**CEO point of view Questions:**

1. Which region is contributing the most in terms of revenue and which region is contributing the least?
2. What is the monthly trend of revenue, which months have faced the biggest increase/decrease?
3. Which quarter generated the most revenue?
4. Who are the customers that have purchased the most? How much are they contributing to the revenue?

**CMO point of view Questions:**

1. Which product has the highest purchase rate and how often it purchased?
2. What is the percentage of customers who are repeating their orders? Are they ordering the same products or different?
3. For the repeat customers, how long does it take for them to place the next order after being delivered the previous one?
4. How does the product with highest purchase rate perform in every region?