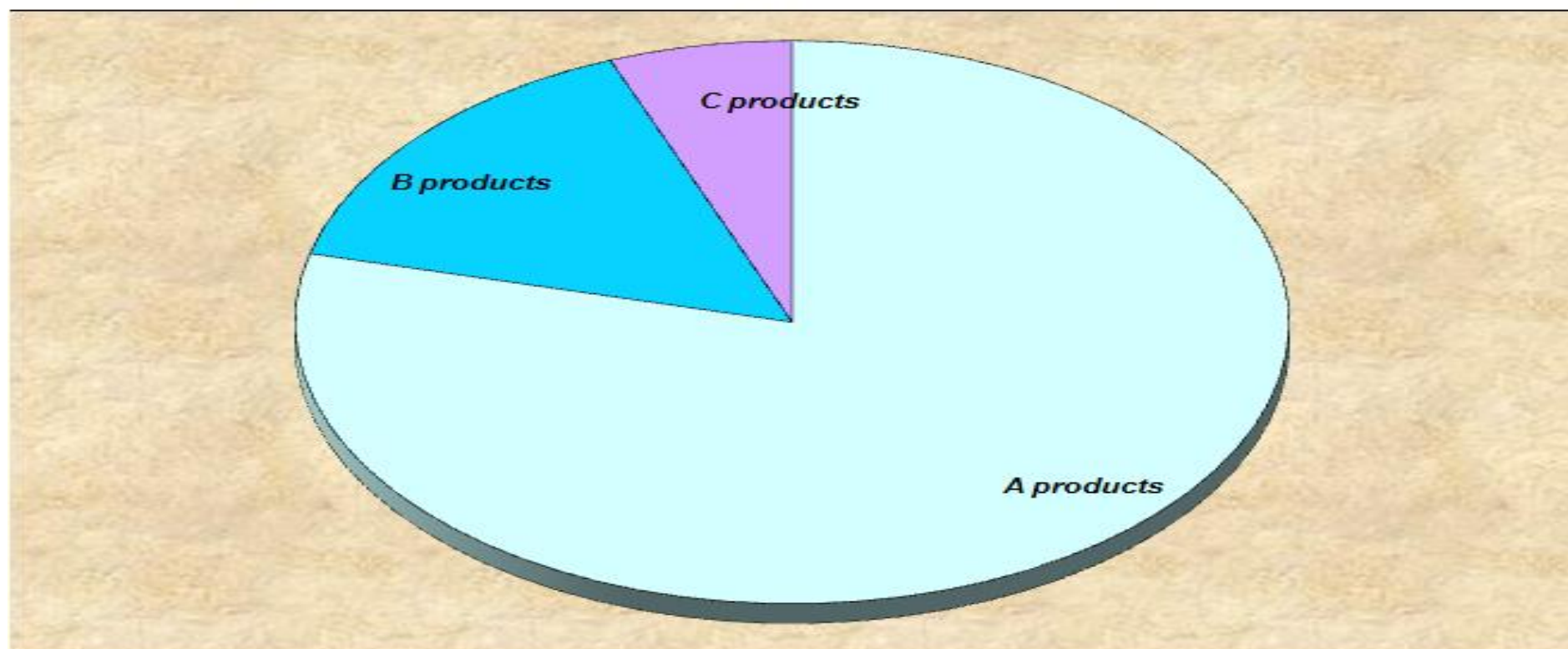
Year

2025

Currency

US \$

		Revenue	%	% cumulative
A products		2.761.993	79%	79%
B products		529.285	15%	94%
C products		208.723	6%	100%
Total		3.500.000	100%	



0163-01 ABCAnalyzerS

ABC Survey Product Volume

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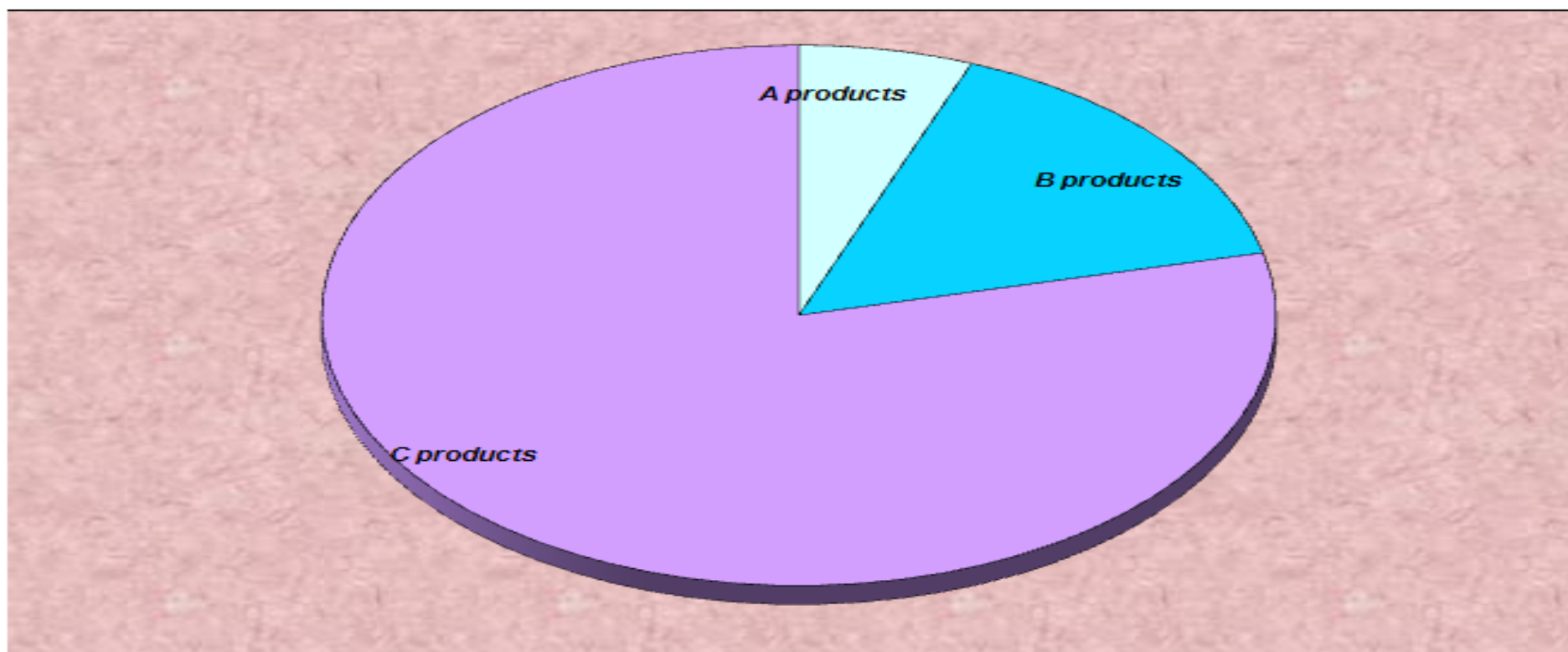
Year

2025

Currency

US \$

		units sold	%	% cumulative
A products		51.928	6%	6%
B products		135.462	15%	21%
C products		693.070	79%	100%
Total		880.460	100%	



0163-01 ABCAnalyzerS

ABC relations value to units

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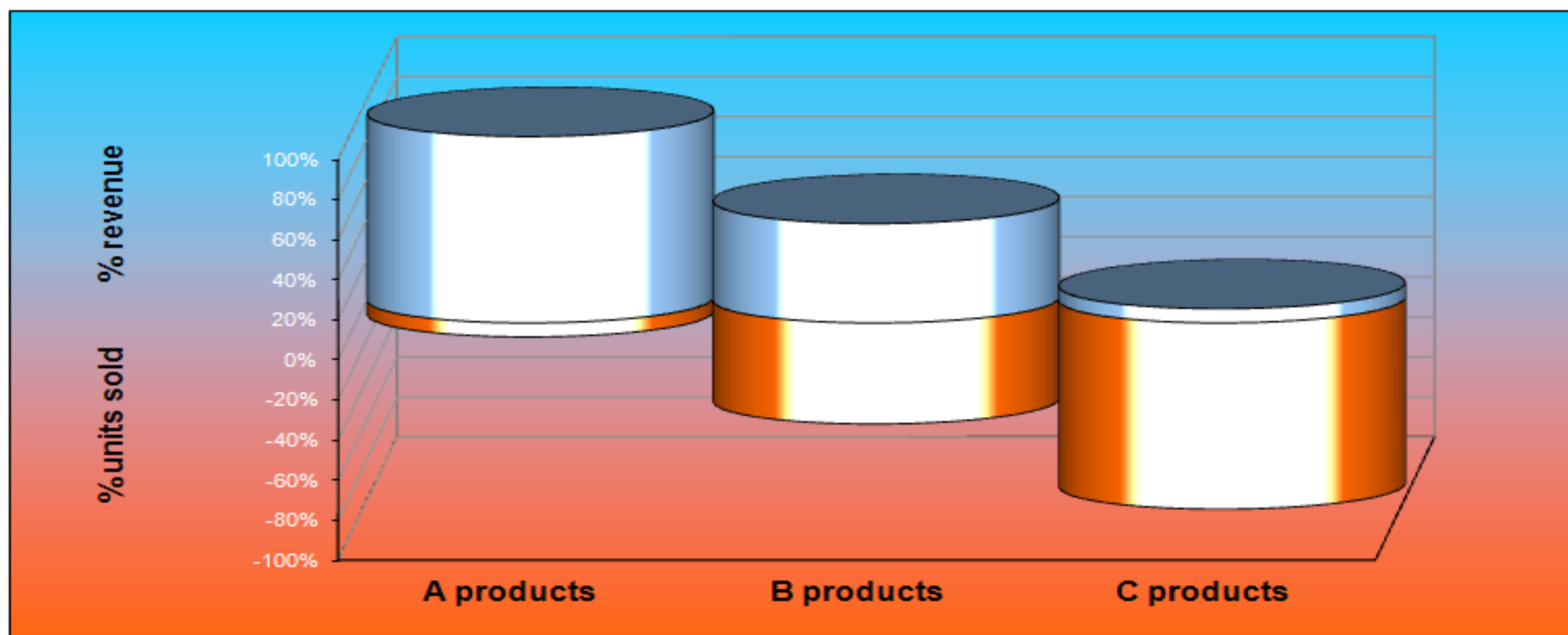
Year

2025

Currency

US \$

	Revenue	units sold	% revenue	% units sold
A products	2.761.993	51.928	79%	6%
B products	529.285	135.462	15%	15%
C products	208.723	693.070	6%	79%
Total	3.500.000	880.460	100%	100%



0163-01 ABCAnalyzerS

TOP TEN Customers

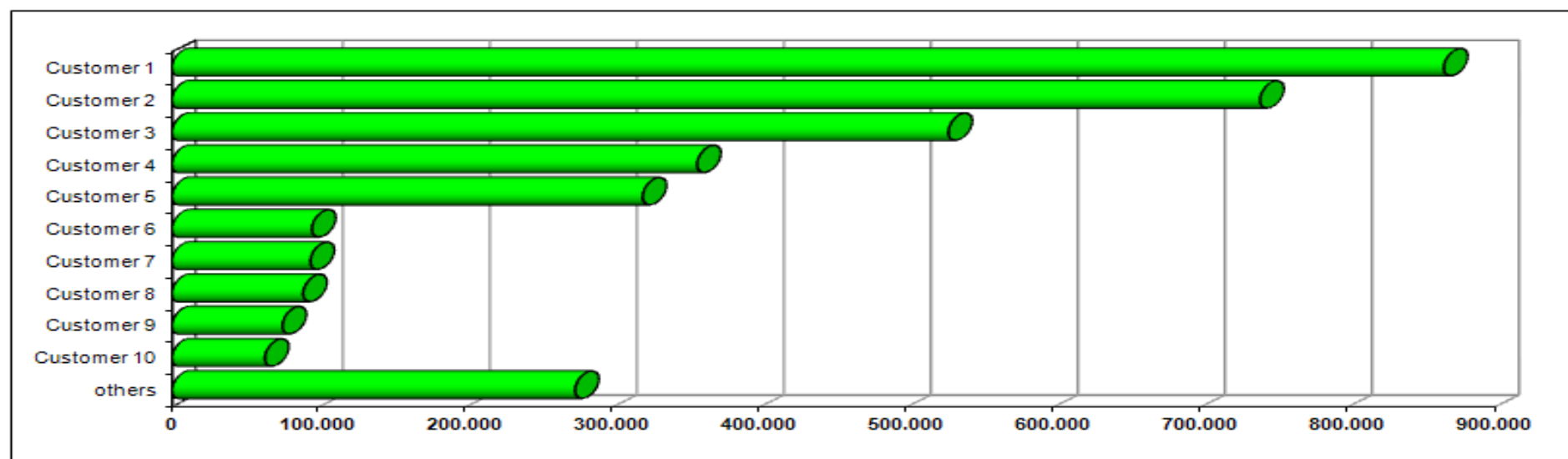
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Year 2025

Currency

US \$

	Customer	Revenue	%	% cumulative	ABC Evaluation
1	Customer 1	865.000	25%	25%	A Customer
2	Customer 2	740.000	21%	46%	A Customer
3	Customer 3	528.000	15%	61%	A Customer
4	Customer 4	357.000	10%	71%	A Customer
5	Customer 5	320.000	9%	80%	B Customer
6	Customer 6	95.000	3%	83%	B Customer
7	Customer 7	94.000	3%	86%	B Customer
8	Customer 8	89.000	3%	88%	B Customer
9	Customer 9	75.000	2%	90%	B Customer
10	Customer 10	63.000	2%	92%	B Customer
	others	274.000	8%	100%	



0163-01 ABCAnalyzerS

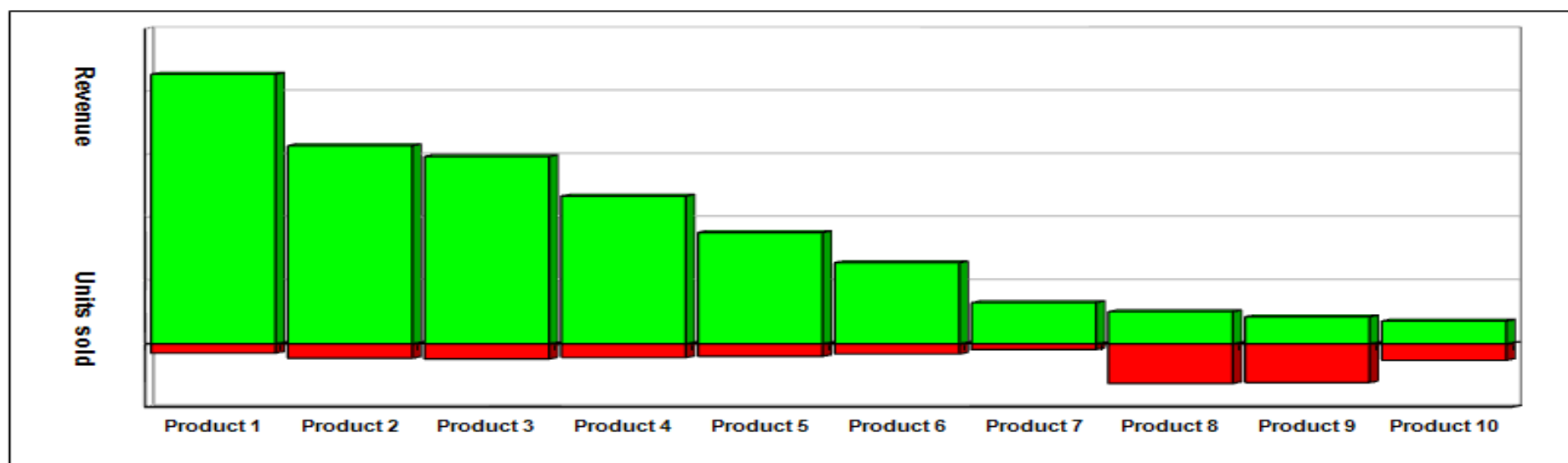
TOP TEN Products

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Year 2025

Currency US \$

		units sold	Revenue	% of units sold	% of units cumulative	% of revenue	% of revenue cumulative	ABC Evaluation
1	Product 1	6.351	747.993	1%	1%	21%	21%	A Product
2	Product 2	9.976	549.976	1%	2%	16%	37%	A Product
3	Product 3	10.490	519.993	1%	3%	15%	52%	A Product
4	Product 4	9.495	409.985	1%	4%	12%	64%	A Product
5	Product 5	8.639	309.013	1%	5%	9%	72%	A Product
6	Product 6	6.978	225.033	1%	6%	6%	79%	A Product
7	Product 7	3.920	113.954	0%	6%	3%	82%	B Product
8	Product 8	27.578	89.076	3%	9%	3%	85%	B Product
9	Product 9	26.980	75.005	3%	13%	2%	87%	B Product
10	Product 10	11.369	62.986	1%	14%	2%	89%	B Product
	others	758.684	396.986	86%	100%	11%	100%	



0163-01 ABCAnalyzerS

Potential Loss of TOP TEN Customers

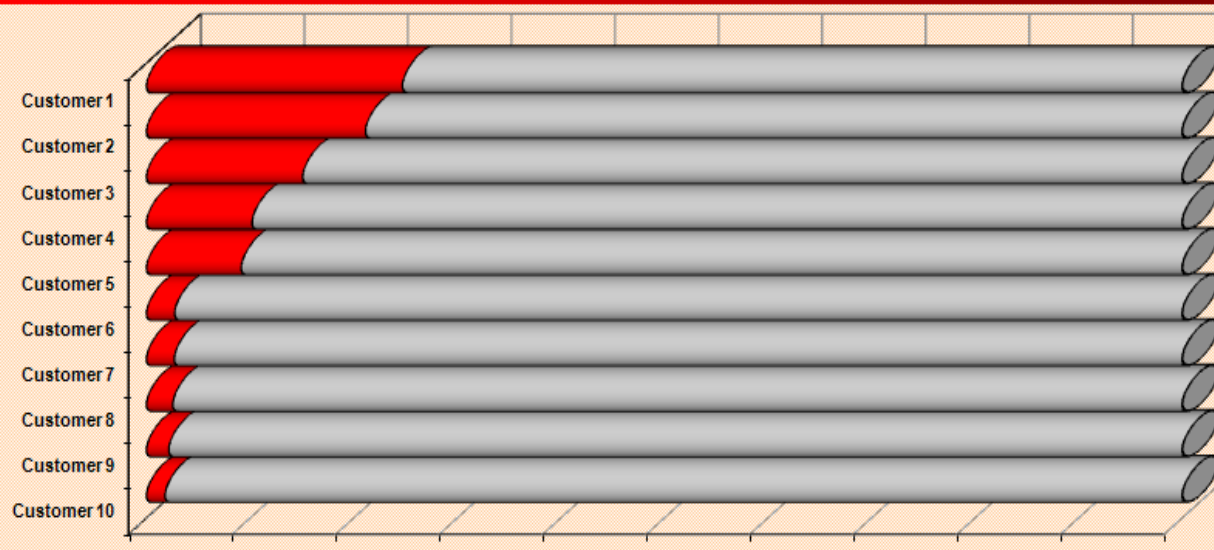
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Do the Hustle!

Year 2025 Currency US \$

	Customer	Revenue	%	% cumulative	Total Revenue	remaining revenue after customer loss	in % of former revenue	ABC Evaluation
1	Customer 1	865.000	25%	25%	3.500.000	2.635.000	75%	A Customer
2	Customer 2	740.000	21%	46%	3.500.000	2.760.000	79%	A Customer
3	Customer 3	528.000	15%	61%	3.500.000	2.972.000	85%	A Customer
4	Customer 4	357.000	10%	71%	3.500.000	3.143.000	90%	A Customer
5	Customer 5	320.000	9%	80%	3.500.000	3.180.000	91%	B Customer
6	Customer 6	95.000	3%	83%	3.500.000	3.405.000	97%	B Customer
7	Customer 7	94.000	3%	86%	3.500.000	3.406.000	97%	B Customer
8	Customer 8	89.000	3%	88%	3.500.000	3.411.000	97%	B Customer
9	Customer 9	75.000	2%	90%	3.500.000	3.425.000	98%	B Customer
10	Customer 10	63.000	2%	92%	3.500.000	3.437.000	98%	B Customer

[Losing a top customer ? Click here!](#)



Most of your revenue depends on very few customers! You should think about broadening your customer base.

In what way do **MagicWorkbooks**® differ from normal Excel workbooks?

MagicWorkbooks are easier to use:

- Easy-to-handle data input with demo data for orientation
- All data to be entered only once
- No programming knowledge required
- No detailed knowledge of Microsoft Excel required
- No work on spreadsheets or charts required
- No scrolling for sheets thanks to a Hyperlink-table of contents

MagicWorkbooks are faster:

- A monthly report with 20 spreadsheets and 20 charts in 20 minutes?
- Calculate year-end liquid reserves with changes in revenue prediction for every month in half an hour?
- Compute balance sheets for the next five years in one hour?
- Decision on a \$ 50 million sale-and-lease-back operation: Prepare all relevant data in one hour?
- Determine capital re-investment requirements (fixed assets) for the next year in 10 minutes?
- Prepare a comprehensive company presentation for your bank in one hour?

With **MagicWorkbooks** all that is „business as usual“!

This was just a brief survey ...

if you have further questions regarding this workbook, email us!

You are interested in other products:

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