**TASK – 1**

**Framing the Business Scenario**

**CEO Questions**

1. **What is the monthly sales breakdown, which months have the highest revenue, and which ones have low sales?**
2. **What is the quarterly revenue breakdown, and how do annual seasons affect revenue?**
3. **What is the revenue generated from each region, which regions generate the highest revenue, and which ones generate the least sales?**
4. **How do customers contribute to revenue? Are there customers that have a significant impact on the revenue or is the customer base more diverse?**

**CMO Questions**

1. **What is the repeat customer rate and what is the impact of repeat customers on revenue?**
2. **How long does it take for repeat customers to purchase a product after the initial purchase?**
3. **What products have a high repurchase rate and how often are they repurchased?**
4. **What is the regional product revenue?**