

Task 1: Framing Business Scenario

CEO:

1. What strategies are planned to align the organization in respect to Agility (combine speed with stability) and creating a new agile product development team?
2. What measures do you plan for the consistency of highest revenue generating regions and for the improvement of lowest revenue generating regions in respect to monthly trend line?
3. To skyrocket the sales over time besides aiming at business expansion, how are you going to incentivize our existing customers and attract the new ones together with the right loyalty program rewards?
4. What does the trend analysis say about the top customers and their frequency of orders? Was it based on sentiment analysis?

CMO:

1. How can we make our ROAS better by integrating AI & leveraging marketing automation?
2. Who are the recurrent customers and their pattern of buying? Which products were frequently re-ordered? What's the time length between the previous order and the latter order?
3. What is the percentage of contribution to revenue by the recurrent customers? Is that revenue being generated by repeated the same order or the different item?
4. How to reengineer the experiences that bring technology and people together in a more human-centric manner to improve and put customer experience first.