Questions for the CEO:

1. **Identify Top and Bottom Revenue Regions.**

By assessing regional revenue performance, the CEO will be able to guide revenue enhancement strategies to:

* Strengthen high-revenue regions.
* Investigate low-revenue regions for sales improvement.
* Enhance product suitability in underperforming regions.

1. **Monthly Revenue Trends and Peaks.**

Monthly revenue trends reveal fluctuations. This will enable the CEO to analyze internal changes' impact on sales. For example, new product boosting monthly revenue or an expansion to new regions increasing online store revenue.

It also helps to detect internal delays affecting potential revenue decrease.

This type of analysis is crucial for senior management to plan and enhance customer experience.

1. **Identify Key Customers & Revenue Contribution.**

Focus on top retail customers reveals key revenue drivers.

The CEO can make a strategy to target high-buying customers with more products thereby ensuring higher store revenue from top buyers.

But caution needs to be taken as overreliance on a few high-volume customers can become potential downside as there will be reduced bargaining power.

The CEO must be aware of customer base diversification and to do that a plan to expand customer base for increased store revenue diversification needs to be developed.

1. **Top Revenue Months and Sales Seasonality.**

Retail often sees heightened demand in certain months due to seasonality. Data may exhibit recurring, predictable annual patterns.

Identifying these seasonal months is crucial for the CEO to strategize and maximize benefits from high-demand periods.

Questions for the CMO:

1. **Customer Repeat Rate & Product Variety.**

The CMO seeks insights into customer order trends. His focus is on finding the returning customers and their frequency. Analyzing this reveals the repeat customer percentage.

He can design a strategy to tailor offers and products for these customers. Second-time purchases’ analysis uncovers product demand trends. Marketing strategy can be developed based on product preferences for improved customer targeting.

1. **Repeat Customer Order Frequency.**

This analysis aims to gauge order frequency i.e., evaluates time between customer re-orders. The expectation is that those customers who have recently made a purchase would have the product on their mind and are expected to purchase or use the product again in the future.

Once the information is gathered from the analysis, the CMO can formulate a strategy to encourage the recent customers to return and spend. Non-returning customers can be reminded of past purchases. Incentives may be used to re-engage customers.

1. **Revenue from Repeat Customers.**

Revenue depends on customer spending. Hence, an analysis needs to be conducted to determine how much revenue is being generated from the customers who are regular buyers from the store.

The CMO can strategize to retain high-spending repeat customers by emphasizing returning after significant initial purchases.

Marketing strategy ensures continued revenue growth from high-paying customers.

1. **Assessing Top Repeat Customers and Revenue Impact.**

It is vital to identify top repeat customers and their revenue contribution. Some customers make frequent, low-value purchases. Their contribution to revenue remains modest.

Others order infrequently but with substantial revenue. Management must ensure the availability of stock for their specific months. High-volume, low-revenue customers may benefit from bulk discounts to boost revenue.

These questions should help both the CEO and the CMO gain a comprehensive understanding of the data and make informed decisions for the business.