**Concerns the CEO may have**

**1. Which region is producing the most profit, and which region is producing the least?**

• Given that it is dependent on sales, the primary source of money for the company, this question is significant to the CEO.

• The CEO must consider revenue analysis since senior executives are constantly thinking about how to boost profitability.

• Here, the CEO is curious about the viewing income by area to determine which locations are producing the most and which regions are producing the least.

• The CEO will be able to make decisions about how to increase revenue generation in the locations that are already producing the most using the data and research.

• The CEO will research the reasons why there aren't enough sales in the underperforming regions before attempting to modify the items and make them more appropriate for those areas.

**2. What is the trend for revenue on a monthly basis, and which months have seen the highest rise or fall in revenue?**

• The CEO will gain insight into the revenue's monthly pattern and how it changes over time.

• The CEO will then be able to examine the effects that internal corporate changes have had on sales.

• For instance, explain how the entrance of a new area or the debut of a new product increased sales for the online business throughout the month.

• The CEO might also examine whether there have been any internal delays that would have contributed to a possible decline.

• Senior management must do such analyses in order to plan forward and attempt to provide customers with the best possible experience.

**3. What quarters had the most revenue? Are sales impacted by the seasons?**

• Due of seasonality, there will always be months in the retail industry with higher demand.

• There will be instances where the data will undergo recurring, predictable modifications every year.

• Such seasonal months would need to be identified because the CEO would want to come up with a plan that would make the most of the months with higher demands.

**4. What percentage of overall income are the top customers responsible for? Are these customers essential to the company's success, or is the customers more diverse?**

• This research is essential since it will help the CEO determine what factors are most responsible for the overall income.

• It would be possible to determine which consumers contribute the most to sales by looking at the top customers of the retail establishment.

• The shop may then come up with a plan where the top customers can be targeted with additional goods they can purchase.

• Due to the fact that these customers are the store's top purchasers, this will guarantee more income for the business.

• A firm may benefit from having fewer consumers buy in larger quantities, but there may also be a negative aspect.

• Because these consumers make up the majority of the store's income and have the ability to bargain for lower pricing, retailers would have less negotiating leverage with them.

• The CEO must be informed about the customer diversity so that he may make advance plans.

• The strategy would be to broaden the customer base and focus on additional consumers who would boost sales in situations when the company is heavily dependent on a small number of customers.

**Concerns the CMO may have**

**5. How many customers make the same purchases again and over again? Do they place similar orders or do they place distinct orders?**

• The CMO's interest in observing the patterns in customer orders is evident from this query.

• The CMO is curious in the percentage of overall consumers that place repeat orders with them.

• The CMO will better understand the proportion of repeat consumers with the aid of this data.

• The study will also be performed to determine what they are purchasing second time.

• This will provide the CMO trends on which items and related products are in demand, allowing them to create a marketing plan to better target these customers.

**6. How long does it take for returning customers to place their next purchase after receiving the first one?**

• The CMO will be able to determine order frequency with the use of this study.

• This would entail figuring out how long it takes for customers to place new orders at the shop.

• It is assumed that customers who have just made a purchase will be thinking about the product and will likely buy or use it again in the future.

• The CMO may develop a strategy to persuade recent consumers to return and spend more after the data from the analysis is collected.

• It is possible to make an attempt to remind consumers who haven't made purchases from the shop in a while that it has been a while since their previous transaction.

**7. Which consumers have placed many orders and how much profit is generated by them?**

• How much a consumer spends at the store to buy goods determines the revenue for the business.

• Because of this, analysis must be performed to ascertain how much money is coming from the store's frequent consumers.

• The CMO can come up with a plan to increase recurring business from consumers who spend more on their purchases.

• A consumer should be encouraged to return to the store if they made a significant purchase there the first time, it is also crucial to remark.

• A marketing plan will guarantee that the shop will continue to earn more money from the high-paying consumers in the future.

**8. Who are the consumers who have returned the most frequently? What percentage of the revenue do they contribute?**

• Assessing which customers are returning the most frequently and how much they are contributing to the business is also crucial.

• Customers could require the same things on a weekly or monthly basis, but they don't have much financial worth.

• As a result, these consumers' contribution to revenue will be minimal.

• On the other hand, some customers could place orders twice a year and generate a lot of income.

• Because many customers only make purchases during specific months, management must make sure there are enough supplies on hand to fulfil their demands.

• More discounts must be offered to customers with big order quantities but low income so they may purchase in bulk and generate more sales.

Example Answer

Great work! Take a look at the example answer below to see how a professional would have attempted this task. Think about what you did well and how you can improve.

**Questions of interest to the CEO**

**Which region is generating the highest revenue, and which region is generating the lowest?**  
This question is important to the CEO as it is based on the fundamental source of income for the business, i.e., revenue. Revenue analysis is important to the CEO as top-level executives are always focused on earnings and how to increase it. Here, the CEO is interested in the viewing revenue by the regions, to assess which regions are generating the highest revenue and which regions are generating lower revenue. Using the data and  
analysis, the CEO will be able to decide on how to further generate revenue in the regions that are already generating the most revenue. For the regions that are not generating enough revenue, the CEO will then study the reasons why there is a lack of sales in those regions and try to improve the products and make them more suitable for those regions.

**What is the monthly trend of revenue, which months have faced the biggest increase/decrease?**  
A monthly trend of revenue will provide the CEO with insights on how the revenue is fluctuating each month. This will enable the CEO to analyze how the internal changes inside the company have had impact on the sales. E.g., how a new product launch has led to an increase in revenue during the month or how the introduction of a new region has led to an increase in revenue for the online store. The CEO can also analyze if there have been any delays internally that would have caused a potential decrease. Such analysis is vital for the senior management as it would enable them to plan ahead and try to make the customer experience as smooth as possible.

**Which months generated the most revenue? Is there a seasonality in sales?**  
In retail businesses, there are always months that will have a greater demand due to seasonality. There will be cases where the data will experience regular and predictable changes that recur every calendar year. Such seasonal months would be necessary to identify as the CEO would be interested in devising a strategy that would gain the maximum benefit from the months that have greater demands.

**Who are the top customers and how much do they contribute to the total revenue? Is the business dependent on these customers or is the customer base diversified?**  
This analysis is highly important as it would enable the CEO to identify what the main drivers are behind the total revenue. Looking at the top customers of the retail store would provide an idea of which customers are  
contributing the most to the revenue. The store can then derive a strategy where the top customers can be targeted with more products that they can buy. This will ensure higher revenue for the store as these customers  
are the top buyers from the store. Although having fewer customers buying in high volumes can be beneficial for a business, there can also be a drawback. Retailers would have less bargaining power with these customers because they drive the majority of the revenue for the store and can negotiate lower prices. The CEO needs to be notified of the diversification of the customers so that he can plan ahead of time. In cases wehre the business is highly dependent on a few customers, the plan would be to increase the customer base and target more customers that would bring more revenue to the store.

**Questions of interest to the CMO**

**What is the percentage of customers who are repeating their orders? Are they ordering the same products or different?**  
This question shows that the CMO is interested in viewing the trends in customer orders. He is interested to know how many customers out of the total are coming back to them and re-ordering. This analysis will help explain to the CMO what percentage of customers are buying from them more than once. Once this is identified, the CMO can come up with a strategy to target these customers with more offers and products that they would need. The analysis will also be done to see what they are buying the second time, this will provide the CMO trends into what products and sub products are in demand and then a marketing strategy can be devised to target these customers with better options.

**For the repeat customers, how long does it take for them to place the next order after being delivered the previous one?**  
This analysis will help the CMO identify the frequency of orders. This would mean determining how long the customers are taking to re-order from the store. The expectation is that those customers who have recently made a purchase would have the product on their mind and are expected to purchase or use the product again in the future. Once the information is gathered from the analysis, the CMO can create a strategy to get the recent customers to revisit the business and spend more. For the customers who have not made purchases again from the store, efforts can be made to remind them that it has been a while since they last purchased from the store. Incentivizing customers also comes into play in this scenario.

**What revenue is being generated from the customers who have ordered more than once?**  
Revenue stems from how much the customer spends to purchase the products from the store. Therefore, the analysis needs to be done to determine how much revenue is being generated from the customers who are regular buyers from the store. The CMO can devise a strategy to encourage customers who spend more money on repeat purchases to continue to do so. It is also important to note that if a customer has made a big purchase the first time, they should be encouraged to come and shop from the store again. A marketing strategy will ensure that the high paying customers will continue to bring more revenue to the store going forward, as well.

**Who are the customers that have repeated the most? How much are they contributing to revenue?**  
It is also important to assess which customers are repeating the most and how much are they contributing to the revenue. There would be customers who need the same products on a weekly or monthly basis, however, the products do not have a high monetary value. Therefore, the contribution to revenue for these customers will be low. On the other hand, there might be customers who are ordering twice a year and have very big orders in terms of revenue. These customers buy on certain months only, therefore, the management needs to ensure that enough supplies are available to accommodate their orders. The customers will high order volumes and low revenue would need to be offered more discounts so that they can buy in bulk and lead to more revenue.