**CEO Questions:**

1. Which product categories are the most profitable, and which are underperforming?  
  → The CEO needs to identify which products are driving the most revenue. By understanding the top-performing categories, they can decide where to invest more resources and adjust or eliminate underperforming products to increase profitability.

2. What is the customer acquisition cost (CAC) in different regions, and how does it compare to revenue generated?  
  → The CEO would want to know how much the company is spending to acquire new customers across various regions and whether these costs are justified by the revenue generated in each area. This will help optimize marketing strategies and resource allocation.

3. How does the company’s online sales compare to in-store sales across regions?  
  → In a multi-channel environment, the CEO must understand the difference in performance between online and in-store sales. This helps in shaping the company's e-commerce strategy and deciding whether to prioritize digital expansion or physical presence.

4. Which marketing channels are contributing the most to overall sales?  
  - The CEO is interested in knowing which marketing channels—such as social media, email campaigns, or direct advertising—are generating the highest sales. This insight helps determine which areas to focus on for future marketing investments.

**CMO Questions:**

1. What percentage of customers are engaging with promotions, and how do these promotions affect overall sales?  
  → The CMO would want to know how Effective current promotions are in driving customer engagement and sales. This helps refine the promotional strategy to maximize impact.

2. How effective are our current customer loyalty programs in retaining high-value customers?  
  → Understanding how well loyalty programs are working to retain customers, especially top spenders, will help the CMO optimize these programs and ensure they encourage repeat business from valuable customers.

3. Which demographic segments respond most positively to our marketing campaigns?  
  → The CMO needs to assess which demographic groups (age, gender, location, etc.) are most responsive to marketing efforts. This allows for more targeted campaigns that are tailored to specific customer profiles, improving overall effectiveness.

4. How does customer feedback and reviews impact future purchases, and are we responding effectively to customer concerns?  
  → The CMO would want to analyze how feedback and reviews influence customer behavior, including repeat purchases or abandonment. This helps the CMO develop strategies to address concerns proactively and improve customer satisfaction.