Task 1:

Problem Statement:

You’ve been provided a dataset in the resources below to use as the basis for your exploration. Review this data, taking note of what information has been provided, what insights you can garner, and what is relevant to both the CEO and CMO respectively.

Create a set of four questions that you anticipate each business leader will ask and want to know the answers to. Make sure you differentiate your questions, as both the CEO and CMO view business decisions through different lenses.

Submit your eight questions in total (4 for the CEO and 4 for the CMO) in the text submission box below.

**The following are the questions for the CEO:**

1. What are the top three product categories contributing the most to our revenue? How has their performance evolved over the past year?

2. How does our revenue compare across different quarters? Are there any specific trends or seasonality patterns that we should be aware of?

3. Which geographic regions or markets show the highest revenue potential based on customer demographics? How can we leverage this information for strategic expansion?

4. What are the key operational metrics that impact our revenue, such as order-to-delivery time, return rates, and customer satisfaction? How do these metrics align with our goals for efficiency and customer experience?

**The following are the questions for the CMO:**

1. Which marketing channels have contributed the most to our revenue? How do their ROI metrics compare, and which channels have shown the highest customer acquisition and retention rates?

2. How effective have our recent marketing campaigns been in terms of revenue generation and customer engagement? Can we identify specific campaigns that have outperformed others?

3. What are the customer demographics for our high-value segments? How can we tailor our marketing strategies to better target these segments and increase their engagement with our brand?

4. Are there any correlations between customer satisfaction metrics (e.g., ratings, reviews) and specific marketing initiatives? How can we leverage this information to optimize our marketing efforts and enhance customer satisfaction?

By addressing these questions, the CEO can gain insights into revenue drivers, expansion opportunities, and operational efficiency, while the CMO can evaluate marketing channel performance, campaign effectiveness, customer segmentation, and overall customer satisfaction. These questions will serve as a foundation for further analysis and provide valuable insights for the upcoming meeting.