**Framing the Business Scenario for CEO & CMO**

1. **CEO Concern:** Finding profitable and unprofitable regions
   * The CEO wants to know which regions make the most money and which ones make the least.
   * This information helps make decisions to increase profits in successful regions and improve sales in underperforming regions.
2. **CEO Concern:** Tracking monthly revenue trends
   * The CEO is interested in how revenue changes each month and which months show the biggest increases or decreases.
   * This helps understand the impact of internal changes and plan for better customer experiences.
3. **CEO Concern:** Analyzing revenue by quarters and seasons
   * The CEO wants to know which quarters generate the most revenue and if sales are affected by seasonal patterns.
   * This helps plan for high-demand periods and ensures enough stock is available.
4. **CEO Concern:** Identifying top customers and their contribution to revenue
   * The CEO wants to know how much revenue comes from the company's most important customers.
   * This helps focus efforts on retaining and selling more to these customers while avoiding overdependence on a few.
5. **CMO Concern:** Studying customer repeat purchases
   * The CMO wants to understand how many customers make repeat purchases.
   * This helps tailor marketing strategies to encourage customer loyalty and increase sales.
6. **CMO Concern:** Analyzing time between customer purchases
   * The CMO wants to know how long it takes for customers to make another purchase after their first one.
   * This helps design strategies to bring customers back sooner, such as reminders or personalized offers.
7. **CMO Concern:** Identifying high-value customers and their impact on profit
   * The CMO wants to find customers who spend the most and contribute significantly to company profits.
   * This helps develop strategies to increase sales from these valuable customers.
8. **CMO Concern:** Assessing frequency and revenue from returning customers
   * The CMO wants to understand how often customers come back to make additional purchases and how much revenue they bring.
   * This helps ensure stock availability and implement tactics to encourage bulk purchases and repeat business.