**Concerns the CEO may have :**

1. Which region is producing the most profit, and which region is producing the least?

2. What is the trend for revenue on a monthly basis, and which months have seen the highest rise or fall in revenue?

3. What quarters had the most revenue? Are sales impacted by the seasons?

4. What are the top-selling products?

5. Which country has the highest ROI?

**Concerns the CMO may have :**

6. How many customers make the same purchases again and over again? Do they place similar orders or do they place distinct orders?

7. How long does it take for returning customers to place their next purchase after receiving the first one?

8. Which consumers have placed many orders and how much profit is generated by them

9. Why do we have so many orders from the United Kingdom?

10. Why did we have fewer sales in Dec 2010 compared to Dec 2011?