CEO Questions:

1. What are the top-selling products or product categories in terms of revenue? Are there any specific trends or patterns in the sales data?
2. How does our revenue growth compare to industry benchmarks? Are we outperforming or falling behind our competitors?
3. Can you provide insights into our customer acquisition and retention rates? What strategies or channels have been most effective in acquiring new customers and keeping them engaged?
4. What is the profitability of our different customer segments? Which segments contribute the most to our overall revenue and profitability, and are there any untapped opportunities in specific demographics?

CMO Questions:

1. How effective are our current marketing campaigns in driving sales and revenue? Can you provide a breakdown of the ROI for each campaign or marketing channel?
2. Are there any specific marketing channels or campaigns that have shown significant growth or potential? How can we leverage these opportunities to further increase our market share?
3. What is the customer feedback and sentiment regarding our brand and products? Are there any emerging trends or preferences that we should be aware of?
4. Can you provide insights into the customer journey and conversion funnels? Are there any bottlenecks or areas of improvement that we should address to enhance the customer experience and drive higher conversions?