

CEO Question	Example Insight
1. What is our total revenue trend over time, and are we meeting our annual growth targets?	Trend chart of sales by month showing growth vs. target.
2. Which customer segments or countries generate the highest sales and profits?	Top 5 countries, with revenue % share and gross margin.
3. What is our current return rate and how does it impact net profit?	% of returns, return value, net impact on profit.
4. Are there operational inefficiencies we should address to increase margin or reduce costs?	Highlight high return categories or costly delivery regions.

CMO Question	Example Insight
1. Which product categories are driving the most repeat purchases?	Table or chart of repeat purchase rates by category.
2. What is the average customer lifetime value (CLV) and how has it changed YoY?	CLV trend line by cohort.
3. Which marketing channels are generating the highest conversion rates?	Channels ranked by conversion %.
4. Are there underperforming products or regions where targeted promotions could boost sales?	Product/region matrix showing growth potential.