Goal: Increase revenue by 5%

Questions:

1. Who is our target audience?
2. Do our promotions reach our targeted audience?
3. Which age range consumes this product the most?
4. Which age range consumes this product the least?
5. How can we better attract the age range that consumes this product the least?
6. What is the top review for this product?
7. What is the worst review for this product?
8. Based on the worst review, what changes do we need to implement?
9. What is the cost in making these changes?
10. What is the project timeline?