**Concerns the CEO:**

**1. Which region is producing the most and the least profit?**

* The CEO must consider revenue analysis, as senior executives are continually contemplating how to enhance profitability.
* In this context, the CEO is interested in analyzing income by area to identify which locations are generating the most and which ones are producing the least.
* Armed with this data and research, the CEO can make informed decisions on how to increase revenue generation in the most successful locations.
* The CEO will investigate the reasons for low sales in underperforming regions before attempting to modify products to better suit those areas.

**2. What is the trend for revenue on monthly basis and which month have seen the highest rise or fall in revenue?**

* The CEO will gain insight into the monthly pattern of revenue and how it evolves over time.
* Subsequently, the CEO will be able to examine the effects that internal corporate changes have had on sales.
* For instance, explaining how the entry of a new area or the introduction of a new product increased online business sales throughout the month.
* The CEO might also investigate whether any internal delays have contributed to a potential decline.

**3. What quarter or season had the most revenue? Are sales impacted by the seasons?**

* Due to seasonality, there will always be months in the retail industry with higher demand.
* There will be instances where the data undergoes recurring, predictable modifications every year.
* Identifying such seasonal months is crucial because the CEO would want to formulate a plan that maximizes the higher-demand months.
* Senior management must conduct such analyses to plan ahead and strive to provide customers with the best possible experience.

**4. What percentage of the overall income is attributable to the top customers? Are these customers essential to the company's success, or is the customer base more diverse?**

* This research is essential as it will help the CEO determine which factors are most responsible for the overall income.
* It would be possible to identify which consumers contribute the most to sales by examining the top customers of the retail establishment.
* The shop can then devise a plan to target the top customers with additional goods they can purchase.
* Since these customers are the store's top purchasers, this will guarantee more income for the business.

**Concerns the CMO:**

**1. How many customers make repeated purchases, and do they place similar orders or distinct ones?**

* The CMO's interest in observing the patterns in customer orders is evident from this query.
* The CMO is curious about the percentage of overall consumers that place repeat orders with them.
* With the aid of this data, the CMO will better understand the proportion of repeat consumers.
* This will provide the CMO with trends on which items and related products are in demand, enabling them to create a marketing plan to better target these customers.

**2. How much time elapses between the receipt of the first purchase and when returning customers place their subsequent orders?**

* The CMO will be able to determine order frequency with the use of this study.
* It is assumed that customers who have just made a purchase will be thinking about the product and will likely buy or use it again in the future.
* The CMO may develop a strategy to persuade recent consumers to return and spend more after the data from the analysis are collected.
* It is possible to make an attempt to remind consumers who haven't made purchases from the shop in a while that it has been a while since their previous transaction.

**3. How much profit is generated by customers who have placed numerous orders?**

* How much a consumer spends at the store to buy goods determines the revenue for the business.
* The CMO can come up with a plan to increase recurring business from consumers who spend more on their purchases.
* Encouraging a consumer to return to the store if they made a significant purchase there the first time is also crucial to remark.
* A marketing plan will guarantee that the shop will continue to earn more money from high-paying consumers in the future.

**4. Which consumers return most frequently, and what percentage of the revenue do they contribute?**

* Assessing which customers are returning the most frequently and how much they are contributing to the business is also crucial.
* Customers could require the same things on a weekly or monthly basis, but they don't have much financial worth.
* Because many customers only make purchases during specific months, management must ensure there are enough supplies on hand to fulfill their demands.
* More discounts must be offered to customers with big order quantities but low income so they may purchase in bulk and generate more sales.