Concerns the CEO may have :

1. Which region is producing the most profit, and which region is producing the least?
2. What is the monthly sales breakdown, which month has the highest revenue and lowest revenue?
3. What quarters had the most revenue? Are sales impacted by the seasons?
4. What percentage of overall income are the top customers responsible for? Are these customers essential to the company's success, or is the customers more diverse?

**Concerns the CMO may have :**

1. Which product has the highest purchase rate and how often are they purchased?
2. How long does it take for returning customers to place their next purchase after receiving the first one?
3. How many customers make the same purchases again and over again? Do they place similar orders or do they place distinct orders?
4. What is the repeat customer rate?