

### Questions for the CEO

1. Who are our top customers (based on CustomerID) in terms of total spending, and how can we strengthen relationships with them?
2. Are there any products (StockCodes) with consistently low or high inventory turnover rates that require attention?
3. What is the average frequency of orders across all customers, and how does it vary between countries?
4. What is the trend in the number of invoices generated (InvoiceNo) over time, and are there periods of significant spikes or drops?

### Questions for the CMO

1. Do certain countries show unique product preferences or trends that require customized marketing strategies?
2. Which product descriptions or categories are most popular across different countries, and how can marketing campaigns focus on them?
3. How do variations in UnitPrice impact sales volume, and are there opportunities for dynamic pricing?
4. Which countries show the greatest potential for growth based on sales data, and should marketing investments be adjusted accordingly?