**Module Wise Questions**

**1. Sales Performance Questions**

* **Which products are our bestsellers, and which are underperforming?**
* **What are the monthly/quarterly/yearly sales trends?** (Is there seasonality?)
* **How close are we to our sales targets?** And what factors are impacting our success (or lack thereof)?

**2. Customer Behaviour Questions**

* **Who are our highest-value customers?** (Think about segmentation based on revenue or purchase frequency.)
* **What’s the average time between purchases?** And are customers becoming more or less loyal?
* **Why are some customers churning?** Is it a certain product, service, or maybe pricing?

**3. Product-Related Questions**

* **What products are commonly bought together?** (Hello, upsell and cross-sell!)
* **Is there a trend in product returns or complaints?** If so, are they focused on specific products?
* **How is each product priced compared to similar items from competitors?**

**4. Sales Channel Analysis**

* **Which channels are bringing in the most sales?** (Online, physical stores, etc.)
* **How does customer acquisition cost compare across channels?** Where’s the biggest bang for our buck?
* **What’s the conversion rate in each channel?** And does that rate differ by product or customer segment?

**5. Marketing and Campaign Performance**

* **Which campaigns or promotions are most effective at driving sales?**
* **What’s the return on investment (ROI) for our marketing efforts?** Which channels have the best ROI?
* **How much of our sales come from new vs. returning customers?**

**6. Forecasting and Planning**

* **Can we predict future sales based on past performance?**
* **What inventory levels should we maintain for high-demand items?**
* **How might external factors (like seasonality, economic changes) affect future sales?**

**7. Sales Efficiency**

* **What is the average sales cycle length?** And are there stages where deals commonly stall?
* **Are certain sales reps or teams outperforming others?** If so, why? (Consider training needs!)
* **What’s the cost per sale across products or customer segments?**