**TASK1**

**Questions for CEO**

1]  Which region is generating the highest revenue, and which region is generating the lowest revenue?

2]  Which month has the highest sales or revenue?

3]  Which month has faced the biggest increase/decrease in revenue?

4]  What is the highest revenue-generating product?

**Questions for CMO**

1]  What is the percentage of customers who are repeating their orders? Are they ordering the same product or a different one?

2]  What are repeat customers into? or which product?

3]  What's the customer retention?

4]  How long does it take to order again by repeat customers?