**Questions for the CEO:**

1. What is the overall revenue trend of the business over the past year? Are we seeing growth or decline, and what are the major factors contributing to this trend?
2. How do our operations metrics, such as customer satisfaction and order fulfillment time, compare to industry benchmarks? Are there any areas where we are falling short and need to improve to stay competitive?
3. What are the most profitable products or product categories for our business? Are there any areas where we could potentially increase prices or expand our offerings to drive revenue growth?
4. What is the customer acquisition cost for our business, and how does it compare to our customer lifetime value? Are there any customer segments where we are seeing particularly high acquisition costs or low lifetime value, and how can we adjust our marketing strategy to address these issues?

**Questions for the CMO:**

1. What is the return on investment (ROI) for our marketing campaigns over the past year? Which campaigns have been the most successful in driving revenue and customer acquisition, and what were the key factors contributing to their success?
2. How does our website traffic compare to industry benchmarks, and are there any areas where we can optimize our website to improve conversion rates and drive revenue growth?
3. What are the most effective channels for reaching our target audience, and how can we allocate our marketing budget to maximize our ROI across these channels?
4. How do our customer demographics vary across different products or product categories, and are there any trends or insights that we can use to refine our marketing strategy and messaging for specific customer segments?