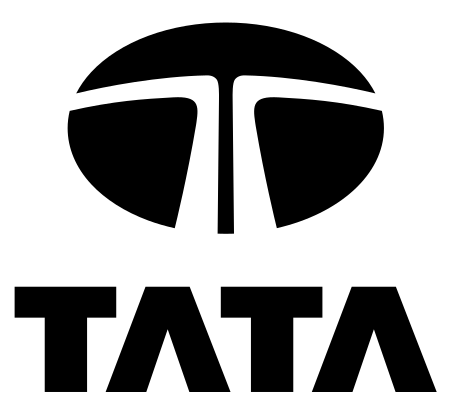
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Devising a Business Question for CEO & CMO (Task 1)

**April 14, 2023**

# Overview

An online retail store has hired me as a consultant to review their data and provide insights that would be valuable to the CEO (Chief Executive Officer) and CMO (Chief Marketing Officer) of the business. The business has been performing well and the management wants to analyze what the **major contributing factors are to the revenue** so they can **strategically plan for next year**.

# Goals for this task

1. **Creating a list of four (4) questions for the CEO**
2. **Creating a list of four (4) questions for the CMO**

This making a total of 8 questions for both the CEO and the CMO

# CEO Questions

These questions are effective questions for the CEO to aid decision making for the organizations. The questions are based on the dataset provided and the best metrics that the CEO must see in an analysis.

The following are the questions that I derived from the dataset provided.

1. What are the revenue growth and profit margin of all sales both yearly and monthly
2. Which country had the highest and least revenue and profit (Filtering it by year and month)
3. Segmenting customer based on their spending behaviors so as to know the customer that patronize the organization well

# CMO Questions

These questions are effective questions for the CMO to aid decision making for the organizations. The questions are based on the dataset provided and the best metrics that the CMO must see in an analysis.

The following are the questions that I derived from the dataset provided.

1. Using the Segmentation analysis to check for the best 10 customers that patronize the organization alongside their location.
2. Checking the month that had the most customer turnout and what profit was made that year
3. Checking the product that the customer love most and what profit was generated
4. Checking for the sales conversion rate and the average order value of the organization.