**Interests the CEO may have :**

1. How's the behavior of the customers vary from Country to Country  and how can we use that information to expand our business ?
2. Which Country is producing the More Profit and which Country is producing the Least ?
3. Are Sales influenced by the Seasons ?
4. Who are our Top Customers , by which percentage they affected our Sales ?

**Interests the CMO may have :**

1. Which Products gets more purchases by the Same Customer ?
2. Total Cost and Revenue generated by the individual product ?
3. What is the percentage of the customer Churning ?
4. Did we meet our target of Overall Revenue and Overall Income ?