**FRAMING THE BUSINESS SCENARIO**

**For the CEO:**

1. What is the overall revenue trend over the past fiscal year, and how does it compare to the previous year?

2. Can you provide insights into the key factors influencing customer retention and satisfaction based on the dataset? How are these factors aligning with our strategic goals?

3. What are the top-selling products in terms of both quantity and revenue? How can we leverage this information to optimize our inventory and marketing strategies?

4. How do our sales and customer engagement metrics vary across different countries? Are there untapped markets or regions where we can focus our expansion efforts?

**For the CMO:**

1. What is the ROI for recent marketing campaigns, and how does it compare to industry benchmarks?

2. How do customer demographics correlate with purchasing behavior? Are there patterns that can guide targeted marketing efforts?

3. What is the customer acquisition cost, and how effective are our current customer acquisition channels?

4. Based on the dataset, what are the emerging trends in customer preferences, and how can marketing strategies be adapted to capitalize on these trends?