CMO Questions

1. Which product has the highest purchase rate and how often are they purchased?
2. What is the repeat customer rate?
3. How long does it take the repeat customer to purchase a product after their initial purchase?
4. How does the product with highest purchase rate perform in every region?

CEO Questions

1. What is the monthly sales breakdown, which month has the highest revenue and lowest revenue?
2. What is the quarterly revenue breakdown? Does the annual season affect the revenue?
3. Which region generates the highest revenue and which region generates the lowest?
4. Are there customers that have significant impact on revenue or is the customer base more diverse.