**Questions for the CEO**

1. What steps should the company take to explore and leverage emerging technologies like AI, IoT, and blockchain to drive innovation and maintain a competitive edge? How can we strategically position ourselves to capitalize on the emerging trends in the industry, such as digital transformation, sustainability, and e-commerce?
2. Which region is producing the most profit, and which region is producing the least? How can we leverage the top-performing regions to increase revenue, and what strategies can we implement to improve sales in underperforming regions?
3. What is the profitability of each product category, and which categories are driving the most revenue?
4. What percentage of overall income are the top customers responsible for? Are these customers essential to the company's success, or is the customer base more diverse? How can we optimize our customer base to reduce dependency on a few customers and foster growth through attracting and retaining a broader customer segment?

**Questions for the CMO**

1. How can we optimize our marketing mix by identifying the most effective channels, such as SEO, PPC, social media marketing, email marketing, and content marketing, to reach our target audience and improve ROI?
2. Who are the customers who have returned the most frequently, and what percentage of revenue do they contribute? How can we incentivize and reward these loyal customers to ensure their continued patronage and amplify their contribution to revenue?
3. Which marketing channels have generated the highest return on investment (ROI) and customer acquisition?
4. Are there any specific product lines or promotions that have shown significant growth potential based on customer behavior and preferences? What strategies can we implement to create a strong brand identity that resonates with our customers, differentiates us from competitors, and fosters brand loyalty?