You can ask a wide range of questions about your marketing data to gain insights and make informed decisions. Here's a list of possible questions you can ask based on the columns you mentioned:

1. What is the total revenue generated by each marketing channel?

2. Which marketing channel has the highest revenue?

3. What is the total number of orders for each marketing channel?

4. Which marketing channel has the highest number of orders?

5. What is the total marketing spend for each channel?

6. Which marketing channel has the highest marketing spend?

7. What is the average revenue per order for each channel?

8. Which marketing channel has the highest average revenue per order?

9. How does the marketing spend correlate with revenue for each channel?

10. What is the overall return on investment (ROI) for each marketing channel?

11. How many new customers were acquired through each marketing channel?

12. What is the total revenue from new customers for each channel?

13. What percentage of orders came from new customers for each channel?

14. What is the customer acquisition cost (CAC) for each channel?

15. Which marketing channel has the lowest CAC?

16. How does the number of new customers relate to revenue for each channel?

17. What is the trend in revenue over different order weeks?

18. Which order week had the highest revenue?

19. How has the number of orders changed over different order weeks?

20. What is the trend in marketing spend over time (order weeks)?

21. Are there any seasonality patterns in the data based on order weeks?

22. What is the overall profitability of each marketing channel (revenue minus spend)?

23. How do the marketing channels compare in terms of profit margin?

24. What is the customer lifetime value (CLV) for customers acquired through each channel?

25. How does the CLV differ for new customers compared to existing customers for each channel?

These questions should help you get started with analyzing your marketing data and making data-driven decisions to optimize your marketing strategies. Depending on your specific goals and objectives, you may also come up with more specific questions tailored to your business needs.