

## **CEO Questions :**

1. What are the top-selling products in terms of revenue and quantity sold, and how have they performed over time?
2. What is the overall revenue trend for the business? Are there any seasonal patterns or fluctuations in sales?
3. Which countries contribute the most to total revenue?
4. What is the average order value, and how has it changed over time? What strategies can be implemented to increase it?

## **CMO Questions :**

1. Who are our most valuable customers based on their purchase behavior, and how can we enhance customer retention?
2. What product categories have the highest customer demand, and how can marketing efforts be optimized to promote them?
3. Are there any significant trends in customer purchasing behavior based on location or time of year?
4. What percentage of customers are repeat buyers, and what marketing strategies could improve customer loyalty and engagement?