

CEO CONCERNS:

1. Are sales impacted by the seasons? Do they affect the company overall sales?

Yes the sales are impacted by the seasons. Due to seasonality, there will always be months in the retail industry which have higher demand. The demand is never constant throughout the year. There will be instances where the data will undergo predictable modifications every year. The seasonal months would need to be identified because the CEO would want to come up with a plan that would make the most of the months with higher demands and may want to change the production by increasing the specific types and reduce the ones which are not used much in a particular season.

2. Which region is producing the most profit and least?

It is dependent on sales, the primary source of money for the company, this question is significant to the CEO. The CEO must consider revenue analysis since senior executives are constantly thinking about how to boost the company profit. He might be curious about the viewing income by area to determine which locations are producing the most and which regions are producing the least. The decisions can be made on about how to increase revenue generation in the locations that are already producing the most using the data and research. The teams can involve in research for the reasons why there aren't enough sales in the underperforming regions before attempting to modify the items and make them more appropriate for those areas.

3 The months which have seen the highest rise or fall in revenue?

The CEO will gain insight into the revenue's monthly pattern and how it changes over time. The CEO will then be able to examine the effects that internal corporate changes have had on sales. For instance, explain how the entrance of a new area or the debut of a new product increased sales for the online business throughout the month. The CEO might also examine whether there have been any internal delays that would have contributed to a possible decline. Senior management must do such analyses in order to plan forward and attempt to provide customers with the best possible experience.

4.What percentage of overall income are the top customers responsible for? Are the customers more diverse?

The CEO must be informed about the customer diversity so that he may make advance plans.This research is essential since it will help the CEO determine what factors are most responsible for the overall income. It would be possible to determine which consumers contribute the most to sales by looking at the top customers of the retail establishment.With a plan where the top customers can be targeted with additional goods they can purchase.Due to the fact that these customers are the store's top purchasers, this will guarantee more income for the business.

At times firm may benefit from having fewer consumers buy in bulk, but there may also be a negative aspect,as these consumers make up the majority of the store's income and have the ability to bargain and retailers would have less negotiating leverage with them.

CMO Concerns

5. Who are the consumers who have returned the most frequently?

Assessing which customers are returning the most frequently and how much they are contributing to the business is also crucial.Customers could require the same things on a weekly or monthly basis, but they don't have much financial worth. As a result, these consumers' contribution to revenue will be minimal.On the other hand, some customers could place orders twice a year and generate a lot of income.

6. How many customers make the same purchases again?Are the orders similar or distinct?

The CMO's interest in observing the patterns in customer orders is evident from this query.The CMO is curious in the percentage of overall consumers that place repeat orders with them.The study will be performed to determine what are being purchasing second time.This will provide the trends on which items and related products are in demand, allowing them to create a marketing plan to better target these customers.

7. Which consumers have placed many orders and how much profit is generated by them?

How much a consumer spends at the store to buy goods determines the revenue for the business.Because of this, analysis must be performed to ascertain how much

money is coming from the store's frequent consumers. The CMO can come up with a plan to increase recurring business from consumers who spend more on their purchases. A consumer should be encouraged to return to the store if they made a significant purchase there the first time, it is also crucial to remark. A marketing plan will guarantee that the shop will continue to earn more money from the high-paying consumers in the future.

8. How long does it take for returning customers to place their next purchase?

The CMO will be able to determine order frequency with the use of this study. This would entail figuring out how long it takes for customers to place new orders at the shop. It is assumed that customers who have just made a purchase will be thinking about the product and will likely buy or use it again in the future. The CMO may develop a strategy to persuade recent consumers to return and spend more after the data from the analysis is collected. It is possible to make an attempt to remind consumers who haven't made purchases from the shop in a while that it has been a while since their previous transaction.