**Questions for the CEO**

1. **Quantitative:** Based on our sales data, what is the overall revenue and profitability trend over the last 12 months, and how does this compare to our budget and previous year's performance?
2. **Qualitative:** Beyond our top-line numbers, what are the key qualitative factors—such as supply chain efficiency, market demand, or product innovation—that are currently influencing our financial health and long-term growth trajectory?
3. **Quantitative:** Which geographic markets or countries are contributing the most and least to our revenue, and what is the average order value in each of our top three performing markets?
4. **Qualitative:** What are the biggest risks and opportunities we face in the coming fiscal year, and what strategic investments do we need to make to secure our market position?

**Questions for the CMO**

1. **Quantitative:** How has our customer base grown over the past year, and what is the customer retention rate, particularly for our most valuable customers?
2. **Qualitative:** Are there any emerging trends in customer behavior or product preferences that we should be capitalizing on through our marketing campaigns?
3. **Quantitative:** Can we identify our most profitable customer segments using a model like RFM (Recency, Frequency, Monetary), and what percentage of our revenue do these top segments represent?
4. **Qualitative:** How effective are our current marketing channels at acquiring new customers versus retaining existing ones, and what qualitative feedback have we received about our brand perception in key markets?