The following four questions will be presented to the CEO:

1. What are the monthly revenues for the given period of years 2010 and 2011?
2. What is the number of new deals added per month compared to the previous month?
3. Which are the top five highest revenue generating countries where the online retail store has its reach?
4. What is the number of new customers joined per month compared to the previous month?

The CMO will be provided with the answers to the following four questions:

1. Which five items are generating the highest amount revenue that must be marketed well?
2. Which five items are the cheapest and the most popular products to be promoted widely?
3. Which are the top five largest markets i.e. countries in terms of quantity of items sold? (It would help take care of the logistics)
4. Which are the top five most popular items (in terms of quantity) sold in the years 2010 and 2011 together?