**Questions For CEO:**

1. What is the key revenue growth over the last quarter or year, and how can we optimize profitability while managing cost?
2. How can we scale the business most efficiently, and what risk should we mitigate first?
3. What does sales trends reveal about our long-term growth opportunities and potential risks?
4. Which customers contribute the most to our revenue, and how can we further engage these high-value customers?

**Questions For CMO:**

1. How do customer purchasing patterns and references vary across segments, and how should we adjust our marketing strategy accordingly?
2. Are there any specific times of the year when sales peak or decline, and how can we optimize campaign timing for better customer engagement?
3. Which countries have the highest and lowest sales, and how should we adjust our marketing strategies accordingly?
4. How do discount-driven purchases affect profitability compared with full-price purchases?