**Questions to the CMO:**

1. Which customer is our most frequent buyer?
2. Which product is sold the most and in how much quantity?
3. How much is the country-wise product sales?
4. How does customer demand vary across different regions?

**Questions to the CEO:**

1. What are the most and least profitable product lines, and should any be discontinued or expanded?
2. Which country has the highest sales?
3. What are the top-performing products in terms of revenue and sales volume?
4. What percentage of total revenue comes from repeat customers versus new customers?