**Task 1 Framing the Business Scenario**

**Questions of Interest to the CEO**

1. **Which products or product categories generate the highest and lowest revenue?**  
   Understanding top-performing products helps the CEO identify core revenue drivers. With this data, the CEO can optimize product availability, allocate marketing resources, and analyse why certain products underperform to improve overall profitability.
2. **What is the customer acquisition cost versus customer lifetime value?**  
   Evaluating customer acquisition cost (CAC) and customer lifetime value (CLV) informs whether the business is spending efficiently to acquire long-term customers. If CAC is high relative to CLV, strategic adjustments can increase profitability.
3. **What is the profitability of different sales channels (online, in-store, mobile, etc.)?**  
   Analysing channel performance helps prioritize investments in the most profitable platforms while addressing issues in underperforming channels. The CEO can allocate resources to maximize returns on investment.
4. **Which regions show the fastest revenue growth, and what factors are contributing to that growth?**  
   Identifying regions with the most rapid revenue expansion allows the CEO to replicate successful strategies elsewhere and invest more in high-growth areas while addressing barriers in lagging regions.
5. **What is the net profit margin trend over the last year?**  
   This question gives insights into overall profitability. By understanding fluctuations in net profit margins, the CEO can identify operational inefficiencies or cost-saving opportunities.

**Questions of Interest to the CMO**

1. **What percentage of total sales comes from new versus repeat customers?**  
   This metric helps the CMO determine if efforts should focus on acquiring new customers or improving repeat purchase rates. A balance between acquisition and retention is crucial for sustainable growth.
2. **Which marketing campaigns are driving the highest customer retention rates?**  
   Identifying the most successful marketing efforts allows the CMO to replicate effective strategies and invest resources in campaigns that maximize customer loyalty and long-term revenue.
3. **What is the average order value (AOV) of repeat customers compared to first-time buyers?**  
   Analysing AOV trends helps the CMO understand if repeat customers are spending more, less, or the same as new customers, informing pricing and upselling strategies.
4. **How do different customer segments (based on geography, age, or other demographics) perform in terms of repeat purchases?**  
   This analysis allows the CMO to tailor marketing strategies by segment, focusing on groups with high repeat potential or addressing barriers for less-engaged segments.
5. **Which promotional offers lead to the highest conversion and repeat purchase rates?**  
   By identifying the most effective incentives, the CMO can refine promotional tactics to increase both immediate sales and customer retention, maximizing revenue from existing customers.

**Links:**

* [**https://asana.com/resources/success-metrics-examples**](https://asana.com/resources/success-metrics-examples)
* [**https://www.scoro.com/**](https://www.scoro.com/)