**Insights for the CEO**

1. What is my revenue and average customer revenue w.r.t last year?
2. What is the customer acquisition rate? Which country has the highest number of customers and the least number of also
3. which country & product category is most responsible for the most and least revenue generation?
4. In which quarter of the year highest revenue is generated?

**Insights for the CMO**

1. What is the frequency cycle of the customer for the highest-selling product
2. which is the Top-5 and Bottom-5 selling products category
3. which customer is the loyal customer of the company
4. What is the frequency of the customer purchasing the same order again or how many times have they ordered the same products?