**TATA VIRTUAL INTERNSHIP**

**Project: Data visualization - Empowering the Business with Effective Insights**

Task 1: 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.

Here are the sets of questions that I anticipate the CEO and CMO will ask

I - Questions for the CEO

1) What were the total revenues for each quarter of the past year, and how do they compare to the previous year?

2) Which product categories have shown the highest revenue growth, and how can we leverage this information to drive profitability?

3) Can you provide insights on which geographical regions show the highest customer engagement and revenue contribution?

4) What are the emerging market trends that we need to capitalize on for sustainable growth in the coming year?

II - Questions for the CMO:

1) What is the conversion rate for each of our major marketing channels, and how does it correlate with our customer acquisition cost?

2) Can you provide insights on the most successful marketing campaigns in terms of conversion rates and customer engagement?

3) What are the most popular products among different customer segments, and how can we optimize our product offerings to meet their preferences?

4) How frequently do our customers make repeat purchases, and what strategies can we implement to enhance customer loyalty?