

# **TASK 1 : Framing the Business Scenario**

## **Questions of interest to the CEO**

**Ques 1:** Which country is generating the highest revenue?

**Ques 2:** Which country is generating the lowest revenue and What are the reasons in your opinion for the lowest revenue generating country?

**Ques 3:** Which products are revenue generating products and which products are not enough profits in your opinion?

**Ques 4:** Which months generate the highest revenue?

## **Questions of interest to the CMO**

**Ques 1:** What is the customer repeating percentage? Are they repeating for same product?

**Ques 2:** Which customer codes repeated the highest number of orders?

**Ques 3:** Which are the top 5 best performer countries?

**Ques 4:** Which marketing changes in your opinion can change these demographics?