**Concerns the CEO may have**

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

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

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

**4. What percentage of overall income are the top customers responsible for? Are these customers essential to the company's success, or is the customers more diverse?**

**Concerns the CMO may have**

**5. How many customers make the same purchases again and over again? Do they place similar orders or do they place distinct orders?**

**6. How long does it take for returning customers to place their next purchase after receiving the first one?**

**7. Which consumers have placed many orders and how much profit is generated by them?**

**8. Who are the consumers who have returned the most frequently? What percentage of the revenue do they contribute?**