**Questions for the CEO:**

1. What are our top-performing products in terms of revenue and volume sold?
2. Which countries contribute the most to our sales, and where are the potential growth opportunities?
3. What is the average order value, and how has it changed over time?
4. How often do we experience product returns, and which products have the highest return rates?

**Questions for the CMO:**

1. Who are our most valuable customers based on spending patterns?
2. Which products are frequently purchased together, and how can we use this data for cross-selling strategies?
3. What are the seasonal trends in purchasing behavior, and how should we adjust marketing efforts accordingly?
4. How does customer retention compare across different regions?