**Questions for the CEO:**

1. What are the monthly revenue trends, and which month has the highest and lowest revenue? Are there any significant patterns in revenue that need attention?
2. Which region generates the highest revenue, showing the most growth potential? And which region generates the lowest? Is there a specific geographical region that we should focus on for expansion?
3. What is the quarterly revenue breakdown? Does the annual season affect revenue?
4. Are there any customers that have a significant impact on revenue, or is the customer base more diverse?

**Questions for the CMO:**

1. Which product has the highest purchase rate, and how often is it purchased?
2. What is the repeat customer rate?
3. How long do returning customers take to make their next purchase after receiving their first one?
4. Who are the most frequent returning customers, and what percentage of the revenue do they contribute?