CEO:

* How does the quantity of items sold relate to revenue?
* How does the unit price of items relate to revenue?
* How does customer behaviour vary by country and how can we use this information to inform our expansion plans?
* How does the customer's purchasing history affect revenue?

CMO:

* How does the purchases by country affect our marketing efforts and how can we use this information to tailor our campaigns for specific regions?
* How does the customer's purchasing history (based on customer ID) impact our marketing strategies and how can we use this information to target repeat customers?
* Which product has the most purchases to specifically target or boost marketing on other products
* How does the unit price of the item relate to our marketing strategies?