CMO Questions

1. What are the most successful marketing campaigns or channels in driving customer acquisition and sales? How do these results vary by demographic?
2. How does customer purchasing behavior vary across different regions, and are there any opportunities for targeted marketing strategies?
3. What are the customer retention rates, and how can marketing improve loyalty among different segments?
4. Which regions or customer segments are showing the most significant growth, and where should the marketing focus be expanded to capitalize on these trends?

CEO Questions

1. Which products are the top revenue generators across different regions, and what percentage of total revenue do they contribute?
2. How does the average revenue per customer differ across various customer segments (e.g., by country or customer behavior)?
3. Which countries contribute the most to revenue, and how can we expand in high-performing regions?
4. Are there any observable patterns in customer behavior that indicate potential risks, such as high returns or declining purchases?