Four questions for the CEO:

1. What are the top-selling products and how much revenue do they generate?
2. Which customer segments generate the most revenue and how can we target them more effectively?
3. How do sales compare across different countries and how can we leverage this information to expand our business globally?
4. How has revenue changed over time and what factors have contributed to these changes?

Four questions for the CMO:

1. What is the average order value and how can we increase it?
2. What is the customer retention rate and how can we improve it through targeted marketing campaigns?
3. What are the most popular products in each customer location and how can we optimize our marketing campaigns to target these specific demographics?
4. How do seasonal trends and holiday periods impact customer behavior in different locations, and how can we adjust our marketing strategies to take advantage of these trends?Top of Form