

TASK 1

Helpful Links

- **PRSA - Article on how to think from the perspective of a CEO**

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https://apps.prsa.org/Intelligence/TheStrategist/Articles/view/10253/1152/How_to_Think_Like_a_CEO_Become_a_Better_Leader#.Yv47anZBzIV

- **Datapine - Article on how to think from the perspective of a CEO**

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<https://www.datapine.com/blog/ceo-dashboard-report-examples-and-templates/>

- **Article on how to measure business performance**

Click to view website →

<https://zipforecasting.com/en/what-is-business-analytics/business-performance.html>

Questions of interest to the CEO

- Which area is generating most revenue, and which area is generating least?
- What is the month-to-month revenue trend, which months have seen the maximum increase/decrease?
- Which months generated the maximum revenue? Is there a seasonality in sales or not?
- Who are the most significant customers and how much do they contribute to the overall revenue? Is the business dependent on these customers or is the customer base diversified?

Questions of interest to the CMO

- How many repeat customers are there, and are they ordering the same or different products?
- How long it takes for the repeat customers to order once they have been delivered the previous one?
- Which customers have made several orders and how much profit are they making?
- Which are the most frequent return consumers? What proportion of the sales do they account for? Which are the most frequent return consumers? What proportion of the sales do they account for?