Questions -- CEO

* Which region is generating the highest revenue, and which region is generating the lowest?
* What is the monthly trend of revenue, which months have faced the biggest increase/decrease?
* Which months generated the most revenue? Is there a seasonality in sales?
* Who are the top customers and how much do they contribute to the total revenue? Is the business dependent on these customers or is the customer base diversified?

9490832574 --

Questions --- CMO

* What is the percentage of customers who are repeating their orders? Are they ordering the same products or different?
* For the repeat customers, how long does it take for them to place the next order after being delivered the previous one?
* What revenue is being generated from the customers who have ordered more than once?
* Who are the customers that have repeated the most? How much are they contributing to revenue?