**Questions of interest to the CEO:**

**1. Which region is generating the highest revenue, and which region is generating the lowest?**

• Understanding the revenue distribution across different regions is crucial for strategic decision-making and resource allocation.

• This question will help the CEO identify regions with high revenue potential and regions that require attention to improve performance.

**2. What is the monthly trend of revenue, and which months have faced the biggest increase/decrease?**

• Analyzing the monthly revenue trend provides insights into the company's performance over time.

• The CEO needs to identify the months with significant changes in revenue to understand the underlying factors contributing to those fluctuations.

**3. Which months generated the most revenue? Is there seasonality in sales?**

• Identifying the months with the highest revenue can help the CEO assess the impact of seasonality on sales.

• This question will help the CEO plan and allocate resources based on anticipated seasonal fluctuations in demand.

**4. Who are the top customers, and how much do they contribute to the total revenue? Is the business dependent on these customers, or is the customer base diversified?**

• Understanding the contribution of top customers to overall revenue is essential for assessing customer concentration risk.

• The CEO needs to determine if the business relies heavily on a few customers or if the customer base is diversified to ensure stability and growth.

**Questions of interest to the CMO:**

**5. What is the percentage of customers who are repeating their orders? Are they ordering the same products or different?**

• Understanding the rate of customer retention and the nature of repeat orders is crucial for optimizing marketing strategies.

• This question will help the CMO tailor marketing campaigns based on customer behavior and preferences.

**6. For repeat customers, how long does it take for them to place the next order after being delivered the previous one?**

• Analyzing the time between repeat orders provides insights into customer buying patterns and potential opportunities for targeted marketing.

• The CMO needs to identify the optimal timing for engaging repeat customers and encouraging timely repeat purchases.

**7. What revenue is being generated from customers who have ordered more than once?**

• Assessing the revenue generated by repeat customers is important for understanding their value and potential for upselling or cross-selling.

• This question will help the CMO identify strategies to maximize revenue from this customer segment.

**8. Who are the customers that have repeated the most, and how much are they contributing to revenue?**

• Identifying the customers with the highest repeat order frequency and their contribution to revenue is crucial for customer retention strategies.

• This question will help the CMO develop personalized marketing approaches to enhance loyalty and strengthen the relationship with these valuable customers.