1. Which marketing channels are contributing the most to customer acquisition and retention?
2. How does marketing performance vary across customer categories (new vs returning)?
3. What is the ROI of each channel, and where should we reallocate budget for maximum impact?
4. Are there specific time periods (days, festivals) where marketing spend has a higher impact?
5. How can we optimize our budget allocation across channels to reduce Customer Acquisition Cost (CAC) and increase Customer Lifetime Value (CLTV)?