

Concerns the CEO may have

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

- Given that it is dependent on sales, the primary source of money for the company, this question is significant to the CEO.
- The CEO must consider revenue analysis since senior executives are constantly thinking about how to boost profitability.
- Here, the CEO is curious about the viewing income by area to determine which locations are producing the most and which regions are producing the least.
- The CEO will be able to make decisions about how to increase revenue generation in the locations that are already producing the most using the data and research.
- The CEO will research the reasons why there aren't enough sales in the underperforming regions before attempting to modify the items and make them more appropriate for those areas.

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

- The CEO will gain insight into the revenue's monthly pattern and how it changes over time.
- The CEO will then be able to examine the effects that internal corporate changes have had on sales.
- For instance, explain how the entrance of a new area or the debut of a new product increased sales for the online business throughout the month.
- The CEO might also examine whether there have been any internal delays that would have contributed to a possible decline.
- Senior management must do such analyses in order to plan forward and attempt to provide customers with the best possible experience.

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

- Due of seasonality, there will always be months in the retail industry with higher demand.
- There will be instances where the data will undergo recurring, predictable modifications every year.
- Such seasonal months would need to be identified because the CEO would want to come up with a plan that would make the most of the months with higher demands.

### **4. What percentage of overall income are the top customers responsible for? Are these customers essential to the company's success, or is the customers more diverse?**

- This research is essential since it will help the CEO determine what factors are most responsible for the overall income.

- It would be possible to determine which consumers contribute the most to sales by looking at the top customers of the retail establishment.
- The shop may then come up with a plan where the top customers can be targeted with additional goods they can purchase.
- Due to the fact that these customers are the store's top purchasers, this will guarantee more income for the business.
- A firm may benefit from having fewer consumers buy in larger quantities, but there may also be a negative aspect.
- Because these consumers make up the majority of the store's income and have the ability to bargain for lower pricing, retailers would have less negotiating leverage with them.
- The CEO must be informed about the customer diversity so that he may make advance plans.
- The strategy would be to broaden the customer base and focus on additional consumers who would boost sales in situations when the company is heavily dependent on a small number of customers.

### **Concerns the CMO may have**

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

- The CMO's interest in observing the patterns in customer orders is evident from this query.
- The CMO is curious in the percentage of overall consumers that place repeat orders with them.
- The CMO will better understand the proportion of repeat consumers with the aid of this data.
- The study will also be performed to determine what they are purchasing second time.
- This will provide the CMO trends on which items and related products are in demand, allowing them to create a marketing plan to better target these customers.

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

- The CMO will be able to determine order frequency with the use of this study.
- This would entail figuring out how long it takes for customers to place new orders at the shop.
- It is assumed that customers who have just made a purchase will be thinking about the product and will likely buy or use it again in the future.
- The CMO may develop a strategy to persuade recent consumers to return and spend more after the data from the analysis is collected.
- It is possible to make an attempt to remind consumers who haven't made purchases from the shop in a while that it has been a while since their previous transaction.

## **7. Which consumers have placed many orders and how much profit is generated by them?**

- How much a consumer spends at the store to buy goods determines the revenue for the business.
- Because of this, analysis must be performed to ascertain how much money is coming from the store's frequent consumers.
- The CMO can come up with a plan to increase recurring business from consumers who spend more on their purchases.
- A consumer should be encouraged to return to the store if they made a significant purchase there the first time, it is also crucial to remark.
- A marketing plan will guarantee that the shop will continue to earn more money from the high-paying consumers in the future.

## **8. Who are the consumers who have returned the most frequently? What percentage of the revenue do they contribute?**

- Assessing which customers are returning the most frequently and how much they are contributing to the business is also crucial.
- Customers could require the same things on a weekly or monthly basis, but they don't have much financial worth.
- As a result, these consumers' contribution to revenue will be minimal.
- On the other hand, some customers could place orders twice a year and generate a lot of income.
- Because many customers only make purchases during specific months, management must make sure there are enough supplies on hand to fulfil their demands.
- More discounts must be offered to customers with big order quantities but low income so they may purchase in bulk and generate more sales.