

**Questions for the CEO:**

1. What strategies should we implement to further increase our total revenue, which currently stands at \$9.73 million?
2. Given that the UK is our top-selling country with 490,300 purchases, how can we capitalize on this success in other regions?
3. With a significant increase in purchases from 2010 (41,981) to 2011 (494,660), what factors contributed to this growth, and how can we sustain it?
4. What does the maximum quantity sold of 81,000 units for a single product indicate about our inventory management and forecasting capabilities?

**Questions for the CMO:**

1. What marketing strategies have proven effective in driving sales of our top-selling product, the White Hanging Heart T-Light Holder?
2. How can we enhance our marketing efforts in the UK to maintain our lead in sales while also exploring growth in Germany and France, which are among our top markets?
3. Considering we have 536,641 total purchases, what steps can we take to improve customer retention and decrease the number of null values in the Customer ID field?
4. What promotional activities can we implement to boost sales in underperforming countries like UAE, RSA, Lebanon, Brazil, Bahrain etc; which have lower purchase numbers compared to the UK?

