

Concerns the CEO may have:-

1. Which region generates the highest revenue and which region generates the lowest revenue?

This question is important to the CEO because it depends on sales, which is the main source of revenue for the company.

Revenue analysis is important because senior executives are always thinking of ways to increase profitability.

Here, the CEO is interested in viewing revenue by area to see which areas are producing most and which areas are producing least.

The CEO will use the data and research to decide how to improve revenue generation in the areas that are already producing most. The CEO will investigate why there aren't enough sales in the regions that aren't producing as much before trying to modify the items to make them more suitable for those areas.

2. What is the month-to-month change in revenue, and what are the months with the biggest increase or decrease in revenue?

The CEO will understand the monthly revenue structure and how it varies over time.

The CEO will be able to analyse the impact of internal corporate changes on sales. For example, explain how opening a new location or launching a new product boosted online business sales over the month.

He or she may also look at internal delays that could have caused a decrease in sales.

Senior management must conduct such analyses to plan ahead and provide the best customer experience.

3. What were the top revenue quarters? Are sales affected by the time of year?

There will always be months with higher demand in the retail industry due to seasonality.

There will be times when the data will be subject to annual, predictable changes.

These seasonal months will need to be identified as the CEO would want a plan in place to make the most of those months with higher demands.

4. How much of the company's revenue does the top customer account for? Do the top customers account for the majority of the company's revenue? Or are the top customers more diverse in nature?

It is essential for the CEO to conduct research to identify the most significant determinants of the overall revenue. The top customers of a retail establishment can be identified, and a plan can be developed to target them with additional items. This will guarantee more revenue for the business, as they are the top purchasers. While it may be beneficial for a firm to have fewer consumers purchasing in greater quantities, there may be a downside to this, as these consumers account for most of the revenue and are more likely to negotiate for lower prices. Therefore, it is important for the CEO to be aware of the customer diversity to make informed decisions. The strategy should be to expand the customer base by targeting additional consumers to increase sales in cases where the company is highly reliant on a limited number of customers.

Concerns the CMO may have

5. Number of repeat customers: Are repeat customers making the same purchases over and over? Are repeat customers making similar orders or are they making different orders?

This query is indicative of the CMO's desire to observe the trends in customer orders. Specifically, the CMO is interested in the proportion of total consumers that make repeat purchases with them. By utilizing this data, the CMO will be able to gain a better understanding of the percentage of repeat consumers. Additionally, the study will be conducted to determine what customers are buying second time. This data will enable the CMO to gain insight into the trends in which items and associated products are most sought after, thus enabling them to develop a marketing strategy to better target those customers.

6. How long will it take for repeat customers to make their next purchase once they have received the initial order?

This study will enable the Chief Marketing Officer (CMO) to identify order frequency. This would involve quantifying the time taken for customers to make new purchases at the shop. It is anticipated that customers who have recently made a purchase will retain an interest in the product and are likely to purchase or reuse it in the future. Following the analysis, the CMO may devise a plan to encourage recent consumers to return to the shop and spend

more. An attempt may be made to remind consumers who have not made a purchase from the shop for some time that it has been some time since their last purchase.

7. Which customers have placed numerous orders and how much revenue they have generated?

The revenue generated by a business is determined by the amount of money a consumer spends in the store. Therefore, it is necessary to conduct an analysis to determine the amount of revenue generated from the store's regular customers. The Chief Marketing Officer (CMO) can devise a strategy to generate more repeat business from consumers who are willing to spend more. Additionally, if a consumer has made a significant purchase, it is important to encourage them to return. A marketing plan will ensure that the shop continues to generate more revenue from the high-income consumers in the future.

8. Who are the most frequent return customers? What is their contribution to the revenue?

It is essential to evaluate which customers are most likely to return and what contribution they are making to the business. Customers may need the same items weekly or monthly, but they may not have a significant financial value. Consequently, their contribution to revenue is minimal. Conversely, some customers may purchase multiple items twice a year, resulting in a significant increase in revenue. As many customers only purchase during certain months, it is necessary for management to ensure that sufficient supplies are available to meet their requirements. Additionally, customers with large order quantities, but low income, should be offered more discounts to increase their sales.