Task 1 - Questions Framing

Questions To CEO

1. **Which country or region is producing the least and most profits?**

 Identifying which country is producing the least and most profits can help the CEO in various ways, such as identifying growth opportunities, optimizing resource allocation, improving pricing and product strategies, and evaluating the effectiveness of marketing efforts. This information can assist the CEO in making data-driven decisions that improve the financial performance of the business.

2. **which month had the highest and lowest revenue, as well as identify any trends or patterns in revenue fluctuations across different months?**

Identifying the month with the highest and lowest revenue and analyzing revenue trends can help the CEO optimize resource allocation, improve forecasting accuracy, identify seasonality patterns, evaluate marketing effectiveness, and address potential issues.

3. **Which quarter had the highest and lowest sales, and identify any correlations between sales and seasonal patterns?**

Identifying the quarters with the highest and lowest sales and analyzing sales seasonality can help the CEO optimize resource allocation, improve forecasting accuracy, evaluate marketing effectiveness, and identify potential issues related to seasonality patterns.

4. **which products are purchased most frequently, and how can this information be used to improve inventory management and marketing strategies?**

Identifying frequently purchased products can help improve inventory management, marketing strategies, profitability, identify new opportunities, and enhance the overall customer experience.

Questions To CMO

1. **Percentage of customers who are buying more frequently ?**

Analyzing the percentage of frequent buyers and identifying who they are can improve customer retention and help develop targeted marketing strategies.

2. **What percentage of customers are purchasing the same products repeatedly, and how can this information be used to improve inventory management and customer experience?**

Analyzing the percentage of customers who are buying the same products repeatedly can provide several benefits, including:

Improved inventory management and pricing strategies
Personalized marketing and enhanced customer experience
Increased customer retention and profitability

3. **What percentage of customers with higher lifetime values ?**

- Increased profitability: Focusing on high-value customers can increase revenue and profitability for the business.

- Improved customer satisfaction: By understanding the needs and preferences of high-value customers, businesses can provide a better customer experience and improve customer satisfaction.

- Targeted marketing: Identifying high-value customers allows businesses to develop targeted marketing strategies and allocate resources more efficiently.

- Reduced customer acquisition costs: Retaining high-value customers reduces the need to acquire new customers, which can be expensive and time-consuming.

- Competitive advantage: By understanding customer lifetime values and developing effective retention strategies, businesses can gain a competitive advantage and differentiate themselves from competitors.

4. **How many customers are at risk of churn and what are the reasons behind their potential departure?**

- Increased customer retention: Retaining existing customers is generally more cost-effective than acquiring new ones, so by identifying customers at risk of churn and taking proactive measures to retain them, businesses can improve customer retention rates and reduce churn-related costs.

- Improved customer satisfaction: By addressing customer concerns or dissatisfaction early on, businesses can improve overall customer satisfaction and loyalty.

- Better targeting of retention efforts: By understanding the reasons behind potential churn and the common patterns or trends among

at-risk customers, businesses can tailor their retention strategies and resources more effectively.

- Enhanced customer insights: Analyzing customer behavior and preferences can provide businesses with valuable insights into their target audience and help guide marketing and sales strategies.

- Increased revenue: By retaining more customers and reducing churn-related costs, businesses can increase revenue and profitability over the long term.