**THE TASK: -**

To prepare for your meeting, you need to draft questions that you think will be important and relevant to the CEO and CMO. This preparation will be your guide as you develop your presentation.

For this task, you are only required to draft the questions. Make sure to think both quantitatively and qualitatively.

You’ve been provided a dataset in the resources below to use as the basis for your exploration. Review this data, taking note of what information has been provided, what insights you can garner, and what is relevant to both the CEO and CMO respectively.

Create a set of four questions that you anticipate each business leader will ask and want to know the answers to. Make sure you differentiate your questions, as both the CEO and CMO view business decisions through different lenses.

**FOR THE CEO CONCERN: -**

1. **Which Country is producing the maximum and minimum sales in the business?**

* As, Sales is the main source of income so this is very significant for the CEO of the company.
* The CEO will be keen to know about the Countries that are providing the maximum and minimum sales, on the basis of that can take further decision.
* The CEO will de discussing with the Senior Executives so that they can continue the service in the Country where sales is high, and also can discuss about the Countries where the sales is low so they can upgrade their service over those countries in order to have more sales.
* The CEO also consult about the areas where they can settle new outlets.

1. **Which Quarters/months are providing the maximum and minimum sales?**

* The CEO must have a great idea to know which quarters/months is providing the maximum sales, and should have discussion with the Senior Executive how they can increase sales over those months/quarters.
* The CEO should also discuss about the months/quarters where the sales are low so they can provide various discounts or offers so the sales increases on those months/quarters.
* Seasonal Sales is very much important aspect of a business.

1. **The Customers who are providing the maximum and minimum sales and from which country does the belong?**

* The CEO should have a clear idea about the customers who are providing the maximum sales.
* As, the customers from which the maximum revenue are being generated so the outlets can target those customers with additional benefits so the revenue increases more from those customers.
* The customers with low revenue generation can also be given additional offers so that they can use those offers and also can increase a revenue from those customers also.

1. **About the trends that are following in the monthly and yearly basis?**

* The CEO must look closely about the market trends for monthly and early basis.
* This would help in coming up with new ideas.
* This is also useful to follow the revenue trends on monthly basis so that they can work on those areas where the revenue generation is low, and also to maintain the service for those months where the revenue generation is the highest.

**FOR THE CMO CONCERN: -**

1. **Which customers have placed the maximum orders?**

* How much a customer is spending in a product, which determines the revenue of the outlet.
* The is important because this will determine how much revenue is being generated from the customer again and again.
* A good plan revolving around the customers who has contributed a large amount of revenue is beneficial for the customer as well as for the Company.

1. **How much time is required for the Customers to place another order after buying a product?**

* By this study we can get the order frequency of the customers.
* This will also help in case of reminder for those customers who haven’t ordered something frequently.

1. **Customers who have ordered something frequently, and what is the contribution in the revenue generation of the company?**

* To have a count of those customers who are ordering something frequently is very essential as they are generating a high amount in the revenue, so to have a track on those customers is really crucial.
* Sometimes more discount can be applied for the customers who are ordering in bulk amounts as the company can generate a large percentage of revenue from there.
* By this we can also have a record of the stocks that should be present whenever there are bulk orders.

1. **How much the customers are buying the same product repeatedly and also those products which have the least sales?**
   * This analysis also helps to understand whether there are repeated customers or not.
   * So, from this data the CMO should also maintain the amounts of stocks of each product should be present in the outlet.
   * This will also help to understand the products which are in high demands and which are in low demands.