

Create a set of four questions that you anticipate each business leader will ask and want to know the answers to. Make sure you differentiate your questions, as both the CEO and CMO view business decisions through different lenses.

Submit your eight questions in total (4 for the CEO and 4 for the CMO) in the text submission box below.

CEO Questions

Which countries contribute most to overall revenue?

How consistent is revenue over time?

Who are our top customers, and what is their revenue contribution?

What products drive the most revenue?

CMO Questions

Which customer segments are most engaged?

Which products are most popular among customers?

How do purchasing patterns vary across countries?

How can marketing optimize revenue from existing customers?