TATA_JobSimulation

Questions for the CEO:

1. **Revenue Trends**: How has the overall revenue trended over the past year? Are there any noticeable peaks or troughs that correlate with specific events or seasons?
2. **Customer Segmentation**: Which customer segments (based on demographics like country, purchase frequency, and average spend) are contributing the most to our revenue?
3. **Product Performance**: Which products have been the top performers in terms of revenue and quantity sold? Are there any products that are underperforming?
4. **Return Rate**: What is the rate of product returns, and how does it impact our overall revenue? Are certain products or customer segments more prone to returns?

Questions for the CMO:

1. **Marketing Campaign Effectiveness**: How effective have our marketing campaigns been in driving sales? Can we see a clear increase in revenue or customer engagement during campaign periods?
2. **Customer Acquisition Costs**: What is the cost of acquiring new customers compared to the revenue they generate? Are there specific channels that are more cost-effective?
3. **Customer Retention**: What is the retention rate of our customers, and what strategies can we implement to improve it? Are loyal customers contributing significantly to our revenue?
4. **Demographic Insights**: How do different demographics respond to our marketing efforts? Are there specific age groups, genders, or locations that show higher engagement or conversion rates?