**Concerns the CEO May Have:**

1. **Which region contributes the most revenue, and which one contributes the least?**
   * This is crucial for identifying top-performing and underperforming regions.
   * The CEO can strategize to enhance revenue in weaker areas while leveraging strengths in high-performing regions.
2. **What are the monthly trends in revenue, and which months show the highest and lowest revenue?**
   * Understanding revenue patterns helps identify peak and off-peak seasons.
   * The CEO can plan better resource allocation and promotional efforts during low-revenue months.
3. **Which quarters show the highest revenue, and is there any seasonal impact on sales?**
   * Identifying quarterly performance helps capitalize on high-demand seasons and improve performance during low-demand periods.
   * Seasonality insights allow for better inventory and marketing planning.
4. **What proportion of the total revenue comes from top customers, and how diversified is the customer base?**
   * This helps assess dependency on key customers.
   * A diversified customer base ensures sustainable revenue growth and reduces risk.

**Concerns the CMO May Have:**

1. **What percentage of customers make repeat purchases, and what are their common buying patterns?**
   * Analyzing repeat purchases helps in understanding customer loyalty.
   * The CMO can design targeted campaigns to increase repeat purchases.
2. **How frequently do returning customers make purchases after their initial order?**
   * Identifying the gap between purchases helps design strategies to shorten this time.
   * Personalized reminders or promotions can drive higher engagement.
3. **Which products are most often purchased together, and how can bundling these products drive additional revenue?**
   * Insights into product bundling can boost cross-selling opportunities.
   * Bundles can also increase average order value.
4. **Who are the most frequent buyers, and what percentage of the revenue do they generate?**
   * Identifying loyal customers helps in crafting loyalty programs.
   * The CMO can focus on retaining high-value customers while increasing their spending.