**Questions of interest to the CEO**

1. Are current revenue sources helping us grow steadily ? what changes should we consider to keep growing in future ?
2. Which areas or types of customers are growing the most ? how can we reach more of them?
3. How can we make our day-to-day operations smoother and save money without sacrificing quality ?
4. What are our competitors doing well, and how can we do better ?

**Questions of interest to the CMO**

    1. What marketing efforts are bringing in the most customers for the least cost?

    2.  How do different groups of customers react to our ads? How can we make our ads speak to them better?

    3. What are customers saying about us? How can we make them trust us more?

    4.How are we doing online? What can we do to attract more customers and keep them interested?