

Questions of interest to the CEO

1. What is the total revenue for given time period, and how does it compare to previous periods?
2. What are our top selling products, and how can we leverage this information to drive the growth?
3. Which countries are driving most revenue, and how can we expand our market share in other countries?
4. What is our average order value, and how can we increase it over time?

Questions of interest to the CMO

1. How can we identify and target our most valuable customers based on their purchase history?
2. What product categories or items have the highest profit margins, and how can we promote them more effectively?
3. How can we segment our customer base to personalize our marketing messages and improve customer retention?
4. How can we use social media and other digital channels to engage with our customers and drive sales?