

Questions for the CEO

1. Why is the Netherlands showing one of the highest average order values despite lower overall revenue and should we explore strategic expansion there?
 2. Which product categories consistently generate the most revenue and do they align with regions where we have pricing power or stronger margins?
 3. How do monthly revenue patterns trend over time and are there specific periods such as Q4 where we should scale operations or increase inventory?
 4. With nearly 40 percent of customers returning, how can we invest in loyalty or subscription models to increase retention and revenue per customer?
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Questions for the CMO

1. What customer behaviors or demographics are associated with high average order value markets like the Netherlands and Hong Kong and how can we replicate that elsewhere?
2. Which specific products or bundles drive the highest engagement and spend especially among repeat buyers?
3. Are there overlooked countries or segments where marketing investment could lift average order value or repeat behavior?
4. What seasonal spikes or campaign windows align with the best-performing months and how can we time promotions more effectively?