**BACKGROUND INFORMATION**

I have been hired as a consultant by an online retail store to analyze their data and provide insights to the CEO and CMO. The management wants to understand the major factors that contribute to revenue so that they can plan strategically for the next year. They are interested in viewing metrics from both an operations and marketing perspective, and they want to identify areas where the business is performing well. They also want to view metrics based on demographic information. I will present my findings to the CEO and CMO next month, and I will provide analytics and insights that will help them evaluate the current business performance and suggest metrics for expansion.

**TASK - 1**

I am required to prepare for a meeting with the CEO and CMO by drafting questions that I think will be important and relevant to them. The store has provided a dataset to review and use as the basis for my exploration. I need to create a set of four questions each for both the CEO and CMO, differentiating them as both view business decisions through different lenses. I need to submit eight questions in total in the text submission box below.

**CEO**

1. **What is the monthly sales breakdown, which months have the highest revenue, and which ones have low sales?**

* This is key for the CEO to gain insights on monthly revenue and how the revenue changes over time.

1. **What is the quarterly revenue breakdown, and how do annual seasons affect revenue?**

* The CEO can get insights on how sales change according to seasons, what season has the highest sales, and which one has the lowest.

1. **What is the revenue generated from each region, which regions generate the highest revenue, and which ones generate the least sales?**

* The CEO can look into sales strategies in high revenue-generating regions versus low revenue-generating regions and compare them.

1. **How do customers contribute to revenue? Are there customers that have a significant impact on the revenue or is the customer base more diverse?**

* The CEO can gain insight into the percentage of total revenue the top customers are responsible for.

**CMO**

1. **What is the repeat customer rate and what is the impact of repeat customers on revenue?**

* The CMO will want to know how often are the customers purchasing products, what products are the frequent customers purchasing and how are they impacting the company’s revenue.

1. **How long does it take for repeat customers to purchase a product after the initial purchase?**

* This will be useful to determine whether there’s a significant impact on revenues between the times repeat customers make orders.

1. **What products have a high re-purchase rate and how often are they repurchased?**

* The CMO would want to know what products have a high repurchase rate and what is the average time that the products are purchased and repurchased again.

1. **What is the regional product revenue?**

* The CMO might want to know if the most-selling product performs similarly across all regions or not.

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