**TASK 1- FRAMING THE BUSINESS QUESTION**

FORAGE – TATA

To prepare for your meeting, you need to draft questions that you think will be important and relevant to the CEO and CMO

**FOR THE CEO**

1.Which country has the highest sales figure, and which country has the least sales figure?

2.What is the average sales per month? And what country have the highest average sales per month?

3.What is the sales pattern on a monthly basis?

4.What is the total sales figure?

**FOR THE CMO**

1.Who are the top (five) returning customers based on their frequency of purchase?

2.Who are the most and least valuable customers to the business based on their revenue contribution?

3. What products do customers purchase together often? In which sequence have the products been purchased?

4.What is the highest selling product? Is there a pattern to the period it sells more? Is there any correlation between the product with the highest sale and the unit price of the product?