

Questions for the CEO

1. **What are the overall sales trends over time?**
 - This question focuses on understanding the sales performance across different periods, identifying any seasonal trends, and spotting periods of significant growth or decline.
2. **Which products contribute the most to our revenue?**
 - This question aims to identify the best-performing products, helping in decision-making regarding inventory, promotions, and future product development.
3. **How does the sales performance vary by country?**
 - Understanding geographical sales distribution can help in strategizing market expansion, resource allocation, and identifying potential growth areas.
4. **What is the customer retention rate, and how does it impact our revenue?**
 - Insights into customer retention can guide strategies to enhance customer loyalty, which is critical for long-term growth and sustainability.

Questions for the CMO

1. **What are the top-selling products, and what are their common characteristics?**
 - This question aims to identify the key attributes of popular products, which can inform future marketing campaigns and product development.
2. **How effective have recent marketing campaigns been in driving sales?**
 - Evaluating the impact of marketing efforts helps in understanding their ROI and planning future campaigns more effectively.
3. **What are the demographics and buying behaviors of our top customers?**
 - Understanding customer profiles aids in targeted marketing and personalized customer engagement strategies.
4. **Which countries or regions show the highest potential for marketing investment?**
 - Identifying regions with the highest growth potential can optimize marketing budgets and efforts, leading to better market penetration and sales.