

Questions of interest to the CEO

1. What are the key drivers of our revenue growth over the past year, and how do they compare to the previous year?

This question will help the CEO understand the operational aspects contributing to revenue growth, such as changes in product lines, supply chain efficiency, or customer retention.

2. What is our customer acquisition cost (CAC) and customer lifetime value (CLV)? How have these metrics evolved, and what strategies can we employ to optimize them?

This question addresses the cost-effectiveness of marketing and sales efforts, which is crucial for sustainable growth and resource allocation.

3. What is the geographical distribution of our customer base, and how does it relate to revenue generation?

This question helps the CEO assess if there are untapped geographic markets or if certain regions are performing exceptionally well, potentially influencing expansion decisions.

4. Can you provide insights into our inventory turnover rates and any seasonal patterns or trends in product demand?

Understanding inventory management and demand patterns will help the CEO optimize inventory levels and plan for seasonal fluctuations more effectively.

Questions of interest to the CMO

1. What are the most successful marketing channels and campaigns in terms of ROI, and how have they evolved over the past year?

This question helps the CMO identify the most effective marketing strategies to allocate resources optimally.

2. How does customer segmentation by demographics impact our marketing performance and conversion rates? Are there any specific demographic groups we should focus on?

Understanding how demographics influence customer behavior will guide targeted marketing efforts and product development.

3. Can you provide insights into customer retention rates and the effectiveness of our loyalty programs or email marketing campaigns?

This question helps the CMO assess the effectiveness of strategies aimed at retaining and engaging existing customers.

4. What is the impact of customer reviews and social media sentiment on our brand reputation and sales? Are there any areas where we need to improve our online presence?

This question addresses the importance of online reputation management and identifies areas for improvement in social media marketing.