

SALES ANALYSIS: A language use exercise

The ability to analyse and interpret data is a crucial skill to be acquired by all would-be managers. The tasks below should give you a good practice.



Compare with Last Month by Categories

Category Name	Current Month		Last Month	
	Quantity	Amount	Quantity	Amount
Beverages	925	\$27,761.58	834	\$34,599.15
Condiments	378	\$10,773.27	289	\$6,293.97
Confections	880	\$22,877.18	475	\$10,074.09
Dairy Products	581	\$13,685.33	506	\$11,454.50
Grains/Cereals	189	\$3,325.40	219	\$4,060.01
Meat/Poultry	92	\$4,083.66	344	\$23,334.05
Produce	351	\$13,031.20	37	\$1,172.80
Seafood	669	\$9,316.55	584	\$12,531.12
Total	4,065	\$104,854.15	3,288	\$103,519.69

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Source: http://www.ljzsoft.com/pptreport/sample/monthly_sales_report6.gif

ACTIVITY ONE:

Task A. Take a close look at the table above showing sales reports for a two month period and decide if the sentences below are TRUE (T) or FALSE (F).

1. Overall sales increased significantly over the previous month.
2. Sales grew by 25% when compared to last month.
3. Sales in all sectors improved in the current month under analysis.
4. There was a significant increase in total sales over the previous month.
5. There was a growth of 25% in sales compared to last month.

Task B. Write 5 other sentences to describe the sales data in the table above.

ACTIVITY TWO:

The sentences in task “a” use specific forms of reporting. Sentences 1-3 use verb forms. e.g., Sales increased + (how?); sales grew by + (what); sales improved + (when).

You can also show periods or volumes, e.g., Sales increased from to

Sentences 4 and 5, both use Noun forms.

e.g., There was a significant increase in + (what?); There was a growth of +(what?) in +(what).

Sentences 4 and 5 are transformed forms of sentences 1 and 2.

Example:

Graduate unemployment rose gradually from 2008 to 2012 in Podkarpacie province.

There was a gradual rise in graduate unemployment from 2008 to 2012.

TASK C: Practice

Re-write your sentences from task “B” following the example above.

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