Task 1 - Framing the Business Scenario

Framing questions from CEO perspective:

1. How much revenue (Sum of quantity **x** unit price) generated on quarterly basis?
2. What is the percentage of stock that contribute most and least toward the annual revenue?
3. Based on country, how does customer behaviour vary and affect the region-wise contribution towards the revenue?
4. Which region is contributing most to the revenue?

Framing questions from CMO perspective:

1. What is the top selling and least selling stock purchased based on region and how can this insight be used to increase the sales for those regions?
2. How can the marketing strategy be improvised to target the repeat customers, based on their purchase history?
3. Which country has the most purchase and how the demand for stock has grown on monthly basis?
4. How to use the data of the most purchased stock and apply strategies to boost marketing of other stocks?