Book of Business Banding Analysis

Step-by-step instructions: from a raw account list to a client-size banded report

This guide turns a policy- or account-level export into a consolidated, ranked, and banded book-of-business analysis. It segments clients into four tiers by size — Top 5%, Next 15%, Next 60%, and Final 20% — so you can see how concentrated the book is and identify the highest-value relationships.

STEP 1 — Identify the Data

Client identifier

- Use **Client ID** if one exists in the data.
- If no Client ID exists, use **Account Name / Client Name** as the identifier instead — just watch for near-duplicate spellings that should really be the same client.

Size metric (use whichever of these exist, in priority order)

1. **Annualized Commission + Billed Branch Fee** (total revenue) — sum both for "Size" if both exist.
2. **Annualized Commission** alone, if fee data is not available.
3. **Total Premium Amount** — only if no commission or fee data exists at all.

Other useful columns

Note any columns that could define separate "books" — Line of Business, Producer / Client Relationship Leader, Branch, Policy Status. Do not assume a split automatically; if it is unclear whether the analysis should be one consolidated book or split by LOB / producer / branch, ask before building.

STEP 2 — Consolidate

Roll every policy-level row up to one row per unique client: sum the size metric(s) and count the number of policies per client. Each client should appear exactly once in the consolidated table.

STEP 3 — Sort and Band

Sort consolidated clients largest to smallest by Size. Then split into four bands **by client count**, not dollar volume:

Band	Definition
Top 5%	First ceil(5% × N) clients
Next 15%	Next ceil(15% × N) clients
Next 60%	Next ceil(60% × N) clients
Final 20%	Remaining clients (absorbs any rounding remainder)

N = total unique clients. Use the ceiling function on the first three cutoffs, and let the Final 20% band absorb whatever remains — this guarantees the four bands sum exactly to N with no clients dropped or double-counted.

STEP 4 — Report Per Band

For each of the 4 bands, calculate and display:

- # unique clients and % of total clients
- Max size, min size, and average size
- Total commission (and % of total commission)
- Total billed fee
- Total premium (and % of total premium), if available
- Total size

STEP 5 — Tie Out

Add a totals row that sums the four bands. It must exactly equal the grand total pulled directly from the raw data — commission, fee, premium, and client count all included. Flag any variance; a correct build always ties out to $0.00 and 0 clients difference.

STEP 6 — Deliver

- List the clients within each band, largest to smallest.
- Optionally call out the **"Top 20%"** (Top 5% + Next 15% combined) as its own list — this is usually the group worth the closest account-management attention.
- If commission/fee data was not available, state clearly that Size is based on Premium only, and note that as a limitation of the analysis.

Practical Notes

- **Ask before assuming what "separate books" means.** It could be by LOB, by producer/relationship leader, by branch, or just one consolidated book. Getting this wrong means a full rebuild.
- **Watch for negative totals in the Final 20% band.** That is usually chargebacks or cancellations, not genuinely small clients — worth flagging rather than treating as routine.
- **When client counts get very small (under ~20),** the 4-band split gets mathematically thin — say so explicitly rather than quietly presenting a table that implies more precision than the data supports.