* **Question presented to the CEO:**

1. Which Region is producing the most revenue and least revenue?
2. What are the top 5 Revenue generating product in all Regions?
3. What Quarters had the Most Revenue?
4. Which of the top regions are generating the highest number of orders every year?

* **Question presented to the CMO:**

1. What is the percentage of repeat customers in all regions?
2. Which regions have the maximum repeat customers and the highest generating revenue?
3. Who are the customers who returned most frequently?
4. Which regions have the least number of orders?