**CEO Metrics**

1. What is the total revenue of the past year?
2. What is the total revenue of each month?
3. What is the gross profit margin?
4. Which is the most revenue generated product?
5. Which is the Most revenue generated country?
6. What are the top 3 current trending products?

**CMO Metrics:**

1. What is the customer retention rate of the past year?
2. What is the average customer lifetime?
3. What is the CLV (Customer Lifespan Value) of the past year?
4. What is the customer churn rate?