Task -1

**To prepare for your meeting, you need to draft questions that you think will be important and relevant to the CEO and CMO. This preparation will be your guide as you develop your presentation.**

**For this task, you are only required to draft the questions. Make sure to think both quantitatively and qualitatively.**

**You’ve been provided a dataset in the resources below to use as the basis for your exploration. Review this data, taking note of what information has been provided, what insights you can garner, and what is relevant to both the CEO and CMO respectively.**

**Create a set of four questions that you anticipate each business leader will ask and want to know the answers to. Make sure you differentiate your questions, as both the CEO and CMO view business decisions through different lenses.**

**Concerns the CEO may have**

**1. Which region is producing the most profit, and which region is producing the least?**

•  Given that it is dependent on sales, the primary source of money for the company, this question is significant to the CEO.

•  The CEO must consider revenue analysis since senior executives are constantly thinking about how to boost profitability.

•  Here, the CEO is curious about the viewing income by area to determine which locations are producing the most and which regions are producing the least.

•  The CEO will be able to make decisions about how to increase revenue generation in the locations that are already producing the most using the data and research.

•  The CEO will research the reasons why there aren't enough sales in the underperforming regions before attempting to modify the items and make them more appropriate for those areas.

**2. What is the trend for revenue on a monthly basis, and which months have seen the highest rise or fall in revenue?**

•  The CEO will gain insight into the revenue's monthly pattern and how it changes over time.

•  The CEO will then be able to examine the effects that internal corporate changes have had on sales.

•  For instance, explain how the entrance of a new area or the debut of a new product increased sales for the online business throughout the month.

•  The CEO might also examine whether there have been any internal delays that would have contributed to a possible decline.

•  Senior management must do such analyses in order to plan forward and attempt to provide customers with the best possible experience.

**3. What quarters had the most revenue? Are sales impacted by the seasons?**

•  Due of seasonality, there will always be months in the retail industry with higher demand.

•  There will be instances where the data will undergo recurring, predictable modifications every year.

•  Such seasonal months would need to be identified because the CEO would want to come up with a plan that would make the most of the months with higher demands.