**Concerns the CEO may have**

**1.What is the trend of revenue on a quarterly basis, and which quarter has rise and fall in revenue?**

* The CEO will check the trend of revenue on the quarterly base, that how it is change over time.
* Then CEO will be able to find the problem where and why the revenue fall.
* If there is any internal delay that leads in fall of revenue.

**2.Which types of customers we have, and which we have to target more?**

* On the basis of customer category, CEO can gain the insight that which type of customer we have.
* And he gains insight on that which particular category of customers we have to focus.
* if there is any particular category of customer which is less, then he has to find the solution for gaining the customer.

**3.Which region is making more profit, and which making less?**

* The CEO can gain the insight on the basis of regional sale revenue which region is producing more profit.
* And which is making less profit and what is the reason of fall in profit.

**4.How can we improve sales and reason of less sales in particular region?**

* The CEO can know the reason of less sale with the help of sales data set and able to gain insight from that what is the reason of less sales.
* And where the sales are good how we can improve sales.

**Concerns may CMO have**

**1. Which product is sold most in the months?**

* The CMO Can gain insight from the data which product is sold most in the month.
* And which is sold least and able to find reason of why it is sold least.

**2.How long does it take to customer to repeat the order?**

* The CMO will be able to determine order frequency with the use of this data set.
* The CMO may develop a strategy to persuade a customer to place an order again.
* This would be able to figure out how long it takes to customers to place a new order.

**3.Which customer placed more order and how much profit we can make?**

* How much customer spend on the store to buy goods determine how much profit business generate.
* A marketing plan will guarantee that shop will continue to earn more money from the high-paying consumer in the future.

**4.Do the customer place similar order or do they make distinct order?**

* The CMO interest in observing the buying pattern of the customer.
* The CMO will be curious how much percentage of repeated order.
* This study will also be performed to determine what they are purchasing next time.