**CEO:**

1. How much money can company make in locations?
2. How much money can company make on months of year?(monthly trend of revenue)
3. What time of the year is best to sell on company?
4. Who are top customers? Which items can company recommend to them to increase total revenue?

**CMO**:

1. How long does repeat customers go for next orders? ( in comparison pervious order)

2. Which recommendation can be used to encourage the different groups of customers that repeating their orders?

3. How much money can company make in respect to per customer?

4. How much money can company make from customers that had most purchase?