TASK 1: FRAMING THE BUISNESS SCENARIO

C.E.O QUESTIONS:

1. **Which region brings maximum and minimum revenue?**
Top level management is always interested to know which region brings maximum revenue and understand what steps can be taken to increase companies' revenue. By knowing region which bring least revenue CEO can study what are factors behind low revenue and what measures can be taken to increase revenue in that particular region

2. **What is monthly trend of revenue?**
CEO will be interested to what is monthly trend of revenue whether it increases or decreases over time, he/she will try to find common pattern over period of time and see what are the effects of internal changes or of new policy or of new marketing strategy on revenue

3. **Which months generated most sales? Is there seasonal pattern in sales?**
CEO will see which months bring maximum revenue and is there any seasonal trend in customers. This will help him to create a strategy to meet the supply in coming seasons effectively

4. **Who are top customers and what is average revenue per customer?**
By finding who are the top customers and how much they contribute to the total revenue we can know is our revenue depended on few customers or it is constitutes large customer population. Also knowing revenue per customer will give clear idea how much spending capacity customers have and what measures can be taken to increase average revenue per customers

C.M.O QUESTIONS:

1. **What is percentage of customers are buying again? Are they buying same or different product?**
CMO will be interested to know how many customers makes order more then one time and what type of product is purchased second time, this will help him to make better offers and products which appeal this type of customers. This also indicates which products is/are in trend among consumers

2. **What is time interval between first order and second order made by customers?**
By analyzing this he will know what is frequency of orders and utilize this data to make strategies to make customers buy for the second time, it can also be used to know which customers have not ordered for second time and make marketing strategies to make customers buy for second time

3. **What revenue is generated from customers who have purchased more than ones?**
This will help CMO to recognize regular customers and devise strategies which encourage to repeat customers. We can find customers who had purchased heavily first time and influence them to purchase again

4. **Who are the customers repeated the most? How much they contribute to the total revenue?**
CMO will be interested in knowing customers characteristics such as age group, gender, income segment, work profession of customers who are most repeatedly ordering. He will also see whether business mainly depends on fixed customers or it is distributed among large customers, this will help him to make strategies to expand customer diversity