Concerns of a CEO:

1. Which country shows the highest number of sales and which shows the least number of sales?

* This will help to find the root cause of why some regions are giving less profits in comparison to other regions.
* This will help to formulate the policies so as to retain the customers from the regions which are providing high profits.

1. What product is most popular and which products are bringing maximum profit?

* This will let us know which products are profitable and popular among the customers.
* This will help us to find out the issues with the least selling products and come up with the solutions to increase the sales.

1. Which products show highest sales in respective months?

* This will give an insight on whether some products are more required or desirable in specific months.

1. Which customers are regular and which customers have purchased single time only?

* This will give an insight about number of customers that are satisfied with the services, and help formulate policies to retain these customers.
* This will help to find which users are single time customers, and figure out the issues why some customers do not prefer to purchase the product again.

Concerns of a CMO:

1. What products are not accessible in all the countries?

* This will help in identifying the issues as to why some products are not accessible in all the countries and try to find a solution.
* The possible solutions and recommendations can increase the sales in these countries.

1. What is the price range of the products whose maximum units are sold?

* This will help to find what price range is favored by the customers.
* This will help in formulating the policies to increase the sales of least favored products (based on prices)

1. What is the trend of revenue on a monthly basis and which months show a rise in revenue?

* This will help to check the revenue trend.
* This will help to find solutions to increase the revenue.

1. Which products’ sale has decreased over the time of two years and which products are getting more orders from the customers over the period of two years?

* This will show the trend of the desirable and favored products to find out the reasons behind the less popularity of the least favored products.
* This will also help to find solutions to increase the sales.