**CEO concern questions in retail online stores to improve revenue growth**

1. Which region makes the highest profit and region which makes the least profit
   - This will help the CEO to decide on whether to make stop the productions in the least revenue-making region or to introduce some new products based on customer regional trends & pattern
   - For the highest revenue-making region, the CEO might open more outlets which may increase the revenue growth

2. What is the trend and seasonality of the monthly revenue and which month has seen the highest raise or dip in revenue
   - The CEO might be able to examine the contribution of the internal corporate changes made to sales
   - The CEO might be able to decide on which month the trending products need to be increased and decreased

3. Based on the monthly sales which items shows the most inconsistent behavior? Which items show the least inconsistent behavior?
   - The CEO will research the reasons based on the trend and seasonality of underperforming sales month and modify the products, also examine whether there have been any internal delays

4. Based on the problem understanding, predict 12 months into the future with appropriate confidence intervals/bands
   - This will help the CEO to decide on how to improve sales in the future and can make the desired decision on whether to increase the products or decrease the product manufacturing in the upcoming year

**CMO concern questions in retail online stores to improve revenue growth**

1. Which region consists of the highest revenue maker customer, consider only the customers with Quantity <500 and profit >=500, and plot a graph to show who are the top 10 customer who makes the highest revenue
   - These customers are high revenue customers and thus very valuable to business and This projection might help the CMO to make them loyal customers.

2. Customer time frequency difference in placing the first and second order/purchase and how does that impact the sales
   - This will help the CMO to introduce an exclusive reward program on purchases to try to shift them to the ideal frequent order-placing customers
   - The CMO might be able to develop a strategy for those who place the second purchase in the least time frame to make them purchase more in quantity/units

3. Top 10 frequently & least frequently purchased customers in terms of the same products with the highest unit and how does that impact the revenue
   - This provides the CMO a clear idea of which product items are in high demand and allowed to hold them for the maximum duration, continuing to purchase the products

4. Which region placed the highest & lowest units of the product? Does that impact the sales growth?
   - This will help the CMO to decide on which region the units of the products to be increased and to make sure they maintain enough supplies to fulfill the customer needs
   - For the lowest unit selling this result might help the CMO to decide whether to reduce the product supply units to minimize the manufacture wastage