**BACKGROUND INFORMATION**

The online retail store has hired me as a consultant to analyze their data and provide insights to the CEO and CMO. The management wants to identify the major factors contributing to revenue and plan strategically for next year. They want to view metrics from both operations and marketing perspectives and seek guidance on areas performing well. They also want to view demographic-based metrics. The meeting with the CEO and CMO is scheduled for next month, and I need to provide analytics and insights to evaluate the current business performance and suggest metrics for expansion.

**TASK - 1**

I am required to prepare for a meeting with the CEO and CMO by drafting questions that I think will be important and relevant to them. The store has provided a dataset to review and use as the basis for my exploration. I need to create a set of four questions each for both the CEO and CMO, differentiating them as both view business decisions through different lenses. I need to submit eight questions in total in the text submission box below.

**CEO and CMO Differences**

1. **Scope of responsibility:** The CEO is responsible for the overall success of the organization, while the CMO is responsible for the organization's marketing and advertising efforts. The CEO oversees all aspects of the business, including operations, finance, and strategy, while the CMO focuses specifically on promoting the brand and driving sales.
2. **Decision-making:** The CEO is responsible for making major decisions that impact the entire organization, such as setting the overall strategy and direction, while the CMO makes decisions that impact the marketing and advertising efforts.
3. **Leadership style:** The CEO must be able to lead the entire organization, while the CMO must be able to lead the marketing team and work collaboratively with other departments.
4. **Skillset:** The CEO needs a broad range of skills, including strategic planning, financial management, and leadership, while the CMO needs strong marketing and advertising skills, as well as the ability to analyze market trends and consumer behavior.
5. **Key performance indicators:** The CEO focuses on key performance indicators (KPIs) such as revenue, profitability, and market share, while the CMO focuses on KPIs such as customer acquisition, customer retention, and brand awareness.

**CEO CONCERNS**

1. **What is the monthly sales breakdown, which months have the highest revenue, and which ones have low sales?**

* This is key for the CEO to gain insights on monthly revenue and how the revenue changes over time.
* Monthly revenue breakdown will help identify how certain high-level decisions might have impacted revenue.
* This can be used to plan forward to change the customer experiences that affect revenue generation.

1. **What is the quarterly revenue breakdown, and how do annual seasons affect revenue?**

* The CEO can get insights on how sales change according to seasons, what season has the highest sales, and which one has the lowest.
* This will be crucial to predicting having similar sales trends for the seasons in the next fiscal year, hence can help in planning to maximize on high selling season and implement strategies that will increase sales in low selling seasons.
* The CEO can gain insights into quarterly product sales. This is key to identifying what products are seasonal and creating a strategy on the best ways to maximize seasonal product sales and spreading the product sales across the fiscal years.

1. **What is the revenue generated from each region, which regions generate the highest revenue, and which ones generate the least sales?**

* The CEO can look into sales strategies in high revenue-generating regions versus low revenue-generating regions and compare them.
* This can be used to implement strategies that will help maximize revenue in high revenue-generating regions and identify where the shortfalls might be in low revenue-generating regions.

1. **How do customers contribute to revenue? Are there customers that have a significant impact on the revenue or is the customer base more diverse?**

* The CEO can gain insight into the percentage of total revenue the top customers are responsible for.
* This will be essential to creating strategies that will help maximize sales from top customers through upselling and cross-selling.
* This can be used to identify the customer base and guide on strategies to broaden the customer base.
* Guide on strategies to boost sales in low-performing customers.

**CMO CONCERNS**

1. **What is the repeat customer rate and what is the impact of repeat customers on revenue?**

* The CMO will want to know how often are the customers purchasing products, what products are the frequent customers purchasing and how are they impacting the company’s revenue.
* This will help identify which marketing strategies have been successful in getting customers to purchase products from the company more frequently.
* This can guide new marketing strategies that will aim to boost repeat customer rates.

1. **How long does it take for repeat customers to purchase a product after the initial purchase?**

* This will be useful to determine whether there’s a significant impact on revenues between the times repeat customers make orders.
* The CMO can determine if marketing strategies have an impact on getting customers to make purchases again after their previous purchases.
* New strategies can be developed to help reduce the time between purchases by customers.

1. **What products have a high repurchase rate and how often are they repurchased?**

* The CMO would want to know what products have a high repurchase rate and what is the average time that the products are purchased and repurchased again.
* This can help the CMO come up with campaigns that will boost repurchasing of the highly repurchased products, reducing the repurchase period and boosting the repurchase of lowly repurchased products.
* The CMO can identify the functionality of the most repurchased products and the effect on the company’s revenue.
* Identify if the customers purchase the same product over and over and guide them on strategies to upsell other products.

1. **What is the regional product revenue?**

* The CMO might want to know if the most-selling product performs similarly across all regions or not.
* Some products might be performing better in one region than another and the CMO might want to know why.
* This will be key to designing marketing strategies that are region-based and target each region with the best-selling product and upselling/cross-selling strategies.