

CEO's Perspective:

1. What product categories have shown the highest and least sales volume?
2. What is the sales performance across different countries?
3. How efficient are our strategies in supporting the growth and what areas might require optimisation for the same?
4. Are there any observable market trends?

CMO's Perspective:

1. What marketing strategies have generated highest revenue?
2. How does customer satisfaction align with our marketing approach?
3. How can we approach the customers on the basis of age groups to market our products?
4. How can we retain our customer's loyalty?