**Task 1: Framing the Business Scenario**

**CEO Questions**

1. What is the overall trend in revenue growth over the past quarters, and are we meeting our revenue targets?
2. How is the customer lifetime value evolving, and are we retaining customers efficiently?
3. What are the main factors contributing to our operational costs, and where can we reduce expenses to improve margins?
4. Which geographic regions or demographics show the highest growth potential, and should we focus more resources there?

**CMO Questions**

1. What are the main customer segments contributing to sales growth, and how can we better target them?
2. What are the primary channels through which customers are discovering our brand, and how can we improve brand awareness across all channels?
3. How does the average order value (AOV) vary by customer segment, and how can we encourage higher AOV among different groups?
4. How does customer sentiment (e.g., reviews, social media comments) impact brand perception, and what strategies can we implement to improve it?