◆ **Questions of Interest to the CEO**

1. Which region is generating the highest and lowest revenue?
Understanding regional revenue helps the CEO identify high-performing areas to scale and low-performing regions to improve. It supports strategic planning and resource allocation.

2. What is the monthly revenue trend? Which months saw the biggest changes?
This reveals how revenue fluctuates and helps correlate internal changes like product launches or marketing campaigns with revenue shifts. It assists in evaluating company performance over time.

3. Which months generated the most revenue? Is there sales seasonality?
Identifying seasonal peaks allows the CEO to optimize strategy during high-demand months and ensure inventory, marketing, and staffing align with those periods.

4. Who are the top customers and how much do they contribute to revenue?
Knowing the top customers helps assess if revenue is reliant on a few individuals. If dependency is high, the CEO can work on diversifying the customer base to reduce risk.

◆ **Questions of Interest to the CMO**

1. What percentage of customers are repeat buyers? Are they buying the same or different products?
This helps identify customer loyalty and product trends. The CMO can target repeat buyers with personalized offers and explore popular product combinations.

2. How long do repeat customers take to reorder?
Understanding the reorder cycle helps in timing marketing campaigns and reminders, increasing repeat purchases through strategic follow-ups.

3. What revenue is generated from repeat customers?
This reveals how much value loyal customers bring. High repeat revenue suggests marketing should focus on retention and upselling strategies.

4. Who are the most frequent repeat customers, and what is their revenue contribution?
This distinguishes between frequent buyers with low spend and infrequent buyers with high spend. Marketing strategies can be personalized based on their contribution type.