

Create a set of four questions that you anticipate each business leader will ask and want to know the answers to. Make sure you differentiate your questions, as both the CEO and CMO view business decisions through different lenses.

Submit your eight questions in total (4 for the CEO and 4 for the CMO) in the text submission box below.

For the CEO:

1. Which product categories or descriptions account for the highest sales revenue?
2. What are the trends in sales volumes by country over the last year?
3. How does customer purchasing behavior vary across regions or countries?
4. What is the average order value, and how does it differ among high-performing countries?

For the CMO:

1. Which products consistently perform well across different price points?
2. What marketing opportunities exist for underperforming products in top regions?
3. How does customer engagement (e.g., repeat purchases) vary by country and demographic?
4. What are the key seasonal trends observed in the purchase data?