

CEO Concerns

Q1: What is the monthly sales breakdown? Which months are having highest and lowest sales? How do annual seasons and festivals affect revenue?

Q2: What is the revenue generated from each region? Which region generate the highest and the lowest revenue?

Q3: Which product is having the highest sales and which are having the lowest sales? Also in each region, which article has generated maximum sales and revenue?

Q4: What is the demand in the market and the need of the consumers? What is the Customer satisfaction rate?

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Q5: What are the customer retention technique using? What is the repeat customer rate and what is the impact of repeat customers on revenue?

Q6: What is the time gap for the repeat customer to purchase the article after the initial purchase and which articles are highest repeated selling articles?

Q7: What about the quality, warranty and the services provided to the customers. What are their satisfaction ratings and complaint solving rates?

Q8: What is the difference between the prices of our articles and other retail stores (our competitors)? Do their prices and services are better than ours?