**Questions for the CEO:**

1. **What is the monthly revenue trend, and which months exhibit the highest and lowest sales?**
   * **Rationale**: Understanding the monthly fluctuations in revenue allows the CEO to identify patterns and potential external factors affecting sales. This insight can help in making strategic decisions for resource allocation and forecasting.
2. **How does quarterly revenue vary, and what impact do seasonal changes have on sales?**
   * **Rationale**: Analyzing revenue on a quarterly basis provides a broader view of business performance across different seasons, helping the CEO to plan for peak periods and address low-performing quarters.
3. **Which regions are generating the most and least revenue?**
   * **Rationale**: Identifying the performance of different regions helps the CEO to understand market dynamics and devise region-specific strategies to boost sales in underperforming areas.
4. **How significant is the contribution of key customer segments to overall revenue?**
   * **Rationale**: Evaluating the impact of top customers versus the broader customer base aids in developing targeted strategies for customer retention, upselling, and broadening the customer base.

**Questions for the CMO:**

1. **What is the repeat purchase rate, and how do repeat customers impact overall revenue?**
   * **Rationale**: Understanding the frequency and impact of repeat purchases helps the CMO evaluate the effectiveness of current marketing strategies and develop initiatives to increase customer loyalty.
2. **What is the average time between a customer's initial purchase and subsequent purchases?**
   * **Rationale**: This metric helps the CMO to assess the effectiveness of post-purchase engagement strategies and to design campaigns aimed at shortening the time between purchases.
3. **Which products have the highest repurchase rates, and what is their impact on revenue?**
   * **Rationale**: Identifying products with high repurchase rates allows the CMO to focus on promoting these products further and to understand the factors driving repeat purchases, which can inform future product and marketing strategies.
4. **How does product performance vary across different regions?**
   * **Rationale**: Analyzing regional differences in product performance helps the CMO to tailor marketing strategies to specific regions, optimizing campaigns for regional preferences and boosting overall sales.