**Concerns for CEO:**

Question 1 : What is the total revenue generated over the last year, and how does it compare to previous years?

Question 2: Which products have the highest sales volume, and what does this indicate about market demand ?

Question 3: How does customer purchasing behavior vary by country , and what implications does this have for our international strategy ?

Question 4: What trends can we identify in customer purchasing over time and how can we leverage these insights for future planning ?

**Concerns for CMO :**

Question 1: What are the most popular products among aur customers and how we can use thus information to enhance our marketing campaigns ?

Question 2: How can we segment our customers based on their purchasing patterns to tailor our marketing strategies ?

Question 3: What is the average order value(AOV) per customer, and how can we increase it through targeted promotions ?

Question 4: How do the seasonal trends affect our sales, and what marketing strategies can we implements to capitalize on these trends ?

**Questions for the CEO**

1. **What is the total revenue generated over the last year, and how does it compare to previous years?**
   * Focuses on overall financial performance using InvoiceNo, Quantity, and UnitPrice.
2. **Which products (StockCode and Description) have the highest sales volume, and what does this indicate about market demand?**
   * Aims to identify key products driving revenue and market trends.
3. **How does customer purchasing behavior vary by country, and what implications does this have for our international strategy?**
   * Analyzes data by Country to understand geographical performance.
4. **What trends can we identify in customer purchasing over time (InvoiceDate), and how can we leverage these insights for future planning?**
   * Focuses on temporal trends in sales data.

**Questions for the CMO**

1. **What are the most popular products among our customers, and how can we use this information to enhance our marketing campaigns?**
   * Targets product popularity based on Quantity and Description.
2. **How can we segment our customers based on their purchasing patterns (InvoiceDate and Quantity) to tailor our marketing strategies?**
   * Encourages the use of customer behavior data for segmentation.
3. **What is the average order value (AOV) per customer, and how can we increase it through targeted promotions?**
   * Focuses on UnitPrice and Quantity to derive insights on customer spending.
4. **How do seasonal trends affect our sales, and what marketing strategies can we implement to capitalize on these trends?**
   * Looks at InvoiceDate to identify seasonal patterns in sales.