**CEO Questions**

1. What is the monthly sales breakdown, and which month has the highest and lowest revenue?
2. What is the quarterly revenue distribution? Does seasonality significantly impact revenue?
3. Which region contributes the highest revenue, and which generates the lowest?
4. Are there specific customers driving a significant portion of revenue, or is the revenue distribution more evenly spread across the customer base?

**CMO Questions**

1. Which product has the highest purchase rate, and how frequently is it purchased?
2. What is the repeat customer rate?
3. What is the average time between a customer's initial purchase and their next purchase?
4. How does the top-selling product perform across different regions?