

CEO:

1. What is the monthly sales breakdown, which months have the highest revenue, and which ones have low sales?
2. What is the quarterly revenue breakdown, and how do annual seasons affect revenue?
3. What is the revenue generated from each region, which regions generate the highest revenue, and which ones generate the least sales?
4. How do customers contribute to revenue? Are there customers that have a significant impact on the revenue or is the customer base more diverse

CMO:

1. What is the repeat customer rate and what is the impact of repeat customers on revenue?
2. How long does it take for repeat customers to purchase a product after the initial purchase?
3. What products have a high repurchase rate and how often are they repurchased?
4. What is the regional product revenue?