**Task One: Framing the Business Scenario**

**Learn how to anticipate the questions your business leaders will need answers to**

**What you'll learn**

**How to think from the perspective of business leaders to analyse data more effectively**

**How to prepare for a meeting with senior leaders**

**What you'll do**

**Write questions that you think will be important and relevant to the CEO and CMO**

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**Concerns the CEO may have**

**1. Which region is producing the most profit, and which region is producing the least?**

• Given that it is dependent on sales, the primary source of money for the company, this question is significant to the CEO.

• The CEO must consider revenue analysis since senior executives are constantly thinking about how to boost profitability.

• Here, the CEO is curious about the viewing income by area to determine which locations are producing the most and which regions are producing the least.

• The CEO will be able to make decisions about how to increase revenue generation in the locations that are already producing the most using the data and research.

• The CEO will research the reasons why there aren't enough sales in the underperforming regions before attempting to modify the items and make them more appropriate for those areas.

**2. What is the trend for revenue on a monthly basis, and which months have seen the highest rise or fall in revenue?**

• The CEO will gain insight into the revenue's monthly pattern and how it changes over time.

• The CEO will then be able to examine the effects that internal corporate changes have had on sales.

• For instance, explain how the entrance of a new area or the debut of a new product increased sales for the online business throughout the month.

• The CEO might also examine whether there have been any internal delays that would have contributed to a possible decline.

• Senior management must do such analyses in order to plan forward and attempt to provide customers with the best possible experience.

**3. What quarters had the most revenue? Are sales impacted by the seasons?**

• Due of seasonality, there will always be months in the retail industry with higher demand.

• There will be instances where the data will undergo recurring, predictable modifications every year.

• Such seasonal months would need to be identified because the CEO would want to come up with a plan that would make the most of the months with higher demands.

**4. What percentage of overall income are the top customers responsible for? Are these customers essential to the company's success, or is the customers more diverse?**

• This research is essential since it will help the CEO determine what factors are most responsible for the overall income.

• It would be possible to determine which consumers contribute the most to sales by looking at the top customers of the retail establishment.

• The shop may then come up with a plan where the top customers can be targeted with additional goods they can purchase.

• Due to the fact that these customers are the store's top purchasers, this will guarantee more income for the business.

• A firm may benefit from having fewer consumers buy in larger quantities, but there may also be a negative aspect.

• Because these consumers make up the majority of the store's income and have the ability to bargain for lower pricing, retailers would have less negotiating leverage with them.

• The CEO must be informed about the customer diversity so that he may make advance plans.

• The strategy would be to broaden the customer base and focus on additional consumers who would boost sales in situations when the company is heavily dependent on a small number of customers.

Some other concerns CEO may have

• What teams in the organization do you feel are most engaged? And Why?

• How important is employees energy levels to the success of the organization?

• What keeps employees happy in your opinion?

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**Concerns the CMO may have**

**5. How many customers make the same purchases again and over again? Do they place similar orders or do they place distinct orders?**

• The CMO's interest in observing the patterns in customer orders is evident from this query.

• The CMO is curious in the percentage of overall consumers that place repeat orders with them.

• The CMO will better understand the proportion of repeat consumers with the aid of this data.

• The study will also be performed to determine what they are purchasing second time.

• This will provide the CMO trends on which items and related products are in demand, allowing them to create a marketing plan to better target these customers.

**6. How long does it take for returning customers to place their next purchase after receiving the first one?**

• The CMO will be able to determine order frequency with the use of this study.

• This would entail figuring out how long it takes for customers to place new orders at the shop.

• It is assumed that customers who have just made a purchase will be thinking about the product and will likely buy or use it again in the future.

• The CMO may develop a strategy to persuade recent consumers to return and spend more after the data from the analysis is collected.

• It is possible to make an attempt to remind consumers who haven't made purchases from the shop in a while that it has been a while since their previous transaction.

**7. Which consumers have placed many orders and how much profit is generated by them?**

• How much a consumer spends at the store to buy goods determines the revenue for the business.

• Because of this, analysis must be performed to ascertain how much money is coming from the store's frequent consumers.

• The CMO can come up with a plan to increase recurring business from consumers who spend more on their purchases.

• A consumer should be encouraged to return to the store if they made a significant purchase there the first time, it is also crucial to remark.

• A marketing plan will guarantee that the shop will continue to earn more money from the high-paying consumers in the future.

**8. Who are the consumers who have returned the most frequently? What percentage of the revenue do they contribute?**

• Assessing which customers are returning the most frequently and how much they are contributing to the business is also crucial.

• Customers could require the same things on a weekly or monthly basis, but they don't have much financial worth.

• As a result, these consumers' contribution to revenue will be minimal.

• On the other hand, some customers could place orders twice a year and generate a lot of income.

• Because many customers only make purchases during specific months, management must make sure there are enough supplies on hand to fulfil their demands.

• More discounts must be offered to customers with big order quantities but low income so they may purchase in bulk and generate more sales.

Some other questions CMO may have

• What's on your marketing dashboard, and what KPI's do you track?

• How do you approach branding a company, and its products and services?

• What do you consider the biggest challenges for a CMO these days?

• What pricing frameworks do you prefer to use?