

## CEO's Questions

1. What are the top-performing products based on total revenue?

The CEO needs to understand which products drive the most sales. Identifying the highest revenue-generating products helps in making key decisions about inventory management, marketing strategies, and potential expansion of successful product lines.

2. Which country contribute the most to overall revenue?

For a company operating in multiple countries, it's crucial to know which markets are the strongest. This helps the CEO allocate resources effectively, decide on market expansion, and optimize regional strategies for revenue growth.

3. How does revenue fluctuate over time(daily, weekly, monthly, trends)?

Revenue trends help in spotting patterns, such as seasonal peaks or slow periods. The CEO can use this information to make data-driven decisions on budgeting, staffing, promotions, and inventory management

4. What percentage of total sales come from repeat customers versus new customers?

A high percentage of repeat customers indicates strong customer loyalty, while a high percentage of new customers shows effective acquisition efforts. The CEO needs to balance both for long-term business stability and revenue growth.

## CMO's Questions

1. Which products have the highest sales volume but lowest revenue contribution?

A high percentage of repeat customers indicates strong customer loyalty, while a high percentage of new customers shows effective acquisition efforts. The CEO needs to balance both for long-term business stability and revenue growth.

2. How do different countries compare in terms of average order value?

Average order value (AOV) helps in understanding how much customers from different countries spend per order. This can guide pricing strategies, promotions, and localized marketing efforts to boost revenue in lower-spending regions.

3. What is the most common purchase pattern among repeat customers?

Understanding how and when repeat customers buy (e.g., monthly subscriptions, bulk purchases, seasonal buys) allows the CMO to tailor marketing campaigns, loyalty programs, and personalized offers to maximize customer retention.

4. Are there specific time periods when certain products are more popular?

Some products might have seasonal demand (e.g., winter clothing in December, electronics during shopping festivals). Identifying these trends helps in stocking inventory accordingly and running targeted promotions at the right time.