Marketing And Sales Dashboard

1. What are the primary revenue streams for the online retail store, and how have they evolved over time?

2. Which product categories contribute the most to the company's revenue, and what is their growth trend?

3. Are there any seasonal trends or patterns in the company's revenue?

4. How does revenue vary across different geographic regions?

5. What are the top-performing regions in terms of revenue, and are there any regional trends worth noting?

6. Can you identify any outliers or anomalies in the revenue data that may require further investigation?

7. How do customer acquisition, retention, and engagement metrics differ across various marketing channels (e.g., social media, email, paid advertising)?

8. What is the customer lifetime value for different customer segments, and how does it impact revenue?

9. What are the conversion rates for various marketing campaigns, and which ones are the most effective?

10. How does customer acquisition cost vary across marketing channels, and which channels provide the best return on investment?

11. Are there demographic trends that can help tailor marketing strategies or product offerings?

12. How do age and gender demographics affect buying behavior and product preferences?

13. What are the most popular products in terms of sales volume, and do they align with high-revenue categories?

14. Are there any correlations between specific customer segments and product categories they purchase?

15. What is the average order value (AOV), and how does it differ across customer segments?

16. How do discounts and promotions impact sales and customer behavior?

17. Are there any customer segments that exhibit high engagement but low purchase frequency?

18. What is the customer churn rate, and can we identify reasons for customer attrition?

19. How do returns and refunds affect revenue and customer satisfaction?

20. Are there particular days or times when online sales peak, and can this information be used for marketing campaigns?

21. How efficient is the supply chain and order fulfillment process, and are there areas for improvement?

22. What technologies and tools are currently being used for data tracking and analysis, and are they optimized for the best results?

23. What data-driven KPIs should be established for long-term planning, and how should they be monitored?

24. How can the company foster a data-driven decision-making culture within the organization?

25. Based on the data, what are the most promising future growth opportunities and markets to explore?

***These questions should help guide your EDA and provide valuable insights for your meeting with the CEO and CMO.***

***What role are you playing here?***

1. ***We will assess data and provide data driven sales strategy –*** So I am expecting you to devise certain insights from all these visualisation (USE LLMs but also some of your own inputs)
2. ***We will be doing time intelligence and market intelligence –*** So I would like to see some ABC Classifications and drill downs over time as well.