

TATA DATA VISUALIZATION: EMPOWERING BUSINESS WITH EFFECTIVE INSIGHTS

Questions for the CEO:

- What are the top revenue-generating product categories in our online retail store?
- How does our revenue growth compare to industry benchmarks and our competitors?
- What is the customer retention rate, and what strategies can we implement to improve it?
- How do our operational costs impact our overall profitability, and are there any areas where we can optimize expenses?

Questions for the CMO:

- What are the most effective marketing channels and campaigns that contribute to revenue growth?
- How does customer acquisition cost vary across different marketing channels?
- What is the customer lifetime value for different segments of our customer base, and how can we increase it?
- Are there any emerging market trends or consumer preferences that we should be aware of and incorporate into our marketing strategies?